



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 86

NEW YORK, N. Y., MONDAY, NOVEMBER 1, 1937

FIVE CENTS

Gerald L. K. Smith on 75 Stations

STARTING CONSTRUCTION ON NEW NBC COAST PLANT

West Coast Bureau, RADIO DAILY

Los Angeles—Construction will begin in a few days on the new NBC studios at Sunset Blvd. and Vine St. Site of the newly planned structure consists of about five acres, two city blocks square, and the project now getting under way will provide only for the immediate needs of NBC here. Provision will be made, however, for ample increase in studio and office facilities and for television studios when such increase becomes necessary.

The present NBC studios were built only two years ago. Activities of the
(Continued on Page 8)

1,000-Watt Transmitter Is Dedicated by WOKO

Albany—WOKO yesterday dedicated its new 1,000-watt transmitter with appropriate ceremonies. Coincident with the new equipment, station will open shop at 7 a.m. instead of 7:30. Harold E. Smith is general manager.

WPEN Going on Full Time With 1,000 Watts Power

Philadelphia—WPEN will begin full-time operation tomorrow. Station has shared time with WRAX for a number of years, having concentrated on foreign programs mostly. The FCC has granted a power in-
(Continued on Page 2)

Studebaker Swings

Chicago—Studebaker Motors has spotted a 15 minute transcription series on WIND titled "Sing and Swing." Schwimmer & Scott is the agency. Show is heard on a six a week basis.

Airing Workers

Canton, O.—Timken Roller Bearing Co. is using an hour every Sunday over WHBC for a good-will program using talent recruited from ranks of the industrial plant workers, with Tiny Tigges as emcee. Performers get \$5 each, plus a chance at prize money. First show, from I.O.O.F. auditorium, had a packed house. Stunt also is getting much newspaper space.

Poetic Tribute

Utica, N. Y.—Rhymes by a local Doctor Stone, as read by Nate Cook over WIBX, have been pulling such a heavy mail, that Advertising Manager Edward Harrison of Rochester Packing Co. penned and sent to Cook what is believed to be the first sponsor-to-station rave poem. Station is framing the poetic gem.

AFM EXEC. COMMITTEE ADJOURNS AFTER MONTH

Executive Committee of the AFM adjourned late Friday afternoon, subject to call by the president, Joseph N. Weber. Committee has been in session intermittently since the first week in October. Meeting was held Friday with key station representatives and the accord again acknowl-
(Continued on Page 7)

Frank Smith Tenders Resignation to Crosley

Cincinnati—Resignation of Frank Smith, sales manager of WLW-WSAI, has been tendered but not yet accepted by Powel Crosley Jr. Rumor is that it will be accepted, in which
(Continued on Page 6)

Mort Watters Appointed W. Va. Network Manager

Charleston, W. Va.—Mort Watters, station director of WCHS here, has been promoted to the newly created post of managing director of the West Virginia Network, effective Nov. 15. Network includes WCHS,
(Continued on Page 2)

Crusader Signs 26-Week Contract for an Independent Network Including 38 Stations Left by Coughlin

LOCAL NEWS SERVICE FORMED BY CHRISTIE

Continental Radio Press has been organized as a new radio news service of local coverage for stations in respective areas, the service to be available in foreign languages as well as other specialized directions not now being serviced by established radio press units. Primary function of Continental, according to T. L. Christie, executive editor, will be to gather, edit and transmit news of
(Continued on Page 8)

Five Gen. Motors Units Sponsor Series on WHIO

Dayton, O.—Five General Motor divisions here—Frigidaire Moraine Products Co., Delco Products Co., Delco Brake Co., and Inland Manufacturing Co.—are footing the sponsor's bill for a 13-week broadcast series by the Dayton Philharmonic Society over WHIO. Orchestra goes on air every Wednesday at 8 p.m. Bob Bowman, station announcer, does musical commentating.

Campana Back to "Hotel"

Chicago—Though it still has several weeks to run on its 13-week NBC stanza, "Vanity Fair," variety show, is being dropped by Campana on Nov. 8, and "Grand Hotel" is being brought back. Eileen Barton, young singer, is going to Hollywood.

Gerald L. K. Smith, national chairman of the Committee of One Million, through Albert M. Ross Inc., has signed a 26 week contract for an independent nationwide network of over 75 stations for a new series of programs to begin Nov. 14 at 4:40 p.m. Ross agency has taken over the 38 stations which were contracted for by Father Coughlin, who has since canceled because of his Bishop's disapproval.

Before the starting date, additional stations will be signed for the net-
(Continued on Page 7)

SHOUSE IS JOINING WLW; MERLE JONES PROMOTED

Chicago—James D. Shouse, general manager of KMOX, St. Louis, CBS owned and operated station, has resigned effective Dec. 1 to join Crosley's WLW, Cincinnati, in the executive post recently vacated by William S. Hedges. Merle S. Jones, western manager of Radio Sales Inc., CBS subsidiary, formerly Shouse's assistant, replaces him as manager of
(Continued on Page 2)

WSM Aims Over WLAC; Sponsor Opposes Self

Nashville—Same sponsor for two competing football games, and one station sponsoring a broadcast over a competitive outlet, constitute a strange state of affairs that happened here Saturday.

Kellogg had signed with WSM at outset of the season for a series of
(Continued on Page 6)

★ THE WEEK IN RADIO ★

... AFM's Disk Licenses

By M. H. SHAPIRO

CONTACT between the electrical transcription and phonograph record manufacturers' committees and the AFM resulted in the disk men being informed that the musicians union planned to go right ahead and issue licenses for the making of every form of recording that uses AFM musicians. Wherever the AFM deems it inadvisable to directly regulate the ET and home type of record distribution, the regulations

placed upon its members will be expected to work out the same ultimate result. . . . Meantime the ET folks are seeking ways and means to preclude the industry being operated under AFM rules and regulations. . . . and the phonograph record makers are expected to accept AFM licenses with little trouble. . . . AFM will make no contracts between it and manufacturers and thus

(Continued on Page 2)

Radio at U. of Md.

University of Maryland will officially open its new radio studios, together with its radio course, on Nov. 5 with a special broadcast over the CBS network at 3:30 p.m. The course of instruction in radio subjects will be conducted in cooperation with WJSV, Washington. A. D. Willard, manager of WJSV, is in charge of the instruction.



THE WEEK IN RADIO ... AFM's Disk Licenses (Continued from Page 1)

COMING and GOING

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FINANCIAL (Saturday, Oct. 30)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd., Stewart Warner, Zenith Radio.

Mort Watters Appointed W. Va. Network Manager

(Continued from Page 1) WPAR, Parkersburg, and WBLK, Clarksburg, all owned by the John A. Kennedy interests. Watters will make his headquarters in Clarksburg. Before coming to WCHS, Watters was commercial manager of WHEC, Rochester, and before that was radio director of the Lewis Edwin Ryan agency, Washington.

Gene Ferguson Promoted

Charleston, W. Va.—E. B. (Gene) Ferguson, associated with WCHS for seven years, has been appointed local commercial manager, effective today, it is announced by John A. Kennedy, president and general manager. Ferguson has officiated as announcer, continuity writer, producer and salesman. One of his best known shows is the "Old Farm Hour," in which he plays the leading part of Grandpappy Jones.

avoid any possible threat from the restraint of trade and kindred angles.

Other AFM activities include sifting the allocation of additional expenditures in accordance with the IRNA plan, but which must also meet with approval of the AFM locals . . . also signing of contracts with the network key stations.

After toying with the idea for a while, CBS decided to allow transmissions on WABC until 9 a.m., also opening the transmitter at an earlier hour . . . NBC followed suit almost immediately . . . considerable additional revenue is assured . . . Harold B. Thomas was made chairman of the board, and Paul B. West continued as president of the ANA at its annual convention in Hot Springs, Va. . .

Educators will hold off before making demands for more time for so-called educational purposes and will await the final outcome of the government's probe . . . so far it has been shown that leading outlets allot a possible one-third of total time on the air to such programs . . . FTC reported that it had read over 400,000 commercial radio scripts

the past year . . . about five per cent of the scripts were marked for further study in the event false or misleading advertising was present.

Toward the close of the case against Paul M. Segal and George M. Smith, attorneys accused of unethical practices before the FCC, it was indicated that Commissioner George Henry Payne might also be disqualified from sitting when the case of Powel Crosley comes up . . . James W. Baldwin, managing director of the NAB, will represent that organization at the parley in Havana. J. Walter Thompson Co. gets the radio portion of the Zenith Radio account. . .

Frank E. Mason, vice-president in charge of station relations for NBC, was moved up to be assistant to President Lenox R. Lohr . . . Wm. S. Hedges takes the NBC station relations post . . . RCA and ATT were awarded decrees in patent suit . . . Supreme Court of the U. S. upheld the FCC in denying a permit for a new station . . . John S. Young, former network announcer, is made head of the N. Y. World's Fair radio department, an adjunct of the regular press department. . .

Shouse Joining WLW; Merle Jones Promoted

(Continued from Page 1) KMOX. Paul S. Wilson, now salesman for Radio Sales here, succeeds Jones, who goes to St. Louis immediately for a month's work under Shouse. The appointments were announced by Leslie Atlas, CBS mid-west v.p. Hedges, who was vice-president of Crosley Corp., is now with NBC in New York.

Top Tunes Back on KOBH

Rapid City, S. D.—The Mills Top Tunes, quarter-hour of dancing melodies and banter, started a new series over KOBH last week after a summer lapse. The morning program is produced by Bernie Barth, youngest member of the KOBH family, who also does a man-in-the-street idea with the program "Answer Me This."

MacMillan to Conduct

Sir Ernest MacMillan, conductor of the Toronto Symphony Orchestra, will wield the baton for next Monday night's Philadelphia Orchestra bank-sponsored program over NBC-Blue. W. M. Kiplinger, Washington news-letter editor, will speak on this program.

William A. Brady for Spot

William A. Brady, dean of Broadway producers, who will make a guest appearance on tonight's Lux Theater, speaking over CBS from the New York end in an interview with Cecil B. De Mille on the coast, is being lined up for a permanent air spot starting in January.

WPEN Going on Full Time With 1,000 Watts Power

(Continued from Page 1) crease up to 1,000 watts, and station engineers are preparing to broadcast on full power within the next few days. George Lasker, who has been appointed manager, plans many improvements, including a balanced schedule of English and foreign-language programs. The call letters WRAX will be silent for the first time in many years.

"Quizmaster" on WMCA

"Quizmaster," new audience participating show, originating from the stage of the Strand Theater, Brooklyn, with prizes to contestants, starts Wednesday at 9:45-10:15 p.m. over WMCA.

Jerry Mason Resigns

Jerry Mason, associated with Robert S. Taplinger and Tom Fizdale Inc., resigned Saturday. Mason has not announced future plans, but it is expected he will remain in the radio field.

KLUF Adds Equipment

Galveston—KLUF, managed by Lawrence D. Yates, has installed new Gates Speech-Input system, including dynamic microphones.

WAKO Under One Tent POWER MARKET POPULARITY Newly Equipped for Super Power

SUE TOHRNER of Kass-Tohrner left Friday for Pensacola, Fla., due to the illness of her father. She expects to return in a week.

LEWIS WINDMULLER, Washington sales representative of recording equipment for the Fairchild Aerial Camera Corp., is spending a few days in New York, visiting the new plant of the Fairchild Corp.

IRENE RICH was in Chicago yesterday and did her NBC-Blue broadcast, an Arch Oboler skit titled "Ten Grand," from that city.

JERRY BELCHER spent Sunday in Cleveland, where his "Interesting Neighbors" program originated for NBC-Red.

MRS. MARTIN (OSA) JOHNSON, who has been on another African film expedition for 20th Century-Fox, returns to New York via the Queen Mary, arriving Nov. 15, with her native gun-bearer and quite a few animals, also a lot of interesting stories to offer radio.

C. L. BAGLEY, Los Angeles; HARRY E. BRENTON, Boston; C. A. WEAVER, Des Moines; J. C. PETRILLO, Chicago; J. W. PARKS, Dallas, and WALTER M. MURDOCK, Toronto, members of the AFM Executive Committee, left for their respective homes Friday night.

EILEEN BARTON, young singer who has been appearing in Campana's "Vanity Fair" out of Chicago, leaves next week for Hollywood to do picture work.

BILL MURRAY of the William Morris office has gone to the coast in connection with the Walt Disney-Pepsodent show.

DR. HARRY HAGEN, conductor of the CBS spelling bee, arrived on the coast last week for a visit.

GRACE GIBSON, head of the transcription department of ZGB, Sydney, Australia, is visiting Los Angeles. Miss Gibson, a Los Angeles girl formerly connected with the Freeman Lang studio, now Associated Cinema, will be on the coast for two weeks, checking up on the transcription field, then on to New York and London before returning to the Antipodes.

TED COLLINS and TOM LEWIS of Young & Rubicam joined Jim Crowley and his Fordham team in its weekend trip to Chapel Hill, N. C.

JOY HODGES returns today from Boston. Opens in "I'd Rather Be Right" tomorrow night.

CHARLES MICHELSON, eastern representative of Earnshaw Radio Productions, returns to New York today after a two-week business trip.

PHIL SPITALNY and his all-girl orchestra leave for Washington this week, opening at the Earle Theater there Friday. His "Hour of Charm" broadcast will emanate from there Nov. 8.

Burns and Allen Resume Nov. 8 George Burns and Gracie Allen resume their Grape Nuts program over NBC-Red network on Nov. 8, following a month's vacation.

Alice Cornett Changing Name Alice Cornett, vocalist on the Coca-Cola program, has filed an application to change her name to Alice Porter.

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

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

THE HOUR OF CHARM

MUSIC THAT LINGERS ON



PHIL SPITALNY Residing at PARK CENTRAL HOTEL, NEW YORK

AGENCIES

EARL L. HADLEY, formerly with Rudolph Wurlitzer, Fairbanks-Morse and Grigsby-Grunow, has joined Henri-Hurst-McDonald agency, Chicago, as account executive.

DAN RYAN of the W. E. Long Agency, Chicago, was in Kansas City last week for the National Bakers Convention.

RUSSELL C. COMER ADV. CO., Kansas City, has sold the 650 episodes of "The Air Adventures of Jimmie Allen," transcribed juvenile serial, to the Illinois State Journal, Springfield, Ill. Series will be aired over WCBS—which is not connected with the newspaper—and the various merchandising items which are a feature of the program will be printed in the State Journal.

FRED SMITH, publicity director of BBDO, New York, opens a public relations office at 393 Madison Ave. on Nov. 15, with Bruce Barton's Congressional campaign as his first account.

WILLIAM McKENNA JR. has joined the copy staff of Tracy-Locke-Dawson Inc.

New Stations for Okla.

Oklahoma City—New stations are being planned for several spots in the state after inactivity in that direction for many months. At present 14 stations are on the air. FCC examiner has okayed one for Tulsa, making three there. Senator Josh Lee is planning another for Stillwater, which has no station at present. There is also revival of talk about a station at Chickasha.

Telepathy Pulls

The "Zenith Foundation" radio program on the Blue network is the largest fan-mail puller on the NBC networks. Telepathy program is receiving 60,000 letters a week, more than twice as high as the second-place holder.

KELA Joins Don Lee Net

Centralia, Wash.—KELA, which is located midway between here and Chehalis, yesterday made its bow on the Don Lee Network, giving the chain 25 lines. Deal was closed by Lewis Allen Weiss, g.m. of the Lee web.

1	9	3	7
4	5	7	
10	11	12	
17	18	19	20
21	22	23	
25	26	27	28
29	30		

Greetings from Radio Daily

November 1

- Al Rose
- Stan Shaw
- Ray Sinatra
- Barry McKinley



● ● ● It Could Only Happen Here... With the main topic of discussion around town today being tomorrow's election, this story should be apropos... Shaw Newton, exec at Morse International, walked out of his building the other day enroute to enjoy a hearty lunch, when he was tied up in traffic by a truck bearing signs and loudspeakers proclaiming Bruce Barton, Thomas Dewey and Mayor LaGuardia... Naturally, the speaker had leather lungs and from the public address system came the result. The noise prompted Don Shaw of McCann-Erickson to remark: "I simply adore these 'whispering' campaigns."

● ● ● Another election episode took place at the last primaries in June... Before coming to the Riviera, Mickey Alpert was a nite club entertainer—not a band leader—and because his family disapproves of his vocation, they never heard Mickey sing or entertain in a nite club... However, from the Riviera he was to be aired via a web which would permit his family up in Boston to tune in and listen for the first time to Alpert croon... Mickey had sent wires and made phone calls to Boston for the specific purpose of having his people listen. Everything was set for the broadcast and it came over swell. Mickey immediately called Boston to learn the opinion in the Bean City... He wasn't heard there—because the station had sold local time for campaign speaking... The half-hour was consumed by George Alpert, Mickey's brother—who is the district attorney there!

● ● ● John Allan Wolf is a CBSlinger. Last Saturday he was on a train to Washington for the pigskin show there. En route the train stopped and Johnny ran out on the tracks to see what caused the delay... He told the brakeman to hammer the trunks of the car a little but his advice wasn't adhered to—simply because John was just another onlooker... After a 30-minute delay, Johnny's advice was taken and the train could continue along. For this service he received \$5... John Allan Wolf used to build trunks for railroads before he came to CBS.

● ● ● Patricia Burns, head of the continuity dept. at KLZ, Denver, gave a unique slant for a Halloween show the other day... Using the auditorium of the Public Service Co. of Colorado, which was tossed in complete darkness, the cast was attired in sheets and masks... In order to read the commercials, Howard Chamberlain used a pocket-sized flashlight—and didn't slip. Bob Bradley, romantic young tenor of KLZ, sang—behind a mask to the accompaniment of Les Weelans... Now the station is flooded with letters asking the identity of the new BASS soloist!... Bernie Pollack's wife presented him with a seven-lb. boy Friday... Tommy Dorsey will make a picture in Feb... Harry Conn show with Barry Wood has been delayed—because of sudden sponsor-interest.

● ● ● After his regular show through WMCA, Zeke Manners and his Gang do a show from the N. Y. studios which is piped to WIP, Philly, for another sponsor... Last Sunday this sponsor made an appearance at the broadcasting studios and wanted to hear the show from the control room but was refused admittance because of its size—and Al Klinger, the agency man, wasn't around to identify him—so he was evicted... After last nite's show, Klinger received a phone call at the studios. It was from the sponsor. "I think the show is swell," said the bill-payer... "Where are you?" asked Klinger... "I couldn't get in to hear last Sunday's show," said the sponsor. "So I'm down in Philadelphia now where I heard it via WIP!"

● ● ● Reynold Kraft of the NBC sales staff will be one of the principal speakers at a 25th anniversary celebration for Bob Zepke, famed football coach of Illinois, to be held tomorrow. Kraft was on the Illinois university team in 1916 when it was unbeatable. WHN will originate the broadcast of the event which will be carried over the WLW Line to Cincinnati and WJJD, Chicago.

GUEST-ING

LYNN MURRAY CHOIR, on Al Pearce program, Nov. 2 (CBS, 9 p.m.).

OSCAR SHAW and DOROTHY RUBIN, on Chamberlain Brown's "All Star Revue," today (WMCA, 1:15 p.m.).

MERRY MACS, repeat engagement on "Town Hall Tonight," Nov. 3 (NBC-Red, 9 p.m.).

BURGESS MEREDITH and MARGALO GILLMORE, in scenes from "Ned McCobb's Daughter," on Kate Smith program, Nov. 4 (CBS, 8 p.m.).

CHRISTOPHER MORLEY, on Vitalis program, tonight (WHN-WLW Line, 8:30 p.m.). Max Eastman appearance postponed to Nov. 8. Set by Dorothy Worthington.

JAMES BARTON and BETTY GARDE, in "The Informer" on Kate Smith broadcast Nov. 11 (CBS, 8 p.m.)

"Are You a Writer" Show Turns 'Em Away at KJR

Seattle—Experimental broadcasts of the new "Are You a Writer" program contest have broken all records for popularity over KJR at the end of the first two weeks. With Paramount Pictures and United Air Lines cooperating, the new program idea, copyrighted by Seattle's Ann Newman Agency, is under sponsorship of Grunbaum Brothers Furniture Co. while it is being observed for possible adaptation to a nationwide broadcast.

From scripts submitted in the contest two are chosen for dramatic presentation over KJR each week. The first week, the studio was half filled and the listener vote was 500. The second week, audition rooms had to be opened to accommodate the overflow from the studio and listener ballots rose to more than 2,000. In the middle of the third week all ticket reservations for the studio show had to be stopped.

Palange Heads WPEN Sports

Philadelphia—Angelo Palange, sports commentator, has been appointed head of the sports department of WPEN. He is planning a series of nightly sport chats with celebrities as a feature on the Night Club program, aired each week-day evening at 10-12.

HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music in a Modern Manner
MANAGEMENT
ROCKWELL-O'KEEFE

PROGRAM REVIEWS

MARY JANE WALSH

Barbasol

WHN—WLW Line, Fridays,
7:45-8 p.m., also WOR-Mutual,
8-8:15 p.m.

Erwin, Wasey & Co. Inc.

TALENTED DEEP-VOICED THRUSH IN SETUP THAT DOESN'T EXACTLY JELL.

Mary Jane Walsh is a singer with individuality, and the Nat Brusiloff Orchestra which surrounds her on this program is an efficient aggregation, but the setup as presented didn't sound harmonious to these ears. Building up a "Cinderella Girl" character around a vocalist who typifies the torch-singing class more than any other is mis-step number one. And Brusiloff's gagging about being the "Prince Charming"—while he plays stogie in a Yiddish dialect—adds further incongruity to the picture.

On the singing score alone, Miss Walsh put over "The First Time I Saw You," "Remember Me" and "How Much Do I Love You" in very fine style. Brusiloff left nothing to be desired musically, but he should not have been required to stogie as well.

Program opens and closes with the familiar "Barbasol" theme song long ago popularized by Singing Sam, and there is generous commercial matter in between. A guessing contest with weekly prizes of \$250 in cash and 50 razors is tied in with the program.

"Buddy Clark's Varieties"

After a build-up via the sustainings at CBS and a ghosting part in a flicker, besides being the unknown vocalist on the Lucky Strike shows, it was decided to star Buddy Clark on his own show, singing and emceeing the proceedings, over CBS at 10-10:30 p.m. on Thursdays. Clark had an individual singing style before bowing in on this show, but changed it to mimic Bing Crosby, who is spotted on NBC at the same time. Not only in singing did Clark imitate Bing—but also in script reading—using the same phrases and "cuties" which click big on the Crosby hour.

Attempt of comedy was supplied by Announcer Ken Roberts, who, before every one of Clark's songs, announced "Buddy Clark will sing 'That Old Feeling'." Of course, Buddy only sang this once and followed with "Stay On The Right Side of the Road," "Blossoms On Broadway" and "Rosalie."

Guesting on the show was Milton Herth and his electric organ, playing "Swamp Fire" and "Old Grey Bonnet" in swingtime. A few girls gave a vocal rendition after a bit of tomfoolery by Clark. At times, when Clark forgot that he was competing against Crosby, he sang as a stylist.

Program was definitely a copy of Crosby's, differing only in a commercial plug, Bob Burns, guest stars,

F. C. C. ACTIVITIES

APPLICATIONS RECEIVED

Kathryn B. Gosselin, Aurora, Ill. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

EXAMINER'S RECOMMENDATION

Standard Life Insurance Company of the South, Jackson, Miss. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited, be granted.

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

HEARINGS SCHEDULED

Nov. 1: KGMH, Honolulu. Transfer control of corp. to Pacific Theaters & Supply Co., Ltd. and Fred J. Hart. 1320 kc., 1 KW., unlimited.

C. Bruce McConnell, Indianapolis. CP for new station. 1500 kc., 100 watts, 250 watts LS., specified.

Carl Latenser, Atchison, Kan. CP for new station. 1420 kc., 100 watts, daytime.

Nov. 4: WMBH, Joplin, Mo. CP to change frequency and increase power to 1380 kc., 500 watts, unlimited.

Valley Broadcasting Co., Youngstown. CP for new station. 1350 kc., 1 KW., unlimited.

Juan Piza, San Juan, P. R. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

KROY, Sacramento, Cal. Mod. of CP to 1340 kc., 250 watts, 1 KW. LS., unlimited.

Wm. W. Ottaway, Port Huron, Mich. CP for new station. 1370 kc., 100 watts, daytime.

Tri-City Broadcasting Co., Inc., Schenectady, N. Y. CP for new station. 950 kc., 1 KW., unlimited.

Nov. 5: Louis P. Thornton, Baker, Ore. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Broward Broadcasting Co., Ft. Lauderdale, Fla. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

Kentucky Broadcasting Corp., Louisville. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Nov. 6: William C. Smith, Bogalusa, La. CP for new station. 1310 kc., 100 watts, unlimited.

and John Scott Trotters' crew, though the band supporting Clark was great.

If this show must continue, why spot it opposite Crosby? An imitation is acceptable when the original can't be had—but Crosby was on NBC at the very same time that Clark was doing his stuff for "Old Mr. Columbia," as he said.

"Hammerstein Music Hall"

Erin O'Brien-Moore, without doubt a talented actress, did not do herself justice in last Friday night's "Hammerstein Music Hall" program on CBS. She recited a poem, a laboring woman's lament, that was not nearly as entertaining as other things she has done on the air. Larry Burke scored vocally in "Don't You Know or Don't You Care," and Mildred Fenton put over "The Loveliness of You." Jerry Mann dispensed his usual quota of laughs, while Charles Magnante tickled his accordion for a specialty.

"Tish"

The third episode in the "Tish" series put on by the WPA Federal Theater radio division and aired over CBS on Wednesday nights at 9:30-10, was the best in the series to date. Dealing with a pampered wife who is ruthlessly exposed by Tish, it had more action and more fun in general. Considering the difficulty of putting over any kind of dramatic material on the air at such a late night hour, "Tish" proved its interest-holding qualities on this occasion. It is far better material and a better production than a lot of the serials now being sponsored.

Rudy Vallee

Vallee program last Thursday was one of the best the hour spot has had in some time. Program was in honor of Vallee's eight years with Standard Brands and was made up of songs

which were first sung on the Vallee Hour and later became hits. Three acts, Bob Burns, Joe Penner and Edgar Bergen with Charlie McCarthy, who got their first radio start on the hour, were featured.

Penner seemed to be better using his old style of comedy which brought him radio fame. In his present series for Cocomalt something intangible has been left out. Penner used the same script he used the night he made his first appearance on the air with Vallee.

Vallee declared that the hardest things to find in radio are new personalities and radio writers. He also said that they dropped the excerpts from stage plays from the hour because too many other programs were picking up the idea.

WBT Awarded Plaque

Charlotte—In recognition of its civic contributions during the past year, WBT has been awarded a plaque by the Charlotte Junior Chamber of Commerce. The emblem was presented to William A. Schudt Jr., general manager of the station, at a luncheon last week.

WBT has adopted a new slogan—"Showmanship Station of the Nation."

ORCHESTRAS MUSIC

JACQUES RENARD will remote over both Red and Blue networks of NBC following his opening at a new downtown Los Angeles spot, The Vogue, on Saturday night. The Red will carry coast-to-coast on Monday, Tuesday, Friday and Saturday nights, while the Blue takes over on Thursday night only.

Bob Crosby, now playing a *Palo-mar* engagement in Los Angeles, is going transcontinental on both CBS and NBC. Rather unique arrangement has the band on NBC Blue Thursday and Sunday nights and on CBS Wednesdays and Saturdays.

"In An Old English Village," by Eddie Pola and Al Sendry, recently published by Exclusive Publications Inc., is winning popularity in the simple ballad category.

Johnny Johnson and his orchestra will open at the Village Barn next Monday, with a network wire, replacing Julie Wintz's aggregation.

Under the new arrangement between the American Record Corp and Irving Mills' Master Records, Duke Ellington's latest rhythmic opus, "Diminuendo in Blue" and "Crescendo in Blue," have been issued on Brunswick records. The composition is recorded in two parts and marks the first of a new series of selections by Duke Ellington, which will be added to his more serious efforts in composing advanced forms of rhythmic music.

Eli Dantzig, spotted at the Italian Village of the St. George Hotel in Brooklyn, has taken on Eddie Singer as vocalist. The *Dance with Dantzig* musical periods are heard over NBC.

After a short lay-off, Ray Block resumes his varieties show this Wednesday at 3 p.m. via WABC-CBS.

NOTICE

We announce the association with our Hollywood offices of

BENJAMIN DAVID

Mr. David will be in charge of radio. To his many friends in the Advertising Agencies—and to the Artists—a cordial invitation is extended to communicate with Mr. David for such services as they may be in need of.

A trustworthy co-operation is assured them.

LOU IRWIN, INC.

8555 Sunset Boulevard
Hollywood, California

NAT BRUSILOFF

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY CI 6-2200



DAVE CARTER, formerly CBS publicity head, has been set at M-G-M to handle publicity on the forthcoming Maxwell House show in co-operation with Burns Lee and Pat Patterson of the Benton and Bowles office.

R. Calvert Haws, Chicagoan, has been added to the CBS continuity staff and will serve as editor on "Hollywood in Person," on which show Bob Baker will interview Earl Carroll tomorrow, and Shirley Ross and John Trent on Nov. 4 from the 20th Century-Fox lot.

KMTR has a new half-hour musical program each Thursday night at 9, featuring Yasha Borowsky and his Russian Orchestra, with Lola Carini, singer, and Uzia Berman, pianist, occupying the spotlight with Borowsky.

George H. Bird, father of G. Curtis Bird of Aeroqram Corp., returned from a trip to Chicago and East.

Harry Sosnick is back to his batoning on the Woodbury show after playing host to several million of what the medicos term streptococci for the past couple of weeks.

Murray Bolen, who recently left a technical berth at KHJ to join the Young & Rubicam staff, was assigned to "House Undivided" by the agency and now goes back to KHJ to supervise that production at point of origin for Y&R.

Clarence Muse starts production on the Joe Louis starring picture at Hollywood Studios this week. Muse plays the lead, supervises, and has written, with his arranger, Elliott Carpenter, six new tunes for the production. Edna Mae Harris, featured in Noble Sissle shows in the East, plays the feminine lead opposite Muse.

Dorothy Scott draws a role in May Robson's "Lady of Millions" at Associated Cinema Studios in which she is required to do "talking parrot" interpolations.

John Dolph, CBS exec, who was scheduled for a talk to radio classes at Pasadena Junior College Oct. 28, switched dates with Dr. Ralph L. Power, due on a similar assignment Nov. 4.

Connie Vance, feature writer for Radio Features, left for her former home in Portland, Ore., upon receipt of the sad news of the sudden death of her father.

Larry Wright, saxophone player in the Meredith Willson and Robert Armbruster orchestra, and Ruth Schouler, secretary to John W. Swallow, NBC Hollywood studio manager, have been honeymooning in Del Monte.

Harry Spears and James Brown have been brought from San Francisco to augment the NBC engineering staff here.

KFWB is doing a series of lobby interviews from the foyer of Warner's

NEW BUSINESS

WGY, Schenectady: American Popcorn Co., program, through Coolidge Advertising Agency; Reid Mudoch Co. (Monarch canned goods) announcements, through Rogers and Smith; American Oil Co., announcements, through Joseph Katz.

KSFO, San Francisco: Folger Coffee Co., ETs, through Raymond R. Morgan Agency.

KOBH, Rapid City, S. D.: Chevrolet; Oldsmobile; Nash; Plymouth; S & W Coffee.

KFI, Los Angeles: Dr. Lyons's Tooth Powder, "Wife vs. Secretary," ETs.

KSFO, San Francisco: Stokely Bros. (Van Camp's Beans), "Charlie Chan," ETs, through Raymond Morgan Co.; Dr. Lyons Toothpaste, "Wife vs. Secretary," ETs, through Blackett - Sample - Hummert; Roma

Wine Co., (Cella Grape Juice), program, James Houlihan, Inc.; J. A. Folger Coffee Co., "Judy and Jane," ETs, through Raymond Morgan Co.; Gas Appliance Society, announcements.

WPTF, Raleigh: Rexall Drug, program; Nucoa, spots; Mishawaka Rubber & Woolen Mfg. Co., spots; Plymouth, spots; Swift & Co., spots; Roi-Tan Cigars, spots; American Oil Co., spots.

WEW, St. Louis: Tums, program.

WNEW: Olson Rug Co., "Make Believe Ballroom," through Presba, Fellers & Presba; Lightning Electric Co., "Make Believe Ballroom," through Scheer Advertising Agency; B. C. Remedy Co., "Make Believe Ballroom," through Chas. W. Hoyt Co.

WSM Aims Over WLAC; Sponsor Opposes Self

(Continued from Page 1)

football broadcasts by Jack Harris. Looking over the schedule, the Tennessee-Georgia game loomed as the standout for Oct. 30, so it was scheduled for WSM. Meanwhile, Vanderbilt team came through unbeaten and fans around here clamored for the Vandy-Tech game last Saturday. So the WSM parent, National Life & Accident Insurance Co., contacted N. W. Ayer, Kellogg's agency, and arranged for joint sponsorship of the Vandy game over WLAC, the other local station.

Hollywood Theater during the run of "They Won't Forget".

Gus Mack, radio veteran, inaugurated a new series to be logged as "Western Review" over KFWB on Sundays at noon to 1 p.m.

KMPC has a new Sunday show broadcast from the stage of the United Artists Theater at 3 p.m. Called "Pattern of the Stars," it re-creates highlights and momentous events in the history of the motion picture industry. The 30-minute program is handled by Don Jerrold and Ralph W. Towner.

KEHE inaugurates a new program, "By Candle Light," featuring Sylvia Jones, vocalist; John Lake, reader and commentator, and Ruby Lloyd, organist, to be heard Monday, Wednesday and Friday at 10:30-10:45 a.m.

The Director General—no less—of the publicity department of the sovereign State of Nevada has invited Joe Penner to establish residence there, citing as advantages: "no state income tax," "no sales tax" and various other inducements.

Milton Berle reports at RKO Monday to begin work on "Radio City Revels." Comic flew back from New York, where he visited a newly-arrived nephew born to Dr. and Mrs. Charles B. Wigderson last week.

2 New Bands on WCCO

Minneapolis—Two new dance bands got a WCCO line Sunday, when Ben Polack's orchestra moved into the Minnesota Terrace of Hotel Nicollet in Minneapolis and Will Osborn took over the stand at Hotel Lowry's Terrace Cafe in St. Paul.

Frank Smith Tenders Resignation to Crosley

(Continued from Page 1)

case Smith is expected to join John L. Clark in Transamerican.

Crosley's intention of closing downtown studios in Union Central Annex, after Jan. 1, moving all broadcasting activities to Arlington St. plant and also stopping work indefinitely on proposed new studio building on which ground was broken months ago, is interpreted as a retrenchment program.

Alfred Gus Karger, commentator on WLW Line, leaves Crosley to begin weekly series of talks on WCPO, Scripps-Howard station, Nov. 20. Larry Menkin and Millard Segal, Crosley writers, left the station last week.

82 Associated Grocers In WMBH Co-Op Series

Joplin, Mo.—Associated Grocers, local voluntary co-op embracing 82 stores, has started a 15-minute daily series over WMBH to run three months. Transcribed music is used, with appetite-testing continuity tied in.

Markwardt's Quality Bakery is now sponsoring the daily "Talk of the Town" in addition to its five-year-old one-hour show on Sundays.

A 30-minute cooperative "Magic Kitchen" is aired daily from a local department store.

KJR's Record Script Show

Seattle—Records for continuous script shows over KJR were broken with the renewal of the Fisher Flouring Mills contract extending the run of the popular Scandinavian dialect program, "Lars and Lena," to 39 weeks. The program, conceived, written, produced and acted by KJR Staff Announcer Clint Johnson and his wife, is believed here to be the only air show in the Scandinavian dialect and perhaps the only script show using but two voices.



WENDELL HALL motored to New York last week to attend session of ASCAP. He has moved his family from Chicago to Evanston.

Clementine Legg of WLS artists bureau receiving condolences on death of her mother.

Everett Mitchell and Bill Drips will handle the Firestone Tire broadcasts from Union Stock Yards during the Livestock Exposition the week of Nov. 29. Mitchell arrived home Thursday from a trip to Texas, where he put on the Farm and Home hour.

Chicago school system, starting Jan. 1, will broadcast two programs a week for school children and one evening program for parents under direction of Prof. Harold W. Kent. Six Chicago stations will carry the programs.

Donna Dae, singer with Frankie Masters, to Milwaukee to be interviewed on radio ed Ed Thompson's WTMJ program.

David Zimmerman, new NBC announcer, moving his family here from Toledo.

Janie Webb, 11-year-old starlet of "Tom Mix Straight Shooters," is getting highest marks obtainable in all subjects at the Swift school.

Spencer Bentley, who plays lead in "Betty and Bob," has also been assigned male lead in "Romance of Hope Alden," transcribed serial.

Edward Rees, who has been conducting "Hog and Harmony" and "Vagabond Trail" at WAAF, has left to join a stock company in Ohio. First feature will be retained on station.

WIND has launched a new African adventure serial titled "Talking Drums" by Jack Lewis, who plays the lead and is supported by Barbara Luddy, Joe Kearns, Bruce Payne and others.

Phil Kalar has a new morning feature on WIND called "Sing Out the News." He selects bits of news and follows each item with a song typifying the tenor of the bit.

Malcolm Claire has been restored to his "Spareribs" spot at NBC.

Ed Retticker, former managing editor of the Evening American, and George T. Kenney have organized a publicity service with offices at 216 West Jackson Blvd.

Complete "Thrills" Waxings

West Coast Bureau, RADIO DAILY Los Angeles—Dave Ballew has completed waxing a series of 39 episodes of "Thrills Behind the Newsreels" at the Aeroqram Corp. plant. Ray Fernstrom is featured in the series and such newsreel veterans as Al Brick of Movietone, Sanford Greenwood of Hearst, Lucky Joe Johnson of Paramount, Sam Savitt of Universal, Don Stephens, Willard Vandiveer, George Lancaster and Lorraine Wilson have contributed thrilling chapters from actual shooting experiences around the world.

GERALD L. K. SMITH GOING ON 75 STATIONS

(Continued from Page 1)

work in the south, mid-west and on the Pacific coast.

It is still undecided where Smith, who is on leave of absence from his Baptist duties, will speak from, but it may be WHN. WMCA is also expected to be added to the network. WLW, the 500,000 watt, is a part of the network.

Opening of the new radio series is on the eve of special session of Congress. Committee of One Million, is a non-political organization which Smith describes as a "political Red Cross."

Stations already on the schedule are WAAB, WEAN, WICC, WSAR, WSPR, WLBZ, WFEA, WTHT, WNBH, WBRY, WLLH, WLNH, WRDO, WNBX, WNLC, WLW, WFIL, WXYZ, WJJD, WCAO, WOL, WHN, WJAS, WGAR, WGR, WHB, WIL, WISN, WHAM, WSYR, WCBA, RAW, WEST, WGBI, WBRE, WAZL, WGAL and WIP.

PITTSBURGH

Charlie Urquehart, KDKA production man, has been laid up several weeks by illness.

Stewart's Coffee Co. is running spots on WCAE, through Walker & Downing.

"Romance Backstage," WCAE commercial with Jack Sherwood, Nancy Martin, vocalists, and John Mitchell at the organ, has been increased to twice weekly.

Mrs. Gene Eckerson, whose husband is in the Walker & Downing radio dept., is recuperating from an illness.

Carl Dozer, WCAE announcer, has extended his "Morning Express" to a half hour.

Janice Bell, WWSW songstress, is on a visit to her home, Dayton, O.

Walter Sickles, WWSW program director, and Mrs. Sickles celebrated their fourth anniversary last week.

Irene Gubbins, Youngstown radio artist and fiancée of Jack Parr, WCAE announcer, was screen tested. Al Helfer, former WWSW sports announcer, now free-lancing in the east, visited town last week.

WJEJ, Hagerstown, Md.

Edward McGinley, control operator, has left the station temporarily to return to school.

Sam Booth, formerly in newspaper work in Washington, has joined the commercial staff.

JIMMY ALDIN

AND HIS ORCHESTRA

JUST COMPLETED

100 WEEKS ENGAGEMENT

BEN 6-4759

★ Coast-to-Coast ★

ALTHOUGH he operates on a full schedule as directing executive of one of the Rocky Mountain Region's most important network stations, F. W. Meyer, manager of KLZ, Denver's CBS outlet, finds time to devote much of his attention to civic affairs. Among his "after hours" activities, Meyer lists membership on the City Budget Committee of the Denver Chamber of Commerce as radio's sole representative. This committee, composed of leading figures in the business world, assists the city administration in drafting the budget for the approaching year. In addition, the KLZ manager is participating actively in the current Community Chest drive by serving on the Advance Gifts Committee.

Don Johnson, who is the Professor Figg's bottle of the Senator Fishface and Professor Figg's bottle program, has leased a completely furnished home at Long Beach, L. I.

Maureen O'Connor, 14-year-old west coast singing star, who makes her film debut in Monogram's "Boy of the Streets," starring Jackie Cooper, has been signed by Monogram to a term contract as a result of her work in this picture.

Edward H. Smith, program director with a number of stations in the past ten years, died last week in Toledo as a result of a heart attack.

A Cleveland pianist played the latest composition of her fiancé, David Holden, young American composer, on the NBC Music Guild program which originated in the studios of WTAM Saturday night. Young Holden, recipient of an honorable mention award in the NBC Music Guild awards of 1936, submitted his most recent composition, a quintet for piano and strings, to Ernest LaPrade, NBC director of musical education, with the request that his fiancée, Margaret Harold, of Cleveland, play the piano part in the radio premiere. Walter Logan, musical director for WTAM, heard Miss Harold

WICC Picks New Site

Bridgeport, Conn. — Yankee Network officials have picked a new site for the WICC New Haven studios to replace the present quarters after Jan. 1. New location is a two-story building at 1110 Chapel St., opposite Yale Art Galleries and near Yale University.

Form Music Publicity Firm

Felix Deyo, public relations counsel of the New York Hippodrome Opera Company, and Felix W. Salmaggi, general manager of the same organization, have formed a bureau specializing in music publicity. The new bureau will handle Hippodrome Opera news in addition to the news activities of radio, concert and recital artists.

and assigned his Golden Strings quartet to assist her in the broadcast. Program was broadcast over NBC-Red.

New accounts signed by International News Service in September totaled 27, with about the same rate maintained the past month. In Pennsylvania alone, since first of the year, eight new clients were added by INS.

A new series of "French for Homemakers" will be started by Charles Premmac, gourmet and music lover, on Mrs. Ida Bailey Allen's "Homemakers of the Air" over WHN at 10:30-11:30 a.m. today. Premmac is the leading man and vocalist of the program.

Dr. Walter Van Kirk, well-known radio lecturer, will start his third consecutive season of broadcasts on "Religion in the News" next Saturday at 6:45 p.m., over the NBC-Red Network. The fifteen-minute program will be heard every Saturday thereafter, at the same time.

George Walsh, WRUF (Gainesville, Fla.) ace sports announcer, aired the Florida-Maryland football game from College Park, Md., Saturday for a state-wide hook-up in the Sunshine state. Atlantic Refining is this year's sponsor for the Florida broadcast. Commercial and color announcements handled by Dan Daniels, another WRUF staff announcer.

Barbara Dale, who has been heard on "Doing the Town" over WELL, New Haven, will hereafter be featured in her own daily program.

WBRY, New Haven, now originates 43 programs a week, not counting newscasts, according to Jack Henry, manager.

Joe di Natale has been moved from promotions to the music library at KFOR, Lincoln. Richard F. Gloyne, who did "Englishman Look at the News," has been dropped.

Radio Call to Order

Nashville—Though there was much talk about the constitutionality of Governor Browning using radio (WSM) to issue his special call for the state legislature, not one member of the body was missing when the session got under way two days later. Radio played an important part in the entire session.

AL DONAHUE

and his orchestra

at the

RAINBOW ROOM

For Fall and Winter Season
Fourth Return Engagement

AFM EXEC. COMMITTEE ADJOURNS AFTER MONTH

(Continued from Page 1)

edged by both sides. Actual signing of a contract, however, is sought to be avoided by the key stations, although they reiterate that they are willing to comply with every point of their agreement.

Today Samuel R. Rosenbaum of WFIL, chairman of the IRNA Special Advisory Committee, will talk to Weber on the closing details of the trade agreement and signature of same.

It is expected that, within the next two weeks, license agreements for the transcription manufacturers and the phonograph record makers will be ready for distribution. It was not certain at AFM headquarters whether or not the ET situation would be set in the prescribed two weeks time.

Queried about the independently owned outlets not affiliated with networks, Weber stated that the AFM did not plan to bother such stations whose gross on the year might not exceed \$15,000 or so. He explained that 5½ per cent of such small sums could not very well result in many musicians being hired by the station in question. However, where a profit of such a sum was indicated, it was possible a few musicians might have to be hired. It did not appear from Weber's conversation that the squeeze would be put upon unaffiliated outlets which did not show a sizeable profit.

KANSAS CITY

Trans-Radio Press has established a news bureau here in the Pickwick Hotel, where Erle Smith of KMBC also does his news broadcasts.

Tom L. Evans, president of KCMO, is in Research Hospital for a rest and observation.

Fred Weingarth, WDAF sports announcer and special events man, is laid up by throat trouble.

John Larkin, who recently joined the KCKN announcing staff, has been appointed night production manager under the station's production chief, Russ Davis.

Don Davis, president of WHB, is back from a Chicago trip.

Jerry Burns, KXBY program director, spent the week-end in Minneapolis, seeing the Minn. - Notre Dame game.

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BRyant 9-9746

It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.

Starting Construction On New NBC Coast Plant

(Continued from Page 1)

network from this end have increased rapidly since the first program to be broadcast from here in 1932. In that year, NBC Hollywood broadcasts totaled only 12 radio hours, while this year the network will originate more than 700 radio hours from here. Staff also has grown from one man to about 100.

Net layout will have four large individual studios under separate roofs, each seating several hundred, and four other studios without audience accommodations. Executive and administrative offices will be in a central office building with a vast lobby three stories high and two main entrances. Architecture will be classical with a modern touch, and the entire group of units will appear as one building.

One wing of the office building will have three stories devoted to executive and administrative offices of the western division of NBC. The structure now being built will occupy only half of the NBC property, allowing ample room for expansion. O. B. Hanson, NBC chief engineer, designed and planned the new studios in cooperation with the Austin Co., which will erect the plant.

COLUMBUS

Johnny Neblett, WBNS inquiring reporter, now sponsored by Cussins & Fearn Co. every Friday, goes to one of the cities where the store maintains a branch and makes a broadcast out front, which is transcribed and brought back to the station for airing. The "Three Kittens," new novelty septia trio, is rapidly winning a large audience over WHKC, having first been heard during the Ohio State Fair.

Remotes Cause Mike Shortage

Oklahoma City—Local stations are using remotes in such increasing numbers, both commercial and sustaining, that it is bringing about a mike shortage in most units.

ONE MINUTE INTERVIEW

BOB CROSBY

"Collegians do more than any group to dictate the vogue in popular dance music. But the most important thing that band leaders must do is to assemble preference selections from authentic sources. Much of the information which is at public command is not authentic, and the task of the orchestra head who is on the search for true information is indescribably difficult. The real choice lies in the hands of the third and fourth year college fans, who are located in fashionable schools. From these leaders the vogue spreads to the lower class men and finally to the home towns."

NEW PROGRAMS—IDEAS

"Tune Twisters"

KHJ, Los Angeles, has premiered a new show built to replace "Script Teasers," which was grabbed up for Lucky Strikes following its fourth airing. The new one is labeled "Tune Twisters" and, like its predecessor, awards prizes to quick-witted members of the audience, in this instance to those who recognize tunes from eight bars concealed in the arrangements played by Lou Bring and his orchestra.

Benny Rubin is the emcee and Frances Hunt, cinema starlet; Kenny Allen and The Playboys, male quartette, are featured. Also has a novel, good-will-building angle incorporating a radio set giveaway and hamper of groceries to a needy, unrevealed family.

Show is a cooperative effort of KHJ and Music Corp. of America, with Walter Johnson credited with production. Johnson moves over to MCA this week as producer.

Natural Science Mysteries

A new series titled "Have You Heard?" will be presented over WTAG, Worcester, Mass., Sunday mornings at 9:45 beginning Nov. 7 and continuing for 16 weeks, with each quarter-hour program being given over to dramatizing some mystery of natural science.

New Quiz Airing

"Quizzer Court," question-and-answer program, sponsored by six local merchants, is a new offering over KCKN, Kansas City. Show is broadcast from stage of the Electric Theater, with 14 contestants used on each airing. Commercials are worked in directly from stage, as each sponsor offers his merchandise prize. Courtroom background for atmosphere.

Safe Sledding

When winter comes—WCLE, Cleveland, will start to work on a new novelty broadcast, in behalf of safer sledding for youngsters. Idea of Program Director Mendal Jones, show will find Jones, an engineer, an announcer, and a representative of the police safety squad plowing about snow-covered streets with a mike and advice on coasting with safety. They will interview the kids, giving

Buffum Assisting Ruffner

West Coast Bureau, RADIO DAILY

Los Angeles—Ray Buffum, formerly connected with the Taplinger publicity offices and who recently joined the Ruthrauff & Ryan agency in a similar capacity, has been upped to a berth as assistant to "Tiny" Ruffner and will have the Edward G. Robinson show as his particular assignment. The new producer already has turned in some scripts for Robinson which have been okayed for early airing, it is said, putting the ex-publisher in the scripting class with such notables as Arthur Caesar and Courtney Ryley Cooper.

suggestions. Then, as highlight, Jones, outfitted with a transmitter pack, will hop on a sled with a youngster, describing the trip and coaching the pilot.

High School Gossip

Kansas City high school kids have a Walter Winchell of their own these days in the person of Owen Balch, now airing a scholastic gossip feature over Station KCKN. Who's got a date—who's going with whom—who's throwing a party this Saturday—all as reported by leading students of each high school, make up the Balch narration, with continuity by Ruth Sullivan of the station staff. Dramatizations will also be used, with Bob Davis, Karl Willis and John Larkin assisting. Title is "Classroom Whispers," and sponsoring taxi cab company has equipped entire fleet of taxis with tire covers calling attention to the broadcasts.

Travelogue Musical

A new Travelogue program featuring Don Albert's Orchestra bows in today over WHN, to be heard thereafter at 2:30-3 p.m. every Monday, Thursday and Friday. Show spots wanderings of a vagabond as portrayed in his musical diary. First shot takes him to Italy, Persia, Norway, Russia, Austria and France.

Sunday School Classes

One of the most popular local broadcasts on WOC, Davenport, is its "Sunday School of the Air." Neighboring churches have been invited to send different Sunday School class to the studios each week, for a pre-arranged broadcast. Each child or adult who appears on show is given a "membership" button.

Buying Hints for Housewives

Comparative buying hints for housewives, based on price and quality of items advertised by grocery stores in local papers, make up new fifteen-minute weekly feature over WEW, St. Louis, with Hugh Sanders at the microphone. Although all store names are mentioned (and treated with equal fairness in the commentary), the feature, airing under title "Kitchen Critic," is sustaining, and will remain so, the station has announced.

Industry Leaders to Speak

Starting next Saturday on the Carborundum program over CBS at 7:30 p.m., when Lamont du Pont will speak, a group of 20 leaders in American industry will deliver short talks on promoting welfare and raising standards of living. Idea was conceived by Frank J. Tone, president of Carborundum Co. Colby Chester of General Foods will be the second speaker, followed by D. D. Davis of General Mills, Frederick H. Frazier of General Baking, James H. Rand Jr. of Remington-Rand and William A. Irving of U. S. Steel.

Local News Service Formed by Christie

(Continued from Page 1)

strictly local origin in key cities for commercial broadcasts. Via teletype, the same service will be supplied to advertising agencies direct to sponsors, and others. Out-of-town stations may request special news on hometown visitors, etc.

Offices have been opened at 576 Fifth Avenue, and for the present the Metropolitan area of a 50-mile range from the city will be covered for stations within this area. Local news of the city and Washington, such as financial and political will be included. Expansion will be westward, eventually, but it is not planned to set up extensive and complicated wire services. About 10,000 words will be supplied in the New York sector at the start.

Christie, who will direct operations of Continental, was formerly news editor of the two Hearst services, International News and Universal News, as well as one time associate editor of Press-Radio Bureau. He was also at one time with various newspapers throughout the world. S. Robert Kunkis will act as general counsel.

KANSAS CITY

Beulah Karney returns to her daily KMBC "Happy Kitchen" airings this week after an operation.

E. E. Horton, who conducts the Air Waves column in the Daily Kansan, is on the air five times weekly for KCKN as the Movie Man.

George Cooper, KXBY sales manager, signed Regal Shoe store for 26 weeks.

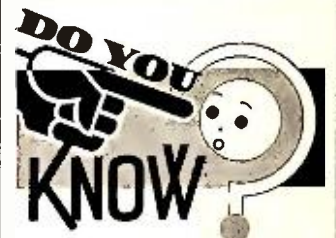
M. F. (Chick) Allison, KMBC director of promotion and publicity, addressed the Kansas State College journalism class last week.

Hugh Scarborough, KCMO auditor, spent a few days at KOAM, Pittsburg, Kan., assisting with installation of a new bookkeeping system.

Moreland Murphy, KCMO special events man, was recently made president of his neighborhood Parent-Teacher Ass'n.

Ashe Opens Radio School

Pittsfield, Mass.—Sidney W. Ashe and his daughter, Jean Ashe, the "Dad and Jean" of WGY, Schenectady, N. Y., have opened a broadcasting school here.



KFI, Los Angeles, presented a "Shakespeare Hour" with John Barrymore in 1926.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 87

NEW YORK, N. Y., TUESDAY, NOVEMBER 2, 1937

FIVE CENTS

Bid for Pan-Am. Station

Looking On ... AND LISTENING IN

AGENCIES Quietly but gradually, the production end of the radio business—at least in so far as the important, commercial programs are concerned—has been falling into the hands of the advertising agencies.

Whether they are showmen or not, the advertising men are now in show business.

There are some advantages in this, and some disadvantages.

Advertising men are quite likely to exercise better taste in theory and on paper, as compared to the dyed-in-the-wool showman's tendency to risk a point or two in order to get audience response, emotionally or otherwise.

The showmanship that makes for mass appeal, however, is a matter of instinct and flare rather than academic routine.

Another danger besets the advertising agency through its close relation to the sponsor.

The legitimate stage has counted its casualties resulting from "angel" interference, the movies have had their relatives and bankers, and now the radio's commercial programs are having somewhat the same experiences with the sponsor's wife or relatives or the sponsor himself.

And if it must come to choosing between putting on a real good show or pleasing the sponsor, the agency is quite apt to string along with the sponsor and give him what he wants even though it's no good and won't help his sales.

The showman's artistic temperament—or his "box-office" sense—on the other hand, is more likely to make him balk.

Somewhere between these two points is a good middle course.

10,000,000 Philcos

Philadelphia—The 10,000,000th Philco Radio will go into circulation next Monday with fitting ceremonies.

The receiving set, a 116 XX, will be presented by Sayre M. Ramsdell and Boake Carter to the Walter Reed Hospital, the big veterans' institution, in Washington, D. C., with Secretary of War Woodring scheduled to be at receiving end.

ROCKEFELLERS INCREASE GRANTS TO RADIO FIELD

Annual report of the Rockefeller Foundation for last year shows an increased number of grants made in the radio field. It marks the first time that the Foundation has really taken radio as a serious subject for experiment, and the granting of fellowships and financial assistance marks the opening of a definite attempt to improve educational and

(Continued on Page 3)

WFIL Waxing Program For Taylor Packing Co.

Philadelphia—Taylor Packing Co. has contracted with WFIL to make a series of 26 transcriptions of Ann Taylor in "Homemaking Highlights" on the station's new recording equip-

(Continued on Page 2)

RKO Getting Its Share In Film-Radio Hookups

West Coast Bureau, RADIO DAILY
Los Angeles—While both M-G-M and Warner Bros. have been in recent headlines in connection with direct radio tie-ins, less has been

(Continued on Page 8)

Crosley Profit Lower

Cincinnati—Crosley Radio Corp. reports net profit of \$103,581, equal to 19 cents a share, after deducting \$340,000 for flood loss, for the nine months ended Sept. 30, compared with \$1,390,327 or \$2.54 a share in the first nine months of 1936.

Press-Radio in Election Jam Due to City News Ass'n Edict

\$300,000 Transmitter Being Erected by KNX

Washington Bureau, RADIO DAILY
Los Angeles—Contracts for a new \$300,000 transmitter for KNX have been awarded, with preliminary construction starting Nov. 15, according to Donald W. Thornburgh, CBS vice-president. Site is at Hawthorne Ave. and 190th St., about 30 miles from present location on other side of

(Continued on Page 3)

World Wide Broadcasting Co. Would Run Proposed Gov't Station Without Commercials—NBC Also After It

AFM ORDERS DISBANDING OF UNION FOR ARRANGERS

The Arrangers' Guild, launched three weeks ago with Joe Glover as president, yesterday disbanded on orders from AFM officials. It was believed that the organization would conflict with the parent union, and policies of AFM forbid the formation of a union within the AFM.

Officials of the AFM, in passing the order, intimated that they will do all in their power to assist the arrangers through the regular channels of the AFM.

Benton & Bowles Opening Separate Unit in Chicago

Chicago—Local offices of Benton & Bowles Inc. will be opened Nov. 15, with quarters in the Palmolive Building. Officers will be: Stuart Sherman, president; Arthur F. Mar-

(Continued on Page 2)

Dorothy Thompson Tops

Dorothy Thompson, who is under sponsorship of Pall Mall cigarettes, is now the top once-weekly quarter-hour show on the networks, according to the Cooperative Analysis of Broadcasting report which was released by the Compton agency.

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent
Chicago—NBC and World Wide Broadcasting Co. locked horns before the FCC yesterday to gain control of Pan-American frequencies. Walter S. Lemmon of Boston, appearing on behalf of his company, World Wide, told the FCC that if Congress passes the Celler Bill calling for construction of a government-owned station, his company was in a position

(Continued on Page 3)

PHILADELPHIA POLITICIANS PAY RADIO \$100,000

Philadelphia—Though exact figures are not available, it is estimated that about \$100,000 was spent for radio time by candidates in the present elections. Never before in local history has radio been used so extensively and exclusively by both political parties.

140 Stations to Carry Debut of NBC Symphony

Debut of the NBC Symphony Orchestra, with Pierre Monteux conducting, at 10-11:30 p.m. Nov. 13, will be aired over 140 stations of the combined NBC-Red and Blue networks. This will be the first concert of the first full symphony orchestra ever organized exclusively for and by radio, and is the group that will be conducted by Toscanini in his series starting Christmas night.

Another Service

Springfield, Mass.—There seems to be no end to the number and variety of public services possible via radio. Latest here is for WSPR to aid the telegraph company in locating persons for whom urgent wires are waiting. Station has flashed several notices recently, and in each case many calls were received, leading to location of the "missing person."



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL
(Monday, Nov. 1)

NEW YORK STOCK EXCHANGE				Net Chg.
	High	Low	Close	
Am. Tel. & Tel.	154	153	153 3/4	- 3/8
CBS A	20 3/8	20 3/8	20 3/8	- 1/8
Crosley Radio	10 1/2	10	10 1/8	- 1 1/2
Gen. Electric	42 3/4	41 5/8	42	- 1 1/4
RCA Common	7 7/8	7 5/8	7 7/8	- 1/4
RCA First Pfd	58	57	57	- 3
Stewart Warner	13 5/8	13	13	- 5/8
Westinghouse	103 1/2	102	103 1/2	- 1
Zenith Radio	23	22	22 3/8	- 5/8

NEW YORK CURB EXCHANGE			
	Bid	Asked	
Nat. Union Radio	1 1/8	1	1 1/8 + 1/8

OVER THE COUNTER		
	Bid	Asked
Stromberg Carlson	7 3/4	8 3/4

WFIL-ACA Impasse

Philadelphia—WFIL and American Communications Ass'n have reached an impasse in their attempts to reach an agreement covering technical staff. Donald Withycomb, g.m. of WFIL, said the ACA's demands for a closed shop, starting salary of \$51 and hiring of two additional supervisors would impose greater burdens on WFIL in comparison to other stations.

Radio Newsfeatures
Available to only one radio station in each city
Details on Request
Represented exclusively by
Stephen Slesinger, Inc.
250 Park Avenue New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Oct. 30, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Remember Me (Witmark & Son)		33
You Can't Stop Me from Dreaming (Remick Music Corp.)		30
Vieni Vieni (Witmark & Son)		27
Blossoms On Broadway (Famous Music Corp.)		25
Roses In December (Irving Berlin Inc.)		23
So Many Memories (Shapiro Bernstein)		23
Goodbye, Jonah (Robbins Music Corp.)		22
That Old Feeling (Leo Feist Inc.)		22
You and I Know (Robbins Music Corp.)		22
Getting Some Fun Out of Life (Donaldson, Douglas & Gumble)		21
I Still Love to Kiss You Goodnight (Leo Feist Inc.)		21
If It's The Last Thing I Do (Crawford Music Corp.)		21
Mission by The Sea (Shapiro Bernstein Inc.)		20
Moon Got In My Eyes (Select Music Corp.)		20
Have You Got Any Castles, Baby (Harms Inc.)		18
Once In A While (Miller Music Inc.)		18
Whispers In The Dark (Famous Music Corp.)		18
Farewell My Love (Harms Inc.)		16
It's The Natural Thing to Do (Select Music Co.)		16
When the Organ Played Oh Promise Me (Joe Morris Music Co.)		15

WFIL Waxing Program For Taylor Packing Co.

(Continued from Page 1)
ment. Disks are to be spotted mornings over the station and also on WRC, Washington; WRVA, Richmond; WTAR, Norfolk, and WBAL, Baltimore.

Radio Club's 1937 Medal Awarded to Dr. Hazeltine

The 1937 medal of the Radio Club of America has been awarded to Dr. Louis Alan Hazeltine, professor of physical mathematics of Stevens Institute of Technology. "in recognition of his outstanding contributions to the art and science of radio communication."

Davies Handling WIP Sales

Philadelphia—Major Edward A. Davies has been appointed sales director for WIP by Benedict Gimbel Jr., president. He was formerly program director, then went to John Falkner Arndt Advertising Agency as account executive.

Frank Lane on Talent Trip

Chattanooga—Frank S. Lane, manager of WODD, is in Chicago until tomorrow to audition new acts for the station.

Vance Babb on Sick Leave

Vance Babb, NBC manager of press, is out of the office for the rest of the week on sick leave.

Benton & Bowles Opening Separate Unit in Chicago

(Continued from Page 1)
quette, vice-president, and Edward Aleshire, vice president. Complete independent organization will be maintained in Chicago by Benton & Bowles, but facilities of the newly opened Hollywood branch and the New York office will be available for the clients of the Chicago offices.

Sherman is now Pepsodent vice-president in charge of advertising and sales promotion. With his departure, Charles Luckman, v.p. in charge of sales, adds advertising to his title, Malcolm Hart becomes sales manager and J. Baxter Gardiner is promoted to advertising manager.

Aleshire is radio director of H. W. Kastor agency and formerly was with Blackett-Sample-Hummett and Lord & Thomas.

WHDL to Celebrate 9th

Olean, N. Y.—WHDL will celebrate its ninth anniversary on Nov. 11, with an elaborate program being planned by the staff for that day. Station moved here from Tupper Lake three years ago.

Russ Brinkley, whose assignments include conducting the two-hour "Morning Clock," and who is just back from an airplane vacation covering several thousand miles, celebrates his second anniversary at WHDL on Thursday by interviewing the lion touring with a movie road-show.

ANICE IVES'
"EVERYWOMAN'S HOUR"
WMCA
Mon. thru Fri., 11:15 to 11:45 A. M.
"There's nothing she can't sell."

A WEE BUNCH OF SHAMROCKS
A Modern Irish Ballad
ROY MUSIC CO.
1619 BROADWAY, NEW YORK, N.Y.

COMING and GOING

JOE WIEGERS, press agent for the True Story radio shows is making a tour through the South, including Atlanta, Birmingham, New Orleans and Memphis, in the interests of "True Story Court of Human Relations." True Story has recently added WSB, WAPI, WSMB and WMC in those cities to its other stations on the NBC-Red. He will also visit Cincinnati and Mid-west cities in the interest of "Good Will Hour."

AL LEWIS and HANK GARSON, writers, sail Nov. 10 for Bermuda.

GEN. HUGH S. JOHNSON goes to Worcester on Thursday for the New England Mobilization meeting, and will do his radio talk that night from the stage of the Worcester Auditorium.

DR. W. H. VOELLER, president of Fitra Productions and the Sedgwick-West agency, planned from Hollywood east for a two-week stay on radio deals for Fitra.

BASIL LOUHRANE has left the Coast for the Chicago office of Lord & Thomas after huddling in Hollywood with Tom McAvity and Jack Runyon on the forthcoming Walt Disney show.

OSCAR STRAUSS sails tomorrow aboard the Queen Mary for Europe.

CONNIE DRAKE, a Roy Campbell soloist, leaves Montreal for Ottawa today to fulfill a night club engagement.

ALAN HALE of WISN, Milwaukee, is in town on business.

JOHNNY O'CONNOR arrives in town tomorrow. MICKEY ALPERT and his orchestra leave for Boston this week-end to begin an engagement there.

Sub-Committees Meet To Read AFM-IRNA Draft

Sub-committee of the AFM and that of the IRNA met yesterday to read over the final draft of the trade agreement which will be a standard part of all station and musician contracts. Also still in progress are the AFM okays on the individual station expenditure allocations for musicians.

Samuel R. Rosenbaum of WFIL, chairman of the IRNA special advisory committee, and the IRNA attorney Bill Jaffe, represented the affiliates, and Pres. Jos. N. Weber, Fred Birnbach and A. C. Hayden, the AFM. Trade agreement reading will probably be resumed today.

One Year for Prof. Quiz

Professor Quiz celebrates 1st anniversary on the CBS network during broadcast Nov. 6. Program is heard over CBS web at 9-9:30 p.m.

Duke U. Series on WDNC

Durham, N. C.—WDNC is completing plans for a series of weekly broadcasts from Duke University, featuring interviews with outstanding campus-ites.

WANTED EXPERIENCED SALESMEN!

We want men who have sold time on the air to advertisers and agencies. We are looking for one or two "Go Getters" to follow up leads and close contracts.

Box No. A-115, RADIO DAILY,
1501 Broadway, New York City.

WORLD WIDE AND NBC BID FOR GOV'T STATION

(Continued from Page 1)

to operate it on a non-profit basis, using no commercial programs. Broadcasts would be confined to educational subjects, assigning time to various government bureaus, and no time would be given politicians, said Lemmon.

It is understood World Wide, which at present has an application for modification of license, is attempting to hold allocations so that the Cairo conference will not assign them to anyone else before the U. S. government has a chance to build its own station.

NBC has applied for a straight construction permit on grounds that its facilities are better developed and would therefore be of greater value to a government. NBC would, of course, operate on a commercial basis.

New Studios of KMTR Will Be Coast Showplace

West Coast Bureau, RADIO DAILY

Los Angeles—Construction work on the new KMTR studios on Cahuehga Boulevard is considerably ahead of schedule and will be ready for occupancy not later than Jan. 1, according to Vic Dalton, owner.

The station will be one of the showplaces of Hollywood upon completion, since it is of rambling, one-story Spanish-Mission design, with all buildings and the transmitter towers enclosed within a thick and squat 'dobe wall, now being constructed by adobe masons brought up from Mexico for the purpose. The offices, audience studios and various departmental buildings are grouped around a typical California patio, with palms and semi-tropical foliage in profusion.

An interesting item of the reception room decor is a series of photographs of all of the surviving missions in California, together with etchings from original architects' drawings of several which are now in ruins. These will be framed and hung in niches in the walls, providing a pictorial history of the settling of California by the Spanish padres.

The research and work involved in assembling these historical pictures typifies the enthusiasm with which Dalton has tackled the job of building the most distinctive and unique radio station in America, which already has the distinction of being the only station with transmitter actually within the geographical boundaries of Hollywood as recently defined by the Board of Supervisors.

**IN A
CLASS
BY ITSELF**

WQXR

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

Rockefellers Increase Grants to Radio Field

(Continued from Page 1)
cultural broadcasting in the United States and abroad.

Largest grant issued was to the World Wide Broadcasting Foundation, Boston, with \$40,000 appropriated to that body to enable it to continue its experiments through WIXAL. Grant will allow two years of work for Foundation. WIXAL was selected because of its wide listening audience, both domestic and foreign. Foundation utilizes station facilities for broadcasting regularly five days weekly. A special Sunday feature is devoted to foreign listeners. Majority of broadcasts were handled by faculty members of Harvard University, Boston University and other nearby institutions.

Another \$115,000 was appropriated for 52 fellowships, of which nine were used in the radio field. One student studied broadcasting in South and Central America, while the other eight studied methods of planning and producing radio programs in New York.

Final two grants in radio field were made to Columbia University, where \$500 was given Professor Cabell Greet for the preliminary study of speech, and \$3,000 was granted Arthur S. Garbett for an investigation of music appreciation at various levels in relation to types of radio programs.

Although 1937 appropriations by the Rockefeller Foundation are as yet unannounced, it is known that grants in the broadcasting field will be greatly increased this year. Early in October a grant of \$67,000 was made to Princeton University for study of methods of broadcasting. Additional monies allotted will be revealed in next annual report.

\$300,000 Transmitter Being Erected by KNX

(Continued from Page 1)
town. John and Donald Parkinson are the architects.

Plans call for a reinforced concrete structure of modern design. Equipment will embody the latest developments, with short wave facilities for international programs. J. L. Middlebrooks, CBS engineer, is here to supervise the project, which includes a 500 ft. tower for the 50,000-watt CBS key station on the coast.

"Ave Maria" Switches

"Ave Maria Hour" on WMCA-Intercity undergoes a production switch after next week, due to the transfer of Father Anselm. The series produced during the past several months under the direction of Charles LaTorre, with scripts by Howard Warwick and music by Alfredo Antonini, was the most elaborate ever presented by the Grey-moor Friars from the monastery at Garrison, N. Y. Donald Peterson, producer of "Junior G-Men" and former producer of "Ave Maria," again takes over production of the latter program.

First "Meet Headliners" Recorded by Transradio

Transradio News Features, subsidiary of Transradio Press Service, which recently opened its own offices in Radio City, has readied its first sample recording of "Meet the Headliners," a combination of newspaper and magazine style of reporting news happenings, reproduced with the aid of original spot recordings that inject internationally known personalities and their true voices. First transcription includes translations and incidental music combined with news events and speeches by Hitler, Stalin and Lenin. German band is heard in one spot, as well as commands to the assembled Nazi soldiers, making an unusually realistic disk. Translations of the fiery speeches are given in each instance.

W. G. Quisenberry is head of Transradio News Features and a custom job of recording apparatus installed includes a battery of Presto Recording Co. turntables, Fairchild-Proctor tone arms and RCA pickups. Pressings are being done on the outside. According to Quisenberry, portable recording outfits have been shipped to Transradio correspondents throughout the world. Other series with the same technique will include sports events and special features for women. The productions are under the supervision of Quisenberry and scripts are handled by Stuart Minns, who wrote many of the "March of Time" scripts.

WHBF Converts Sponsor

Rock Island, Ill.—Thomas McDermott, new promotion and advertising manager of the Sears-Roebuck stores in Rock Island, Davenport and Moline, had never used radio until WHBF prevailed upon him to give it a trial. A 15-minute hillbilly program, "Home Folks Frolics," featuring the music of Fields and Hall Mountaineers from the NBC Thesaurus, with WHBF's Forrest Cooke and Ted Arno'd handling continuity and commercials, worked out so well that the contract has been renewed.

HOLLYWOOD NITE-LETTER

Send for free sample scripts of this new 5-minute Script Program. Original, authentic, breezy summary of the day's biggest news of the film capital, gathered by our own reporters. Air-mailed daily direct from Hollywood. Exclusive franchise still open in many choice cities. Cost is trifling. Wire today.

EARNSHAW RADIO PRODUCTIONS
6425 Hollywood Blvd., Hollywood, Calif.

PRESS-RADIO PUT IN JAM BY EDICT OF NEWS ASS'N

(Continued from Page 1)

up to its agreement with the stations.

To point out its position in the controversy, Press-Radio yesterday filed a letter with Kent Cooper, AP general manager.

When Paul White, CBS director of public affairs, learned that City News Ass'n was willing to sell the election service for \$500 he signed for the service to be used on WABC. NBC has refused to buy the results and tonight for the first time since the Press-Radio agreement, will have its own men in the field covering the election results. What setup NBC will use, A. A. Schechter, director of news and special events, refused to say.

W. R. Henderson, general manager of City News last night said that so far as he knew no other subscribers had been signed for the service, but that it was available to any station for \$500 each. Later reports said that City News offered Press-Radio blanket coverage of the country for \$3,000. Despite the City News ruling, stations are making various arrangements, with newspapers and others, for coverage of election returns.

"HIGH FIDELITY" INSTANTANEOUS RECORDING

*Highest Quality Recording
attained by*

- ★ Most expensive modern instantaneous recording equipment.
- ★ Expert Electrical Transcription wax recording Personnel (graduate and licensed engineers).

REMOTE CONTROL by permanent lines

OFF THE AIR by special filtered antennae

STUDIO with 60'x30' double ceiling broadcast studio Dynamic microphones.

Instant Service

**ADVERTISERS RECORDING
SERVICE, INC.**

113 WEST 57th ST., NEW YORK

Phone Clr 7-6982 Established 1930

PROMOTION

WMC Safety Campaign

Promotion via the public-interest channel has an exemplary feature in the safety campaign of WMC, Memphis. Station airs four regular programs weekly, with the object of promoting safety. One is dramatized narrative, based on fatal accidents in the city; another is a weekly talk by safety commissioner; third is Safety Cruise, utilizing portable transmitter in runs about town, with police official observing traffic errors; then comes another dramatic sketch, the entire campaign bolstered by spot announcements concerning safety.

NBC Booth at Auto Show

NBC is the only network represented at the National Auto Show. Booth is filled with exhibits which are ordinarily seen by NBC Radio City tourists. No pamphlets or other literature are given out. Ernest Clark of the engineering department and Don Mercer of the publicity division are handling the exhibit.

Marx Bros. Fined. To Appeal

West Coast Bureau, RADIO DAILY
Los Angeles—Groucho and Chico Marx must pay \$1,000 for their radio use of material which Carroll and Garrett Graham had submitted to them, but which was rejected. Federal Court yesterday imposed the fine, following trial of the case last week. The Marx Brothers will appeal.

Gene and Glenn on Coast

West Coast Bureau, RADIO DAILY
Los Angeles—Gene and Glenn (Gene Carroll and Glenn Rowell) have arrived in town to make their permanent home in Hollywood. The "cracker barrel comedians" do their first broadcast from here Monday on their regular Monday through Friday schedule for the Kellogg Company. Jake and Lena came along too.

Orchestra for WPEN

Philadelphia—With merger of WPEN and WRAX, retaining the WPEN call letters, station has added a 12-piece orchestra under Joseph Franzosza. John Iraci is owner of the station, with George Lasker as manager and Henry Potter as head of foreign language department.

CBS Governors Re-elected

Montreal—Terms of office of three governors of the Canadian Broadcasting Corp. expiring today, have been extended for two more years. The three are Brig.-Gen. Victor Odium, Vancouver; N. L. Nathanson, Toronto, and Alan B. Plaunt, Ottawa.

MONEY FOR ALL THREE
FAMILY, RETIREMENT, DISABILITY
IN ONE SIMPLE PLAN

Jules Harberg
—INSURANCE—

John 4-2800 BEEKMAN 3-0375
80 JOHN ST., NEW YORK



● ● ● If Bruce Barton wins today's election for Congress he will be the 1940 GOP candidate for President on a liberal and reformed ticket.... Lew Sherwood replaces Tommy Dorsey at the Commodore for three weeks beginning tomorrow, while Tommy appears at the Paramount.... Eddy Duchin will appear on Buddy Clark's show Thursday.... Cole Porter will be confined to his hospital bed for at least another two months.... Hank Ladd, who was the original "Beetle" with Phil Baker, is now writing the Olsen and Johnson Coast show for Richfield Gas.... Harry Von Zell has gone west to straight-man the Fred Allen show. This westward trek will also bring Harry on other coast shows.... Ork leader Jimmy Aldin is being groomed for a winter spot by a big office.... Johnny Green was in Chicago yesterday working out a new show with sponsor.... Cliff "Sharlie" Hall will go west after Jan. 1 for pictures.... Has it been printed that CBSinger Jerry Lawrence is the two-month husband of Selma Penner, daughter of the Hearst executive?... Russ Brinkley of WHDL has revised a familiar adage to read—"If it isn't one thing—it's a sponsor".

● ● ● "Patricia Ryan" mentioned in yesterday's headlines as a murderess—is not Patricia Ryan of the radio.... At the Russ Morgan party the other Sabbath, where radio, flicker and stage agents and execs appeared—besides music publishers, Col. J. C. Flippen held sway while introducing Abe Lyman, Joe Lewis, Henry Dunn, Buddy Clark, Sammy Fain (who had trouble remembering all his hit tunes), Irving Kahal—but it remained for Del Casino to tear the house down with "That Old Feeling". at Leon & Eddie's.... Georgie Price will be feted there this Sunday.... KIDO, Boise, airing of shows from the State Penitentiary, has resulted in two inmates (who sing vocals) receiving fan mail from the radio public.

● ● ● George White's deal for an air version of "Scandals" with Ethel Merman starring will be a CBS feature.... Gabriel Heatter will start ANOTHER daily network commercial via NBC for North American. Show will be aired after 11 p.m. nightly.... Irving Reis, the CBS producer-director, signed by Paramount, leaves Jan. 1 for his writer-director berth.... Deal is pending for Abe Lyman to go into the International Casino.... Pat Harrington has quit Jack White's Club 18 and will join Mickey Alpert's band at the Round-Up in Boston next week.... Larry Speir's resignation as head of Crawford over the week-end saw these switches: Al Porgie, from Marlo to Crawford—George Marlo left Chappell for his old namesake, Marlo—and Eddie Wolpin succeeding Marlo in the Chappell berth under Henry Spitzer.... Deal is still pending for the Yacht Club boys' radio show.... Jack Pearl's next air appearance will be a character conceived by RADIO DAILY Publisher Jack Allicoate with a script by Dorothy Parker and Alan Campbell. However, this won't be for some time because of Pearl's plans for the immediate future.... Harry Conn show will audition twice on Sunday for sponsors....

● ● ● Colonel Jack Major, who claims something of another record in having just completed the eighth audition for the same sponsor, will present what he calls a "harelip Gracie Allen" on his program at 3 p.m. today over CBS.... Lady in question is Evelyn Oaks, who will explain how she can drop-kick a goal from any part of the field.... (Jack confides that grandpa—a hog-caller, stands behind the goal post, gives a hog-call, and Evelyn shoots the ball over)....

Crosby In Dramatic Role

Bing Crosby will be heard in a dramatic role next Monday night on the CBS Lux Radio Theater, co-starring with Joan Blondell in "She Loves Me Not".

Lee Morse In San Antonio

Ft. Worth—Lee Morse and her pianist, Bob Downey, after an engagement at the Midway Inn here, left last week for the Olmos Club, San Antonio.

GUEST-ING

BOBBY BREEN, on Eddie Cantor program, Nov. 3 (CBS, 8:30 p.m.).

GELETT BURGESS, author, on behalf of United Hospital Fund, tonight (WQXR, 5:55 p.m.).

MUNDY SINGERS, a capella group, on "National Barn Dance," Nov. 6 (NBC-Blue, 9 p.m.).

GRACE MOORE, JOS. SCHMIDT and ROBERT WEEDE, on General Motors Concert, Nov. 7 (NBC-Blue, 8 p.m.).

HOWARD PRICE, ANICETA SHEA and GORDON W. GIFFORD, on "Metropolitan Opera Auditions," Nov. 7 (NBC-Blue, 5 p.m.).

MARGARET ANGLIN and FRANK ALBERTSON, on "Hammerstein Music Hall", Nov. 12 (CBS, 8 p.m.).

OLIVIA de HAVILAND and BRIAN AHERNE, in scenes from "Great Garrick", on "Hollywood Hotel", Nov. 12 (CBS, 9 p.m.).

Chicago Opera on NBC

A series of operas from the Chicago Civic Opera House will be aired over NBC-Blue starting tomorrow at 11 p.m. to 12 midnight. Elisabeth Rethberg, Giovanni Martinelli, Carlo Morelli and others will appear in the initial presentation, "Il Trovatore," with Roberto Moranzoni conducting. On Nov. 8, "La Traviata" will be aired, with Helen Jepson, John Charles Thomas and Andre Burdino.

LUCKY STRIKE

presents

"Melody Puzzles"

with

RICHARD
HIMBER

WOR-MUTUAL

Every Tuesday

8-8:30 P.M.

EST

PROGRAM REVIEWS

"HILLTOP HOUSE"

with Bess Johnson
Colgate-Palmolive-Peet Co.
WABC-CBS, Monday through
Friday, 5:45-6 p.m.
Benton & Bowles, Inc.

WARM HUMAN INTEREST SERIAL WITH ORPHANAGE LOCALE, WELL WRITTEN AND ACTED.

Bess Johnson, long known as the voice of "Lady Esther", has a neat little vehicle in this "Hilltop House", authored by Addy Richton and Lynn Stone under the nom de plume of "Adelaide Marston". The house in question is an orphanage, and Miss Johnson is the matron in charge.

Opening episode lost no time in setting the scene and arousing immediate listener interest and sympathy. Both the script and the acting stood out as well above the average serial. Characters heard on the first program included a colored cook and some likeable kids. Drama enters the picture with impending likelihood of the orphanage having to close shop. Just then word comes of a stranger having fainted near the orphanage gates, and this supplies the note of suspense to carry over into the next chapter.

Cast of the serial also includes Carleton Young, Irene Hubbard, Jay Austin, John Moore, Janice Gilbert and Jimmy Donnelly.

Miss Johnson assists on the commercials, which are not overdone.

"TERRY AND THE PIRATES"

Bowey's Inc.
WEAF—NBC-Red Network,
Mon., Tue., Wed., 5:15-5:30 p.m.
Stack-Goble Agency, Chicago

SERIAL PACKING ACTION AND EXCITEMENT FOR JUVENILE LISTENERS.

Based on the comic strip of the same name, this new dramatic serial, which yesterday replaced "While the City Sleeps" in behalf of Bowey's Inc. (Dari-Rich chocolate-flavored drink), started off with a bang as far as action and excitement is concerned. In fact, there was so much excited commotion in the opening

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

Greetings from Radio Daily
November 2

Clyde Scott
Mary Steele
Grantland Rice
W. Haenschen
Stan Shaw

RADIO PERSONALITIES

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

TOMMY FREEBAIRN-SMITH

TOMMY FREEBAIRN-SMITH, producer-announcer of Vick's "Open House" on CBS, was born in Wemyss Bay, Scotland, Nov. 5, 1900. His ancestor, the original Thomas Freebairn, was chaplain to Robert Bruce of the famous "persistent spider" story; his father was an amateur violinist of prominence and his mother was winner of a Carnegie Gold Medal for voice when she appeared with the Royal Welsh Ladies choir at the first Chicago World's Fair.

He left King's College, Cambridge, to join the army when he was 17. Was admitted to the London Scottish bagpipes band. Was offered commission in the "Black Watch," Royal Highlanders' crack Scottish regiment, which he refused, to go into stock broker's office. While playing Gilbert & Sullivan in amateur company, was discovered and cast in "The Enemy" for Middlesex Repertory Players.

Went to sea as purser for a health trip and liked it so well he stayed on shipboard four years. Royal Mail Steamship Packet company sent him to Portland, Ore., to open passage office. Made such a success, as announcer in his spare time, American Broadcasting System (now defunct) made him chief announcer.

In May, 1933, came to Hollywood, joined KNX as announcer and producer, and in 1936 signed to announce and produce "Open House" for Vick's. Has initiated a poetry program, "Leaves in the Wind" and "Art of Conversation," an informal unrehearsed "open forum" program, currently aired over KNX, CBS outlet in Hollywood.

Is a half-inch short of 6 feet, weighs 145 pounds. Exercises at rowing, cricket, tennis, horseback riding. Has such a good radio voice a man once sent him his last \$100 to invest for him because he sounded so honest. (Tommy doubled the money.)



Has a voice that inspires trust in him....

chapter that it was hard to get a clear picture of the doings.

The material is there, however, and the youngsters should go for it.

"Adventure of Capt. McBryde"

One of the few production efforts in the New Orleans section, this WWL weekly commercial by Lionel Ricau is a cheaper play built around the hair-raising adventure of an Irish salt water captain whose brogue is as pronounced as his courage.

The locale is in exotic spots with savage villainy and jungle drums, each chapter opening with a young boy and girl begging the old salt to tell them a story. After he begins his narrative, a "cut back" carries the action on dramatically, with the children interrupting at the suspense spots to bring the narrative back to the present time. The cast consists of Ricau as the captain and Jean and Junior Barnes as the girl and the boy, respectively.

Briefly

Though it was strictly a formula subject—the trite idea of easily won sweepstakes money resulting only in grief for the winners—Irving Reis and Charles Martin, authors and directors, made a very interesting presentation out of "Sweeps", a Columbia Workshop program, over CBS last Sunday night. Production and good acting distinguished the offering.

Earlier the same day, on NBC-Red, the "Radio Newsreel", another of the interview cycle, had a real-life sweepstakes winner who is now broke and jobless. John (golfer)

Montague, on the same program, was very interesting.

George Fischer, in the Winchell spot on NBC-Blue, apparently thought he was starting something new in offering to mention names of first stations to adopt the national anthem for sign-off music. American Legion advocated this a long time ago, and many stations are already doing it.

Ann Shirley, appearing opposite Tyrone Power in "Just Suppose", on Woodbury's NBC-Blue program Sunday night, all but stole the show. She's a swell radio personality.

Those dramatizations of old songs on NBC-Blue at 10:30 a.m. Sundays, authored by Ethel Park Richardson, continue to be grand entertainment, unusually well written and expertly acted. A "curse of drink" angle was employed in the "Hand Me Down My Walking Cane" presentation last Sunday, and it made good Halloween season fare.

Elissa Landi and Vincent Price, in scenes from "The Lady Has a Heart", supplied the highlight of "Magic Key of RCA" on NBC-Blue last Sunday afternoon. Here's a couple of voices

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

Coming Events

Nov. 29-Dec. 1: Second National Conference on Educational Broadcasting, Drake Hotel, Chicago.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

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

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

Good Business at WHBF

Rock Island, Ill. — Business at WHBF, which has studios here and in Moline and Davenport, is very good, the station management reports. Every 15-minute period from 6:45 to 10 a.m. is sponsored Monday through Saturday except for three spots, and one of these is open only three days weekly. Of the 10 quarter-hours from 10 a.m. to 12:30 p.m., three are sponsored, three are devoted to public service programs that the station will not sell, two are filled by local programs which the advertiser must buy if he wants this time, and two are open.

Though an independent outlet, WHBF has eight evening commercials Monday through Saturday. All nine of the station's 5-minute newscasts also are sponsored.

Testing Saf-T-Shav

St. Louis—Hamlin Mfg. Co. has contracted with WEW for exclusive test promotion of Saf-T-Shav in this area. Alex Buchan, sports announcer, got the assignment.

Vapex to Expand

Vapex, sponsoring "Let's Play Games," will add WAAB, Boston, on Nov. 5, with the Don Lee network slated to carry the show shortly thereafter. Program may be recorded for the coast. Small & Seiffer is the agency.

worth having on the radio more often.

Grace and Eddie Albert, who appear in those ET's for Pacquin Inc. cosmetics, hand out a very pleasing five minutes of songs and patter. They're a bright and genial pair.

FROM NOW ON
COLONEL JACK MAJOR

WILL BE HEARD
3-3:30 ON TUESDAYS

WABC-COLUMBIA NETWORK

Los Angeles

JOE PENNER was awarded the Gene Inge citation for the outstanding performance of the preceding week when Gene offered the second of his "Take the Air" programs on KFWB last night.

R. U. McIntosh and Associates, E. T. program producers, have sold their "Plainsmen" to Associated Broadcasting Co. Ltd. for Canada. Program dramatizes incidents in the lives of legendary figures of pioneer days: Bill Cody, Wild Bill Hickok, Calamity Jane et al, and will be sponsored in Canada by the Red River Cereals Co.

Jimmy Vandiveer, for the past several months publicity director of KHJ, as well as conductor of the "Meet Some People" program on that station, has resigned to join the Harrison Holliday staff at KFI as director of special events. Continuing the "Meet Some People" interviews in his new berth, Jimmy will utilize the new KFI 100-watt mobile unit to remote special events under the ambitious plan of Holliday and Don Clarke, program director, for wider and more aggressive coverage of that field of broadcasting.

Milton Weinberg has returned from a two-month eastern trip. Reports advertisers throughout the country unanimously hot for Hollywood datelines.

George McGarrett and Harry Von Zell, producer and announcer, respectively, on the Fred Allen show, are in town to resume their chores with Allen, who will broadcast from here for the next couple of months at least. Von Zell also will handle the commercials on another Young & Rubicam assignment to the Phil Baker program.

Emile Gough, general manager of Hearst Radio, arrived Monday for conferences with Elliott Roosevelt.

George Burns arrived in town Sunday from four weeks in New York. Gracie is due the middle of the week on the Chief with the children. Bill Burns and John P. Medbury also checked in to resume scripting chores on the new B. & A. series starting next week.

Larry White has resigned his berth as assistant to Art Rush, manager of Columbia Artists and affiliated activities.

Vince Haworth, who played the role of "Jack Arnold" on the "Myrt and Marge" program for more than five years and who had his real name changed to his stage name when he became a picture contractee, made his debut under the new name in the Lux Radio Theater presentation of "A Free Soul" last night.

Pinky Tomlin bought a three-gated horse last week as the first move toward stocking his newly-acquired San Fernando ranch.

Trudy Wood, last heard from on last season's Packard program with Fred Astaire, now has her own 15-

★ Programs That Have Made History ★

"Standard Symphony Hour"

ORIGINATING in San Francisco and broadcast over a Pacific Coast NBC network under the sponsorship of Standard Oil Co. of California, the Standard Symphony Hour is the oldest commercial network program on the air in the West. Ever since their inauguration in 1927, the weekly concerts have presented consistently the finest type of music played by the Pacific Coast's most noted orchestras and conducted by such renowned musicians as Alfred Hertz, Bernardino Molinari, Artur Rodzinski, Otto Klemperer, Basil Cameron, Issay Dobrowen, Willem Van Hoogstraten, Sir Hamilton Harty, Mishel Piastro and Gaetano Merola. The San Francisco, Portland and Seattle Symphony Orchestras and the Los Angeles Philharmonic have been featured, in addition to the specially organized Standard Symphony Orchestra, which plays exclusively for these radio concerts. In order to further the cause of good music in various smaller communities, the Standard Symphony Hour also has introduced

minute program on KFI. Husband Bill Bryan is producer-announcer.

KMPC's new "Meet the Author" program announces a list of distinguished writers as guests, with John Van Druten leading off Nov. 4, followed by Princess Der Ling, Beulah Marie Dix, Vance Hoyt, Vina Delmar and others of equal prominence.

CBS "Hollywood in Person" goes on the Warner lot for the first time next Friday when Bob Baker interviews Dick Powell and Joan Blondell on the joys of domesticity.

The Harty-Kelty agency has opened offices on The Strip. Both are well known in the amusement field, Harty handling the affairs of Ray Noble, and Frank Kelton was formerly vice-president of the music publishing house of Shapiro-Bernstein. Shirley Brenner, also an associate in the combination, was at one time with Fred Waring and later connected with Balaban and Katz in Chicago.

Reid Kilpatrick, of KEHE special events department, will cover sports in a new "Sports Shorts" program over KEHE Mondays, Thursdays and Fridays at 7 p.m.

Fenton Earnshaw, editor-in-chief of the Earnshaw Radio Productions "Hollywood Nite Letter" service, which is utilized by many stations throughout the country as a daily feature, now does a nightly broadcast of his material over KMPC at 10:45, providing that station with a daily resume of what's happening on the picture lots.

Claude Sweeten becomes musical director of the CRS Hollywood studios—KEHE. Sweeten was formerly musical director of KFRC, San Francisco, and preceding that conducted the orchestra at the Golden Gate Theater for many years.

non-professional symphony orchestras on several occasions.

The Standard programs have pioneered in good will advertising on the air, the absence of all commercial announcements having marked the concerts in this series since its beginning.

With the continued approval of the listening audience, no departures have been made from the original style of the Standard Symphony Hour. Presentation of music of universal appeal has been the desire of the sponsor, and so-called "high-brow" works not generally liked have been avoided.

Since 1928, the Standard School Broadcast, Thursday morning course in music appreciation for elementary and advanced school children, has been a companion network feature, pioneering in radio education. The School Broadcast is definitely linked to the Standard Symphony Hour, with the morning program serving to develop deeper appreciation of the musical numbers to be played during the evening broadcast.

BOSTON

"Rakov and His Magic Rhythm," new variety program over WBZ-WBZA, is being sponsored by RCA Victor dealers of New England. Wright Briggs, Salvy Cavicchio, Arthur Amadon and the Rhythm Girls trio also are in the talent lineup.

"Mac 'n' Moore," comedy team, back on WBZ-WBZA for six mornings a week, sponsored by Planters Peanuts.

Van Wick Mason, author of many Crime Club stories, will be guest of Ruth Moss over WAAB on Friday at 6.

WBFB, Rock Island, Ill.

Station's artists bureau supplied Dorothy Lee Mason, Joy Miller, Jackie Greenwood, Don Sweet and Lucia Mae Thompson to entertain at the Welcome Baking Co. parties for Rock Island and Moline grocers.

Ralph Childs, news announcer, is bringing in a large number of guests on his daily "Sports Trail of the Air."

Station has jumped the gun on the local musicians' union by hiring a 14-piece orchestra directed by Maurie Bruckmann of Davenport.

Dale Coles, Doris Rigdon and the Rashid Sisters are supplying entertainment for the all-week special entertainment put on by Continental Baking Co., Davenport.

Production Manager Ivan Street, following the success of last season's softball tournaments and basketball meet, is promoting a tri-city bowling tournament.

San Francisco

THOUGH John Nesbitt, "Passing Parade" commentator for Duart's "Creme of Milk" face cream, may move to Hollywood in a couple of months to write and direct short subjects of his air script, the show will probably continue to originate here, according to Howard E. Williams agency.

"Woman's Magazine of the Air," veteran NBC variety hour, has had a half-hour lopped off it but will do an "across-the-board" skit. All features are retained, but condensed and paced faster. Change was necessitated by press of network shows of eastern origination.

Bill Brokaw, the "Midnight Vagabond," is chattering with disks at a later hour on KROW. Some months ago Bill was on KSFO, but quit to enter a local fruit juice canning firm, where he'll continue, doing radio on the side.

Pearl King Tanner, NBC actress, renewing acquaintance with Mrs. Richard Bonelli, wife of the famous baritone, here for opera engagements.

Mort Werner, KJBS's "singing announcer," flew to UCLA in Los Angeles on Friday to officiate at a football rally.

A five-piece string ensemble, playing for diners in the main dining room of the Palace Hotel on Sunday eves, will be aired by KSFO over the Pacific Northwest stations. Al White, director of the KSFO studio ensemble, will lead the group. Keith Kerby to do the announcing.

Helen Sawyer, off to KSFO airplanes for about a month, now doing a regular stint of five-a-week fashion chats.

Les Cunningham, whose radio experience thus far has been in plays over KLX, Oakland, and KROW, gets an announcer's post at KRE, Berkeley.

Vicki Vola, Vernon Wilson, Helen Kleeb, Carl Kroenke and Kenneth Garcia played in Peter B. Kyne's second contrib to the "I Want a Divorce" series aired by KPO on Sunday.

Leon Churchon, former manager of KYA, left for Pittsburgh, to huddle with WCAE execs.

WLW, Cincinnati

Joseph Ries, educational director of the Crosley stations, plans a special series from Cuba over WLW, starting in December. Ries will attend the conference on radio in education to be held late this month, after which he plans to visit Cuba.

Jane Gillis, mezzo-soprano, recently joined the WLW-WSAI vocal staff. Wilda Hinkle, WLW character actress, has been trying her hand at directing and producing.

Charlie Wayne, hillbilly character, is back on the air with a Sunday one-hour show over the WLW Line.

Dave Conlon, chief remote control engineer, recently became the father of a girl.

NEW PATENTS

Radio and Television
Compiled by
John B. Brady, Attorney
Washington, D. C.

- 2,096,756—Dynamic Multiplier. Ellison S. Purington, Gloucester, Mass., assignor to John Hays Hammond Jr.
- 2,096,757—Sound Reproduction System. Ellison S. Purington, Gloucester, Mass., assignor to John Hays Hammond Jr.
- 2,096,758—Dynamic Multiplier with Automatic Tone Filter. Ellison S. Purington, Gloucester, Mass., assignor to John Hays Hammond Jr.
- 2,096,759—Dynamic Multiplier. Ellison S. Purington, Gloucester, Mass., assignor to John Hays Hammond Jr.
- 2,096,782—Antenna—George H. Brown, Haddonfield, N. J., assignor to RCA.
- 2,096,800—Signaling System. Dudley E. Foster, Evanston, Ill., assignor, by mesne assignments, to Reconstruction Finance Corp.
- 2,096,817—High Frequency Oscillator. Louis Malter, Oaklyn, and George A. Morion, Haddon Heights, N. J., assignors to RCA.
- 2,096,829—High Frequency Oscillator. Alfred H. Turner, Collingswood, N. J., assignor to RCA.
- 2,096,861—Rectification System. Alger S. Riggs, Woodcliff, N. J., assignor, by mesne assignments, to RCA.
- 2,096,862—Gaseous Discharge Device. Percy L. Spencer, West Newton, Mass., assignor to Raytheon Production Corp.
- 2,096,863—Photoelectric Tube System. Percy L. Spencer, West Newton, Mass., assignor to Raytheon Production Corp.
- 2,096,874—Automatic Volume Control System. George L. Beers, Collingswood, N. J., assignor to RCA.
- 2,096,881—Electronic Synchronizing System. Henry R. Butler, Verona, N. J., assignor to Wired Radio Inc.
- 2,096,902—Door Operating Mechanism. Anthony H. Lamb, Elizabeth, N. J., assignor to Weston Electrical Instrument Corp.
- 2,096,916—Control of Relays by Means of Electrical Discharge Tube Circuits. Harold W. Cook, Bromley, England, assignor to Radiovisor Parent Ltd.
- 2,096,953—Remote Control Device for Radio Receiving Sets. Edward L. Barrett, La Grange, Ill., assignor to The Utah Radio Products Co.
- 2,096,982—Deflecting Voltage Generator. More Particularly for Television Receivers. Kurt Schlesinger, Berlin, Germany.
- 2,096,985—Television. Manfred von Ardenne, Berlin, Germany, assignor to Radioaktiengesellschaft D. S. Loewe.
- 2,096,986—Braun Tube. Manfred von Ardenne, Berlin, Germany, assignor to Radioaktiengesellschaft D. S. Loewe.
- 2,096,987—System for Energizing a Cathode Ray Tube. Manfred von Ardenne, Berlin, Germany.
- 2,096,988—Braun Tube. Bruno Wienicke, Berlin, Germany, assignor to Radioaktiengesellschaft D. S. Loewe.
- 2,097,003—Braun Tube. Manfred von Ardenne, assignor to Radioaktiengesellschaft D. S. Loewe.
- 2,097,066—Electrical Timing Circuit. Paul L. Hoover, Highland Park, N. J., assignor to Endowment Foundation.
- 2,097,072—Transmitter Arrangement for Guiding Airplanes. Michael Lock, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose m.b.H.
- 2,097,100—Temperature Actuated Electrical Device. Alfred A. Linsell, Brentwood, England, assignor to RCA.
- 2,097,146—Electrical Power Regulating Apparatus. Owen E. De Lange, Elmhurst, N. Y., assignor to Bell Telephone Laboratories, Inc.
- 2,097,157—Electron Emitting Cathode and Method of Developing Same. Malcolm E. Jameson, Chatham, N. J., assignor to Bell Telephone Laboratories, Inc.
- 2,097,258—Electron Discharge Tube. Alexandre Sev, Paris, France, assignor to Compagnie Generale de Telegraphie Sans Fil.
- 2,097,270—Thermionic Valve. Arthur H. Cooper, Iver, England, assignor to Electrical and Musical Industries Ltd.
- 2,097,272—Protective Device for Radio Receivers. Frederick H. Drake, Boonton Township, N. J., assignor to mesne assignments, to R.D.C.
- 2,097,281—Receiver Automatic Volume Control Switch. Kenneth W. Jarvis, New Rochelle, N. Y., assignor to RCA.
- 2,097,297—Mercury Vapor Discharge Device. Wilber L. Meier, Arlington, N. J., assignor to RCA.
- 2,097,302—Cathode for Discharge Devices. Gerhard Passarge, Hamburg, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

ORCHESTRAS - MUSIC

HERBIE KAY wires from Tucson, Ariz., where he is playing for a week, that he will arrive in Philadelphia on Nov. 11 and opens at the Arcadia International Restaurant the following day.

"Goldie" Goldfield, trumpet playing comedian, is returning to the *Whiteman* fold after a year's absence. He rejoins the King of Jazz this week at the Pacific Automobile Show.

Joe Reichman, billed as "The Pagliacci of the Piano" and now playing an engagement at the Coconut Grove, Los Angeles, has clicked to the extent that he has been signed for a return six weeks following Paul Whiteman, who comes in for a similar period around December 1. Reichman plays the Mark Hopkins in San Francisco during the interval.

Doris Fisher, CBS songstress-composer, wrote a song called "Winter in Havana." The consul general of Cuba, Pablo Suarez, has written Miss Fisher a letter of thanks on behalf of his government for publicizing the West Indies island. She also has an invitation to come to Cuba as a guest.

Erno Rapee, on next Sunday's NBC-Blue broadcast of the Radio City Music Hall Symphony Orchestra, will present Sibelius' Symphony No. 1. Viola Philo also will sing two Sibelius songs on the program.

Mark Warnow took a 15-piece orchestra, with *Hollace Shaw* and the *Eton Boys* up to the New York School for the Blind, Fordham Road, in the Bronx, and put on a concert that had the sightless children cheering. The feature of the show was a jam session.

Emil Coleman is introducing a new

WNEW Revives Class A

New WNEW rate card, which will go into effect on Nov. 15, will revive its class A rates, it has been learned. Class A was dropped six months ago, and Class B schedule was called A. New card will not jack up rates, with the exception of the insertion of the new class.

Lewis, Garson Writing Show

Al Lewis and Hank Garson, who turned script writers a year ago, Nov. 4, are leaving Manhattan on Nov. 10 for Bermuda. While there, the pair, who wrote numerous sketches for Bob Hope, Milton Berle, Stoopnagle and Budd and others will write a book for a new show to be delivered the first week of January, 1938.

William S. Hedges Reports

William S. Hedges, new NBC director of station relations, reported for work yesterday and had luncheon with Frank Mason, his predecessor in the post.

tango called "Signora" this week at the Iridium Room of the St. Regis Hotel.

Victor Bay will devote his "Essays In Music" program over CBS this Thursday to the evolution of the waltz, featuring compositions by Johann Strauss, Sibelius, Arduin, Ravel and Tschaiakowsky.

Hal Kemp and his band have been signed for a spot in the Milton Berle starring picture, "Radio City Revels" starting at RKO studios Monday.

Arturo Toscanini, who will shortly return to the United States to direct the NBC Symphony Orchestra, will conduct the BBC Symphony Orchestra in a portion of Beethoven's ninth symphony, to be heard in the United States exclusively over the NBC-Blue network Wednesday at 4:30 p.m.

The Savoy Ballroom in New York now airs three times weekly over WEAf and the NBC-red network. Teddy Hill's Swanee Rhythm Orchestra opens Nov. 4 for a four-week engagement, with Chick Webb's Band returning Dec. 5.

Elmo Russ, composer-pianist, and musical director of "20 Years Ago and Today" program, will give a piano recital at Steinway Hall on Friday night.

Mildred Rozelle, vocalist, is being built up as a "second Sophie Tucker" at the Cavalier Club. She's been at the Broadway rendezvous for the past six weeks, and has been heard in various other night spots.

Ted Emmon's orchestra is a new WEL (New Haven) attraction, performing Saturdays at 11:45 a.m.

B-S-H Studio Ready Dec. 15

Chicago — With Blackett-Sample-Hummert's new \$25,000 transcription studio to be ready for use Dec. 15, other agencies are beginning to squirm, and the transcription concerns are stewing over the possibility of the idea spreading to more agencies. A B-S-H spokesman maintained that the agency is really not going to delve seriously in the waxing business, but waxing several of the simpler dramatic serials (which do not use music) in the studio is believed likely. Real purpose of studio, it is maintained, is for audition purposes, idea being to build an ample library.

"Mystery Chef" Signing Off

The "Mystery Chef," sponsored by a group of gas companies under the name Regional Advertisers, signs off the NBC-Red network on Nov. 25. Program is a quarter-hour, and twice weekly.

NEW BUSINESS

Signed by Stations

KMOX, St. Louis: Knox Gelatin, participation "Magic Kitchen"; DeSoto, George Jessel ETs; Vick Chemical Co., time signals.

WEW, St. Louis: Adam Hats, football games; Old Vienna Products Co., football games.

KFI, Los Angeles: Beaumont Laboratories, ETs, through H. W. Kastor & Sons.

WBAL, Baltimore: Pontiac, Barbasol.

WIP, Philadelphia: Barbasol Co., music; Pennsylvania Finance Co., news, through Gross Agency; Gem Products Sales Co., news, through Robert M. Clutch.

WFIL, Philadelphia: Personal Finance, ETs; Beaumont Laboratories, WLW line, through H. W. Kastor; West Radio Corp., spots, through Key Advertising Co.; Libby, McNeil & Libby, through J. Walter Thompson; Colgate-Palmolive-Peet Co., spots, through Benton & Bowles.

WMAS, Springfield: DeSoto, George Jessel, ETs.

WBZ-WBZA, Boston: Planters Peanut Co., "Mac 'n' Moore," through Dowd-Ostreicher Advertising Co.

WMPS, Memphis

Paul Hodges is emceeing a new evening variety show, using Herb Summerfield and his orchestra and Igor Van, baritone.

Erma Deegins, Oklahoma singing cowgirl who hails from WCPO, WKRC and WSAZ, has joined the staff here.

Igor Van, who recently joined here, is doubling as singer and announcer.

Fred Vosse, "Sidewalk Forum" conductor, ran into a natural when a parade came along just as his show was starting.

Hiram Higsby and crew did a one-hour Ringling-Barnum circus broadcast. Higsby has inaugurated a "One Minute Drama" in the "Mid-South Dinner Timed Program," which has been expanded 30 minutes.

Clair Weidenaar program director, and Tommy Razland, continuity chief, have been bitten by the candid camera bug.

WKRC, Cincinnati

Smilin' Dan (Joe Dunlevy), former partner of Singin' Sam (Harry Frankel), is now singing Mondays through Fridays for Pontiac dealers here.

Victor Ratner of CBS in New York was a local visitor last week.

Signal Oil Renewing

Signal Oil Co., through Logan & Stebbins, Nov. 14 will renew the variety show, "Signal Carnival," on 11 NBC-Red Pacific stations, Sundays, 7:30-8 p.m. (PST) for 52 weeks.

WDAS Shut-Ins Programs

Philadelphia—WDAS is cooperating with the Shut-In-Society to provide instruction for shut-ins. Two weekly broadcasts are planned as a start.

SAN ANTONIO

Three local stations — KABC, KMAC, and KONO—now have Spanish Hours.

Larry Lee and ork are at the Olmos Night Club, with both KMAC and KABC wires.

Phil Alexander was a visitor from Dallas last week.

Bud Cherrington, formerly at WIBM, Jackson, Mich., has joined the commercial department of KABC.

Guy Savage, from Houston, is the new KABC special events and football announcer, working with Charles Belfi.

WCLE, Cleveland

Robert F. Monroe, formerly of WBNS, Columbus, has joined the continuity staff here, as has Lewis Sisk, also of Columbus. Both are graduates of Ohio State University.

Don Gehring, traffic manager, has inaugurated a new system of handling WCLE traffic. The station has installed a drawer system, providing convenient reference to the programs of any day a month in advance.

Gene LaValle, director of dramatics, now is instructor for two classes of radio dramatic students from Cleveland College. There are 30 students in each class. After a few preliminary discussions, the classes have gone into actual production of radio plays.

Iowa Network

Jim Randolph, new KSO-KRNT continuity writer, is scripting the new five-a-week KSO show, "Sum Fun," musical and mathematical opus, aired by Gene Loffler. Mail is heavy. Craig Lawrence, KSO-KRNT commercial manager is on an eastern business trip.

Daily funnies from the Des Moines Tribune are being aired by KSO.

Gwen McCleary, Gene Loffler and Bill Spargrove have been chosen to do the Auto Show broadcasts, Nov. 8-13.

ONE MINUTE INTERVIEW

GEORGE JESSEL

"The difficult problem of rehabilitation through which the film industry was forced to go when sound pictures came into being is a series of events which radio will not have to face when television comes into practice. Radio leaders have been smart enough to see the numerous complications and have been readjusting their star power to conform with vision standards. The numerous artists bureaus, studio audiences, vaudeville tours and short film engagements have made it possible for present radio stars to continue in power when television is initiated."

★ Coast-to-Coast ★

EDDWARD E. BISHOP, general manager of WGH, Newport News-Norfolk, and Edward E. Edgar, sales executive, deserted regular studio duties for a time last week to handle the entire production of the WGH remote from the auditorium of the U. S. Naval Base, Hampton Roads, with a series of half-hour programs featuring the band from the U.S.S. Yorktown. It was a Navy Day event.

George Higgins, crack sports announcer at WTCN, Minneapolis, has been singled out for distinction by General Mills in a national survey showing that he was the baseball announcer with the largest audience in proportion to population in the U. S. Higgins is starting his seventh year on the air and his fourth for WTCN. He has run the gamut of sports broadcasting, from ping pong to wrestling.

Mildred E. Brunelle, head of the Cooking Forum, at WSPR, Springfield, Mass., is now presenting her cooking forum twice a week in the columns of the Springfield Shopping News, advertising organ.

Emilie Crane, receptionist, WMAS, Springfield, Mass., middle-aided it Saturday with Philip Heady of Springfield.

"WTAQ Farmhands," popular musical organization which appears daily on station WTAQ, Green Bay, and thrice weekly over the Wisconsin

RKO Getting Its Share In Film-Radio Hookups

(Continued from Page 1)

heard about the activities of RKO in this direction, despite the logical inference that this organization, as a member of the big RCA family, might have led the procession. On careful analysis, however, it is found that the company, incorporating "Radio" in its corporate name has been more aware of the value of radio exploitation for its name and contract players than appears at first glance. This is particularly true since Frank Healey, ex-NBC publicist in New York, joined the Howard Benedict staff at the studio some weeks ago to create a special department for this very purpose.

The Fred Astaire show for Packard did not resume this season, of course, but there are still two top-flight RKO names heading shows which figure pretty well in the popularity ratings—Jack Oakie and Joe Penner. The same may be expected of the forthcoming Mickey Mouse show, and Mickey is an RKO star insofar as releasing arrangements are concerned. Aside from these, recent and coming guest spots filled by RKO players include Anne Shirley on Woodbury, Barbara Stanwyck and Miriam Hopkins on Chase

sin Radio Network, has been chosen to furnish the musical entertainment at the famous "Deer Hunters Shindig" which will be staged at Escanaba, Mich., on Nov. 13. The eight-piece organization is led by Lornie Wilkinson. The "Deer Hunters Shindig" is a unique affair, the high point in the pre-deer hunting season's festivities in the upper peninsula of Michigan.

The Roy Campbell Royalists have been signed for a new series of shorts by Columbia Pictures. The first of this series goes into production Nov. 8

Joy Hodges, who was featured soloist on Joe Penner's program last season, and who makes her stage debut tonight in George M. Cohan's "I'd Rather Be Right" at the Alvin Theater, received a wire from Penner reading; "If I am in Hollywood, can't be at your Broadway opening, so I'd rather be right than present. Best of luck and I know you'll wow them."

Martin Starr, WMCA's "Gangplank" interviewer, quizzed Jack L. Warner of the Warner Bros. movie dynasty on his return from abroad yesterday, and made him talk about peace, amity, foreign relations, world's fairs and various other things—except movies, which usually is Jack Warner's favorite subject.

Jerry Smith, yodeling cowboy of WHO, Des Moines, has been signed to make a series of records for Decca.

Imperial Canadian Show Resumes Airing on Nov. 5

Imperial Tobacco resumes airing on a trans-Canada hookup Nov. 5 with a 45-min. program each Friday night titled "Canada 1937," mostly devoted to commentators picked up from Europe plus a local Canadian pickup from a different spot each week by Walter Bowles as a roving commentator. Canadian correspondent in New York, Lionel Shapiro, will be heard from NBC studios in Radio City, doing Broadway stuff. Orchestral and choral specialties will also be included.

CFCF, Montreal, represented by Weed & Co., will key the programs for the account which is handled by Whitehall Broadcasting Limited.

& Sanborn, Ginger Rogers on Baker's and Lux; Adolphe Menjou with Al Jolson; the "preview" of "Damsels in Distress" and appearances of Fred Astaire, Joan Fontaine, Burns and Allen and Ray Noble on "Hollywood Hotel," Nov. 5; Bobby Breen with Jessel, Nov. 7; Lily Pons for Vick's, Nov. 14; Ann Neagle, star of "Victoria the Great," on Chase & Sanborn soon; Smith Ballew on "Hollywood Showcase" Nov. 14 and Andrea Leeds on Chase & Sanborn, Nov. 28.

NEW ORLEANS

Edwin C. Hollins, 39, prominent radio attorney, member of the firm of Rosen, Kammer, Wolff & Farrar, died last week following an appendectomy.

Tying in with W S M B here, WJDX of Jackson, Miss., was able to air the Miss-Tulane football game here by special wires.

Harry Genung, known on the air as Harry Arthur, is WSMB's newest announcer and runs a chance of making the football trips out of town.

Condition of Frank Arena, pioneer radio artist, now in Hotel Dieu, is critical.

Internat'l Football Airing

Grand Forks, N. D.—An international broadcast of football occurred last week when the North Dakota University team played in Winnipeg. Through special permission of Canadian Broadcasting Co., Regan's Holsum Bread, sponsor of NDU games, aired the event over here, with CKY in Winnipeg facilities at the other end. Elmer Hanson, Regan's sports announcer, went to Winnipeg to give the play-by-play.

Disking Elliott Roosevelt

West Coast Bureau, RADIO DAILY

Los Angeles—The weekly talks to be made by Elliott Roosevelt on the networks will be transcribed and made available to sponsors in Canada, Australia and other English-speaking countries, according to Irving Fogel, who set the Roosevelt deal. Fogel recently moved his offices from the agency Strip on Sunset to 1041 No. Las Palmas.

KENNY KANDID KAMERA! !

Joan Brooks...NBC's "Girl With the Dark Blue Voice"...born in Kansas City, Kan., Nov. 24, 1914...folks moved to Oklahoma City when Joan was two years old...father was a veterinarian for the Government...she majored in music at University of Oklahoma...has B. A. degree...studied voice...her contralto magic made her the idol of the college...taught music and Latin in a little red high school at Hennessy, Okla., for two years...had to stop because the fathers competed with sons for seats in her class...became a professional singer with the "Three Little Words," a girl trio discovered in Oklahoma City by Gene Austin...the trio joined Phil Spitalny a year ago last January...Joan left the trio this year to solo and has been going places alone ever since under the management of Consolidated Artists...has her own programs on the NBC and is in demand for guest star appearances...her singing nightly at the Warwick Hotel is a sensation...Joan is 5 feet 5 inches tall...weighs 115 pounds...has hazel eyes, dark hair and a smile that is even sweeter than her songs...favorite food is Southern fried chicken...favorite song to sing George Gershwin's "Lorelei."



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 88

NEW YORK, N. Y., WEDNESDAY, NOVEMBER 3, 1937

FIVE CENTS

Billings Continue Uptrend

Looking On ... AND LISTENING IN

AT RANDOM Many a dramatic playlet fails to get across on the air because of difficulty in putting its audience in the proper receptive mood—which requires a certain amount of fixed attention on the part of listeners who have been accustomed to taking their radio entertainment on the run.

Millions of radio fans, especially among the women, are complaining that too many stations are carrying football games on Saturday afternoons at this time of the year—and the percentage of dialers who are interested in football doesn't warrant it.

In a single 15-minute commercial program heard a few nights ago, more than 25 adjectives of varying degrees of superlativeness were employed—as if any product on earth could be that good.

There is an interesting rumor going around—and it's worth encouraging—to the effect that a certain well-known comedian, hoping to discourage band leaders from trying to be comics, plans to take stabs at conducting the orchestra on his program.

Some of those "Lyons Den" columns written by Leonard Lyons in the New York Post could be broadcast almost as is, and they'd be the most humanly interesting chatter stuff on the air.

A fairly general fault with guest star programs is that the emcee invariably goes overboard in giving the guest a build-up—which not only makes it tougher for the star who has to live up to the glowing words, but consumes a lot of time that should be devoted to doing and not saying. . . . —D. C. G.

Sings and Serves

Atlanta—Rube Newman, vocalist on the new WATL show, "Petree Presents," does double duty for her sponsors. When she is not on the air every Friday morning promoting sales of Roy H. Petree sea food products, Miss Newman is serving them to her many satisfied patrons at her popular restaurants in this city.

WRIGLEY'S CBS SHOW RENEWED FOR 52 WEEKS

Chicago — Wrigley's "Poetic Melodies," with Jack Fulton Jr., Franklyn MacCormack, and Carl Garden conducting the orchestra has been renewed for another 52 weeks on CBS, effective Nov. 8, Monday through Friday. No additional show is planned. Agency is Neisser-Meyeroff.

Folger Coffee Using ET's on 17 Stations

Chicago — Recording at World Broadcasting here, the J. A. Folger Co. (coffee), Kansas City, is spotting its serial "Judy and Jane" on 17 stations. They are WOW, KPRC, WOC, WHO, WDAY, WDAF, KFH, KVOO, WKY, WIBW, WEBC, KCRC. (Continued on Page 3)

Submitting AFM Pact To Independent Affiliates

IRNA Special Advisory Committee chairman, Samuel R. Rosenbaum, of WFIL, plus attorney William Jaffe, completed the reading of the final draft of the trade agreement with the AFM sub-committee and the pact will now be submitted to the (Continued on Page 3)

WATL Sells 6-Hour Show

Atlanta—WATL's six-hour Saturday night "Dancing 'Till Dawn," longest show on the airwaves, has been sold to Specialty Sales Co. of Atlanta (B-B headache powder). A novel contest will be used for a direct sales check.

Havana Radio Conference May Run Beyond a Month

"Hollywood Screenscoops" Title of Old Gold Show

"Hollywood Screenscoops" will be the title of the twice-weekly quarter-hour program which P. Lorrillard Co. (Old Gold cigars) will start Nov. 16 at 7:15 p.m. on CBS. Program will feature George McCall as gossiper.

NBC Gross for October Tops Last Year Excluding Presidential Campaign and World Series Time Sales

KSD Seeks Facsimile

St. Louis — KSD and the Post-Dispatch have applied to FCC for a facsimile license in connection with their short-wave station, W9XPD.

GULDEN MUSTARD PLANS TWICE-WEEKLY CBS SHOW

Gulden's Mustard is preparing a twice-weekly program for CBS network. Jack and Loretta Clemens, who recently completed a series for Kirkman's soap on the same network, have been auditioned for the new show.

Gruen Watch Buys Time On Competitor's Station

WNEW, Arde Bulova station, has signed Gruen Watch Co. for six weekly shots on Martin Block's "Make-Believe Ballroom", plus four time signals daily. McCann-Erickson is the agency.

Great Western's Test

Chicago—Great Western Life Insurance, which started a five-a-week Thesaurus transcription program on WENR, may expand to six or eight midwestern stations if 13 week test is successful. Schwimmer & Scott handling.

October gross revenue for the combined NBC networks totaled \$3,339,739, a decrease of 9.7 per cent as compared with October, 1936, the largest month in NBC history.

Presidential campaign billings and Ford's sponsorship of the world series added \$654,333 to NBC's coffers last year. With that extra revenue the billings totaled \$3,696,489. Eliminating the political and baseball figures from the gross receipts, NBC revenue is up 9.8 per cent for the month.

In other words radio business from regular advertising channels is still (Continued on Page 2)

ALEMITE IS SWITCHING HORACE HEIDT TO NBC

Horace Heidt and the Alemite Brigadier Show over CBS will switch to NBC on Dec. 28. Sponsor, Stewart-Warner Corp., feels that the competition they are now bucking, Burns and Allen and Gen. Hugh Johnson, is too strong.

Client will take the Tuesday, 9-9:30 p.m., spot on the Blue web. (Continued on Page 3)

Duke of Windsor to Talk On CBS from Washington

Duke of Windsor's first radio address since his abdication speech will be heard over the nation-wide CBS network on Nov. 12 at 7-7:15 p.m. Speech will originate from WJSV, Washington, D. C.

Sponsor's Voice

St. Louis — Sponsor's voice fur-nishes commercials between halves of football games on KMOX for Chrysler dealers hereabouts. Each week France Laux, KMOX sports broadcaster who handles play-by-play, visits a Chrysler dealer and waxes an interview, which is played as commercial at the game on the following Saturday.

(Continued on Page 2)



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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.

Action Urged by Weed To Avert Censorship

Action on the part of sponsors and program producers to improve their offerings from the angle of a better public service will do much to discourage the periodical proposals in Washington that the government should control or censor radio programs, according to Joseph J. Weed, president of Weed & Co., station reps.

Weed believes the sponsor assumes a certain public responsibility when he buys air time. Though radio fans are good sports and willing to listen to a reasonable amount of commercial matter, Weed suggests less emphasis on advertising matter, and a curtailment of the type of commercial plug that is disguised as entertainment, especially theme songs.

NBC Billings Continue In Upward Direction

(Continued from Page 1)

on the up beat. And with the number of new accounts signed by NBC out-numbering cancellations, billings will continue to increase over last year. Cumulative billings on the web for the first ten months are up 15 per cent over the same period last year with \$31,630,854 being recorded.

By individual networks, the Red booked \$2,222,803, and the Blue \$1,116,936. Red is down 8.1 per cent and Blue is off 12.7 per cent as compared with October, 1936.

More Power for Your Job!
WABY NEW EQUIPMENT... NEW PUNCH!
ALBANY, N.Y.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

WMNF—Plattsburg, N. Y.

1310 Kilocycles—250 Watts Full Time.

E. H. BRAGG, President GEORGE BISSELL, Manager
L. F. BRAGG, Treasurer

THREE years ago, the enterprising Bragg Brothers, who operate one of Plattsburg's larger stores, figured they might increase their own business if they had a radio advertising program. Unfortunately, there was no station in their immediate vicinity, but undaunted, they associated themselves with George Bissell, an experienced radio man, and set up WMNF in the Hotel Cumberland in that city. The station was originally part time, but its business and type of program improved so much in the first 18 months that it is now on a full schedule.

From a humble start, WMNF has come along a great distance. Twelve national accounts are now on the books and the Bragg Brothers are erecting a new studio in anticipation of further business increases. So far as they themselves are concerned, the radio station has brought them a 35 per cent increase in business.

At the outset, WMNF recognized the widespread interest in the broadcast of Northern League games, all home and road games of the Plattsburg club being aired by Frank Bruce, formerly sports announcer for the University of Alabama. Two local bakeries alternated in the sponsorship of last year's diamond games and the response was so favorable that there was spirited bidding for the sponsorship of the 1937 set.

Recent national accounts to find their way to WMNF are Sunoco Oil and Standard Brands.

Havana Radio Parley May Run Beyond Month

(Continued from Page 1)

Dominican Republic, Uruguay, Venezuela, Peru, Newfoundland and Cuba. In addition, quite a few representatives of radio manufacturing companies, broadcasting firms and other branches of radio are on hand.

Technical matters are expected to assume greater importance than political subjects, according to nature of discussions at the opening sessions. Chief purpose of the parley is to work out uniform policies in connection with channels and the different broadcasting requirements of the various countries, a study of amateur activities, creation of a Pan-American technical union for exchange of technical radio data, the formation of plans to be presented at the world radio parley to be held in Cairo next year, and possibly the reservation of some frequencies for television experiments.

Opening address of the conference was delivered by President Frederico Laredo Bru, who urged united action in order to form a bloc at the Cairo convention.

Stokowski for Banks Program

Leopold Stokowski will direct the Philadelphia orchestra on the NBC-Blue network for the American Banks on Nov. 15 and 29 and Dec. 6. This is Stokowski's first radio appearance with the orchestra since last spring when he conducted the program for the same sponsors. Guest soloists for these spots will be announced later. Program is heard 9-10 p.m.

Heller to Baltimore

Jackie Heller opens Nov. 19 at the Hippodrome Theater, Baltimore, booked by the Herman Bernie office.

Gen'l Mills Underwrites WMCA Six-Star Program

General Mills is acting in the capacity of underwriter in the continuance of the three-hour afternoon variety show on WMCA, and as additional participating sponsors are signed for the program, General Mills will reduce its time until it becomes one of the six members of the "Six Star Revue."

Talent setup of the show now includes Mae Murray; David Burnstine, bridge expert; Waite Hoyt, baseball star; Ken Strong, former football all-American; Frankie Basch, interviewer; Larry Winn, Helen Young, Lorraine Barnett and "Smiling" Jerry Baker, vocalists; Kay and Buddy Arnold, song and piano team; Powell Clark, movie chatterer; Lee Grant and his orchestra, and Bob Carter, Don Kerr, Garnett Marks, Joe O'Brien and Joe Tobin, announcers. Bert Lebar and Hal Janis are the producers and directors.

Griffin Re-Signs McKinley

Barry McKinley, soloist on the Griffin "Time To Shine" program which faded from NBC network last Monday, was signed yesterday to head the sponsor's new show which returns to same network in February. McKinley is also heard on the Chevrolet "Romantic Rhythms" program Sundays over CBS.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30 5:30 Daily

COMING and GOING

JOAN BLAINE is expected in Chicago late this week from New York for an audition.

M. H. PETERSEN, vice-president of Van Cronkrite Associates Inc., Chicago, and FOREST JOHNSON, director of VCA station relations, arrived in Cincinnati yesterday for a two-day visit. Petersen leaves today for Washington, Philadelphia and New York.

MACK GOLDMAN of Harms Music leaves Friday for a tour of Pittsburgh, Cleveland, Chicago and Cincinnati on firm business and will be gone a week to ten days.

EMERSON GILL, Cleveland band leader, is visiting New York.

BLUE BARRON, also from Cleveland, is in town.

ROBERT D. HEINL, Washington radio writer who handles promotion for the Radio Manufacturers Association, is in Chicago, the guest of Commander E. F. McDonald Jr., president of Zenith Radio Corp.

GUY C. SMITH, vice-president of Brooke, Smith & French Inc., sails today on the Manhattan for Europe.

HERBERT and PAGE, the song and instrumental duo who are featuring their own material in a novelty act, have gone to Cleveland for a two-week engagement.

WJNO Puts Remote Line In Sponsor's Showroom

West Palm Beach, Fla.—A local Chevrolet dealer, in announcing 1938 models over WJNO, insisted on having a remote line installed to his showroom, and over a period of three days a series of 50-word spot announcements were made by remote control from the dealer's place of business.

Two Spots for Gamba

Gamba, radio and concert violinist, was presented with two new NBC sustaining programs on her birthday yesterday. She will be heard every Tuesday at 10:30-11 p.m. on the new NBC-Blue "Singing Songs on the Violin," and every Sunday at 7-7:30 p.m. with Leopold Spitalny's "Popular Classics."

Florida Sugar Group on WIOD

Miami—Florida Sugar Distributors start a new sports program on WIOD tomorrow featuring Jack Bell, Daily News sports editor.

NORTHWEST'S LEADING RADIO STATION
OFFERS
KSTP
25,000 WATTS
LIFELIKE RECEPTION
NEW TRANSMITTER
INCREASED COVERAGE
BASIC RED NETWORK
MINNEAPOLIS SAINT PAUL

AGENCIES

NED C. SMITH, formerly with Hays MacFarland & Co., Chicago, has joined script writing staff of AudiVision Inc., New York.

McCANN-ERICKSON has been appointed advertising counselor for Richman Brothers, clothiers. Radio spots are to be used in selected cities including Chicago.

JOHN WEILAND has been named advertising manager of the Standard Oil Co. of Ohio, succeeding Archie H. Knapp, resigned.

MORRIS & DAVIDSON agency, Chicago, has landed the Rumzel Cord & Wire account.

EUGENE W. PARSONS, formerly advertising manager of the Chicago Tribune, heads a newly formed advertising agency in Miami titled Parsons, Dorr & Hume Inc.

RICHARD N. HEATH has joined the Leo Burnett Co. Inc. agency in Chicago as vice-president in charge of merchandising and promotion. Heath has been midwestern representative of the Ladies Home Journal.

BLACKETT-SAMPLE-HUMMERT, Chicago, has landed the American Automobile Insurance account of St. Louis.

REINCKE-ELLIS - YOUNGGREEN & FINN, Chicago, appointed to handle campaign for M. & R. Dietetic Laboratories, Inc. which plans to use radio in metropolitan areas.

Opens Publicity Office

Thomas M. (Tom) Kearns, former publicity and advertising director for Fanchon & Marco and F. & M. Stage-shows Inc., has opened publicity offices in the International Building in Radio City. Kearns is representing individuals and business organizations in motion pictures and radio, and is also offering a complete advertising service specializing in the amusement trades.

Stockholm Reception Good

NBC short wave department yesterday received a recording from Stockholm which was taken off the air from the NBC short wave station W3XAL. Signal comes in so loud in Stockholm that recordings are easily made, says the correspondent. Portion caught included Vivian della Chiesa and Roy Shields' orchestra.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

NEW PROGRAMS—IDEAS

WPA Starts Literary Forum

Radio Division of the WPA Federal Theater is now preparing a series of literary broadcasts in cooperation with New York University under the title "The Literary Forum." Show will consist of round table book talk with N.Y.U. professors and dramatizations of special episodes by Federal Theater actors.

First shot airs Tuesday over WHN from 9-9:30 p.m. and will comprise discussion between Professor Homer A. Watt, chairman of the English Department of N.Y.U.'s Washington Square College, and Dr. Younghill Kang of English department on latter's current best-seller, "East Goes West." Dr. Kang will play leading role in 12-minute dramatization from autobiographical book.

Series will be directed by Charles Crumpton, director, actor, and writer of the Federal radio division, with Donald Barrie in charge of production.

WJR Radio Soap Box

World-savers of the soap-box or parlor-enthusiast variety are given free rein in the new Radio Soap Box program of WJR, Detroit. They are permitted to speak their minds on anything from crime solution to the world-peace problem. Duncan Moore in charge.

Submitting AFM Pact To Independent Affiliates

(Continued from Page 1)

independent network affiliates. It is expected that the vast majority will accept it in its present form. It is pointed out that the IRNA had acted in the membership's behalf despite the fact that certain powers were not vested in it.

AFM is now working out the details of the contract to be signed between it and the key stations of the networks.

By the end of the week, it is expected that the AFM will have ready its license forms for transcription and phonograph record companies.

Alemite Is Switching Horace Heidt to NBC

(Continued from Page 1)

Competition here is average—Vox Pop show and Al Pearce and his Gang. Alemite has been on CBS over two years. Hays MacFarland & Co., Chicago, has the account.

Steel to Comment on WMCA

Johannes Steel, international political and business analyst, has been signed for a 13-week commentator series on WMCA, Tuesdays, Wednesdays and Fridays at 7:45-8 p.m., starting Nov. 16.

Prof. Hatcher Discusses Novel

WPAY, Portsmouth, Ohio, has made a new addition to its growing group of educational broadcasts with an airing from the classroom of Professor Harlan Hatcher on "The Novel." Show, which is broadcast through WOSU, Columbus, brings through-going discussion of novel-building four times weekly, amply authenticated. Prof. Hatcher has several novels of his own in publication, most notable of which is "Tunnel Hill," a Pulitzer Prize winner.

Scientific Crime Detection

Interviews and narratives on noted crimes and their detection, stressing scientific criminal investigation of Iowa State crime bureau bowed in recently on a 15-minute weekly spot over KSO, WMT, KMA, Iowa. Programs are conducted by Ken Brown, KSO-KRNT special events chief, in cooperation with W. W. Akers, Chief of Bureau of Investigation at the Iowa State House, where show originates.

"Nehi Sports Review"

WRBL, Columbus, Ga., reports fast-gaining popularity for fifteen-minute nightly "Nehi Sports Review." Program provides latest dope on sports, as supplied by INS wire, in addition to an interview with outstanding sports personality.

Folger Coffee Using ET's on 17 Stations

(Continued from Page 1)

KSAD, WMC, WNAX, WFAA, WOAI. Blackett - Sample - Hummert handles central west for account; Raymond R. Morgan Co., San Francisco, the west coast.

WIBG Heavy on Remotes

Glenside, Pa.—A total of 213 remote programs aired over WIBG in October, the studio's records show.

ANNOUNCING
AN UNUSUAL
NEW RADIO
SERIAL

"ONE WAY STREET"

Written by Bernard Dougall
Directed by Harold McGee

Agencies are cordially invited to hear recordings of the first three episodes.

HENRY SOUVAINÉ

INCORPORATED

30 ROCKEFELLER PLAZA
NEW YORK CITY

Tel. Circle 7-5666

PROMOTION

Students Quiz Promotion Head

An interview-in-reverse, in which 40 social studies students from Boise Junior High School quizzed KIDO Promotion Manager Roy Civile, put salient facts regarding station on the air in an entertaining and informative manner. Students wanted to know all about NBC affiliation, station programs and equipment, etc. Although questions came thick and fast, Civile was right on deck with all the answers in the fifteen-minute broadcast. Session, besides getting the benefit of station plugging over airwaves, also drew comment in the newspapers and won approval of parents and school authorities.

"Cash for Trash"

An audience "stimulant," reported to be inspiring a lot of interest lately in Memphis, is the "Cash-for-Trash" promotion of WMPG. One dollar is given to member of audience who has on hand special item called for. Initial shot, for example, requested milk-bottle cap. And oddly enough, a milkman in the studio presented it. Folks are flocking to the station—probably with their pockets bulging.

CBS College Tieup

CBS sales promotion yesterday mailed out reprints of the front page of "The Diamondback," the University of Maryland's student newspaper. Reprint told of WJSV's alliance with the university for a college course in radio. WJSV tied the piece up with the "fact" that the school chose WJSV on the same basis as WJSV's advertisers have done in the past.

Carol Bruce for Films

Carol Bruce, who has been heard for the past sixteen weeks broadcasting from the Mt. Royal, Montreal, was yesterday signed to do a series of shorts for Educational Pictures. Miss Bruce, who is concentrating on radio and films after having appeared with numerous orchestras, was set for picture deal by William Morris office.

COMING EVENTS

Nov. 29-Dec. 1: Second National Conference on Educational Broadcasting, Drake Hotel, Chicago.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

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

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



● ● ● Thinking Out Loud (and sometimes talking out of turn): The drama pages of yesterday's newspapers headlined the news that Jack Pearl would cease being a comic and engage in dramatics under the wing of Arthur Hammerstein. Like Chaplin and other comics, it has been an obsession with Pearl to be a tragedian for the past ten years... In expressing joy over this fulfillment of a life's ambition, Jack put it this way: "I feel like a guy who's been on the 'make' for a girl for ten years—and finally got to first base!"... Added to his self-satisfaction is the thought that the play and part he's to portray were originally ordered by Paul Muni—who decided to remain flicker minded—and then, by Edward G. Robinson—who couldn't get away from the silver screen!... Jack was the third choice and ran in the money... Hoping that Pearl is a * * * smash in this—it will at least be out of his system—this yearning for the finer things in life... Another Jack—this one "Comeback" Osterman—opens at another nite spot tomorrow "for a coupla bad-checks-run"... He is disillusioned about radio to the extent that he wonders if it's all worth while. Appearing as a guesstar a half dozen times in this last "comeback-era," Osterman received the praise of press and public—yet hasn't an air show of his own. "And I've been behavin'!"... Tony Wons tells the sad story of the radio announcer who divorced his wife—because she couldn't understand him!

● ● ● Probably for the first time in local radio history, a singer making her American debut on a commercial was reviewed by music critics of a daily newspaper... Erna Sack, high-scaling coloratura soprano from Dresden State Opera, drew the praise of Pitts Sanborn, World-Telegram critic, who reviewed the Sunday nite General Motors Concert from Carnegie Hall, giving Erno Rapee and Joseph Schmidt, along with Miss Sack and General Motors, a major portion of his pillar.

● ● ● Bess Johnson, the former "Lady Esther," and now the shining star of "Hilltop House," is reported getting the top salary of a daytime radio actress—\$1600 per pay-day... Using Jimmy Fidler's "airitorial" of last week regarding the snubbing of Claire Trevor by her studio in preference to younger and less talented people—should be a good theme for a pillar here or elsewhere... Wonder how talent is recognized? Take the case of Dudley Wilkinson, who for nine years coached, played the piano, wrote musical shows, etc., for the late Nora Bayes—then for Irene Bordoni when she was tops—and for the past four years been constantly at the side of Estelle Taylor. His arrangements of "Organ, Monkey and Me," "Dreams For Sale" with unique interpolations, are some of the finest in these parts—yet, the snobs around, don't know what it's all about... Speaking of music and going into the pop vein, "That Old Feeling" though not heading the plug-list now, is still the country's No. 1 torch tune—with "Once In A While" by Tommy Dorsey and Buddy Green, slated to replace it—later... Comedian Bob Hope will sing and dance in the "Big Broadcast of 1938"... Sam Geison takes over Jerry Mason's duties handling trade and mag publicity at the Fizdale firm.

● ● ● Good news via CBS is that Barry Wood will be given an evening spot on the net beginning Tuesday with a band—and increased to two or three shots after the first crack... Barry, you'll recall, is the chap who succeeded Jerry Cooper on the Drene show when the latter went to the coast for "Hollywood Hotel"... Speaking of Cooper, it's disgusting and distressing the way "certain" people return from the west with the sensational news that Jerry's "gone Hollywood" and "can't get a hat to fit him"... This can't be true of the fellow! He personally answers every letter addressed to him—and from "I-knew-you-when" guys. Jerry might have been busy—else the "people" weren't important enough for him to waste breath on with interviews... Some day we're going to hear about a "regular guy"—and we'll faint!

GUEST-ING

OLGA SAMAROFF STOKOWSKI, pianist, on Ford Sunday Evening Hour, Nov. 14 (CBS, 9 p.m.).

JOHN FEENEY, tenor, on Howard Barlow program, Nov. 5 (CBS, 6 p.m.).

EDDY DUCHIN, on Buddy Clark program, tomorrow (CBS, 10 p.m.).

CHARLES COURTNEY, on Philip Morris program, Nov. 9 (NBC-Red, 8 p.m.).

ROY SHIELD, MARLOWE and LYON, GERTRUD WETTERGREN, and EVE CURIE interviewed by ANDRE MAUROIS from Paris, on "Magic Key of RCA," Nov. 7 (NBC-Blue, 2 p.m.).

GEORGE LEDERER, Broadway producer, interviewed by Glenna Strickland, Nov. 6 (WNEW, 11 a.m.).

"Turn Back Clock" Returns

"Turn Back the Clock," NBC sustaining with Alice Remsen, George Griffin and Al and Lee Reiser, returns to NBC-Blue at 10:30 p.m. Sunday as a weekly feature.

"Jules Verne" Starts Sunday

WPA Federal Theater radio division's "Jules Verne" series will start Sunday at 5-5:30 p.m. over the WHN and the WLW Line.

Walter Cassel for Roxy

Walter Cassel, NBC baritone, has been booked to head the stage bill at the Roxy Theater starting Nov. 19. Cassel also is slated for some Chevrolet recordings.

Cutting Disks for Latins

Decca Records is cutting a new Transcription series for one of Sterling Products Inc., subsidiaries for use in South American countries. Time will be bought through local distributors in each locality.

WFBM, Indianapolis

Spieler Fred Winter joined the married ranks by tying up with Alice Arnold, actress and singer.

Lillian Burkle is in New York on vacation and gathering fashion ideas.

FCC ACTIVITIES

APPLICATIONS RECEIVED

Garden Island Publishing Co., Ltd., Lihue, Hawaii. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Juan Piza, San Juan, P. R. CP for new experimental station. 4797.5, 6425, 8655 kc., 100 watts, unlimited.

WGAR Broadcasting Co., Cuyahoga Heights, Ohio. CP for new relay station. 1622, 2058, 2150, 2790 kc., 100 watts.

W. A. Barnette, Greenwood, S. C. CP for new station. 610 kc., 250 watts, daytime.

EXAMINER'S RECOMMENDATIONS

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

Los Angeles

IN LINE with the announced policy of giving new contract players an opportunity for a build-up via the Metro-Maxwell House "Good News of 1938," M-G-M has placed several of its younger players under the tutelage of Arthur Rosenstein and Earl Brent, studio voice coaches, to be schooled in diction and microphone technique. Betty Jaynes, Stanley Morner and Suzanne Larson are receiving coaching now. Ilona Massey, foreign import, will be introduced to the air audience on the premiere, Nov. 4, and Miliza Korjus and Val Rosing, also importations, are set for the second of the series.

With anyone "in pictures," or in headlines for a day, or great or near-great in any field rating spots as "interviewees" on 1001 programs, it remained for the original Owen Crump to dig up an anonymous professional cobweb-maker for his KFVB "Let's Go Hollywood" last Friday night.

Alex Cherrier, vocal coach, utilizes one of the new type Universal professional recording machines to wax vocal lessons and piano scales and accompaniment for prescribed exercises for several of his out-of-town pupils who live in isolated sections sans piano.

Tom Hanlon has teamed with Ken Frogley in presenting "Man to Man Sports" over CBS Pacific Coast net each Tuesday. Hanlon is a one-time Missouri pigskin star. Frogley is sports editor of the Illustrated Daily News.

Bert Fiske, KFVB pianist-maestro, has a new series titled "Piano Paintings" on KFVB on Tuesdays and Thursdays at 2:45 p.m.

WGAR, Cleveland

John F. Patt, g.m., celebrated a birthday last week. He also made a trip to New York for new business and a CBS confab.

Joseph Koch, musician, is the father of a new son, tagged Karl Konrad Koch.

Graves Taylor is featured in a new thrice-weekly "Roving Reporter" series sponsored by Leisy Brewing Co. Program embraces news with strictly local twist, also reviews of plays, musicales, etc. Fuller, Smith & Ross agency placed the account.

Walberg Brown, musical director, has resigned from his seven-year job with the Cleveland Symphony to join the staff of the Cleveland Institute of Music as head of the violin dept.

Sammy Kaye, booked into the Hotel Statler's new half-million-dollar Terrace Dining Room and Lounge Bar, will be aired nationally over CBS via WGAR.

☆ Programs That Have Made History ☆

"THE GOLDBERGS"

NOVEMBER 13, 1937, marks the eighth anniversary of Gertrude Berg's career in broadcasting and the eighth birthday of her famous radio serial, "The Goldbergs." In all that time, Authoress Berg was off the air for a total of only 13 months, during which time she spent four months in making a series of personal appearances with her famous family, and about seven months in Hollywood where she wrote original stories for films. Only one month in eight years was spent in vacationing from her strenuous duties.

To Gertrude Berg goes credit for introducing unseen drama to the radio. To her also goes the credit for originating the family script serial which deals with every day life and problems of your next door neighbor. Known today as the undisputed dean of radio script writers, Miss Berg contributed much towards the development of radio dramatic technique as it is currently practiced.

Since coming to radio with no previous experience or training eight years ago, Miss Berg's faith in her idea for radio drama has been many times vindicated. Starting out as a sustaining feature for which she was paid \$50 weekly, the authoress-pro-

ducer-actress of "The Goldbergs" has reached a position among the highest paid writers on radio. In addition she has gained the respect of authors, actors and producers in every branch of the entertainment field and rates as one of the biggest and most important personalities in the broadcasting business.

Among the many interesting bits of information anent her eight years on the air are the facts that she was the first to introduce stage actors to radio work, hers was the first serial to go off the air for almost a year at one time and then return as strong as ever, and she invented many of the sound effects used in dramatic broadcasts today. In eight years Miss Berg has written 2,000 scripts with an average of 1,500 words per script which makes a total of 3,000,000 words. All of these were written in longhand by the authoress and transposed on a typewriter by her husband, Lewis Berg, a chemical engineer, the only person who can read her writing. With the exception of Everett Sloane who plays the role of Sammy and has been with her only for 6½ years, the rest of the cast remains exactly as it was when she began. James R. Waters as Jake, Roslyn Silber as Rosie and the authoress, herself as Molly.

NEW BUSINESS

Signed by Stations

WMAQ-WENR, Chicago: E. Fougere & Co. (Vapex), announcements, through Small & Seiffer.

WMAQ, Chicago: Pinoleum Co., announcements, through Pedlar & Ryan, Inc.; Union Pacific Railroad, ETs.

WNEW: Lightning Electric Company of Newark, news strip.

WHN: Nestle's Milk Products, Inc., "The Mad Hatterfields," via WLW line, through Lord & Thomas.

WMCA: Hilton Company, Inc. (men's clothing), "The Quizmaster," through Bachenheimer, Dundes & Frank; Oregon-Washington-California Pear Bureau, "Anice Ives," through the Izzard Co.; Schattner's Physical Culture Shoe Shop, "Anice Ives"; Madison Personal Loan, "Nat Brusloff Presents"; "Don Kerr Says"; "Bar O' Ranch"; through Klinger Advertising Corp.

Louise Kolitsch in Seattle

Seattle—Louise Kolitsch, former director of KINY, Juneau, Alaska, is now directing the radio department of the new Associated Talent Studios at 1530 Queen Ave. here.

New Seattle Firm

Seattle—A. G. Taft, Louis Wasmer and Carl Haymond, well known in local broadcasting, have organized Pacific Broadcasting Co.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,097,306—Discharge Tube with Beam Forming Grids. Horst Rothe, Werner Kleen, and Walter Graffunder, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,097,307—Apparatus and Method for Introducing Material into Electrical Discharge Devices. William A. Ruggles, assignor to General Electric Co.

2,097,330—Automatic Station Selector and Tuning Device. Frederick W. Kiens, West Brighton, N. Y.

2,097,334—Control Circuits for Cathode Ray Devices. Michael Bowman-Manifold, Heathcot, England, assignor to Electric & Musical Industries, Ltd.

2,097,359—Image Suppression Circuit. Robert B. Albright, Philadelphia, Pa., assignor to Philco Radio & Television Corp.

WATR, Norfolk

Lee Chadwick has been signed for a year to write, produce and announce the Watson-Texaco Revue for 60 service stations on Virginia's eastern shore.

Irene Lucas of sales staff is now Mrs. John Flemming.

John New, sales manager, is back from a business trip to North Carolina agencies.

John Carl Morgan spied for both WATR and WGH, Newport News, in covering the Navy Day program, which was largely rained out.

Opening of the new home of Norfolk Newspapers, owners of this station, will be aired by John Carl Morgan and Lee Chadwick.

RADIO DAILY SALUTES

Palmolive's New Serial Drama

"HILLTOP HOUSE"

Starring
BESS JOHNSON

By Adelaide Marstone and directed by Carlo De Angelo

RADIO DAILY says, "HILLTOP HOUSE," presented by Benton & Bowles, is a warm, human interest serial with orphanage locale, well written and acted. Opening episode aroused immediate interest and suspense.

"Hilltop House" is presented by Benton & Bowles, through the offices of Edward Wolf, Wolf Associates—RKO Bldg.—Radio City

There are
 700 Stations
 3,000 Sponsors
 1,500 Advertising Agents
 200 Program Makers
 5,000 Artists
 and only
 ONE
 Radio Daily
 . . . and they meet
 every day in
 RADIO DAILY
 to talk
 things over.

Program Reviews and Comments

"BRAVE NEW WORLD"

WABC-CBS, Mondays, 10:30-11 p.m.

LATIN-AMERICAN DRAMATIZATIONS UNDER DIRECTION OF IRVING REIS GET OFF TO A BRILLIANT START.

In cooperation with the United States Office of Education CBS is airing a series of programs signed for South American listeners.

First chapter dealt with the lives of the explorers Columbus, Cortez, Balboa, and Pizarro. Portion of program dramatized the death of Columbus who during his last days had received word that greed for gold had led to bloodshed among his followers whom he had left on the island of Santo Domingo.

Program also told how Cortez, Balboa and Pizarro started out on their own explorations. Program directed by Irving Reis.

NBC Symphony Orchestra

Artur Rodzinski conducted a dress rehearsal of the new NBC Symphony orchestra yesterday afternoon over the Blue network. Program was aired from studio 8H which was filled with music critics, patrons of music and celebrities from the music field including Arturo Toscanini's daughter.

Program, one hour in length, was composed of two numbers, "Oberon" overture by von Weber and "Ein Heldenleben," a tone poem, by Richard Strauss. The latter took 47 minutes to play.

One hundred and four of the best musicians available were used for the broadcast. All the critics were very enthusiastic over the program and as one music authority told it to David Sarnoff, RCA president, NBC has the "cream" of the musicians in this new orchestra.

Arturo Toscanini will lead this orchestra for a series of 10 concerts beginning Dec. 25.

Firestone Concert

Richard Crooks returned to the air Monday night after an extended absence to take over soloist role on the Firestone Concert, and did an excellent job. Aided by Alfred Wallenstein's orchestra and the Firestone Choral group, Crooks did plenty of singing, the high spot being

rendition of "Liebestraum." Featured number by the orchestra was the last song written by George Gershwin before he died. Program is one of the old standbys in broadcasting, and the excellent musical arrangements, plus noticeable lack of commercial copy, make it one of the best classical programs on the air.

Grape Nuts Program

Al Jolson, partly assisted by Ruby Keeler, filling in on the Grape Nuts program over NBC-Red last Monday night, the final week of the Burns and Allen vacation, delivered 100 per cent. He had a better script than he usually has on his own program, and he showed that he can do full justice to material when he's got it. Whole show was a very merry affair, with fine cooperation from Tony Martin and Ray Noble, as well as Announcer John Conte.

Jimmy Blair

Due to an eleventh hour emergency, Jimmy Blair was heard with the Guy Lombardo band last Sunday on CBS. Blair sang "This Never Happened to You," and did a grand job of the number.

Blair was called in at the last moment because Carmen was suffering from a cold. Guy had heard him sing some weeks ago and thought he could fill the spot. Guy was right.

Briefly

The "Election Eve" program aired at 11-12 midnight over WEAF, with talent including Al Roth and other regular NBC help, was a highly entertaining concoction, well conceived and well executed. In music and humorous chatter, it presented little scenes of old New York under various preceding mayors.

George Bernard Shaw, speaking from London via short wave over NBC-Blue at 4:20-4:30 p.m. yesterday in the first of NBC's "As I See It" series, gave a very impressive talk against war. Though he didn't sound like the sparkling Shaw of his younger years, the noted playwright and social writer gave an engrossing and illuminating talk on the folly of warfare.

WJBY, Gadsden, Ala.

Allen Brown, formerly doing announcing and sales work combined, has deserted the mike for sales exclusively.

Vernon Story, engineer, back from vacation.

Ed Mullinax keeping plenty busy; besides an announcing shift, he handles all station sportscasts.

WJBY is doing a weekly hook-up with WSGN, Birmingham, to air football chatter by Coach Frank Thomas of Alabama Crimson Tide.

Gadsden High School is being equipped with its own broadcasting studio and soon students will air programs over WJBY direct from school.

WOKO, Albany

Royden N. (Doc) Rand, announcer and ballcaster, is back on the job after a seven-week illness during which his son, Grenfell, substituted.

"State Police Work" is a new Monday series, with Chief Inspector A. B. Moore of the State Troopers' Bureau featured.

Set for Musical

Jack and Loretta Clemens, singing-patter team are set for a three-reel musical to be made at the Brooklyn Vitaphone studio next month.

ORCHESTRAS MUSIC

PETER VAN STEEDEN, musical director of "Town Hall Tonight," will get his first look at the west when he goes to join Fred Allen in Hollywood upon the comedian re-suming as head man of the program on Nov. 17 at 9 p.m. over NBC-Red. Van Steeden leaves for the coast after Walter O'Keefe's final broadcast Nov. 10.

Anthony Candelori, new bandmaster at WFIL, Philadelphia, has excluded brasses in favor of strings in the new band.

Art Kassel and his Kassels-in-the-Air band from Chicago have succeeded Milton Kellum's crew at the Arcadia restaurant, Philadelphia, while Joe Frassetto and Jack Lewis lead the two new bands at the Cafe Marguery of the Hotel Adelphia, all remoting over WIP.

Famous Music Corp. has obtained publishing rights to future songs written by Chick Webb. The Webb orchestra opens at the RKO Theater, Boston, tomorrow. Then goes to Chicago and Cleveland.

Hugo Mariani has been signed by Radio Orchestra Corp. for radio and other engagements. Same office has booked Paul Tremaine and his Band to play the Syracuse University Military Ball on Nov. 26, and Paul Specht for the Shriners' Thanksgiving Ball in Altoona, Pa., Nov. 25.

Shep Fields' orchestra bookings take him to Indianapolis today (Nov. 3); Terre Haute, tomorrow; Jackson, Tenn., Friday; and Dallas, Texas, Saturday.

Ernie Holst has started rehearsing an augmented orchestra for his return to the air in January.

Charles Boyer, swing vocalist who was for two years at the Steel Pier, Atlantic City, has joined Jack Wright and his orchestra at Nick Toce's Village Brewery Cafe in New York.

John Kelvin, lyric tenor, will appear as featured soloist with Don Albert's orchestra on his Sunday

RADIO PERSONALITIES

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

GEORGE W. SMITH

GEORGE W. SMITH, managing director of WWVA, Wheeling, W. Va., was born in Toledo, and spent his boyhood in close proximity to this Ohio town. He moved to Wheeling in 1923 and joined the advertising firm of B. W. Hicks Inc. His infinite energy coupled with ability to develop new ideas soon placed him in great demand among large Wheeling advertisers.



An early advocate of station good-will.....

Smith was the first Wheeling advertising man to recognize the value of radio and long before WWVA was carrying any regular advertising accounts, the George W. Smith Advertising Agency was running musical programs and serial stories of a commercial nature with excellent results for the advertiser.

In 1930 the Ryan-Storer interests, who then owned WSPD in Toledo, purchased WWVA. Recognizing Smith's knowledge of radio problems and ability as an advertising man, the new owners placed him in complete charge of the station. The added duties as managing director of WWVA forced Smith to turn over his advertising agency to his assistant and devote all of his time, day and night, to the development of "his baby," WWVA.

What he has done with WWVA in the last six years is radio history. He built it from a comparatively unknown station of purely local character to one of the foremost 5,000-watt clear-channel stations of the nation.

Smith was one of the first station operators in the country to realize that any station that was to continue to be successful would have to be built on listener goodwill and it was with that point in mind that WWVA has assumed the leadership in promoting an extremely friendly relationship between the listener and station.

Just how well this has been accomplished can be seen by the attendance at the WWVA Harvest Home Festival on Oct. 16, when 7,077 loyal listeners of the tri-state district of Pennsylvania, Ohio and West Virginia, turned out to see the WWVA entertainers in their weekly Jamboree shows.

★ ★ ★ QUOTES ★ ★ ★

D'ARTEGA: "The versatility required of a bandsman nowadays becomes more and more alarming. Beginning with the Jack Benny program, and stemming indirectly from the Rubino-Cantor tete-a-tetes in which someone stooched for Rubino, orchestra leaders today must, in addition to knowing music, be able to handle dialog, flip gags and

combine all the talents of a comedian, master of ceremonies, stooge and sometimes commercial announcer. This is all very well, I think, so long as the excellence of the musicianship is maintained, but there is danger that the quality of the orchestra may be subordinated to the personality of the bandsman."

night at 9 program over WHN and WLW line.

Ray Block, CBS maestro and voice coach, who has developed such radio warblers as Del Casino, Benay Ventura, Jerry Cooper, and Margaret McCrae, has undertaken to coach Nan Wynn and Joyce Howard, recently signed by Columbia Artists.

Maestro Joe Rines entertains studio audiences at his Sunday "Time of Your Life" broadcast with magic tricks. Rines is a member of a magician's society.

Boston has taken New York by storm, says Billy Swanson. Musically speaking, at any rate, this is entirely true with the orchestras of Eddy Duchin, Mickey Alpert, Lou Breese, Al Donohue, Ruby Newman, Joe Rines and Billy's own Boston society orchestra holding sway in this city's gayest clubs and cafes, with all of them broadcasting two to five times weekly from all the local stations.

JACK PEARL: "One of the best assets a comedian can have for the air is a dialect. Since radio caters to the ear only, the voice must create and picture everything for the audience. Like changing scenery on the stage relieves the monotony for the eye, so does a different voice relieve it for the ear. A Dutch, French, Italian or Greek accent is very welcome to a listener who has heard the same kind of voice all day. Look at the popularity of such comedians as Parkyakarkus, Teddy Bergman, Molasses 'n' January, Amos 'n' Andy, and Lou Holtz and his LaPapus stories. All these people have something that radio needs to keep its unseemly audience amused and also offer them something different."

NOW YOU CAN BUY A COMPLETE PRESTO SOUND RECORDER FOR ONLY \$149.00
PRESTO RECORDING CORP.
135 W. 19th St. New York · N. Y.

Chicago

NEIL SCHAFFNER, who is Toby on the WLS "National Barn Dance," rounded out his tenth year in radio last week by making two commercial movies.

George M. Clare, formerly chief of audience mail dept. at WBBM, has been transferred to production dept. to supervise transcription broadcasts.

Clark Dennis and Harry Kogen have had their tune, "Dreams for Sale," published.

Walter Blaufuss, NBC ork leader, has just received a picture of himself and Eddie Cantor from Eddie taken a dozen years ago at Marseilles, France.

Eddie and Fannie Cavanaugh are interviewing Lillian Gordoni, Chicago talent developer, on her experiences on WBBM next Thursday.

George Hessberger's ensemble, formerly with NBC, now playing at Alpine Room of Lincoln Turner Hall.

Don Koehler, local free lance radio actor, has leading role in "The Straw" at the Blackstone Theater.

Bonnie Larkin of NBC personnel and John F. Poge were married Saturday at St. Ignatius church. Jack Baker, NBC tenor, did the soloing at the ceremony.

Betty Olson of the Escorts and Betty is in St. Lukes' Hospital, recovering from an appendectomy. Clarence Hansem, Floyd Holm, Cliff Peterson and Doug Craig, the Escorts, will carry on.

The Continentals, Carnation Concerted hour quartet, are filling concert engagements Tuesdays through Fridays (broadcasts are on Mondays) with Stanley North as tour manager.

Virginia Clark and Olan Soule have been added to the cast of F. & F. Cough Drops show, "Jenny Peabody."

OKLAHOMA CITY

Tom McNamara is featured in a new football program on KTOK

John Blatt, WKY promotion department, addressed a Chamber of Commerce advertising conference at Woodward the other day.

"Mom" Gabert, former restaurant owner, is now doing a daily home-makers' broadcast over KTOK.

BIRTHDAYS

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

Greetings from Radio Daily

November 3

Gus Haenschen
Morgan L. Eastman
Bub Pickard
Ed Smalle



UNIVERSAL RIBBON MICROPHONES

An all-purpose microphone. Self energizing. No polarizing voltage. Plug in and use. No hiss. Not affected by heat or moisture. No feedback. Unconditionally guaranteed.

List \$22.50
without plug. \$24.25
with plug.

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

OMAHA

William O. "Bill" Wisemen, former radio editor and later promotion manager of the Omaha Bee-News (now closed), has joined WOW.

Belle West, former Bee-News staff member, is doing a daily shopping column over KOIL.

A 15-minute program, "Eddie Pix, the Movie Man," a stage and screen chatter column by Eddie Forrester, Omaha theater manager, weekly over WOW, has been very successful.

Howard Peterson, WOW promotion manager, is recovering following an appendicitis operation.

Dr. Harry B. Fenner, father of Bernard A. Fenner, script writer for WAAW, died recently.

Michael Magaath (Mike Reed) has joined KOIL. He was formerly with KID. Idaho Falls, and KSEI, Pocatello, Idaho, and replaces Wade Patterson, announcer, who goes to Sheboygan, Wis.

WJBK, Detroit

Bob McLean, sportscaster, is being sponsored by Mazer Cigar Co. twice weekly.

Frank Perkins, copy chief, has written a new feature called "The Cynic," in which he plays the title role.

Al Nagler, who has had a busy sportscasting season so far, what with baseball and football, also has hockey in prospect if the proper sponsors for the Red Wings' 48 games come forth.

Rounding up all of the available WJBK talent, Charlie Sterritt is to emcee a new one-hour Saturday night show titled "WJBK Charivari."

Paul Frinke, chief engineer and critic of the staff announcers, took a fling at announcing the other day, and now he doesn't think it's such a pipe.

KFRU, Columbia, Mo.

Program Director George Guyan is again holding sessions of the night class for newscasters from the University of Missouri school of journalism.

Vera Sutton, NBC "Magic of Speech" instructor, was guest producer of a half-hour historical sketch here last week.

A string quartet under the joint leadership of James Adair and Basil Gauntlett will furnish Sunday dinner music for a half-hour each Sunday starting Nov. 7.

ONE MINUTE INTERVIEW

"BIG BROTHER"
BOB EMERY

"The most difficult subject becomes simple to most children once it has been dramatized over the radio and presented as entertainment. The child mind instinctively responds to the colorful and spectacular. Perhaps during the years to come we shall find radio bearing the burden of formal instruction dressed in the garb of entertainment."



Coast-to-Coast



WORLD radio premiere of Oscar Wilde's "The Duchess of Padua" will be presented by the Radio Division of the WPA Federal Theater over WQXR on Nov. 9 at 9-10 p.m. Cast will include William Hallman, Jane Kim, Owen Coll, Harry Forbes, Philip White, Victor Albini and John Junior.

Betty Shilton, formerly heard at the organ over KOMO, Seattle, is now at the Redondo Beach roller rink organ.

KFVS, Cape Girardeau, Mo., broadcast the recent proceedings of the Seven State Democratic Rally and relayed the program to WPAD, Paducah, Ky.

"Fathers of the Funnies," the cartoonists' round table on WINS, has been shifted from Thursday to Wednesday at 6:45 p.m.

Vi Mele, the pianist-songstress, is making a series of electrical transcriptions. She is currently being featured in the Terrace Room of the Hotel New Yorker, and will soon guest-star on the CBS Swing Session.

Carol Bruce, young singer who recently returned from a 16-week run at the Hotel Mt. Royal, Montreal, will do a series of movie shorts for Educational Pictures.

Scripts of "The Plainsmen," juvenile series now being waxed in Hollywood by R. U. McIntosh & Associates, were written by Allan M. Wilson whose grandfather "rode the plains" with Buffalo Bill Cody, chief character of the story. Direction is being handled by Van C. Newkirk, Don Lee network special events man, at Recordings, Inc. Wilson left the

WBAL, Baltimore

Broadcast schedule has been increased to 19 hours daily and 17 on Sundays, with station remaining synchronized with WJZ daily until 1 a.m. instead of signing off at midnight.

Edna Mason has succeeded Dorothy Schmitt in the publicity dept.

Gustav Klemm, program director, and Broughton Tall, continuity chief, have turned out a new song, "A Levee Lullaby."

KYOS, Merced, Cal.

Charlie Foll, production head, takes unto himself a wife on Thanksgiving. Hermon Stanion from San Francisco recently joined the announcing staff.

Remote studios at Turlock, a city of 6,000 located 28 miles north, were inaugurated last week. Many local programs will originate there, and if the move is successful it is planned to establish other remote studios.

coast recently to join Conquest Alliance Co., New York, as chief of its new domestic program department.

Les McCabe, program director at KGVO, Missoula, Mont., is back at his desk after a siege of the flu.

Barry Alexander and Kenneth Cooke are new members of the sales department at WATL, Atlanta. The commercial staff now consists of 10, according to Station Manager Maurice Coleman.

W. A. Wilson, general manager of WOPI, Bristol, Tenn.-Va., will handle the remote broadcasts of the dedication of the McKellar Field Airport on Friday.

Mr. and Mrs. A. R. Mason, known for their stage presentations, will be featured in a new half-hour program of Hebrew music and dramatic sketches in Yiddish starting Sunday over WATL, Atlanta. It will be the only program of its kind in the city.

Ronald Dawson, director of drama at WOL, Washington, has discovered a system for selling radio material. He sends it to the New York syndicate for which he writes, and the syndicate's plugging results in sales to local stations who wouldn't buy the material from the author direct because it didn't have a "New York" or "Hollywood" tag on it.

Allen Prescott finishes the last of his W. T. Grant transcriptions this week and will be featured on a new program should his present sponsors fail to exercise the option for renewal they now hold. The series just ending consisted of 39 talks on various subjects treated in Prescott's caustically humorous and satirical manner.

KWK, St. Louis

John O'Hara and Ray Schmidt are getting ready to air the hockey season, starting Nov. 7.

Coyita Bunch and Allan Dale, who formerly sang together, are now heard on two different programs.

Bill Edmonds is the newest addition to the announcing staff.

Kenneth Adam, British broadcaster, was a visitor here last week and gave an inside glimpse of methods over there.

KMOX, St. Louis

Robert (Chauncey) Parsons, CBS and NBC tenor, has joined the talent staff and is featured on "Evening Serenade," sponsored by Hyde Park Breweries.

Alice Weaver, soprano, formerly with Fanchon & Marco, is another new talent addition.

PHILADELPHIA

Esther Goff replaces Doris Havens at the console of the Ben Alley nightly broadcasts over WCAU. Miss Havens, injured in an auto accident, is not due back for some months.

Sam Serota is now directing the Dorothy Dix shows on WHAT.

"Melody Arcade" is a new program on KYW, featuring Norman Sickle, Edith Rodaye, Jane Kent, Bonnie Stewart and Rodger Williams.

WDAS has as news commentator, Charles H. Ingersoll of dollar watch fame.

Allan Scott, WFIL's ace commentator, has added lecturing to his already filled list of activities.

Paul Frailey is now writing and producing "Dramas of Science" at WCAU.

Oscar Goren, announcer over WPEN, celebrates his seventh anniversary on the air.

Kerby Cushing, Byron Samm and Ted Sloan of KYW have left for Detroit to handle a sports broadcast.

Van Wallen of WDAS's Wallen Players has published a text on Radio Technique.

George Lewis, WCAU technical supervisor, has a baby daughter.

Bill Dyer, WCAU sports commentator, will continue his talks during the fall and winter.

Dixie Lee inaugurates a new series over KYW, devoted to the interests of girls in their teens.

Don Martin, former WIP announcer, has finally settled at WFIL.

WCAU will hold auditions for Major Bowes program.

Dave Tyson, WFIL announcer, has been named night supervisor by Donald Withycomb g.m.

The Singing Paris is back over WCAU after a short vacation.

WBAP, Fort Worth

A new 30-minute Friday night series of mystery dramas under the general title of "Black Night," featuring Edgar Allen Poe's works, will start this week. Cast is composed of WBAP Players, headed by Nelson Olmstead, announcer and dramatist; Harry Hoxworth, Johnny Sullivan, and music by Gene Baugh's orchestra.

Herman Waldman's orchestra is remoting twice daily from the Blackstone Hotel's Venetian Ballroom.

Lloyd Snyder's orchestra is airing from the Ringside Club.

The five Patt brothers of radio—John, Bob, Jim, Ralph and Fred—all are members of the Beta Theta Pi fraternity.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 89

NEW YORK, N. Y., THURSDAY, NOVEMBER 4, 1937

FIVE CENTS

CBS Gross 27.5% Ahead

WARNERS TO DISCONTINUE SUPPLYING AIR SCRIPTS

West Coast Bureau. *RADIO DAILY*
Los Angeles—Warner Bros.—First National, effective immediately, will discontinue supplying radio script versions of its films to small radio stations. The move is predicated on the finding that these broadcasts, many of which have been inexpertly presented owing to circumstances beyond the control of the stations involved, are proving detrimental to
(Continued on Page 5)

Beemer Agency Expands; King Bard Joins Staff

Detroit—Brace Beemer Inc., Radio Advertising Agency, of which Brace Beemer is president, yesterday opened new and larger offices in the Macca-bees Building.
In line with its general expansion
(Continued on Page 3)

Renewing "Mystery Chef" On NBC-Red for 6 Months

Contract, renewing the "Mystery Chef" for another 26-week run on the NBC-Red network, will be signed this week. Highly successful program is sponsored by 150 gas companies across the country and is heard Tuesdays and Thursdays, 11:45
(Continued on Page 5)

Kraft Oleo on 10 Stations

Chicago—Kraft-Phenix Cheese is cutting in on ten stations on the Kraft Music Hall network with local announcements plugging Parkay oleo-margarine. Following stations are on the list: WDAF, WJAX, WPTF, WIOD, WFLA, WIS, WSB, WJDX, WSGN and WSMB. Needham, Louis & Brorby, Chicago, handling.

FCC Delays Ruling

Washington—After four days of hearing, the FCC has taken under advisement the matter of whether the allocation of the proposed government short wave station should be given to commercial or non-commercial interests. Both World Wide Broadcasting Co. (W1XAL), non-commercial, and NBC are seeking the frequencies. Each is now short-waving non-commercial programs on other frequencies.

U. S. RUBBER CO. SHOW STARTS IN JAN. ON CBS

United States Rubber, through Campbell-Ewald Co. of New York, has signed with CBS for the Wednesday, 9:30-10 p.m., spot for a show to start some time in January. Sponsor has not used a national network in some years.

Butternut Coffee Show Plans to Add Stations

Des Moines—"Coffee Pot Inn," Sunday show produced at WHO for Paxton & Gallagher, Omaha (Butternut Coffee), and re-broadcast over the Corn Belt Wireless network, will
(Continued on Page 3)

Olson Rugs Programs

Chicago—Olson Rug Co. has launched live talent shows on WLS (Morning Minstrels); WEAJ (Grace and Eddie Albert); WNEJ (Morning Woman's Hour) and a program on WJR, Detroit. Agency is Presba, Fellers & Presba, Inc., Chicago.

Billings for First Ten Months of 1937 Top Entire Year of 1936—October Intake Passes NBC-Red Monthly Figure

MORE THAN 400 STATIONS WILL CARRY DUKE'S TALK

Arrangements yesterday were being completed whereby over 400 stations in the U. S. would carry the radio address of the Duke of Windsor Nov. 12 at 7-7:15 p.m. Combined facilities of the three big networks plus numerous independent stations have already been set, while plans to give world-wide coverage via short wave transmission are being completed. Short wave stations to carry speech set to date include: W2XE, W3XAL, W2XAF, W2XAD, W8XK, W8XKA and W1XK. Facili-
(Continued on Page 3)

CBS billings for the first ten months of this year totaled \$23,339,-801, which is \$170,000 more than was billed during all of 1936. On a percentage basis, the cumulative billings for the ten months are 27.5 per cent ahead of the same period last year.

October receipts were \$2,564,259, down 6.9 per cent, despite the fact that it was the second largest month in CBS history. October, 1936, was the all-time-high month for CBS but it included the monies from the presidential campaign and the world ser-
(Continued on Page 3)

CBS 9-MONTH PROFIT 20% OVER LAST YEAR

Net profit of CBS for the nine months ended Oct. 2 was \$3,053,416.63, an increase of 20 per cent over the \$2,451,740.02 reported in the corresponding period last year. Net is equal to \$1.79 a share, against \$1.44 last year on the basis of shares under present capitalization.

Board of directors yesterday de-
(Continued on Page 2)

Hamlin's Wizard Oil Going on 11 Stations

Chicago—Hamlin's Wizard Oil is starting half-hour hillbilly shows early this month on 11 stations—WJJD, WJR, WTIC, WWVA, WNAX, KMMJ, KINY, WHAM, WWL, KWTO, WIBW. Others may be added. Vanderbie & Rubens, Chicago, is agency.

Carnation Polish Spots

Chicago—Carnation Co., in addition to NBC "Contented Hour," is using Polish programs on WCBJ, WSBC, Chicago, and WMBC, Detroit. Erwin-Wasey has the account.

Johnson Wax Planning Afternoon Script Show

Chicago—S. C. Johnson Wax Co., Racine, Wis., which has Fibber McGee on NBC, is looking for time on three chains for a new daytime script show to plug floor wax. Fibber and Molly
(Continued on Page 5)

Song Writers and Publishers In Accord on Ascap 1950 Pact

Special Local Program Nightly Feature on WWJ

Detroit—WWJ, The Detroit News station, has set aside the half-hour period beginning at 7:15 each night, Monday through Friday, for the production of local programs of unusual merit. Commercial commit-
(Continued on Page 3)

Final accord between the song writers and music publishers is now definitely on the way, following a conference yesterday afternoon between the Song Writers Protective Association and publisher committees, also their attorneys, A. M. Wattenberg for the latter and John Shulman for the former. Of outstanding
(Continued on Page 5)

Radio Speed

Utica, N. Y.—Broadcasting of election results by WIBX here established something in the way of a record.

Even Mayor Vincent Corrou didn't know of his re-election until after the station had aired the news.

Airing of the election returns was sponsored by the Utica Mutual Insurance Co.

Schools Pay Bill

Philadelphia—Saturday's broadcast of the Drexel Tech-Muhlenberg gridiron game over WHAT by remote control from Allentown will mark something new here. Instead of the usual commercial sponsor to defray expenses, the schools are paying the bill. WHAT also carries Drexel's home games. Bill Bailey does the play-by-play.



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

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FINANCIAL
(Wednesday, Nov. 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
A-m Tel. & Tel.	152 1/2	150	150 1/4	- 3/2
CBS A	21	20 3/8	20 3/8
CBS B	19 1/2	19 1/8	19 1/8	- 1/8
Croslev Radio	10 1/4	9 3/4	10	- 1/4
Gen. Electric	41 3/4	39 3/8	39 7/8	- 2 1/4
RCA Common	7 3/4	7 1/8	7 3/4	- 1/2
RCA First Pfd.	57 3/4	55	55 1/4	- 1 3/4
Stewart Warner	13 1/4	12 1/4	12 5/8	- 3/8
Westinghouse	102 1/2	97 1/4	99	- 4 1/2
Zenith Radio	22 1/2	20	20 3/8	- 2

NEW YORK CURB EXCHANGE

Hartline Corp.	14	14	14	+ 1
Nat. Union Radio	1 1/2	1	1 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	7 1/4	8 1/4

FCC ACTIVITIES
EXAMINER'S REPORT
Birmingham News Co., Birmingham, CP for new station, 590 kc., 1 kw., unlimited. Recommends that permit be granted.
APPLICATIONS RECEIVED
WSM, National Life & Accident Insurance Co., Inc., Nashville. Special experimental authorization to operate a facsimile station from 12 mid-night to 6 a.m. CST for period ending 2-1-38.

NEW ORLEANS
Louella Richards, daughter of E. V. Richards, president of the WSMB corporation, is to wed Elwood Roger Clay this winter, according to formal announcement.

The joint radio station-night club benefit for Frank Arena, radio pioneer who is seriously ill, netted about \$1,000. All musicians, performers and emcees donated their services.

THE MAGIC KITCHEN OF THE AIR
Monday thru Friday
Available for Food Accounts
WCOP BOSTON

Ford Forfeits \$100,000 on World Series
The \$100,000 paid by Ford Motor for a World Series option, which was not exercised, has been forfeited and the money distributed among the ball teams, players, etc., it was officially revealed yesterday. First intimation that Ford would forfeit the money was carried in RADIO DAILY on Oct. 1.

CBS 9-Month Profit 20% Over Last Year

(Continued from Page 1)
clared a cash dividend of 40 cents a share on the Class A and Class B stock, payable Dec. 13 to stock of record Dec. 6, and the board will meet Nov. 30 to consider payment of a special dividend.

Oxo on 4 NBC Stations

Oxo, Ltd., Montreal, on Nov. 16 will start "The Oxo Program With Clarence Hayes" on four split NBC-Red network stations (KPO, KGW, KOMO, KHQ), Tuesdays and Fridays, 9:30-9:45 p.m. (PST). Program will originate from San Francisco. Contract is signed for 26 weeks through Doremus & Co., San Francisco.

WWJ Scoops Town on Election

Detroit—WWJ, The Detroit News station, scooped the entire city in tabulating the hotly contested city election results Tuesday night. The News, in common with other papers in the city, helps defray the cost of a group of checkers and tabulators who receive totals from the 918 precincts in the city as soon as they are counted. But WWJ went a step farther this election, determined to be first with the results. Combined staffs of WWJ and the News went to the polling places 450 strong to get results and phoned them in to the station. Station stayed on the air till 2 a.m.

All other stations in the city either had direct lines into the city hall or had crews on duty transmitting the returns to the broadcasting studios. All stations stayed on well past regularly scheduled closing hours. WJBK, on all night, played the returns heavily.

CKNX Dedicates 100 Watts

Wingham, Ont.—CKNX, managed by W. T. Cruickshank, this week dedicated its new 100-watt transmitter. Among speakers on the occasion was R. J. Deachman, Canadian member of Parliament, who traced the progress of the station from its inauguration as a 10-watt on Feb. 1, 1925, to the present day. Station serves a rich Ontario farm section with 254,721 population and 50,542 radio homes. Hourly rate will be raised 50 per cent on Dec. 1. Joseph Hershey McGillvra represents the station.

Lucy Monroe as Soloist

Lucy Monroe, soprano, has been chosen by the American Legion to be the soloist on their Armistice Day broadcast of memorial services from the Tomb of the Unknown Soldier in Arlington Cemetery, Washington, D. C. Program will be broadcast over NBC-Blue at 12 noon to 1 p.m.

55 CBS Stations Set On New Old Gold Show

P. Lorrilard Co. (Old Gold cigars) yesterday announced that its new twice-weekly quarter-hour show has been set on 55 stations of CBS beginning Nov. 16. At present there is some difficulty clearing time for the repeat airing, which is scheduled to be heard at 11:15-11:30 p.m. over seven outlets on the coast. Tuesday spot at that hour is clear, but Thursday period will conflict with Kate Smith program. Although stations are reported set, final confirmation has not as yet been given by agency. First broadcast, which will be heard at 7:15-7:30 p.m., will be over 48 stations. George McCall, gossip, will be featured on show, titled "Hollywood Screenscoops." Lennen & Mitchell is the agency.

Phillips Petroleum Renews

Phillips Petroleum Co. has renewed its "Phillips Poly Follies," heard over a Midwest CBS network of 19 stations, for an additional 52 weeks, effective Nov. 9. Program, which is aired at 10:30-11 p.m., originates from KMOX, Lambert & Feasely is the agency.

Youth Concerts Postponed

Young People's concerts of the Philharmonic-Symphony Society over CBS have been postponed until Dec. 18. Concerts, which will be heard for the eighth consecutive year, will be under the direction of John Barbirolli, substituting for Ernest Schelling, who is suffering from an eye ailment in Switzerland. Six concerts have been set, running until March 12. Cincinnati Conservatory of Music will also present a series of five Young People's concerts. Eugene Goossens will conduct the series which are set to begin Nov. 9 and conclude March 22.

WSAR Publicity Tieup

Bryant Publicity Service, a new publicity organization, has been appointed national representative for WSAR, New Bedford. New firm plans to offer publicity tie-ins with its WSAR account. Adam J. Yung Jr., ex-NBCite, will handle the publicity job.

Frances Langford in Person

West Coast Bureau, RADIO DAILY
Los Angeles — Frances Langford goes East immediately following this week's "Hollywood Hotel" to do a personal appearance at the Paramount in New York. Will be cut in from there for the next two or three "Hotel" airings.

COMING and GOING

VANCE BABB, NBC manager of Radio City press, has left town for an indefinite period to regain his health. Babb was ordered to take the rest by his personal physician after an examination last Friday night. When Babb returns is entirely up to him. In the meantime, his post will remain open.

KOLIN HAGER, manager of WGY, Schenectady, is in New York.

MARY LOUISE VAN SLYKE, press agent for Mary Margaret McBride (Minute Tapioca), was in Chicago this week on her midwestern swing.

GALE PAGE, NBC singer in Chicago, will spend the week of Nov. 10-17 in New York, airing from here.

DOROTHY DEL MERR, who has been appearing in Vitaphone pictures in the east, is now in Chicago, singing over WJJD.

FRANCES LANGFORD arrives in New York next week for personal appearances at the Paramount Theater.

HERMAN BERNIE leaves New York tomorrow for Pittsburgh and Chicago on deals involving Dick Stabile, orchestra leader, and Gracie Barrie, vocalist. He will be gone about a week.

DON BECKER of Transamerican Radio & Television Corp. left Hollywood on Monday for New York.

LESTER LEE went up to Hartford, Conn., yesterday on business and spent the day there.

JACK ADAMS of the Erwin, Wasey & Co. agency, returned to his New York office after a mid-west and eastern good-will tour of accounts.

FRED HART of the Honolulu Broadcasting Co. is in New York on business.

NEW BUSINESS

KDYL, Salt Lake City: American Packing Co., ETS, through L. S. Gillham Agency; Chicago Eng. Co., program, through J. R. Lumke & Associates.

WHO, Des Moines: DeSoto, through J. Stirling Getchell, Inc.; DeKalb Agricultural Ass'n., "Cornhusking Champion of Champions," three periods Nov. 11 only; Allis-Chalmers Mfg. Co., national cornhusking contest, through Bert S. Gittins; Pioneer Hibred Corn Co., news, through R. J. Potts & Co.—also Four Dons program: Earl E. May Seed Co., through L. W. Ramer Co.; Coast-to-Coast Stores, through The McCord Co.

DeSoto Little Theater

WMBH, Joplin, Mo., has instituted the DeSoto Little Theater for the Quality Motor Co. of Joplin, DeSoto auto distributors, and associated dealers in Kansas, Missouri and Oklahoma. The program runs 15 weeks, 30 minutes each Sunday afternoon. A different high school of the district puts on a one-act play in that time—with a \$50 prize and a loving cup going to the school which is adjudged winner of the contest. Voting is by means of cards procured at the showroom of any of the participating dealers. Dramatic coaches of the different schools cooperate with the station's directors in producing the shows.

JOHN B. HATCH ASSOCIATES
An agency serving a N. E. clientele. Specializing in radio broadcast advertising.
(Send for booklet)
581 Boylston Street, Boston, Mass.
Commonwealth 0466

CBS 10-MONTH GROSS 27.5% AHEAD OF 1936

(Continued from Page 1)

ies which was sponsored by Ford. Deducting the extra revenue from the October, 1936 figure of \$2,754,808, leaves \$2,106,003, which was derived from regularly advertised products. Comparing the latter figures with October, 1937, the monthly billings are up 21.8 per cent.

CBS October revenue passed the NBC-Red monthly figure for the first time since June.

Special Local Program Nightly Feature on WWJ

(Continued from Page 1)

ments will not be allowed to interfere.

Monday night's production is "Causes of Crime," a program of great civic interest, put on in dramatic form with the cooperation of the city and state forces for analyzing and fighting crime. Tuesday's show is called "Voices," an interesting experiment in radio dramatic technique. On Wednesday night Mischa Kottler, WWJ's musical director, conducts his 40-piece orchestra in a program of classics and symphonic arrangements of popular music, with a group of talented soloists. Thursday's show is a "House Party," featuring the music of Paul Leash and his WWJ dance band, with two singing trios, a swing sextet, and numerous soloists. The "Detroit News Radio Extra" takes the air Friday night with entertainment of the greatest variety: music, drama, interviews with famous personalities, news oddities, and other features.

Trailer Studio Broadcast

Using WBBM's new trailer studio, Tommy Bartlett will inaugurate a new show titled "The Missus Goes to Market" next Monday for Fitzpatrick Brothers Automatic Soap Flakes in Chicago. (His present "Meet the Missus" series for Kitchen Klenser continues.) The trailer studio will pull up to grocery stores about the city interviewing housewives as they do their shopping. These will be electrically transcribed and aired regularly at 3:30 p.m. Handled by Neisser-Meyerhoff agency.

Red Cross Sketch on NBC

"Headlines to Come," an original dramatization depicting the various services and functions of the American Red Cross, will be presented over the NBC-Red network on Sunday at 10:30-11 p.m. under the auspices of the American Red Cross Annual Membership Roll Call.

D'ARTEGA

AND HIS

ORCHESTRA

Admiracion Shampoo
Sunday 6:30-7 P. M.
MBS—WOR
Office, CH 4-5155

Seek Writ to Operate WTNJ

Trenton Broadcasting Co., Trenton, N. J., will ask Justice Salvatore Coillo in N. Y. Supreme Court today for a temporary injunction which will permit the company to continue operation of WTNJ, Trenton station which it has operated with buying option since November, 1934. The action is part of a suit by the company against Charles E. Loew, Julie V. Loew and WOAX Inc., in which the Trenton concern seeks to force the defendants to sell WTNJ at the option-stated price of \$70,000.

Rental contract called for operation of station until Nov. 1 this year. Plaintiff claims to have exercised option at termination of contract, but alleges that defendants then refused to go before the FCC for approval of the sale.

More Than 400 Stations Will Carry Duke's Talk

(Continued from Page 1)

ties of Canadian network will pick up address from NBC, but BBC has refused to discuss possibilities of lending its facilities for broadcast purposes in Great Britain.

It is expected that the size of the listening audience on Nov. 12 will compare favorably with the record set when the Duke made his abdication speech. In the anticipation of world-wide curiosity on the Duke's first radio address since that date, off the air recordings will be cut for presentation on radio stations unable to carry live broadcast. Program will originate from Washington.

Arthur Kudner is the agency handling the American tour of the Windsors.

Butternut Coffee Show Plans to Add Stations

(Continued from Page 1)

probably add other stations. Talent on the show includes McNutt and McNutt, comedians; Kay Neal, song stylist, and Four Aces (Don Hovey, Wayne Songer, Marion Prescott and Charles Pray), instrumentalists.

Stations now airing the show, besides WHO, are WMT, KGLO, WOW, WAAW, WIBW, KMMJ, WJAG, WNAX and KFAB. Agency is Buchanan Thomas Advertising Co.

"Death Marches On!"

WCPO, Cincinnati, has a five-minute program entitled "Death Marches On," in which the character of death laughs at life. The reason? WCPO is bringing home to residents of Cincinnati the fact that driving automobiles that are unfit for service, and careless driving, is a serious business. Death describes how busy he is because of reckless driving. He tells how often he sits in the front seat with a hand on the steering wheel. His voice is eerie, through a special arrangement of the microphone, and he drives his points home in no uncertain fashion. The idea might be rather gruesome, but WCPO keeps it under control so that it is not offensive. The program has the hearty endorsement of the Police Department, the Automobile Clubs, and many other organizations, not to mention insurance companies.

Beemer Agency Expands; King Bard Joins Staff

(Continued from Page 1)

program, the agency has added King Bard, formerly with NBC and various radio stations throughout the country, as well as former commercial manager with the King-Trendle interests in Grand Rapids.

R. H. Edsall, recently added to the staff, has been appointed comptroller.

'Unknown Soldier' to Talk Over WCPO Armistice Day

Cincinnati—WCPO is broadcasting the Armistice Day parade from a vantage point high above the street level, where a colorful description can be given. At 11 o'clock the broadcast switches back to the studios for a brief ceremony in honor of the Unknown Soldier. And then a message supposedly from the Unknown Soldier will be heard from his tomb. The name of him who will present this message shall, of course, remain unknown, but he was on the Western Front for one year and was slightly wounded and gassed. He was reported killed in action and his family was notified accordingly. But the report proved to be false. He was decorated by the French and American governments. Only one person at WCPO knows his identity, and he also prefers to remain unknown.

Maude Adams on NBC

Maude Adams, noted American actress, will be interviewed over a nationwide NBC network on Nov. 20. It will be her first radio interview and the second of any kind during her long career. The program, over the NBC-Blue network at 9-9:45 p.m., also will mark Miss Adams' debut as a director. The broadcast will feature presentations of excerpts from "Chantecler," Edmond Rostand's play, in which Miss Adams scored a Broadway hit. Broadcast will originate in the auditorium of Stephens College, Columbia, Mo., where Miss Adams is teaching dramatics.

DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

Six Star Revue

Fox-Fabian Professional Parade

This Week at WMCA

6 NEW STARS* AUGMENT CAST OF SIX STAR REVUE ...NEW YORK'S GREATEST DAYTIME PROGRAM!

All-American line-up on this 3-hour daily Sports-Variety show now includes:

*WAITE HOYT — One of greatest pitchers in Yankee history, "covers" baseball from the "inside" and presides at meetings of "Hot Stove League"!

*KEN STRONG — All-American collegiate and pro-football star covers news of the gridiron and picks the winners!

*MAE MURRAY — Glamorous star of Hollywood and Broadway, advises on problems of the heart!

*DAVID BURNSTINE — Member world-famous "Four Aces," answers queries on contract!

*FRANKIE BASCH — Radio's popular femme reporter, interviews personalities in the day's headlines!

*DON KERR — The airwaves most genial Master of Ceremonies!

LEE GRANT — Radio's musical find of 1937 puts his 13 ace musicians through their paces in jam, sweet swing, rhumba and tango!

JOE TOBIN — Alternate "M.C."

GARNETT MARKS — Your favorite newscaster!

BOB CARTER — Follows the gee-gees!

JOE O'BRIEN — Interviews sports celebs!

POWELL CLARK — Gossips about Hollywood and presents cinema stars!

SMILING JERRY BAKER — Broadway's own tenor!

LARRY WINN — Doctor of Swing!

LORRAINE BARNETT — Songstress with a style!

HELEN YOUNG — Sweetheart of SIX STAR REVUE!

KAY & BUDDY ARNOLD — Go to town in harmony!

HAL JANIS — Charge d'affaire!

* * * * *

Inquiries on Participations Invited

WMCA

New York's
Own Station

PROGRAM REVIEWS

"MELODY MYSTERIES"

American Tobacco Co.
WOR, Mutual, Tuesdays, 8-8:30 p.m.
Lord & Thomas

NEW MUSICAL IDEA HAS POSSIBILITIES
BUT WILL REQUIRE SMOOTHING IN
SPOTS.

New Lucky Strike test show growing out of the west coast "Script Teasers," made its debut over a limited Mutual network last Tuesday and proved to be a departure from the long familiar "Hit Parade," but did manage to tie in with that series in the presentation of songs.

Idea of show is to preface each musical offering with a short dramatization, with representatives from the audience attempting to identify song title from clues given in dramatization. First skit presented revolved around song title "Whispers in the Dark" and was one of best puzzlers on the show.

Winners receive \$5 and carton of sponsor's cigarettes. Listening audience also is given chance at prize each week by an offer to award same compensation to best dramatization submitted during week.

Fred Uttal emcees show and does a creditable job, handling the contestants with finesse but attempting too much gagging at their expense. Richard Himber and his orchestra take care of the musical end in excellent style, and Alice Marion and Stuart Allen are on hand for vocals. Basil Ruysdael does straight announcing.

Program makes big mistake of constant plugging of commercials, which gets monotonous after a while. First airing was not timed well, and ran short.

GEORGE JESSEL

Chrysler (DeSoto Division)

WOR-Mutual, Tuesdays, 6:45-7 p.m.
J. Stirling Getchell Inc.

TRANSCRIPTION SERIES OF GOOD
STANDARD USING GUEST VOCALISTS.

As the emcee in this new ET series which DeSoto is airing on some 56 stations around the country, George Jessel does his familiar routine, not excluding the inevitable telephone call to his Mamma. First platter also had Jessel in a travesty on Washington crossing the Delaware, which was amusing.

Guest vocalists appear in the series, starting with Jane Froman, who sang "Is It Love or Infatuation," "Smarty" and "After You" in her classy style, with Will Osborne's orchestra doing fine service in supplying the musical background. Ralph Edwards did the announcing, and the commercials were commendably handled.



● ● ● A. L. Alexander, who was under option to head a new type of network show for "Look" mag—won't. Mag has abandoned plans for a network program and will continue utilizing spots throughout the country. . . . The Tim and Irene show with D'Artega's crew may go on the payroll of another sponsor after Jan. 1. Present bill-payer has until the 21st of this month to decide on wage tilts. . . . Jacques Renard and his crew open in a coast nite spot called "Vogues" this week. . . . Bobby Breen is set to be on the air again via CBS Nov. 21. . . . The Ted Collins-Kate Smith basketball team, Celtics, opens its season this Sun. nite at the Hipp. . . . Incidentally, Burgess Meredith and Margalo Gillmore have changed their minds the last day regarding their piece for "Band Wagon" tonite and will do "Holiday" instead. . . . What's this about Bill Stuhler leaving Young & Rubicam? . . . Belle Baker goes back to the Chez Paree, Chi., in February. . . . Madge Marley who was heard on the Al Pearce show, auditions at CBS today. . . . Henry Youngman, Bert Frohman and Eddie Elkins' crew left the Yacht Club and were replaced with Frances Faye, Jack Waldron and Ralph Watkins. . . . Jean O'Neil went fishing for the first time Sunday and landed in the water. . . . 9th Edition of Tony Wons' "Scrapbook" will be out this week. . . . Bob Goldstein admitted yesterday that he was very tired. "All nite long I dreamt that I was working hard!"

● ● ● H. B. Hatfield, surviving member of the feuding Hatfield clan now living in Louisville, Ky., wired Eddie Cantor on the night of his banquet: "If grandpappy hadn't been careless with firearms—he would also have sent his congratulations to you" . . . Angus Pfaff of WJBK, pulled a miracle of the air the other day. (That is, some of the listeners thought it was a miracle.) . . . At 2:59:50 he signed off at WWJ as Bob McLean and just 10 seconds later he was introducing the football game at WJBK as Angus Pfaff. . . . The truth of the matter is, he did all of his broadcasting from the WJBK studios and was heard first over WWJ by a special wire connecting the two stations.

● ● ● The show which George Washington Hill had submitted to him yesterday with the Dick Powell-Warner tie-up for Lucky Strike—ran 73 minutes on wax! . . . Nadine Conner does not get the coveted spot opposite Lanny Ross on the Packard show. Ruby Merc'er is on next week in the form of an audition, while Franca White is also being considered. . . . Anna May Wong will do a Jolson shot. . . . Arthur Gilmore takes over the Joe Penner commercials while Jackson Wheeler does a flicker for MGM. . . . June Robbins, former vocalist with Gus Arnheim's crew, passed her voice test by Al Siegel at Paramount and he wants to sponsor her career. She's to be screen-tested this week on the coast. . . . Ben Bernie is reported set for another commercial using gueststars, etc., which will start within six weeks. . . . Zeke Manners confides to intimates that he's hitched to Linda Miles—but we don't believe it! . . . Gene Fosdick replaces Hotcha Gardner at the International Casino. That place has set down the edict to employ 802 men only. . . . Willie Morris has been signed for a build-up via a weekly spot. . . . Leon Navara is again without an NBC wire because the place refused to pay line charges. . . . Jack and Loretta Clemens who have just completed a series via CBS for a soap sponsor—go back on NBC for a competitive firm. . . . Jimmy Fidler took his announced rap at a picture company Tuesday nite instead of last Friday.

● ● ● Announcing staff at KDYL, Salt Lake City, claims a record for versatility. . . . Floyd Barr, lecturing at the University of Utah on "Radio in Education," himself a graduate student from Iowa U., former instructor at Weber College. . . . George Snell, authoring articles in national magazines on economics—with several novels to his credit. . . . Jack Gregson, accomplished musician—first sax in several bands. . . . Elwyn Quinn and Albert Priddy are plane pilots.

ORCHESTRAS
MUSIC

BURTON ANDERSON and his King's Serenaders, who air their Hawaiian and popular music over WHAT, Wednesday evenings at 8:45, is an aggregation of five youngsters, all of them still in high school, with a petite vocalist, Helen Biddle. Burton is boss, manager, leader, arranger and what have you, and plays the electro-guitar, bringing his Serenaders to Philadelphia all the way from Haddon Heights in Jersey. An outstanding feature of this youthful ensemble is the massive guitar on which Bill Hunsicker beats out the bass accompaniment. Fully six feet tall, its only divergence from the general characteristics of an ordinary guitar is its size. The Serenaders include in their program both Hawaiian and current favorites, and always get a big kick out of supplying their own vocal accompaniment to the consternation of Helen Biddle. Before, during and after their programs they invariably "kid around" and enjoy themselves hugely.

Larry Walen's Orchestra, formerly on the Fibber McGee-NBC program, has opened an indefinite engagement at the Club Lido in Tulsa, Okla.

Abe Lyman, back in New York, is discussing an early Fall appearance at a Manhattan night spot.

Shep Fields is compiling a group of "rain" and "river" songs, with the idea that tunes of this theme are most appropriate to his "Rippling Rhythm" style.

A deal is pending wherein Ozzie Nelson's music may be available to late hour listeners, besides his Baker's Broadcast tuners-in. Nelson has several offers to appear at West Coast hotels and supper clubs which pipe East on sustaining wires.

Pianists Al and Lee Reiser have completed a new tune which will be published by the Stasny-Lang Music Corp. The Reisers already have several songs to their credit.

Count Basie and his band are to remain at the Meadowbrook Club, Cedar Grove, N. J., until the return of Frank Dailey from his tour of the South. In the meantime, the Count's music is heard on the thrice weekly CBS spot that Dailey formerly occupied.

Vallee Renews Riggs

West Coast Bureau, RADIO DAILY
Los Angeles—Tommy Riggs has been renewed by Rudy Vallee for another 13-week stretch.

ARTISTS MANAGEMENT
Presenting
**PAUL
WHITEMAN**
17 EAST 45th ST., New York MU 2-1888

LET ME PLAN YOUR FUTURE
Jules Rosenberg
- INSURANCE -
JOHN 4-2800 8Eckman 3-0375
80 JOHN ST., NEW YORK

PROMOTION

"Condolence" Card Scores

WBIG, Greensboro, N. C., conceived a novel arrester in the form of a black-bordered "condolence" folder-card "in memoriam for the dollars lost and the good-will ungained by those who are not using" the station for their sales and service message. Inside is reprint of National Life and Accident Insurance Co.'s slant on American system of broadcasting, making figurative radio listener offer memorable argument for nation's dialers. This bit is obviously styled to be kept; size, neatness and quality of message make it logical candidate for the glass top of many an executive desk.

Admiracion in Newspapers

Admiracion's radio program starring Tim and Irene will get plugs in an extensive newspaper advertising campaign in four key marketing cities just launched by Admiracion Laboratories Inc., Harrison, N. J., in behalf of Admiracion Foamy Oil Shampoo. Advertisements averaging three columns, nine inches are being placed once a week in the Pittsburgh Press, the Indianapolis News, the Chicago Tribune, and the Cincinnati Times-Star. There will be eight insertions. The campaign may be extended to other cities at the conclusion of this series. Each advertisement mentions the radio show and urges readers to tune in on their local stations.

The Chas. Dallas Reach Co., Newark, is the agency.

WCCO Issues Minn. Survey

A colorful promotion piece, summarizing the results of a recent radio survey made by the Minnesota Congress of Parents and Teachers, has just been released by WCCO, Minneapolis.

Questionnaires for the survey were distributed by PTA groups in 29 Minnesota communities. Over 10,000 were returned and analyzed by Dr. Kenneth H. Baker, professor in University of Minnesota's department of psychology.

WCCO's booklet shows the ranking of the five leading Minnesota radio stations in listeners preference. Also gives a recount of program preferences. Results of an independent commercial survey covering noon hour station preferences are also shown.

Report on CBS Holdings

Washington Bureau, RADIO DAILY

Washington—Last semi-monthly report of CBS to the Securities & Exchange Commission showed that Isaac D. Levy, director, held 65,270 shares of Class A, and that he sold 2,000 Class B under option, leaving him a total of 23,530 at end of month.

Nathan L. Cohn, officer and director in Majestic Radio & Television Corp., reported his holdings as 2,000 of \$1 par common and an additional 7,550 shares through a holding company which acquired 2,650 shares during the month.

Warners to Discontinue Supplying Air Scripts

(Continued from Page 1)

the company's interests and those of exhibitors playing its product.

The decision, however, has no bearing upon other and more important radio activities of Warner Bros.—First National which will continue, it was stated. Transcription programs also will be continued.

More than 210 of the smaller stations are affected by the Warner decision. Final production on which radio continuities will be provided under the discarded plan is "It's Love I'm After."

Decision to abandon this activity was reached following a survey by Charlie Einfeld, national director of publicity, and Bob Taplinger, new studio publicity head, to determine reactions to the broadcasts.

The survey, which explores radio reactions in every section of the country, indicates that smaller station broadcasts of Warner pictures have been generally inferior in quality. This has been due to lack of trained casts of players and directors, plus experience in big-time showmanship.

Although continuities prepared by expert writers have been provided, the film company feels that stations are without proper facilities for giving the radio versions adequate presentation over the air, the survey establishes. In many instances, it is said, the scripts have been enacted by local amateurs and dramatic groups with results uncomplimentary to the pictures on which they were based, and there have been cases in which inference has been made that the actual stars of the motion picture were participating in the broadcasts.

WAGM, Presque Isle, Me.

Lester "Red" Hughes, commercial manager and Transradio newscaster, with J. B. Zumalt, district sales manager of Crosley Radio Corp., plan a hunting trip for the middle of November to Hughes Camp at Squa Pan Lake.

Ted Coffin, station's local newscaster, is special correspondent to the Bangor Daily News, WLBZ's Maine Radio News Service, and Transradio Press Service. He also gathers local county news for the Summers Fertilizer Co.'s local news service, heard for a five-minute period every week day.

Presque Isle Chapter of the American Red Cross is using a sustaining period over the Aroostook Broadcasting Station to plug its new drive for funds. Using an especially prepared Decca ET.

Bert Robertson, former Maine State policeman, now with WAGM on Pillsbury program, is rumored to be planning a Hollywood trip.

HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music in a Modern Manner

MANAGEMENT ROCKWELL-O'KEEFE

Song Writers, Publishers In Accord on Ascap Pact

(Continued from Page 1)

importance is the agreement that membership in Ascap will be for a 10-year term at the close of the present contracts, which have two more years to run. The new pact between writer and publisher will run for 12 years.

Several minor changes in language are now the only thing holding up the works, with considerable discussion as to what to do about television protection and the proceeds therefrom. It was admitted that since so little is known about tele, it was difficult now to arrange an agreement for the years to come. Tele angles will be discussed further before this clause is put into final language. Otherwise the major details are considered closed, such as mechanical moneys being divided up to a 50 per cent basis between writers and publishers, including electrical transcription and motion picture synchronization rights.

Agreement, which will actually run until 1950, will have to receive final ratification from the SPA Council, and this is considered as being okay. License clearance will continue through the MPPA.

Renewing "Mystery Chef" On NBC-Red for 6 Months

(Continued from Page 1)

a.m. to 12 noon, with repeat at 2:45 p.m.

Cooperative sponsors are renewing only for a six month period this time because there is a possibility program will shift to an evening spot later.

In addition to the national network, the "Mystery Chef" is heard on 20 other stations via electrical transcriptions. McCann-Erickson Inc. handles the account.

GUEST-ING

BETTY GRABLE, JOHNNY DOWNS, LARRY CRABBE and ELEANOR WHITNEY in scenes from "Thrill of a Lifetime," on "Hollywood Showcase," Nov. 7 (CBS, 10 p.m.).

BIDU SAYAO, soprano, soloist of Chesterfield program, Nov. 11 (CBS, 9 p.m.).

LOU EVANS, on "Swing Club," Nov. 6 (CBS, 7 p.m.).

LEON JANNEY and JEWELL HART in a scene from "The Jazz Age," on Theater Guide today (WINS, 11 a.m.).

BETTY GARDE, with JAMES BARTON in "The Informer," on Kate Smith program, Nov. 11 (CBS, 8 p.m.).

Johnson Wax Planning Afternoon Script Show

(Continued from Page 1)

are being used for Glo-Coat (auto polish.) Ted Weems reported leaving Fibber show for several months at the end of the year to make a personal appearance tour. Perry Como, his soloist, to be off the show after this week; Clark Dennis, NBC tenor, goes in his place. Needham, Louis & Brorby, Chicago, is agency.

AGENCIES

STACK-GOBLE AGENCY, Chicago, has been designated to handle the Rite-Rite Mfg. Co. account.

L. W. RAMSEY AGENCY, Chicago, now has the account of Lovely Lady Inc.

BERTA HENDRICKS has been shifted to radio dept. at Blackett-Sample-Hummert, Chicago, leaving the publicity dept. to Louise Rouff.

LUCKIES says "IT'S TOASTED"



Advertisers who wanted to make sure of getting their money's worth have tried WHN to put their message across to the world's richest market effectively and economically—and it paid off in sales.

Details on request

WHN

1540 BROADWAY

By association with the M-G-M Studios and Loew's Theatres, WHN has the key to the greatest showmanship resources in the world—and it's at the disposal of our advertisers.

SHOWMANSHIP STA. No. 1



STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

WFBR—Baltimore
1,270 Kilocycles—1,000 Watts

ROBERT S. MASLIN, President
HOPE H. BARROLL, Executive V. P.
PURNELL H. GOULD, Commercial Manager

WFBR, one of the oldest stations in America, is known as Maryland's Pioneer Broadcast Station and recently celebrated its 15th Anniversary. Originally, when owned by the late Frank Munsey, the call letters were WEAR, but in 1925 the station was sold to the Maryland National Guard and the call letters changed to WFBR—World's First Broadcasting Regiment. In 1928 a group of Baltimore business men banded together, buying and incorporating the station as the Baltimore Radio Show. WFBR has consistently been first in Maryland with special events. The first remote control program, according to the records of the A T & T, was June 14, 1922, when the station broadcast the dedication of the Francis Scott Key Monument with President Warren G. Harding officiating. WFBR recently obtained a deluxe trailer-radio station and truck, both equipped with the only short-wave pack sets in the state. WFBR was the first Maryland station to have complete high-fidelity equipment, using RCA throughout.

Under the direction of the present executives, WFBR has steadily forged ahead. Last year WFBR was rated as the number one showmanship station, and a Ross Fedeler survey proved it was first in listeners. It is the only exclusive NBC station in Maryland and is the basic outlet for the Red network.

Executive, sales, business, program, production, special events, engineering and news offices of WFBR cover two entire floors, while a third is utilized for studios and control room. The downtown office building headquarters being a bustle of activity, the station has a "quiet" studio in a local hotel.

WFBR's transmitter and the highest tower in Maryland located on the outskirts of the town off the Philadelphia road.

out this country and Europe, in much the same manner as the newsreel companies, to pick-up news on the spot, interview celebrities on timely topics and effect complete news coverage generally, making such material available for broadcast release as convenient. Dalton is leaving for London and Paris about Dec. 1 to set up the European organization.

The CBS sustainer, "Hollywood Showcase," will present Hollywood talent next Sunday in a variant of the usual routine by "previewing" Paramount's "Thrill of a Lifetime" with cast members Eleanor Whitney, Johnny Downs, Betty Grable and Larry Crabbe. Lud Gluskin will furnish the music as always.

"Our Gal, Sunday," CBS five-times-weekly strip heard 9:45-10 a.m. Monday through Friday, now has Kolyons tooth paste as a sponsor of two of the five stanzas.

Pauline Gayle initials a new weekly program labeled "Hollywood Speaks" over KECA at 7:45-8 p.m. next Monday. Will interview picture personalities other than actors.

Jack Stewart, former assistant to Carl Haverlin at KFI-KECA, joins the NBC sales staff this week.

Hawaiians take their football seriously, it seems. "Your Hit Parade" is off CBS Honolulu station from Nov. 27 to Jan. 1 because of conflict with football broadcasts in our insular possession.

Gus Kahn will be guest of Ted Fio Rito on the Sunday night airing of the CBS "Hollywood Melody Shop" from the Beverly Wilshire. It's the veteran song writer's birthday as well as the 20th anniversary of his tunesmithing.

Andrea Marsh has been signed to

alternate with Lois January on "Signal Carnival" over NBC Coast Red.

Beverly Hills High School will exploit radio talent discovered in the student body and faculty via a weekly program over KECA. Scheduled for Thursday nights, 7:45-8, and titled "The Norman Parade."

Griffing Bancroft is doing a new radio chatter column in the Herald-Express.

Jackson Wheeler, announcer, is back handling the CBS Lloyd Pantages' program after a brief layoff due to illness.

Mildred Lager, author of "Food Facts" and well known dietician, returns to KFAC with a new series of Monday through Thursday broadcasts at 8:45 a.m.

Edith Black, one-time radio program director and more recently secretary to Paul White, CBS vice-president, has been made director of publicity at KMPC.

Hal Styles, conductor of KHJ's "Help thy Neighbor," has earned a living as a singer, dancer, musician, actor, sailor, electrician, reporter, editor, salesman, wireless operator, sign painter, broker's clerk, restaurateur, hotel operator, theater manager and circus clown.

Sylvia Jones, after several months of film work, is back on the air in the new California Radio System network production, "By Candle Light," which made its debut this week as a Monday-Wednesday-Friday evening feature. Miss Jones, who also has vocalized on the Jack Oakie program and "Hollywood Hotel," will have John Lake, commentator, and Ruby Lloyd, organist, on the program with her.



THE "Sold Out" sign is up at WGES, WSBC, and WCBD, Gene Dyer's Chicago stations. Except for a few participating spots no time is available on any of the stations. Mr. Dyer declines to cut into his sustaining periods.

Nearly 3,000 letters were waiting for Karl Berg (ex-WCFL) the morning he joined WCBD as a mickeman recently.

Max Swoboda, formerly with Wicker-Royston Recording Co., has joined the Columbia Transcription service as a technician.

Harry Creighton, who handles sports at WAAF, has taken over the announcing duties of Wood Holden who has gone to Hollywood.

Miles Laboratories (Alka-Seltzer) is presenting a Jewish news series on KGGC, San Francisco.

Lucille Long is the new leading songstress of Alka-Seltzer's "National Barn Dance."

Dorothy Del Merr is a new songstress on WJJD. She came from New York.

WJJD Announcer Bab LaBour has purchased a tract of land in northern Michigan.

Austin Jocelyn, formerly with Free & Peters, station reps, has joined the Chicago States staff of Radio Sales.

Engaging special facilities each Sunday night, WGN will resume its Sunday evening series, Capital Comment, featuring Arthur Sears Henning, Chicago Tribune Washington correspondent, starting Nov. 14.

Gale Page, NBC contralto and comedienne, will visit New York, Nov. 10-17, and broadcast her song periods from Radio City.

Norm Barry and Don Dowd to handle NBC pickups from auto show here starting Saturday.

More than 24,250 fans paid to see Lulu Belle and Scotty of WLS last week in public appearances at Grand Rapids and Cincinnati. They played to 10,256 persons at Taft Theater in Cincy in a single day.

COMMITTEE of Motion Picture Producers Association headed by Darryl Zanuck is reported checking closely and waxing the air routines of all film gossip chatters for references to the Association as a whole. Where violations of the unwritten code are flagrant and considered harmful to the industry, it is probable that offenders will be denied studio privileges on the major lots, and efforts towards censorship will be made by appealing directly to sponsors of the programs involved.

Bob Hope, now that he is certain of a screen career, is able to talk terms with a radio sponsor regarding a West Coast program. Hope expected to return to New York after appearing in the one picture, "Big Broadcast of 1938," but Paramount has exercised his option and Hope will be a Hollywood resident for some time to come.

KFI gets the five-times-weekly transcribed "Magic Hour" for Rexall, featuring Conrad Thibault, Jane Froman, Songsmiths Quartette and the Don Vorhees orchestra. Scheduled at 10 a.m. Tuesday through Saturday.

KMPC has a new Sunday morning show, "The Children's Party," featuring George Wood Jr., 14-year-old veteran of radio who acts as emcee for a group of prodigies of 8 years and up. Sponsor is Sweet's Furniture Exchange. Georgie is also the star of a transcription series on which he conducts interviews with juvenile personalities in pictures.

George Jessel will be heard over KNX here in the series of 26 transcriptions for DeSoto cars, starting tomorrow. Cast includes Will Osborne's orchestra with Jane Froman, Kay Thompson, Judy Starr, Lee Wiley, Irene Beasley, Jane Pickens and Annette Hanshaw as guest stars. Heard on KNX at 9 p.m.

Olsen and Johnson had a sound effects door shipped to Phoenix for last week's broadcast from that city. Complete with stout hinges and Yale lock, the door arrived just in time but locked and no key.

Vic Dalton, owner of KMTR, is incorporating a new company to be known as 20th Century International Transcription Co., with the announced objective of spotting mobile recording units at strategic points through-

BIRTHDAYS table with names and dates in a grid format.

Greetings from Radio Daily

November 4

Jack Landt Helen Dumas
Bob Lawrence Bobby Breen

DO YOU KNOW advertisement for KDKA antenna with a cartoon character and descriptive text.

6 KSL Short Wave Units Handle Auto Speed Runs

Salt Lake City—KSL went to considerable trouble to give its listeners an exclusive series of broadcasts of the speed runs of Captain George E. T. Eyston of England at the Bonneville Salt Flats, for the measured mile auto speed record now held by Sir Malcolm Campbell.

Six short wave inter-communicating portable mobile stations were installed at the Flats, 135 miles from here, and there were many comments on the surprisingly good quality of the pickups.

WBT, Charlotte

Clair Shadwell, "The Old Shepherd," is getting to be quite a gadabout. Last week, Tuesday, he went to Florence, S. C., to judge the parade floats and beauty contest. Next night he put on a show for 100 Easy Washer and Ironer dealers, and on Friday he repeated the latter routine in Raleigh.

Current feud between Charles Crutchfield and Clair Shadwell, aired daily, is having widespread repercussions. Shad, on the "Musical Clock," and Crutch, on the "Briar-hopper" blast, take turns in burying the knife in each other's back.

Jane Bartlett, who recently became the mother of a boy, is now back on all of her three programs.

Bill Bivens goes to Lenoir, N. C., to officiate at the mike for a remote broadcast of the dedication of the Lenoir High School music building.

KSL, Salt Lake City

Mrs. Irma Bittner, public relations chief, is back from the Soroptomists conclave in Los Angeles.

Milk White Egg Producers, sponsors of a three-weekly show using KSL Artist Bureau talent, also conducts a direct selling campaign by including all egg menus in each carton.

Dramatic life story of Thomas Horn, Indian Scout, has been written by Gladys Pinney under title of "Talking Boy" as the next Z.C.M.I. Radio Playhouse show.

KVI, Tacoma

David Ward, technician, took the fatal step last week with Helen Stare of Seattle.

Among prominent visitors recently aired on KVI's "Interesting Interviews" were Paul Whiteman, Mary Carlisle of the films, and Captain William A. Crowell, noted seafarer.

Station not only honored Navy Day by special programs, but kept the announcers in a whirl giving time signals with a regulation ship's bell instead of the usual chimes.

Layman Cameron at WXYZ

Detroit—Layman W. Cameron, former announcer with "Vic and Sade," is the latest addition to WXYZ's announcing staff. Cameron started in radio in 1929 with station WBOW as a salesman and announcer. He came to Detroit from KOIL-KFAB, Omaha, where he specialized in news broadcasting.



MARY ELLEN HERRICK, NBC actress; James Kreiger, NBC actor in "Death Valley Days," and Bob McAndrews, press dep't, were tested for voice quality by Max Arno, Warner Brothers film scout.

KYA has doubled its news broadcasts to six-a-day. Four originate locally and two from L. A.

So many requests were received by NBC and the sponsors (Old Homestead Bakeries) for Benny Walker to permit a large studio audience, that on Tuesday, the studio show moved to the Community Playhouse.

Mel Vickland did a T. C. San Francisco Opera House broadcast the other night when regular ann'r Abbott Tessman couldn't keep the air date.

Jack Burroughs, radio editor of the Oakland "Tribune," attracting much attention here and along the coast for his A-1 full-page illustrated write-ups of local airshows in the Sunday edition.

Edna Fischer, NBC pianist, has sold

four songs to Paramount studios to be used in forthcoming films.

Ward Ingram, KFRC sales manager, off by plane for a week's trip to Mexico City. With him went Fred Crawshaw, Adv. Mgr. of the Owl Drug Co.—or rather he went with Fred—it being Fred's plane.

Continuing the policy of "more production for S. F.," KFRC inaugurates another new program today, entitled "The Golf Clinic" at 7:15-7:30 p.m. Thursdays and Saturdays, with Duncan MacPherson giving news of the game and conducting talkfests with leading amateur and pro exponents of the game.

Wedding bells are still echoing in the ears of Madeline Attabit of NBC's Traffic Dept., married to Harry Lipschultz of the Gilmore Steel Co.

Lloyd Yoder, NBC head here, and Jennings Pierce, agric. head on the network, back from another successful fishing trip in the China Lake region.

Imperial Tobacco Show Also Being Short-Waved

Imperial Tobacco Co. good will program which starts tomorrow over a coast-to-coast Canadian network of 28 stations, emanating from CFCF, Montreal, will also be short-waved to North and South America and Europe. Ken Sisson is in complete charge of show, and will direct a 30-piece orchestra and 16-voice chorus. Soloists and commentators will also be used.

WHO, Des Moines

The Four Dons, novelty instrumental ensemble, with Jug Brown, string bass, featured in a comedy song and patter role, are now airing a series for Pioneer Hi-Bred Corn Co. Dick Vawter handles the commercials.

Pappy Lynn is starred in his own thrice-weekly program, "Pappy Matinee," for Skelly Oil, with Stan Widney as producer and announcer. The Sunset Corners Symphony, directed by Don Hovey, provides musical background. Charles Pray, Hank Kristufek, Fid Prescott and Bill Williams are in the musical group.

WSOC, Charlotte

Seven-Up Bottling Co. has renewed its weekly series for a year. Programs are under direction of Uncle Harry (Ed Harris).

Dick Faulkner is back on the job after a two-week vacation trip to Pittsburgh and Chicago.

Charles G. Hicks, program director, has been given a month's vacation to ward off a possible nervous breakdown. Ron Jenkins will be acting program director during his absence.

7 New Staff Members Join KFEL in Denver

Denver—Seven persons have been added to the KFEL staff, with two leaving to take other jobs.

The additions include Maxwell Hage, formerly radio production manager, United Press; George Luck, former merchandising manager KGNC, Amarillo, Tex.; Hettie Bernhardt, formerly with Colorado Club Women publications, on the commercial staff; Fred Graham, returning to KFEL from the coast; Duncan Wagner, from KGFV, Kearney, Neb., to the announcing staff; Frank Ford, recently manager KGCU, Mandan, N. D., to the clients' service department, and Bert Seiver to the technical staff.

Mark Crandall of the sales staff, and Al Stevens, announcer, went to KOVC, Valley City, N. D., where Crandall will be manager.

WFBR Re-Signs Naval Band

Baltimore—For the second consecutive year WFBR has obtained exclusive rights to the broadcasting of the United States Naval Academy band and will air a half hour of the concerts each week throughout the winter and spring. The programs will originate in Annapolis and be handled by Bert Hanauer, program director, and Stewart Kennard, special events director.

AL DONAHUE
and his orchestra
at the
RAINBOW ROOM
For Fall and Winter Season
Fourth Return Engagement

All New York Stations Cover Election Results

All the New York stations aired the results of the New York mayoralty campaign until their regular sign-off time yesterday morning.

WABC depended on City News service for which they paid \$500 and were well repaid said Paul White, CBS director of public affairs. Press-Radio was also utilized for some portions of the election broadcasts. Commercials were cut to air the "flash" bulletins.

WABC got a break when Thomas Dewey was hurling invectives at Jerry Lawrence, a CBS announcer, for trying to interview a member of his staff without permission. Words did not go out on the air because program was cut for station identification.

WEAF-WJZ had its own staff at all the strategic centers around town and turned in a good job. La Guardia was not available to any of the broadcasters.

WMCA, WNEW, WQXR and WHN aired bulletins throughout the evening. WINS keyed its broadcast from the city desk of the Mirror.

OKLAHOMA CITY

Ross' Rhythm Rascals, formerly Milton Brown's Musical Brownies, now being aired over the Oklahoma Network daily except Sunday.

Mrs. Helen Schuyler has begun "Turning the Leaves," book program. on KOMA each Tuesday.

"Patent Pending," dealing with inventors and their gadgets, is being presented Sunday afternoons over WKY by Mrs. Bess Hedge, with a studio audience.

Mertens & Price Adds Biz

West Coast Bureau, RADIO DAILY

Los Angeles—Mertens & Price have sold both their "Sunday Players" and "Wade Lane's Home Folks" to WSPD, Toledo. "Sunday Players" also goes to WBLY, Lima, O., and WEEU, Reading, Pa., as well as to a Hamilton, Ontario, station of All-Canada Broadcasting System.

"GIVE ME
City"

Pick up your phone and express the preference of discriminating advertisers who appreciate fine craftsmanship.

CITY
PHOTO ENGRAVING CORP.
250 WEST 54th STREET, NEW YORK
Telephone CO lumbus 5-6741

LINCOLN

Chet Gowan replaced Ray Suber on KFOR's morning program, "Musical Clock." The same program on KFAB is still handled by J. B. Lake.

Central States Broadcasting Co. loaned its mobile unit to the Iowa network to cover the Iowa state corn-husking contest. Besides the Iowa net, feed was also to CSBC's KOIL, Omaha.

KFOR is airing all the big bands coming into this area. Lately they've ethered Jan Garber, Tom Gentry, and Floyd Ray. Setup will include Anson Weeks this weekend.

WBIG, Greensboro, N. C.

Harry Kuykendall, news editor, is now airing a twice-weekly 15-minute program titled "Our Neighbors," commenting on news events in nearby small towns.

WPA Little Theater Project is presenting a 15-minute playlet over the station each Monday evening.

Greensboro College, A. & T. College and various other schools are co-operating in educational programs over WBIG.

The U. S. Office of Education recently commended the station very highly for its cooperation in government education projects.

Junior League's weekly playlets for children, written and directed by Mrs. Jim Wiggins, are now in their third season.

Signing on each morning with "Dixie" and signing off with "Star Spangled Banner" has created much interest hereabouts. Though the martial tunes supplanting WBIG's old theme, "White Azaleas," have not received universal commendation—especially from pacifist groups—Major Edney Ridge, managing director of the station, says the outlet will stick to "Dixie" and "Star Spangled Banner."

KDYL, Salt Lake City

S. S. Fox, president and g.m., and Myron Fox, special events man, are currently on the coast.

Albert Priddy, announcer, becomes a benedict Nov. 8.

Floyd Farr is learning to fly, and Jack Gregson keeps neighbors awake with his new saxophone.

ONE MINUTE INTERVIEW

HARRY WEINSTEIN

"As Abe Lyman's manager and talent scout of a sort, I am in a position to note the kind of entertainers who are striving for breaks in radio, and what impresses me most is that young and new performers are 'backward in coming forward'. There is no place in the show world for bashfulness. Let them all come forward and work for their auditions!"

★ Coast-to-Coast ★

RANCE VALENTINE, veteran West Coast radio artist, has started a new sustaining series over WTAM known as "The Valentines." In the roles of baritone singer, commentator and writer, Valentine appeared on KFI, KHJ and KNX, Los Angeles over a period of seven years. He also authored "The Shadow" mystery series over the Columbia chain, and in 1934 won first place as most popular vocalist on all-station Pacific Coast radio team chosen by newspaper editors. Valentine's act on WTAM includes songs and blackouts of timely topics. Assisting him in the six day a week series are Helen Valentine, former leading ingenue in casts of "Death Valley Days," "Alice in Toyland" and other network features, and Evelyn Valentine, concert pianist and character actress.

This week's "Varsity Show," broadcast direct from Tulane University in New Orleans, tomorrow at 9 p.m. over NBC-Blue, reaches two musical extremes — the famous Tulane A Capella Choir and the hot "Swing Strings" orchestra.

On Thursday, November 11, at 11 a.m., Harry Meyers, well-known radio personality in and about Philadelphia, begins his third year as an entertainer via the ether channels of WHAT. Harry, popularized by his former affiliations with the now defunct S.S. All In Fun, was absent from Philadelphia's air lanes during the summer, spending the greater part of the warm season under contract at fashionable Lake George, in the Adirondacks. Versatile as Proteus, Harry has entertained in many of the night spots in the Philadelphia area, singing, doing impersonations, dialects, et al., and has earned quite a name for himself in the old home town. He made his radio debut over WHAT on the Sunshine Club and has since, to use his own words, "knocked around quite a bit." His cheery patter and songs will be aired every Thursday morning.

In order to permit students to express their views on the present war threat abroad, World Peaceways is inviting representatives from Fordham, Columbia Universities and Vassar College to participate in a pre-Armistice Day Forum on, "If Europe Goes to War, the American Students Will. . . . ?" This broadcast, the fourth in a series under the auspices of World Peaceways, will be aired Monday evening at 9 o'clock, over WQXR.

WFBR, official station for the Independent Retail Grocers and Meat Dealers Ass'n of Baltimore, will use seven announcers in as many days during the broadcasting of the annual food show. Half-hour programs emanate each day of this week from the WFBR booth with Henry Hickman, Brent Gunts, Henry Blanc, Phil Crist, Nelson Baker, Bob Hurlleigh

and Ralph Powers handling the assignments.

The Roy Campbell Ambassadors, a choral group of eight vocalists, open in Altoona, Pennsylvania in three weeks with a network wire.

On Buddy Clark's CBS show tonight at 10, Buddy' guest stars, bandsman Eddy Duchin, and songstress Rose Blaine, will feature songs by Cole Porter to whom the broadcast is being dedicated. Duchin will appear without his orchestra and will offer a piano solo.

Ann Seaton, who frequently sings solo with the Ed Smalle chorus (heard on the Leo Reisman WEA F Thursday Night beer series) is being screen-tested.

Lyn Murray's quartet, "The Four Clubmen," having completed their work on the Paramount movie short they were making with the Hudson-DeLange orchestra, have returned to their regular CBS broadcasting schedule.

The Vagabonds, University Glee Club of New Haven, will be heard in a special Friday evening series on alternate weeks starting tomorrow over WICC, Bridgeport.

Lucille and Lanny, youthful song team, extended their record-breaking run of engagements on Walter O'Keefe's "Town Hall Tonight" when they appeared for the fifth time on the program last night over the NBC-Red network.

Irwin Elliott, who is known widely to radio audiences as the "word-caster," will give a program "About Words" over WIXAL on Nov. 12 at 7:30 p.m., radiated on 6.04 megacycles. Elliott, who is an authority on the development of the English language, will give glimpses of the romance of words, their history and interesting derivations, and the meanings of the more troublesome words.

Evelyn Oaks, the "hairlip Gracie Allen" who appeared on Colonel Jack Major's CBS program on Tuesday at 3 p.m., will be on the same show again next Tuesday. Colonel Major believes she is a new comedy find.

John S. Carlisle, CBS production man, during the WABC broadcasts of the election results was not having very good luck making clean cuts into the commercials programs, and Paul White, network director of public affairs, was demanding better cuts. White suggested cutting during applause at the end of numbers. Carlisle followed instructions and made the next cut right at the start of the applause. He yelled at the top of his lungs to White who was in another room, "Hey Paul, I got that one right on the nose." It went out through the live mike coast-to-coast.

KANSAS CITY

Art Charlton has been added to the KMBC staff as assistant in the program department.

J. O. Young, president of the ad agency bearing his name, is in Chicago on business.

Fred Weingarth, WDAF sports announcer, is back on the job after a week's illness.

Paul Pendarvis and ork open tomorrow at the Muehlebach grill for a limited run, with a WDAF wire.

Included in the incorporation just effected by Arthur Capper to embrace his radio and newspaper properties, under the title of Capper Publications Inc., are KCKN, Kansas City, Kan., and WIBW, Topeka.

WWJ, Detroit

In a recent talent hunt in New York, Wynn Wright, program director, engaged Eugene Conley and Jonathan Hole, as regular members of the WWJ staff. Conley, a tenor with a lyric voice, was for more than three years the featured soloist on a weekly New England program. Hole, who will be featured in juvenile leads in WWJ's dramatic presentations, has been in radio since 1926, mostly around New York, and on the stage since 1924.

A distinguished newcomer to the musical staff is Georges Miquelle, internationally famous cellist. He is first cellist with the Detroit Symphony Orchestra and has appeared many times as soloist with the leading symphony orchestras of the country.

Salkin's New Enterprise

Chicago—Leo Salkin, who recently resigned as head of Chicago office of Consolidated Radio Artists and who prior to that headed Sligh & Salkin, has formed his own company which he calls Leo B. Salkin Attractions Inc., with offices at 32 W. Randolph St. Will handle bookings of orchestras, entertainment, and will be personal manager for several bands. Bert Gervis supplanted him as local head of CRA.

26 More Weeks for Sablon

New contract given by NBC to Jean Sablon, French troubadour, calls for 26 more weeks of twice weekly programs over NBC-Red. This makes the third contract given Sablon by the network.

CONSOLIDATED RADIO ARTISTS, INC.

30 Rockefeller Plaza, N. Y. CO: 5-3580
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

America's Leading Radio and Dance Orchestras

BAND OF THE WEEK

Tonight
MAREK WEBER
and his orchestra
WEAF 11-11:30 P.M.
American Premiere
Hotel Stevens, Chicago



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 90

NEW YORK, N. Y., FRIDAY, NOVEMBER 5, 1937

FIVE CENTS

Victor Adding 2 Shows

Looking On ... AND LISTENING IN

AT RANDOM There are right now on the air some 140 versions of the "man-in-the-street" interview, about 49 forms of spelling bees, no less than 37 styles of quiz programs and countless variety shows of similar formula—but only one Edgar Bergen's Charlie McCarthy.

Among artists who should be on the air more regularly are Frank Fay, Lou Holtz, Jack Pearl, Fred Waring, Ethel Barrymore, the Marx Brothers, Dick Powell, John Barrymore and Paul White-man—and by the way, whatever became of Jack McLallen, who was the best straightman Oswald ever had?

The Amos 'n' Andy announcer's long-familiar introductory words on each program, namely "Here they are," are now echoing on the Phil Baker show.

Kenny Baker, who was put on the road to fame by the radio and later was adopted by the films as well, is now appearing on his Jack Benny show "through the courtesy of Mervyn LeRoy."

And 20th Century-Fox not only gets "courtesy" credit on Tyrone Power's Woodbury show, but the program also gives the movie company a regular plug for a picture in which Power does not appear.

There is much complaining among free-lance "idea men" that they can't get half-way to first base in having their ideas for new programs considered by agencies who represent sponsors.

Dorothy Thompson has attracted a radio following rapidly because she gives such fascinating yet humanly simple word-pictures of universally important personalities. — D. C. G.

Rabid Fan

Chicago—A "Barn Dance" fan from Murray, Ky., blew into town recently. He couldn't buy tickets, so he advertised for them in local papers. None being forthcoming, he went to weep on Glenn Snyder's shoulders. Snyder, manager of WLS, dug up several tickets from customers who had already paid for them, getting them to take some for next Saturday instead.

NEW TELEVISION PERMITS SOUGHT BY GEN. ELECTRIC

Washington Bureau, RADIO DAILY

Washington—General Electric Co. has applied to the FCC for construction permits for new television broadcast stations at Schenectady, Albany, and Easton, Conn. In two applications for Schenectady, stations are asked on 44,000-50,000 kcs., 40 watts, video transmission only. The Albany and Easton applications specify 44,000-50,000 kcs., 3,000 watts aural, 10,000 watts video.

Wilbur Hatch to Direct Music for Chesebrough

West Coast Bureau, RADIO DAILY
Los Angeles—Wilbur Hatch, musical director at KNX, has been selected for the musical assignment on the Chesebrough Mfg. Co. "Dr. Christian" program starring Jean Hersholt. At least two name direc-
(Continued on Page 3)

Mangum, Okla., to Build Municipal Radio Station

Mangum, Okla.—The city will build a municipal radio station sometime between now and June 19, 1938. Call letters, KADH, have been granted. City Manager Raymond Willis is in charge.

WCLS Control Is Sold

Chicago—R. W. Hoffman, principal owner of WHFC, WEHS and WKBI, Cicero, Ill., reported transferring 51 per cent of stock of WCLS, Joliet, Ill. to L. W. Wood of Wood & Anderson, St. Louis. Application for sale of stock now reported pending before FCC.

New York Stations Hold Out Signing AFM Five-Day Week

New York Stations Got \$80,000 in Elections

Radio expenditures by the major political parties in the recent New York Mayoralty election just closed spent over \$80,000 for radio time on
(Continued on Page 3)

NBC Network Programs and Spots Being Launched Next Week—"Magic Key of RCA" Undergoing Revision

NBC IN CHICAGO BALKS AT SIGNING AFM PACT

Chicago—WBBM-CBS and WGN yesterday signed a new wage scale agreement with James C. Petrillo, local musicians' head, calling for \$110 sustaining and \$140 commercial for five-hour five-day week, but NBC is balking because of Clause 34 which rules that networks may not feed stations "unfair or in default" to Chicago jurisdiction. NBC has okayed all other terms of the contract. Petrillo says unless NBC signs, musicians will be called out Jan. 15. NBC attorneys contend the rule,
(Continued on Page 3)

Flex-O-Glass Campaign Placed on 14 Stations

Chicago—Through Presba, Fellers & Presba, Flex-O-Glass Mfg. Co. of Chicago has placed announcements and quarter hour programs on list of stations including WLS, WCCO, WHO, WLW, KMOX, KFVY, WJR, KFEQ, KWTO, KMMJ, WNAX, KMA, and KFNF.

Carnation Co. Renewing

Carnation Co. on Jan. 3 will renew the Frank Black program on 59 NBC-Red network stations, 10-10:30 p.m., for 52 weeks. Erwin, Wasey & Co., Ltd., Chicago, has the account.

RCA Manufacturing Co., for RCA-Victor, will augment its present radio advertising with two additional network programs and spot programs around the country, it was learned yesterday. Spot programs, which will be heard locally over WEA and WJZ for approximately two or three weeks, until networks can be cleared, will be presented in addition to the "Magic Key of RCA" broadcasts now being aired by the same sponsor
(Continued on Page 3)

M-G-M WILL CONTINUE RADIO SCRIPT SERVICE

Metro-Goldwyn-Mayer yesterday stated that it will continue to supply local stations throughout the country with its weekly radio script shows, despite decision of Warner Bros. to discontinue this service immediately. M-G-M service is compiled and edited from New York, and is distributed nationally. Program features news and gossip of company's stars, plus shorts on M-G-M pictures.
(Continued on Page 3)

Roosevelt Commends "Town Meeting of Air"

A telegram of commendation for "America's Town Meeting of the Air," which opened its new series last night at 9:30-10:30 over NBC-Blue network, was received from President Roosevelt yesterday by the League for Political Education, which
(Continued on Page 3)

Contest Guide

Columbus, O.—With so many new contests appearing over the radio these days, WBNS is launching a new program called "Win or Lose", the purpose of which is to explain all the details of the various competitions, and to give all all-important rules that must be complied with if the entry of the contestant is to be considered.

(Continued on Page 3)

RADIO DAILY



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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thursday, Nov. 4)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
A. M. Tel. & Tel.	151 3/4	149 1/2	150 5/8	+ 3/8
CBS A	20	20	20	—
CBS B	19 1/4	19 1/4	19 1/4	—
Cresley Radio	9 5/8	9 5/8	9 5/8	—
G. n. Electric	40 1/8	38 3/8	39 3/4	+ 1/8
RCA Common	7 1/4	7	7 1/4	—
RCA First Pfd.	55 3/8	53 1/4	54	— 1/8
Stewart Warner	11 3/4	11 1/2	11 1/2	—
Winstinhouse	98 3/4	95 1/4	97 1/4	+ 1 3/4
Zenith Radio	20 3/4	19 1/4	20 3/4	+ 3/8
NEW YORK CURB EXCHANGE				
Maestic	1 5/8	1 5/8	1 5/8	+ 1/8
Nat. Union Radio	1	1	1	— 1/8
OVER THE COUNTER				
	Bid	Asked		
Stromberg Carlson	7 1/2	8 1/2		

MBS Billings Decline

MBS October billings totaled \$206,194, down 14.7 per cent against the same month a year ago, when political revenue figured in. For the first 10 months, receipts are \$1,365,433, a decrease of 3.1 per cent over the Jan.-Oct. period of 1936.

"Night of Stars" on WHN

"Night of Stars," annual United Palestine Appeal monster benefit show in which almost 400 stars of radio, stage and screen will appear will be aired exclusively over WHN starting at 8:30 p.m. on Nov. 17. Louis K. Sidney, WHN managing director, is chairman of the program committee.

Buys Spot Preceding Duke

Peck & Peck yesterday purchased a 15-minute spot on CBS immediately preceding the Duke of Windsor's speech Nov. 12. Program, a one-shot, was set by Jay Lewis Associates, although Pedlar & Ryan is regular agency.

MARTIN BLOCK'S
"Make-Believe Ballroom"

A WNEW FEATURE
 1250 Kc.
 10 TO 11 A. M. 6 TO 7:30 P. M.

Theaters in 40 Cities In M-G-M Show Tieup

Loew's Theaters and M-G-M yesterday combined efforts in 40 cities to broadcast salutes to the new Maxwell House program which made its debut over the NBC-Red network at 9-10 p.m. Exhibitors tied up 40 local stations and made deal to air announcements and salutes for the new series. Program was heard as far west as Louisville. WHN, New York outlet which is owned and operated by the concerns, not only carried salutes and announcements, but also carried actual broadcast due to its recent pact with NBC.

Radio Script Department Opened by Sam Stiefel

A radio script department, with Jimmy Lyons in a writing and directing capacity, and Fred Robbins handling sales, has been added to the activities of the Sam H. Stiefel Enterprises Inc. The new service is directed at independent radio stations seeking big-time scripts at minimum cost. Library already includes over 400 scripts, the firm states.

Varady to Recess

Chicago—Varady of Vienna, Chicago (Cosmetics) will take a long holiday recess after the Dec. 5 show, returning the last Sunday in January. Ted Weems, who provides the music on the show, will make a personal appearance tour during these weeks. One minute dramatized announcements being used on several stations. Baggaley, Horton & Hoyt, is agency.

New Song Put Out by Blake

"This Isn't Love," with words and music by Ina George, was generally released this week by Whitney Blake Music Publishers. Miss George also is the writer of "You're a Hit," "Exclusively," "Stand by for a Radio Flash," "London on a Foggy Afternoon" and other numbers, all published by Whitney Blake.

Pimlico Honors WFBR

Baltimore—The Maryland Jockey Club, which operates the Pimlico Race Track in Baltimore, has honored WFBR by designating the event preceding tomorrow's famous Futurity as the WFBR \$1,000 added handicap. WFBR will offer a gold cup to the winner and, as far as can be ascertained, this is the first time a leading track has named a race after a radio station.

Betty Lou Gerson to Campana

Chicago—Betty Lou Gerson, has been engaged as feminine headliner of Campana's "Grand Hotel" starting Monday on NBC-Blue, replacing "Vanity Fair." Miss Gerson was used on Campana's "First Nighter" two years ago in Hollywood opposite Don Ameche. She is the wife of Joe Ainley, radio production director of Aubrey-Moore & Wallace, who have the Campana account.

Earnshaw Upholds Fight Against Radio Gossips

West Coast Bureau, RADIO DAILY Los Angeles—In his "Hollywood Nite-Letter," aired over KMPC Tuesday night at 10:45, and sent to 60 other stations, Fenton W. Earnshaw of Earnshaw-Young Inc. made the following remarks about gossip dispensers on the radio:

"During the past week something has happened which I have been expecting for a long time. Executives of motion picture studios have become very resentful over the destructive criticism employed by a certain few among the radio commentators. The studios threaten to withdraw the visiting credentials of such commentators, and to discontinue furnishing news to them. . . . All the leading trade papers are discussing the situation, and their comments on the commentators are straight from the shoulder.

"I for one am wholly on the side of the producers in this controversy. There has been entirely too much of a tendency to 'dish out the dirt'—as the slang phrase would express it. Some commentators seem unable to differentiate between what is legitimate news and petty gossip or mean and unjust opinion. The picture business is one of the country's largest important industries. It makes no more mistakes than other industries. It deals with its employees most generously. The players study longer, work harder, suffer more disappointments, meet fiercer competition, than any other profession knows. They live 'in that fierce white light which beats upon a throne and blackens every blot'—as Tennyson put it. Scandal, gossip, innuendo about motion picture people is either one hundred per cent untrue, or enormously exaggerated. Picture people don't claim to be any better than the rest of humanity. I'll go on record that they are certainly no worse. In this big world of the motion picture, with all its marvelous accomplishments, the commentator who can't find anything good to talk about certainly must have a soul badly warped. In any walk of life the observer usually sees what he wants to see, hears what he wants to hear."

Will H. Hays, president of Motion Picture Producers and Distributors of America, left New York yesterday en route to the coast, with the radio gossipier situation understood to be one of the reasons for his visit.

Folder on KOAM

Coincident with taking the station into its network fold, NBC has issued a folder giving concise market data on KOAM, Pittsburg, Kan.

The PERFECT MARKET'S

LOUDSPEAKER

WOKD

ALBANY, N.Y.

Newly Equipped for Super Power

COMING and GOING

PIERRE MONTEUX, noted French conductor of the San Francisco Symphony Orchestra, and who will direct the NBC Symphony on its formal concert debut Nov. 13, arrives in New York on Monday from France aboard the Normandie.

BILL STERN, NBC sports announcer, goes to Princeton tomorrow to describe the Princeton-Dartmouth game over NBC-Blue.

LYNN BRANDT, NBC Chicago announcer, will be in South Bend tomorrow to broadcast the Notre Dame-Pittsburgh game over NBC-Red.

JOAN EDWARDS flies to Indianapolis tonight for an engagement there Saturday.

GRACE MOORE leaves for Chicago about the middle of next week to make her debut with the Chicago Opera Co.

JUDY STARR goes to Boston for a personal appearance.

DR. WALTER DAMROSCH is in Chicago rehearsing his opera, "The Man Without a Country," and will deliver his Music Appreciation Hour lecture from the NBC Chicago studios today.

ALBERT SCHNEIDER of Columbia Artists Inc. is visiting CBS in Chicago on a movie scouting project.

CHARLES VANDA, program director of KNX, Hollywood, is visiting CBS executives in Chicago.

IRVING STROUSE leaves New York today for Chicago, where he goes in advance of Paul Whiteman, who opens at the Drake Hotel on Nov. 19.

RUTH ETTING and her husband, COL. MOIE SNYDER, arrived in New York from Hollywood this week.

ROY DURSTINE, pres. of Batten, Barton, Durstine & Osborn, Inc., and MRS. DURSTINE have left town for a week's vacation at Williamsburg, Va.

New WNEW Rate Card Boosts Announcements

WNEW's new rate card (No. 16), effective Nov. 15, maintains its basic station rates, but boosts its spot announcements and special package schedules from 10 to 33 1-3 per cent. Increased popularity of the participating programs, particularly the "Make Believe Ballroom" and "Milkman's Matinee," has resulted in the former going up one-third above the present schedule, while the "Milkman Matinee" went up 10 per cent. Various other package and spot announcement schedules went up accordingly. Discounts on contracts above 13 weeks are maintained.

Present clients and those signing or renewing before Nov. 15 are protected for one year on the old rates.

Van Cronkhite on Tour

Chicago—John Van Cronkhite, president of Van Cronkhite Associates Inc., left yesterday afternoon for an extended trip, visiting stations through Indiana, Kentucky, Tennessee, the Carolinas and Virginia.

BARRY MCKINLEY

IN

"CHEVROLET MUSICAL MOMENTS"

SUNDAY 6:30-7 P.M. EST

WABC-CBS Network

N. Y. STATIONS HOLD OUT SIGNING PACT WITH AFM

(Continued from Page 1)

WGN and Jimmy Petrillo's local, whatever key station agreement has been entered into between the AFM Executive Board and the network representatives has not yet been adjusted through Local 802.

New York radio key stations and Local 802 have not yet come together on the proposition of a new contract in accordance with the recent AFM pact, which, it is understood, has yet to be signed by NBC. NBC is holding out because of the clause restricting it from sending programs to stations which are declared on the unfair list by the AFM.

Indications are that the five-day week for musicians in New York may not go into effect at any time, since this is a matter of local autonomy and a decision entirely within the jurisdiction of each AFM local union.

NBC in Chicago Balks At Signing AFM Pact

(Continued from Page 1)

if enforced, would make NBC contributory to secondary boycott under Clayton anti-trust act and subject to cancellation of license.

New contracts, running to Jan. 15, 1941, provide same pay for five days previously received for six, believed to be the top in labor's history. A \$10 raise is provided in third year of contract. Terms for single engagement are upped from \$16 to \$24 after next Jan. 15. Notice period is extended from four to six weeks.

Petrillo expects to take the lid off recording here in about 10 days. He also promises further developments in his organization of announcers, sound effects and production men.

M-G-M Will Continue Radio Script Service

(Continued from Page 1)

All script activities of the company have been handled from New York, with very little interference felt from Hollywood headquarters. Show has also been one of the better programs presented on the gratis basis and as a result has built up huge following throughout the country, especially in rural areas. Presentation in no way interferes or is connected with M-G-M program which is being bankrolled by Maxwell House coffee.

Production Man's Dream

The scene was WLW's biggest studio and the Kellogg Company's "Saturday Afternoon Football Jamboree" was on the air. Almost seven hundred miles away in South Bend, Red Barber was waiting his cue to go on the air over the WLW line with a description of the Notre Dame-Navy game. Just as Barber turned on his microphone, 30,000 fans were caught giving three rousing raahs for the "Fighting Irish." (Not bad for an introduction.) Then came "Anchors Aweigh" by the Navy band and the scene shifted back to the studio. "Anchors Aweigh" happened to be the next number on the "Jamboree" program with Kellogg's "Quadrangle Octet" handling the vocals. No sooner had the Navy band completed the song than the Octet picked it up without missing a beat. All this happened blind without any prearranged timing.

"Once in a lifetime," was the way the production man on the show put it.

Wilbur Hatch to Direct Music for Chesebrough

(Continued from Page 1)

tors had been under consideration for the berth. Show starts Sunday at 2:30 p.m. EST over CBS. This marks Hatch's first commercial network break, though he has been doing thorough musicianly jobs at KNX for years.

After long auditions, Dorothy Barstow, McCann-Erickson producer, finally picked Joe Kernsi and Jane Morgan for supporting roles in the Jack Hasty script for the initial broadcast. Show does a rebroadcast for the coast at 2:30 immediately following "Silver Theater."

Edith Meiser Gets Role

Edith Meiser, script writer, of McKnight & Jordan, has been signed for a leading role in Cherrill Crawford's new show, "Four Cents a Word," a farce based on the pulp magazine business. The show opens in Philadelphia Monday night and is scheduled for a New York opening 2 weeks later.

Roosevelt Comments "Town Meeting of Air"

(Continued from Page 1)

cooperates with NBC in sponsoring the program. The message read:

"In just such measure as 'America's Town Meeting of the Air' carries on in the tradition and spirit of the old-fashioned town meeting will it serve the purpose of democracy. We can not have too many forums for the free and untrammelled expression of public opinion, and I hope the discussions about to be undertaken will be constructive and enlightening to all who listen to them."

Grace Moore at Met Lunch

Grace Moore, Met opera soprano and star of General Motors Concerts, will be a guest of honor at the Metropolitan Opera Guild's first luncheon in the Hotel Pierre on Tuesday. She leaves afterward for Chicago to appear Nov. 16 with the Chicago Opera Co.

NEW PROGRAMS—IDEAS

Amusement News, Interviews

WHBQ, Memphis, has inaugurated a new series of programs, "Amusement News and Interviews," aired weekly at 11 a.m. on Thursday, bringing to the microphone news and outstanding personalities of the stage.

Inaugural program featured humorist Strickland Gillilan, who, in between lectures at Goodwyn Institute here, appeared on WHBQ's program to give excerpts from his lecture "The Lowdown on Washington High-Ups." He was followed on second program of the series by drum major Annie Laura Bishop, the comely lass from Tupelo, Miss., currently starred on stage of Orpheum Theater of Memphis, who recently created a sensation in New York, drum majoring for the Tupelo delegation at the American Legion jamboree in New York.

Slated for future programs are actors and concert artists billed for performance at Ellis Auditorium in Memphis, members of Orpheum Theater shows, Goodwyn Institute speakers, and members of Memphis Little Theater. Cooperation of notables ap-

pearing on programs is secured by Ned Cronk, WHBQ promotion man, who conducts interviews, and adds to the interest of programs with news features from stage and screen.

Questions Bring "Title" Award

Candidates for the title "Patron Saint" are reported on the increase by KFRU, Columbia, Mo. The distinction, which carries with it definite promise of recognition on Judgment Day, is awarded to listeners of the station's "Catch-As-Catch-Can" program, who send in batch of questions and answers to one of the three Wise Guys who handle airing every morning. Patron Saint No. 1, a housewife, has gueststarred on show frequently.

PHOTOGRAPHIC XMAS CARDS



RCA VICTOR IS ADDING NETWORK SHOW, SPOTS

(Continued from Page 1)

Sundays, 2-3 p.m., over an NBC-Blue network of 100 stations.

First WEAFF program is scheduled to start Nov. 9 at 11-11:30 p.m. Program will feature the swing music of Larry Clinton, former arranger for Casa Loma, and a new orchestra composed of top NBC house musicians. WJZ show gets under way Nov. 13 at 8-8:30 p.m. First program will feature Larry Clinton's band, then will present guest bands weekly, with Bunny Berigan already set for Nov. 27 and Dec. 4.

"Magic Key" will undergo a change because of the two new airings, and will eliminate all popular dance orchestras from future broadcasts.

Spot programs are being aired on a 50-50 basis between dealers and RCA. Both live and recorded shows are being used on nine stations. KOA will shortly begin a six-times-weekly half-hour recorded program; WBZ, one half-hour live show and six 45-minute recorded spots each week; KGO, 15-minute Vox Pop program and 45-minute recorded show, each six times weekly; WGY, half-hour recorded show six times weekly, begun this week. WRC, WMAL, KYW, KDKA and WTAM have been airing programs for past two weeks.

The two new network programs are reported to be the start of a national co-operative campaign by RCA and its dealers. Fields, Moses and Jones will handle the publicity on the shows which are being handled by RCA direct.

New York Stations Got \$80,000 in Elections

(Continued from Page 1)

New York stations, it was officially made known yesterday.

Breakdown shows WEAFF and WJZ got \$14,760; WMCA \$3,500; WHN \$10,000; WNEW \$8,000; WOR, \$31,000; and WABC \$1,780.

Imperial Tobacco Co. Ltd.

OF CANADA

presen's

KEN SISSON

Director, "Canada, 1938"

With a 35 piece orchestra
16-voice choir and soloists

Over a coast-to-coast network of
Canadian Stations

Fridays, 10 to 10:45 P. M., E.S.T.

WESTCHESTER

"New York's Hearthside"

Is Yours with

W-F-A-S

Hotel Roger Smith White Plains

GUEST-ING

RUBY MERCER, coloratura soprano, on "Hollywood Mardi Gras," Nov. 9 (NBC-Red, 9:30 p.m.)

ISABEL HEWSON ("Petticoat of the Air"), on "Magazine of the Air," Nov. 12 (CBS, 11 a.m.)

ABE LYMAN, ADELE GERARD, JOE MARSALA, ADRIAN ROLLINI, TINY WOLF and ROSE BLAIN, on Martin Block's "Sunday Swing Concert," Nov. 7 (WNEW, 11 a.m.)

JULIUS KING, author of children's books, on United Hospital Fund spot, tonight (WQXR, 5:55 p.m.)

OKLAHOMA CITY

Naomi Warner, KTOK songstress, has acquired a sponsor. Fretwell Motor Co.

Oklahoma Tire & Supply Co. begins a weekly series Sunday afternoon over WKY and KVOO. Coming from the Tulsa studios and titled "Sunday Afternoon Social," show includes Ed Cortney, Rowdy Wright and his Jolly Cowboys, Toby Nevins, Francis Bremen and the Wood Sisters.

Daryl McAllister, WKY traffic manager, spoke on Radio Plays before Oklahoma Writers Club recently.

Martis Krauss, new WKY announcer, formerly at Chicago, settling down with wife and children after having clinched WKY berth.

Allan Clark, production manager, and M. H. Bonebrake, advertising manager for WKY, visiting Dallas looking for talent.

Earl Hull finishing designing of new mobile transmitter for WKY.

WRTD, Richmond, Va.

Jack Maxey, manager, is back from a business trip to Atlanta.

Margaret Hickerson, formerly hostess, has been appointed director of programs. Miss Hickerson has been a member of the staff since the station went on the air early last summer.

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

Greetings from Radio Daily

November 5

Borrah Minevich
Henry M. Neely
Tommy Freebairn-Smith

November 6

Gus Kahn
Ole Olson
Frank Readick

November 7

Jerry Belcher
Peter DeLima



● ● ● Little Shots about Big Shots: ... This happened in 1917 when Bruce Barton was editor of "Every Week" magazine and Gabriel Heatter was a struggling young writer, peddling his works for coffee-and-cake—but very particular where he got it. ... Gabe had submitted a bit of fiction to Barton for publication and returned a few days later for an affirmative or negative reply. ... Bruce told him he liked the way it was written—but that his plot was "fantastic, unreal, unbelievable—couldn't happen here—not life itself" ... Heatter thanked the editor and departed discouraged over this let-down. ... Plot of the fiction Gabe tried to sell Barton concerned a multi-millionaire businessman—head of a large ADVERTISING agency—who was tired of making money, tired of helping millionaires make more millions—so he decides to give up his position in business for one of bettering the underdog. He therefore decides to embark on a POLITICAL career—and, in that way get a new perspective on life. ... Wednesday's newspapers heralded the news that Bruce Barton was elected to Congress. ... Maybe Heatter is able to sell Barton that story NOW.

● ● ● Bill Stuhler is not leaving Young & Rubicam. He is in the Presbyterian Hospital and will undergo an operation today. ... Harry Lawrence, who scripts the "Kaltenmeyer Kindergarten," turns in his 246th script tomorrow after working on the show five years. ... Bill Rousseau, asst' to George McGarratt, production man on the Fred Allen show, weds Eileen O'Connell on Thursday—the day he leaves for the coast. ... Bill Robinson returns to the Cotton Club on Nov. 15. ... Martin Block and Merle Pitt's band go into the N. Y. Paramount. ... Oliver Wakefield, Teddy Hart and James Melton, with Freddie Rich's band, audition Martin Gouch's show at CBSunday. ... "Something for Nothing" the Sid Schwartz (former WNEW public relations director)—Harry J. Essex play is now in rehearsal. ...

● ● ● During the heat of last week's political rallies and mud-slinging, Del Casino graciously consented to appear at the rally for Thomas Dewey at Madison Square Garden—where he was to sing to the audience as well as being aired via WEA. ... With but three minutes to go on the air—and the time set aside for Casino's song—Dewey walked into the arena and the audience applauded and shouted the candidate—for the entire three remaining air minutes—so Del didn't have the benefit of the air plug. ... Election nite, Del did a late sustainer via CBS and he had a song especially dedicated to his mother scheduled for that program. ... Dewey's opponent conceded defeat—and the special events dept. of CBS reached Tom Dewey—and got him on the air—in place of Del Casino for the three minutes allotted to his mother's song. ... Now Del is so furious at "Racket-Buster" Dewey that he threatens to organize the shoe-shine boys in front of the District Attorney's office—and muscle-in on their business to spite the new D. A.

● ● ● WSPD, Toledo, answering a request from physicians at Mercy Hospital, recently aired a plea for a blood donor for a patient in a critical condition. ... Five minutes after the call came in to the station—and five minutes after the air-plea—phone lines were jammed, offering to sacrifice blood. ... The patient has recovered! ... Jack Pearl walked into Benny Leonard's restaurant the other day—and forgot to pull his punch while kidding around with the former champ. Result: Leonard has to have a new bridge placed in his mouth. Lew Tendler was the one who broke it the first time. ... Eddy Duchin was swamped with COLLECT wires from Buddy Clark, Guy Lombardo, Lester Lee, Estelle Taylor, Joey Nash, Jack Robbins, and us—because of twenty-five CENT bets he made on last week's pigskin game. Eddy accepted the "collects" and paid off the two-bits each!

PROMOTION

Skelly's 500,000 Bulletins

Skelly Oil Co. is distributing a half million four page bulletins at its service stations each week describing eight actual cases of unclaimed estates. These are in addition to the cases dramatized each Monday on its CBS show, the Court of Missing Heirs. Several potential heirs have been unearthed through these give-aways. Blackett-Sample-Hummert handles the account.

Trio of CBS Spreads

CBS has issued a classy 14x11 brochure containing three pairs of pages which were run on three different occasions but which have something to say that links together. One of the spreads is the "Portrait of a Hero," and others are "A Cello Takes the Theme" and "At the Moment of Impact."

1938 Lum and Abner Almanack

Horlick's Malted Milk has just issued its Lum and Abner almanack for 1938. It includes 32 pages in pictures, story of their adventures in Hollywood, map of movie capital, dickshunary. Folks get it for a 50-cent size wrapper through Lord & Thomas, Chicago.

WCPO's Salmagundi

The "Six to Niners" on WCPO, Cincinnati, a show with a cast of 27 artists, covers practically the entire field of entertainment, from 6 in the morning until 9. Dialers can hear real hillbilly music done by the hillbillies themselves, popular music by artists who know how to swing it, sentimental ballads sung by those who put the right expression into their feelings, old favorites and new favorites.

If someone wants an organ, the Old Tunesmith is waiting to please him. Colonel Andre Carlon is emcee on the "Six to Niners," ably assisted by Ken Beghold, who likes to play the fiddle and does a worse job than Jack Benny. When the Colonel and Ken get going with their jokes and wisecracks, it's some fun. Altogether it's a mighty lively show. And in the window, where passers-by can see for themselves, two beautiful girls sit at tables, answering telephone calls for request numbers, and it keeps the gals busy.

The "Six to Niners" is divided into 15-minute periods, and sponsors, at first a little hesitant, now have a line that forms on the right.

"Chat" by Proxy

James Roosevelt, son and chief aide of the President, will read a message from his father to the youth of the nation at the Catholic youth rally in Chicago today, airing over NBC-Red (except WEA) at 12:30 noon.

★ Program Reviews and Comments ★

"GOOD NEWS OF 1938"

General Foods
(Maxwell House Coffee)
WEAF—NBC-Red Network,
also WHN, Thursday, 9-10 p.m.
Benton & Bowles, Inc.

KALEIDOSCOPIC MOVIE STUDIO MUSICAL REVUE WITH GALAXY OF STARS.

The most heralded new radio program in a long time made its bow last night—and the verdict is well in its favor. As indication of the industry's regard for the new show, earlier the same evening it was given salutes even on the competitive CBS network, including a salutation by Harry von Zell from the "We, the People" show which is sponsored by a competitive coffee firm (Sanka), and another by Ted Collins of the Kate Smith program. All this was in addition to the many recent announcements on NBC networks.

But to get to the show produced by Metro-Goldwyn-Mayer under the direction of Bill Bacher: the proceedings started off somewhat leisurely, following a rather weak roar from the trade-mark Metro lion, but after warming up by way of some panoramic and atmospheric commotion, as an imaginary sight-seeing group proceeded on a tour of the Metro studios, things began to pick up.

Robert Z. Leonard, ace Metro director, was an excellent choice as emcee. He piloted his audience from set to set, pausing only briefly at the

first stops, but lingering more when he reached Igor Gorin, who submitted to a comedy interview and then went into a rousing song, backed by a choral group, which gave the show its first real lift. Then came a production number, "Your Broadway and My Broadway," in which Judy Garland, Sophie Tucker, Cliff Edwards and others participated to good effect, winding up the first half of the hour.

Starting off the second half, Metro's production chief, Louis B. Mayer, and the General Foods chairman, Colby Chester, were introduced and made short speeches. Then came a condensed dramatization of "The Firefly," current M-G-M musical film, with Jeanette MacDonald and Allan Jones singing the leads.

One fault of the show was that it tried to crowd too many names into the picture, with some of them having no chance to do much. Eleanor Powell, Buddy Ebsen, George Murphy and others fell in this class. Kaleidoscopic commotion doesn't make entertainment, and neither does a batch of movie trailers tied end to end. This was the main fault of the Paramount radio attempt earlier in the year.

A simpler atmospheric format, with less prodigality in name talent and more attention to building up entertainment values along a direct line and with just enough stars to make it possible for listeners to

assimilate them, will fetch better results. For "sound" is the important thing in radio, and if the ears are not given satisfaction the effort is wasted regardless of how much movie studio glamor exists at the other end.

General handling of the program was in fine taste, and commercial matter was much less evident than on the former "Show Boat." The musical portion of the show was in the hands of Meredith Willson, who did a distinguished job. Ted Pearson handled the announcements very ably.

"THE QUESTION MASTER"

The Hilton Co.
WMCA, Wednesday, 9:45-10:15 p.m.
Bachenheimer, Dundes & Frank, Inc.
NEWEST QUIZ SHOW PRODUCED
ALONG SAFE AND SANE LINES, WITH
STAGE AND AUDIENCE TIE-IN.

Latest of the quiz programs, produced along familiar lines, comes from the stage of the Strand Theater, Brooklyn, with the house and its pix getting a break during the opening spiel, but not in a manner to interfere with the smooth running of the program. Martin Starr, emcee conducting the program, plays to the contestants rather than making them the butt of tough question gags, etc., and the questions generally are made to fit the popular type of audience present rather than spring or ring in highbrow stuff, or something of

scientific nature. First prize is worth \$20, second \$10 and the third \$5. During course of the show, the standing of the contestants is mentioned and the percentages given.

Credits for Stylebilt clothes are nicely handled, with the announcer at one point putting the emcee in reverse and asking him questions which bring out facts about the sponsor.

"Poetic License"

Norman Corwin, who is in his 21st week on WQXR, gives an interesting quarter-hour of chatter about poets and their works. He discusses the pros and cons and gives examples to illustrate his remarks. Last program caught dealt with poems about war, and Corwin made them fit in with the Spanish civil war and the Sino-Japanese conflict.

For those, who, are interested in the subject, program is one of the best. Good background material makes one understand the poem much more clearly and that is what Corwin tries to do.

The only criticism to be made on the program caught is that Corwin should be more emphatic in his opinions about the poems he is discussing. Some people will not like it, but it will make the program and the mail response much more lively. "Poetic License" is heard on Wednesdays. 9:45 p.m.

QUOTES

OSCAR BRADLEY: "I feel a bit sorry for the poor radio comic who must offer new material week after week, and is usually pounced upon by critics and listeners should he slip in an aged 'chestnut.' Compared to the comics, who bandleaders have a simple time of it. If a song is a hit, we can repeat it as often as we like—so long as it remains popular. A hit song is often played and sung 30 or 40 times a week by the various artists—and there's no complaints. Just let a comic repeat a joke that some other comic has used six months before—and there is a great hue and cry about the dearth of good comic material."

Interest-Getting Commercials

Hamilton Milk Company makes certain its commercials are being heard these days by awarding prizes to listeners who catch and tabulate number of times a certain word is used on airings over WHKC, Columbus. Usually the word is "Hamilton" or "butter".

CARL

BIXBY

Creator, author, director or producer of
successful network radio programs—
DANGEROUS PARADISE
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HELEN MENKEN'S "SECOND HUSBAND"
P. O. Box 84, Manhasset, L. I., N. Y.

★ Programs That Have Made History ★

"MYRT AND MARGE"

TUESDAY, Nov. 2, may have been Election Day for a lot of citizens, but to "Myrt and Marge" it marked their seventh anniversary of broadcasting. The backstage adventures of "Myrt and Marge" are dramatized over the Columbia network Mondays through Fridays at 10:15-10:30 a.m. EST (rebroadcast to the West at 4:00 p.m.). Sponsor of the program is Colgate-Palmolive-Peet.

It took the stock market crash of 1929 to bring Myrtle Vail, originator of the scripts, to the radio world. Facing financial ruin she turned to the medium she knew well from past experiences in vaudeville, stock company and musical comedy performances and wrote about backstage life for the microphone. Since then she and her daughter, Donna Damerel (Marge), have been enacting the episodes of the two glamorous troupers, "Myrt and Marge."

This year Myrt's son, George Damerel, Jr., was added to the cast for a while. A few months ago George was written out of the script so that he could take a trip around the world. He is still travelling, but he has recently returned to the sketches via his letters home which have been in-

corporated into the character of George Banning, who appears through references made by others in the cast.

Kid Stories to Order

Custom-built stories for children, suggested by the youngsters and concocted to their order by the station's Uncle Ed, bowed in this month over KFRU, Columbia, Mo., as a regular afternoon feature. Diligent mail-reader, Uncle Ed determines from letters the juvenile mood of the moment, frames his yarns to suit cowboy, Indian, or what-have-you pattern. Naturally, the tales suggest questions—so Uncle's little niece Sue is on hand at the studio to ply the gentleman with queries, presumably a composite of audience curiosity.

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COMING EVENTS

Nov. 29-Dec. 1: Second National Conference on Educational Broadcasting, Drake Hotel, Chicago.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

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

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

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EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Elaborate Engineer Plans For NBC Symphony Series

The most perfect transmission that modern radio engineering science can devise is being evolved by NBC engineers for the coming concert series by the newly created NBC Symphony Orchestra under the batons of Arturo Toscanini, Artur Rodzinski and Pierre Monteux. The orchestra will make its formal debut Saturday, Nov. 13, over the combined NBC-Blue and Red networks.

All NBC facilities to be used in the nationwide broadcasts of the 23 scheduled radio performances have been subjected to the most exacting of tests. At the same time, NBC engineers have taken advantage of the daily rehearsals of the 92-piece orchestra under Dr. Rodzinski to conduct an elaborate series of experiments in acoustics and microphone placement in NBC's huge Studio 8-H at Radio City, in which all the concerts will originate.

In the course of these tests, NBC marshalled the most critical of its musical experts to listen in on rehearsals over a loudspeaker system and "piped" the music into its laboratories, where engineers under the supervision of O. B. Hanson, NBC chief engineer, ran the most rigorous of scientific tests on the absolute tone quality of the transmissions.

Studio 8-H, the largest in the world, was carefully checked to detect any possible distortion of tone or loss of richness even when the music of the orchestra swelled to its greatest volume. Following these experiments, NBC's technical experts expressed themselves as completely satisfied that the studio was ideally designed in its acoustical efficiency to "house" the performances of the new symphonic group.

Specially calibrated RCA 77A uni-directional microphones, like those used last year in the NBC Metropolitan Opera broadcasts, have been installed to bring the symphony concerts to the radio audience. These microphones receive sound from a heart-shaped area in front of them. All extraneous noises from rear and sides of the microphone are thus eliminated.

The final location for greatest efficiency of the microphones has been the subject of numerous experiments

2,000 Parts in Modern Radio Set

The modern 20-tube radio set contains more parts than an auto. Mathematically speaking, it takes seven times as long to assemble, has nearly three miles of wire—one of which is in the speaker alone—and is put together by means of 40,000 separate motions.

This, at any rate, is the statistical calculation of Midwest Radio engineers—and who wants to dispute them?

E. F. Hoffman, vice-president of the company, estimates a total of 987 units in the Midwest 20-tube receiver. But each of the 20 tubes, he added, is in itself a delicate assembly of many parts. Again, the power transformer, counted as a single unit, contains 1,500 feet of wire, hundreds of feet of wax-impregnated paper, 300 pieces of steel, and coils of 500 to 1,000 turns. All told, then, the total number of parts exceeds the 2,000 of the modern auto, the engineers maintain.

It takes 31 man-hours to assemble the Midwest 20-tube receiver—but they actually aren't man-hours at all, since girls do much of the work, each having a specialized operation. They acquire speed through the specially system with its repetition of motions. Otherwise, the engineers estimate after another weary computation—well, it would take the average good mechanic many months to assemble the set. And that, as the saying goes, is that.

New WTAG Amplifier Doubles Station Power

Worcester, Mass.—An automatically controlled amplifier doubling the power previously used, has been installed by WTAG, station of the Worcester Telegram and Evening Gazette. Device is first of its kind in the city and provides instantaneous automatic control of momentary overload speech or music passage, which determine amount of program-power normally used.

during the rehearsals. For a balanced pick-up of the full volume of the orchestra at its finest quality it was found that the microphones must be installed 40 feet directly in front of the conductor's stand and 20 feet above the level of the orchestra. This is several feet farther away and much higher than is usual in the broadcasting of symphonic concerts, because of the tremendous volume of the orchestra and the dispersion of its 92 members over a wide area.

The check-up of the wire facilities linking the 140 NBC stations has been conducted by NBC engineers in the hours after 1 o'clock every morning when the broadcasting day was ended.

The important duties of control engineer for the concerts have been assigned to John H. Kulik, a veteran NBC engineer and the possessor of a rich musical background.

New L. A. Radio Center Will Cost Over \$5,000,000

Los Angeles—Hollywood's new radio center, to house new quarters of NBC and CBS, together with other contemplated projects, will represent a total investment, including land, of more than \$5,000,000, it is estimated.

About \$2,000,000 will be spent on the NBC plant, and \$1,750,000 for CBS. Realty deals involved are among the largest in the city's history.

The new Radio Center, adding new fame to Los Angeles as one of the world's foremost radio cities, will extend for three blocks along Sunset Boulevard from Vine street at the west of Gower street at the east in the heart of Hollywood.

Installs New Frequency Meter

Salt Lake City—Chief Engineer John M. Baldwin is supervising installation of new General Radio 620A Heterodyne Frequency Meter, to be used in connection with KDYL's mobile short-wave transmitters.

Presto Home Recorder Has Wide Range of Radio Use

Presto Recording Corporation, 139 West 19th Street, New York City, has just issued a new folder describing its Presto Junior Sound Recorder, a home instrument which makes and reproduces phonograph records. Instrument does not require pre-grooved composition or metal disks, but cuts its own groove as it records the sound.

Records are made on smooth, cellulose-coated disks—the same used by broadcasting stations for electrical transcription—and use ordinary steel needles.

Outfit, including small microphone, has range of utility including voice or orchestra recording, sound for home movies, and off-the-air reproduction of radio programs.

Atherstone Made KGVO Chief

Missoula, Mont.—Tom E. Atherstone, former transmitter engineer, has been promoted to chief engineer of KGVO.

The station is making extensive improvements on its antenna system with a new Truscon 220-foot shuntfed vertical radiator, and new ground system consisting of 120 half-wave radials.

KGVO recently took a half-hour short wave pick-up from the Seely Lake Forest Service ranger station using Forest Service short wave equipment. This program was in the nature of a test for the purpose of determining the feasibility of this type pick-up for broadcast. Seely Lake is 60 miles from Missoula in the heart of the Dude Ranch district.

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☆ F. C. C. ☆ ACTIVITIES

APPLICATIONS RECEIVED

General Electric Co., Albany, N. Y. CP for new television broadcast station. 44000-50000 kc., 10000 watts, Aural, 3000 watts.
General Electric Co., Easton, Conn. CP for new television station. 44000-50000 kc., Video, 10000 and Aural 3000 watts.
General Electric Co., Schenectady, N. Y. CP for new television station. 44000-50000 kc., 40 watts, Video only.
General Electric Co., Schenectady, N. Y. CP for new television station. 40000-50000 kc., 40 watts, Video transmission only.
King-Trendle Broadcasting Corp., Pontiac, Mich. CP for new station. 1440 kc., 250 watts, unlimited.
F. C. Todd, Gastonia, N. C. CP for new station. 1420 kc., 100 watts, 250 watts L.S., unlimited.
WDAE, Tampa, Fla. Mod. of license to change frequency to 780 kc., and install directional antenna.

WTMV Gets Recording Unit

East St. Louis, Ill.—A new portable Fairchild Recorder has been installed by WTMV here for use in auditioning, remote jobs, and national program business, according to Woody Klose, program director.

The station is remodeling its control and record rooms to facilitate handling of instantaneous recording jobs. Record work is now under the direction of Cliff Schoenhardt, former Federal Barge Line radio operator who recently joined the engineering staff and got the assignment from Chief Engineer Thomas R. McLean.

KGFF Remodels Studios

Shawnee, Okla.—Remodeling of the KGFF studios on the mezzanine floor of the Aldridge Hotel has been completed. Control room has been changed from rear to center of the suite. New soundproofing and furnishings have been installed. KGFF recently installed a new 300-foot vertical tower at the Shawnee Country Club also.

New "B" Battery Pack

Freeport, Ill.—Burgess Battery Co. has announced a new 135-Volt Multiple "B" Battery Pack to replace three regular "B" batteries. Pack is new in design, saves space, and simplifies installation. It is constructed in one flat unit equipped with three standard type "B" battery plugs mounted on the side of battery.

Improve Studio Acoustics

Kansas City, Kan.—Continuing remodeling program begun last month, KCKN has improved acoustics of small rehearsal studio and equipped it with turntable and mike for use as auxiliary broadcast studio. Changes were made by Chief Engineer Clark B. Smith and his assistant, Leonard Brann.

WLS Seeks Own Transmitter

Chicago—WLS has filed application with the FCC for permit to construct its own transmitter. Station's contract with NBC for use of WENR transmitter expires next year. The two stations share time on a clear channel.

ORCHESTRAS-MUSIC

NOTABLES of the serious and popular music fields will be present when Vincent Lopez, the piano-playing maestro, delivers his first jazz lecture at New York University on Tuesday at 2:10 p.m. Lopez will make the first attempt on record to offer a scientific reason why refined swing should be accepted on the same plane with the works of Bach, Beethoven, Brahms and others of the great masters. Lopez will support his claims in part with the story of Ernest Krenek, who has come to America for the first time to be guest conductor and arranger for the Salzburg Opera Guild and who will be Lopez' guest at the lecture. Krenek, in 1929, wrote the first jazz opera, "Jonny Speilt Auf."

Sammy Robbins, the diminutive maestro, auditioned for N. W. Ayer & Son Agency, in a new and novel presentation for an orchestra, combining topical news with current song hits.

Paul Tremaine has been set by the Sam S. Stiefel office for a two-week tour through Pennsylvania and West Virginia. Band will start tour today from Hamburg, Pa. and return in time to play a one night stand for Westinghouse Electric at the Edison Hotel on Nov. 19.

Lyn Murray's orchestra has been given another CBS spot and he is now heard thrice weekly via that network with Ruth Carhart. Murray's orchestra and Miss Carhart are heard on Mondays, Wednesdays, and Fridays at 10:45 a.m.

New orchestras now being broadcast by WHN include Bernie Cummins, heard on Wednesday nights; Little Jack Little, heard on Saturday evenings; and Zinn Arthur, on Thursdays.

Ace Harris and the Sunset Royal Orchestra have been signed for a

limited engagement at the Harlem Uproar House by Fred Robbins of the Same Stiefel office. The crew will have a network wire.

Lang Thompson and his band have returned to the Commodore Perry Travertin Room, Toledo, for an indefinite stay, to be aired via WSPD.

Emery Deutsch, whose orchestra is playing at Detroit's Book-Cadillac Hotel, is the weekly host to Michigan society. Attraction is the introduction of the "Big Apple" to the grain country.

Al Feldman, arranger for Chick Webb, Benny Goodman, Bunny Berigan and other famous swing band leaders, will be honored on Martin Block's "Sunday Swing Concert" on WNEW next Sunday at 11 a.m. The policy of honoring an outstanding arranger each week has been followed since the opening of this "Sunday Swing" series.

John Kelvin, lyric tenor with Don Albert's orchestra on Sunday via WHN, was signed for a series of breakfast-food-sponsored recordings.

Stuart Allen, featured baritone with Dick Himmer's Lucky Strike show, will have a starring role in two musical shorts which go before Paramount cameras Nov. 15.

Kay Kyser will mark the 11th anniversary of his band on Monday evening. Top tunes of the years will feature the broadcast from 1 to 2 a.m.

Eli Dantzig and his NBC orchestra, now appearing in the Italian Village of the St. George Hotel, played for every political party during the election campaign which closed last week.

Ray Block continues as permanent musical director of the Thursday WABC show with Buddy Clark and guest performers.

BOSTON

WCOP is broadcasting a series of daily programs in connection with the Community Crusade, an educational activity held each year prior to the Boston's Community Fund.

One of the most complete election broadcasts ever heard in this state was offered by WBZ-WBZA Tuesday night. Stations supplied listeners with results direct from editorial rooms of the Boston Globe and during the course of the evening had several victorious candidates on the air, including Mayor-elect Tobin of Boston.

Frank Parker is set for a week's engagement at the Metropolitan Theater the week of the 18th.

Early returns indicate a hit for Ed Wynn and his new show "Hooray For What," with Hannah Williams and Kay Thompson, now playing at the Colonial.

SAN FRANCISCO

Roy Russell, well-known operatic tenor here, did a guestee on KFRC's "Feminine Fancies" show Tuesday. Dorothy Allen, also made an appearance on the show Wednesday, Nov. 3, in line with the show's plan of new guesters every week. Don Steele appeared Monday.

Phil Hanna of the "Three Cheers" trio, did a vocal team-up with Hazel Warner on the "Melody Time" show Tuesday for the Pacific Red web.

1500 Farm Homes Get Power

Missoula, Mont.—Rural electrification projects in four adjacent counties here are expected to greatly improve the quality of radio reception in some 1500 farm homes now without electricity, according to a survey conducted by Station KGVO. Total cost of the projects is \$1,500,000.

NEW BUSINESS Signed by Stations

KFRU, Columbia, Mo.: Sterling Casualty Insurance Co., spots, through Presba, Fellers, Presba.

WJAR, Providence: Consolidated Cigar (Harvesters), sports news, through Erwin, Wasey & Co.

WBBF, Rock Island, Ill.: McKesson-Robbins (Dr. West toothbrush-Calox powder), time signals, through J. Walter Thompson; Chevrolet, announcements, through Campbell-Ewald; Sears Roebuck (tri-city stores), programs; Studebaker; United Drug, ETs, through Spot Broadcasting; M. L. Clein Co. (Menthon-mulsion), announcements, through Rawson-Morill; Beck Salad Dressing, programs; Western Tobacco Co. (John Carver Cigars), announcements; Continental Baking, announcements.

WSPR, Springfield: Remington Rand (Electric shaver), spots.

WBZ-WBZA, Boston: North American Accident Insurance Co., through Franklin Bruck Advertising Corp.; Planters Nut & Chocolate Co., through Mackay-Spaulding Co.; Boston & Maine Railroad, announcements, through Doremus & Co.; Railway Express Agency, temperature reports, through The Caples Co.; American Popcorn Co., through Coolidge Advertising; McKesson & Robbins, announcements, through H. W. Kastor & Sons.

WNAC, Boston: Knox Gelatine Co., announcements, through Federal Advertising Agency (also on 14 other Yankee net stations); Western Growers Protective Ass'n, through J. Walter Thompson; Plymouth, announcements, through J. Stirling Getchell; Pinoleum Co., announcements, through Pedlar & Ryan; Dodge, announcements, through Ruthrauff & Ryan; The Best Foods, Inc., announcements, through Benton & Bowles; R. B. Davis Co., announcements, through Charles W. Hoyt Co. (also 11 other Yankee net stations); American Oil Co., announcements, through Joseph Katz (also WEAN and WICC); Canada Dry Ginger Ale, through J. Walter Thompson (also 11 other Yankee Net stations); Shell Union Oil Corp., announcements, through J. Walter Thompson.

WAAB, Boston: R. G. Sullivan, Inc., announcements, through Broadcast Advertising; Kellogg Co., announcements, through Chambers & Wiswell; Felber Biscuit Co., weather reports, through Harry M. Miller, Inc.; American Poultry Journal, weather reports, through Schillin.

WOOD-WASH, Grand Rapids: Booth Fisheries (Tastyloins), spots, through H. W. Kastor & Sons; Durkee Famous Foods (margarine), "Komed Kingdom," ETs, through C. Wendel Muench & Co.; Lever Bros. (Spry), announcements, through Ruthrauff & Ryan; Anacin Co., "Easy Aces," ETs, through Blackett-Sample-Hummert; Barton Mfg. Co. (Dyanshine), announcements, through Anfenger Advertising; Gamble Stores (anti-freeze) announcements, through BBD&O; Fintex Corp. (clothing), spots, through Brindley Roth Inc.

Start Work On New Studios

Cape Girardeau, Mo.—Work is now under way on the new radio home of KFVS, next door to the present studio. Two-story structure will house news rooms, studios, and continuity rooms, while main offices will continue present location in Hotel Marquette.

WHKC Trailer Studio Ready

Columbus, O.—A new elaborate auto-trailer studio has just been completed by WHKC. Bob French, production manager, has announced.



JUDY GARLAND, Artie Auerbach, Reginald Gardiner, Betty Jaynes, Meliza Korjus, Val Rosing, Meredith Wilson's orchestra, Fannie Brice, Gilbert Russell and Max Terr and his vocalists, besides Robert Young as emcee and Spencer Tracy and Joan Crawford in a preview of "Mannequin," will appear in the second edition of M-G-M's "Good News of 1938" for Maxwell House Coffee over NBC-Red and WHN next Thursday night.

Incidentally, radio fans will be getting the "Mannequin" preview seven weeks before the film reaches theaters.

James Vandever has assumed his new post as director of special events for KFI. He resigned as publicity director of the Don Lee network for the new duties.

The Business Men's Association of Palm Springs is plugging the desert resort with a 15-minute program on KFI, Fridays at 5:30-5:45. Celebs will tell what a nice spot it is to acquire winter sun-tans.

WELI, New Haven

James Ferraro, tenor, has been added to the staff, presenting ballads at 11:30 a.m. Wednesdays.

Edith Green, beautician of Norwalk, is presenting "Beauty Hints," strictly for ladies.

Station plans a program of light concert music to be aired primarily for the student body of the East Haven High School who will hear it in their auditorium.

KFRU, Columbia, Mo.

Foster Browne, accordion virtuoso, has been hospitalized for two weeks due to a leg injury.

Bill Haley of the hillbilly gang entertained 800 Missouri farm women at the annual state Farmers' Week banquet.

Dixie Boy Jordan, balladeer with Haley's gang, has started his own popularity contest in connection with his individual broadcasts each morning.

ONE MINUTE INTERVIEW

MARY SMALL

"Radio is the land of opportunity, the ideal field for talented, ambitious youngsters. I feel that every boy and girl having an opportunity to appear over the air has a real chance to succeed, providing they work hard. Experience is the one thing that builds perfection on the air. So, as time is necessary to achieve success, I'm glad I'm a youngster."

★ Coast-to-Coast ★

AMONG programs that WHN now broadcasts 15 minutes and even two hours before the other New York outlets are "Carson Robison and His Buckaroos," "Voice of Experience," "Life of Mary Sothern," and "Singing Cinderella." Features that are on the air simultaneously with other stations are "Hollywood Mardi Gras," "Good News of 1938," and "Broadway Melody Hour."

WNEW has donated time for short five minute talks for the 1937 Red Cross Drive, speakers being scheduled for several appearances in the two weeks of this year's drive.

Alois Havrilla, ace radio announcer-commentator on numerous motion picture short subjects, is making his 44th "Stranger Than Fiction" reel this week. "News Parade of the Year," a 16 mm. sound film for home projection, also is to be released shortly, with Havrilla as commentator.

Mel Wright, WNEW interviewer, will be heard daily in his "Man on the Street" broadcast at a new hour, 1:15 p.m. beginning Monday. Originating in front of the Paramount Theater, in Newark, this broadcast brings to the microphone passers-by who are queried on topics of the day. The "Man on the Street" broadcasts over WNEW have been on the air continuously for nearly three years.

Ann Seaton, songstress, is appearing nightly with Frank Novak and his orchestra at the Warwick Hotel's Raleigh Room.

William H. Ingersoll, prominent industrial engineer and member of

KVOD, Denver

Mark Shrieber, sports dopester and commentator, is taking in some football games this week with Grantland Rice.

Budd Heyde, announcer on the "Voice of Public Opinion," which encourages the expression of views on any subject, has set out to find someone who still believes in Santa Claus.

Jack Medland, 65-year-old pianist, has started a sponsored memory contest, paying \$5 to anyone who can stump Medland with a tune request.

Addalyn Hall received bouquets for her performance as Helen Gibson, the switchboard heroine of the Cleveland Clinic chapter of "Famous Fires of History." The Portland, Me., disaster of 1866 will be dramatized next week.

KSCJ Market Data

KSCJ, Sioux City, this week sent out a 16-page three-color booklet with a cellophane cover. Book is devoted to data about KSCJ's coverage and the market which it serves.

the firm of Ingersoll, Norvall & Babson, will be the guest of WBIL's Public Service Forum on Sunday at 4-4:30 p.m., speaking on "The Consumer's Pocketbook." He will be introduced by his uncle of dollar watch fame, Charles Henry Ingersoll, chairman of the Forum.

Stanley Worth, NBC baritone, will be the guest of honor at the annual entertainment sponsored by the State Prison at Napanoch, N. Y., on Dec. 1. His brother is a guard there.

Alice Reinheart, who recently left the role of a gangster's moll in "Gang Busters" to play a waitress in "On Broadway," new NBC-Blue Sunday afternoon serial, says it's a pleasant change, as "hash is quieter than bullets."

"On Broadway" also has another Alice in the cast. She's Alice Frost, whose full name is Alice Dorothy Margaret Frost Foulk, so you know why she had to abbreviate it.

Corinna Mura, Spanish singer, has been booked for the Paramount, Boston, the week of Nov. 12. The Charioteers follow Mura into the theater the following week. Nat Abramson booked both acts.

Jack Arthur and Sid Gary have been signed to do some more disks for Chevrolet.

Don Johnson, the absent-minded Professor Figgibottle of the Fishface and Figgibottle comedy team, will participate in the Lambs Gambols on Sunday night.

KUOA, Siloam Springs, Ark.

Chief engineer and Mrs. Jesse Miller are the parents of an eight pound son. Everyone, including the father, doing fine.

This is the second addition to the engineering staff as Transmitter Engineer Lester Harlow became the father of a girl in April.

Albert Woodson, newcomer to radio, and R. W. Wilson, formerly of KMBC, have joined the engineering staff.

Jack Davis, formerly relief operator here, has joined the radio development staff of Westinghouse at Chicopee Falls, Mass.

Clarence Henson has resigned as transmitter operator.

Bill Fairley, formerly here, is announcing at KVOE, Santa Ana, Cal.

Walter Moore In New Post

Chicago—Walter H. Moore, has been appointed Director of Public Relations for the Northern Illinois College of Optometry. Moore for two years was a member of the New York press department staff of NBC, resigning about a month ago.



FORT PEARSON, NBC news commentator, will describe the Notre Dame-Pitt and N. D.-Northwestern games for WSBT, South Bend, on Nov. 6 and 20.

The Human Echo, who claims to be able to mimic any voice one fifth of a second after hearing it, will be a guest on NBC Jamboree this weekend.

Charles Sears, NBC tenor, joins staff of "Back Home," the James Whitcomb Riley dramatic serial, this week end. He's the only singer in the cast.

Frank St. Leger has returned to New York after directing the Woman's Symphony orchestra here in several concerts. He will be back on "Fireside Recital" series Sunday.

Spencer Bentley of "Betty and Bob" plans to build a house on the north shore.

John Blair & Co.'s affiliate, Blair Productions, has issued a new folder on the feature "For People Only—the Whole Truth and the Truth with a Hole In It," featuring Chuck Acree and Pokey Martin. It has proven popular on WLS.

NBC sent about half its engineering staff to Marshall, Mo. to handle the elaborate set-up for husking derby yesterday. Crew included Announcers Everett Mitchell and Hal Totten, Bill Drips, agriculture director, and engineers H. G. Royston, J. A. Thornberg, T. E. Gootee, R. A. Limberg, E. H. MacCornack, F. C. Schnepfer and M. W. Rife.

WISN, Milwaukee

Alan Hale, sportscaster, on a two-week vacation, is spending much of his time in New York and will visit Philadelphia tomorrow to describe the Marquette-Villanova game for WISN listeners.

Neil Searles, production manager, is doing extra work while Hale's away.

Station will cooperate with "The Restless Flame," pageant at the Milwaukee Auditorium, Nov. 9-11, by scheduling a number of speakers.





RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 91

NEW YORK, N. Y., MONDAY, NOVEMBER 8, 1937

FIVE CENTS

World Radio Parley for Sydney

HANDY-AD SHOW CARRIES 50 SPOTS IN A HALF HOUR

Tulsa—Directed to the small merchant who ordinarily cannot afford time rates on a 25,000 watt station, KVOO's "Handy-Ad" show is making radio advertising possible for everyone from the hamburger stand proprietor to the corner news-stand manager.

Hillis Bell, director of the program, carries an average of 50 spots a day on two quarter-hour broadcasts. No music, other than a one-time daily appearance of "The Mystery Singer" is heard. Two announcers alternate reading 35-word spots.

The show has been on the air three and a half years, and is comparable

(Continued on Page 5)

First Radio Curriculum Adopted in Minneapolis

Minneapolis—The first radio program to be officially adopted as a part of the curriculum in the Junior and Senior High Schools of Minneapolis is "News X-Rays," to be aired over WCCO every Thursday at 2:30 p.m. The broadcasts also represent the first attempt in Minnesota to correlate a radio study course with regular school studies.

"News X-Ray" will cover current happenings on the national and international scene. Important news events

(Continued on Page 2)

Roosevelt to Deliver Three Radio Addresses

Washington Bureau, RADIO DAILY

Washington — President Roosevelt plans to make three nationwide broadcasts within four days, including his opening message to the special session of Congress next week. First of the Presidential addresses

(Continued on Page 8)

Double Benny

Ft. Worth, Tex.—Coincident with the Sunday showing of Jack Benny's Paramount film, "Artists and Models," at the Parkway Theater, management of the house cleared the screen at the time of Benny's regular Sunday evening broadcast and permitted the audience to hear the radio program via the theater's loudspeaker.

RCA Pays

Probably influenced by the fact that it would otherwise have to pay out part of the money to the government in surplus profits tax, RCA on Friday declared its first common dividend payment, 20 cents a share, along with full arrears of \$31.25 a share on the "B" preferred stock which is being retired, and regular 87½ cents a share on the cumulative convertible preferred stock. All payments will be made next month. RCA's profit in the first nine months of this year was \$4,173,638, equal to 31 cents a share, against 3 cents a share in the same period of 1936. Nov. 30 has been fixed as final date for conversion of "B" stock.

ZENITH RADIO PROGRAM SHIFTS TO CBS DEC. 5

Chicago—Zenith Radio Corp. shifts its telepathy series, now on NBC-Blue, to CBS on Dec. 5, using 51 stations on latter web against 69 at present. Objective is to strengthen position in southeast, particularly Florida, during winter season.

Program is to be streamlined into a fast-moving show instead of the

(Continued on Page 8)

Grove Lab NBC Program Expands to West Coast

Grove Laboratories tomorrow will expand its NBC-Blue network program to the west coast on Tuesdays and Wednesdays. The Blue mountain, Pacific and McClatchy stations will be added on Tuesdays and only

(Continued on Page 5)

Sessions Dealing With Various Phases of Broadcasting and Television Scheduled for April 4-14

2 MINNESOTA STATIONS JOIN COLUMBIA NETWORK

Two Minnesota stations, WMFG, Hibbing, and WHLB, Virginia, have been added to the CBS network to be used in conjunction with KDAL, Duluth. Group will only be available as a combination with a rate of \$150 per an evening hour. If KDAL is used alone the rate is \$125.

WMFG and WHLB are both 100 watters owned by the head of the Lake Broadcasting Co. The former is heard on 1210 kcs. with the latter licensed for 1370 kcs.

H. S. Hyett is manager of both stations and is located at WMFG.

New Guest Star Plan In Kroger WBS Series

Kroger Grocery & Baking Co., through Ralph H. Jones Co., Cincinnati, on Nov. 15 will inaugurate a new style of program for its quarter-hour WBS disk series heard on 23 stations in the south and mid-west.

Lenore Ulric will be starred in the

(Continued on Page 2)

Alemite on Blue Web

Chicago—Stewart-Warner, which is switching the Horace Heidt (Alemite) program from CBS to NBC on Dec. 28, will use the Blue network with Red supplementaries and WLW, 9:30 p.m. Tuesdays, the former Ben Bernie spot.

Sydney, Australia—Plans for what is believed to be the first World Radio Convention ever held anywhere to discuss all phases of radio engineering have been completed here by the Australian Institution of Radio Engineers, of which Sir Ernest Fisk is president. The sessions will be held April 4-14, 1938, during the final period of the celebration of the 150th Anniversary of the Foundation of Australia.

Topics to be covered include: wave propagation, telecommunication, broadcast transmission, broadcast receivers, sound projection, electro-

(Continued on Page 2)

LAST AFRA OPEN MEETING IS BEING HELD TONIGHT

General meeting called for tonight by the American Federation of Radio Artists will also be open to radio artists who are not yet members and this will be the last "open meeting" to be held in New York by the AFRA. Meeting will be held at the Hotel Victoria, beginning 10:30 p.m. Interchangeability of cards with

(Continued on Page 2)

WOPI Opens Studios In Kingsport, Tenn.

Bristol, Tenn.—WOPI is establishing permanent studios in the Homestead Hotel, Kingsport, Tenn., 20 west of here, according to W. A. Wilson, v.p. and g.m. Initial schedule, starting today, calls for three hours daily.

★ THE WEEK IN RADIO ★

... Web Billings Hold

By M. H. SHAPIRO

GROSS revenue of the major networks continued strong, bringing the CBS figures for the 10-month period beyond the entire year of 1936... Nine-month net profit of CBS showed an increase of 20 per cent over the corresponding period of last year... Cumulative billings of NBC for the 10-month period were 15 per cent ahead of last year's similar stretch... Both these networks were slightly off as to actually topping October, 1936, but that record-break-

ing month included considerable presidential campaign and World Series revenue....

More than a month may be required to complete the work of the Inter-American Radio Conference in Havana which got under way early in the week... James W. Baldwin, managing director of the NAB, is in attendance.... In Washington NBC and World Wide Broadcasting Co., of Boston locked horns in effort to

(Continued on Page 6)

"Good-night, All"

Muncie, Ind.—Ken Williams, who interviews guests in local hotel lobby, last week approached a gentleman who gave his name as P. W. Seward. "What is your business, Mr. Seward?" Ken asked in his innocent way. "I work for the government," was the reply. "What do you do?" Ken pursued further. "I am an FCC examiner," was the reply.



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

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FINANCIAL (Saturday, Nov. 6)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd., Stewart Warner, Zenith Radio, and NEW YORK CURB EXCHANGE, Majestic.

W2XE on Winter Schedule

CBS's short wave transmitter, W2XE will go on its winter broadcasting schedule Nov. 15. New wave length schedule is as follows: European transmissions, 21520, 15270 and 11830 kc. Latin American transmissions, 17760 kc. Station will re-broadcast all CBS programs from 7:30 a.m.-12 mid., Monday through Friday, and schedule for Saturday and Sunday is 8 a.m.-12 mid.

Bond Bread Jewish Program

General Baking Co. (Bond Bread) has entered the foreign-language field with a "man-on-the-street" series in Jewish over WLTH, three times weekly. Walter Packer will be at the mikc. Batten, Barten, Durstine & Osborne is the agency.

Roger White Sues Over Skit

Roger White filed Federal Court suit Saturday against Charles Dallas Reach agency, Tim Ryan, Irene Noblette, Fred Norman, WOR and Mutual charging that "Fun in Swingtime," is a plagiarism of his skit. "Fun in Swingtime."

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

Last AFRA Open Meeting Is Being Held Tonight

(Continued from Page 1)

affiliated organizations will be discussed and a general but not detailed report will be made by committee on various phases of organization. Kenneth Thomson, exec. sec. of Screen Actors Guild, will be present. Last night meetings were held in Detroit, Montreal, and Sacramento.

National Board of the AFRA voted to cooperate with the Theater Authority in forbidding radio artists to take part in benefit performances without authority.

According to Emily Holt, executive secretary of the AFRA, the organization now has 1,200 members in New York, considered near the saturation point, and about 3,000 additional members throughout the country. About 50 applications are being received daily from affiliated guilds due to Dec. 1 being the deadline for such members to join the AFRA. Mrs. Holt expects to leave for the coast sometime this week.

Three Agencies Handling Hospital Fund Radio Drive

The radio division of the United Hospital Fund under the direction of Mrs. Roy S. Durstine, wife of the BBDO president, last week launched its part of the Fund campaign over all local New York stations. Three agencies, Young & Rubicam, McCann-Erickson and BBDO, are handling the radio programs which run from five-minute spots to quarter-hour periods. Programs are principally entertainment, with the hospital fund plug written into the script as is done on regular commercial shows.

BBDO is handling all writing, production and casting for the dramatized programs which deal with actual hospital case histories. McCann-Erickson concentrates on dramatized programs about the lives of famous scientists. Young & Rubicam is preparing the musical programs.

Stars to be heard on the air for the Fund are: Kate Smith, Gabriel Heatter, Ray Perkins, Beatrice Fairfax, members of the "March of Time" cast and Nick Kenny, radio editor of the Mirror.

Composer Aired Over WHIO

Dr. Clarence Cameron White, negro composer of "Water Boy," "Nobody Knows De Trouble Ise Seen," etc., will be featured on a coast to coast CBS program from WHIO, Dayton, O. Dr. White will offer two violin solos with vocals sung by Robert Downey. Clara Oglesby Lyman and Henry Lang complete the musical portion of the program.

250 at AFRA Frisco Party

San Francisco—Two hundred and fifty San Francisco radio artists, announcers and producers, the largest assemblage of radio talent ever gathered in one spot, attended the first AFRA "mix" (party) in Delmonico's night club Monday night.

World Radio Congress In Sydney Next Year

(Continued from Page 1)

medical, television, and allied subjects.

Senator Marconi had planned to attend the session, and gave it his well-wishes in a letter just before he died. His widow plans to be present, and possibly his son Giulio, who is now in the United States to continue his studies in radio engineering with RCA and NBC.

David Sarnoff, president of RCA, has already accepted an invitation, while Sir Noel Ashbridge, chief engineer of the British Broadcasting Corp., will extend his visit to the Cairo conference in order to attend. It is expected that Professor Van der Pol, noted Holland scientist, and other prominent European engineers, will also be present.

All business sessions will be held at the University of Sydney, and an elaborate social program is also being planned. O. F. Mingay, 30 Carlington Street, Sydney, is convention secretary.

New Guest Star Plan In Kroger WBS Series

(Continued from Page 1)

first series entitled, "Linda's First Love." Miss Ulric will give dramatic radio versions of her stage hits, including "Pagan Lady." Guest will run through the entire week's schedule, with other guests to be featured on succeeding weeks.

Stations on the Kroger list are: WLAC, WCHS, WADC, WBNS, KDKA, WTAM, WBBM, KMOX, WIBA, WDBJ, WSPD, WMC, WDAF, WIRE, WHAS, KLRA, WJR, WGST, WMBD, KFJ, WOOD, WLW and WOWO.

First Radio Curriculum Adopted in Minneapolis

(Continued from Page 1)

of far-reaching significance will be correlated with social science courses in the schools, including history, economics and sociology. The object of the series is to show students how their social study courses fit into the scheme of world events, and to give these courses a practical application. Narration of the programs over WCCO will be handled by Max Karl, assistant program manager.

Transradio for KELA

Chehalis, Wash.—KELA, new station located between here and Centralia, has signed for Transradio service. Station goes on the air with 500 watts on 1440 kcs. J. Elroy McCaw is general manager.

WABY logo with text: Spend yours Where the Money is! WABY COVERS THE CAPITAL DISTRICT ALBANY, N.Y.

COMING and GOING

KATHRYN CRAVENS will go to Philadelphia tomorrow to address two groups there.

JACK R. HOWARD, president of Scripps-Howard Radio Inc., was in Knoxville last week visiting WNOX.

ARTHUR B. CHURCH, head of KMBC, Kansas City, was a New York visitor over the week-end.

JOAN BROOKS left for Syracuse on Friday to make a five-day appearance at the Automobile Show.

DEWEY LONG, sales manager of WBT, Charlotte, N. C., returns to that city today from Chicago, where he spent a week on business.

MARK HELLINGER and his wife, GLADYS GLAD, sailed Saturday on the Santa Elena for a cruise through southern waters.

IRENE BORDONI left Friday for an engagement in Washington.

ESTELLE TAYLOR left Saturday for a week-end with her parents in Wilmington, Del.

CAROL BRUCE, 18-year-old singer from New York, who found it necessary to go to Montreal in order to make good, opened at the Normandie in Boston last week.

DR. ROY ALLEN DAFOE will conduct his CBS broadcast from New York during week of Nov. 14 while he spends his annual leave here.

ERICK LEUNSDORF, assistant conductor of the Metropolitan Opera Co., arrives today from Europe.

MARITA FARRELL, singer of the Metropolitan Opera, arrives today from Europe with her husband.

JACQUES FEVRIER, French concert pianist who will play a Ravel concerto with the Boston Symphony Orchestra, arrives aboard the Normandie today.

NEW BUSINESS

WNOX, Knoxville: Mishawaka Woolen Mills, announcements through Campbell-Ewald; Rexall Drugs, programs; Procter & Gamble (Camay Soap), announcements, through Pedlar & Ryan; Royal Jewelers, programs; Stein Bros. (clothing), announcements.

WPTF, Raleigh, N. C.: Pepperell Mfg. Co., Dr. Karl Reiland, inspirational talks; Mentho-Mulsion, ETs.

WHN, New York: Railway Express Agency, through Caples Co.; Procter & Gamble (Camay), through Pedlar & Ryan; Bernard Perfumer of St. Louis, over WLW Line from Cincinnati, through Sel Johnson Co., Chicago.

William H. Benton on CBS

Chicago—William H. Benton, formerly head of Benton & Bowles and now vice-president of University of Chicago, is to speak over CBS at 7:30 p.m. next Monday on "The Education of A Business Man." Jimmie Patt of CBS special events dept. set the talk.

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

THE HOUR OF CHARM

MUSIC THAT LINGERS ON



PHIL SPITALNY Residing at PARK CENTRAL HOTEL, NEW YORK

NEW SHOWS AHEAD

TODAY

"Grand Hotel," returns to replace "Vanity Fair," Campana, NBC-Blue, 8:30-9 p.m.

TUESDAY, NOV. 9

RCA-Victor program, with Larry Clinton and orchestra, WEAF, 11-11:30 p.m.

SATURDAY, NOV. 13

Harry Salter in new series of "Your Hit Parade," American Tobacco Co. (Lucky Strikes), CBS, 10-10:45 p.m.

NBC Symphony Orchestra, official debut, sustaining, NBC-Blue, 10-11:30 p.m.

RCA-Victor program, guest bands, WJZ, 8-8:30 p.m.

TUESDAY, NOV. 16

"Hollywood Screenscoops," with George McCall, P. Lorillard & Co. (Old Golds), CBS, 7:15-7:30 p.m.

WEDNESDAY, NOV. 17

Fred Allen returns to "Town Hall Tonight," Bristol-Myers (Ipana and Sal Hepatica), NBC-Red, 9-10 p.m.

SUNDAY, DEC. 5

Zenith Radio Corp. program switches to CBS, 10-10:30 p.m.

TUESDAY, DEC. 28

Horace Heidt and Alemitte Brigadiers, Stewart-Warner, shift to NBC-Blue with Red supplementaries, 9-9:30 p.m.

SUNDAY, JAN. 2

American Rolling Mill program, band. NBC-Blue and WLW, 3:30-4 p.m.

WEDNESDAYS

(Starting in January)

U. S. Rubber Co. program, CBS, Wednesday at 9:30-10 p.m.

June Marsden Coming

June Marsden, Australian astrologer who predicted the abdication of King Edward VIII, arrives in New York on Nov. 15 and will be heard on the air here, according to a cable received by her American representative, Eric Palmer. In private life she is the wife of Eric J. T. Ingram-Moore, former engineer with Stromberg-Carlson and now on a world tour for Phillips Radio, Holland.

New Witmark Waltz

M. Witmark & Sons will immediately publish a brand new waltz by Ted Koehler and Sam H. Stept entitled "Let's Waltz for Old Time's Sake." The song, considered one of the season's outstanding waltzes, will be introduced over the air in the near future by Guy Lombardo and His Royal Canadians, who will present it as "The Hit of Tomorrow."

Multi-Lingual Ceremonies

WHOM, Jersey City, will observe Armistice Day by presenting commanders and other officers of various American Legion and other military organizations, representing all nations and speaking in all languages during the entire day's schedule of foreign language broadcasts. Short addresses and military music will be the features of the series.

NAT BRUSILOFF

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY

CI 6-2200



PETTY CASH VOUCHER

Week ending Nov. 5

● ● ● Saturday... From Muncie, Ind., word comes that Otis Roush, chief wordslinger at WLBC, has discovered a way to tell whether there's a fire in the vicinity by the water pressure of the drinking fountain in the studios. When the water was slow coming up—it meant that a fire was a blazin'—and he'd notify E. Pierre de Miller, news editor, who'd air the flash. Otis is now in the news dept. as "chief fire sipper"!

● ● ● Sunday... For a day of rest we drive out to Gabriel Heatter's palatial estate on L. I. and here encounter CBSlinger Jerry Lawrence and his bride—besides meeting the elite of Nassau—house guests of the Heatters. His daughter entertains with a few Dwight Fiske recordings, but Gabe prefers listening to Jack Benny... Back to town while Charlie McCarthy entertains—and we stop off for ciggies enroute—only to walk into a store where McCarthy WASN'T tuned in!

● ● ● Monday... Some one reports that Larry Trexler, newscaster at WNOX, Knoxville, received four quarts of champagne from an anonymous woman admirer (he's married)... Joe Rines meets us near the French Casino and says we don't love him.

● ● ● Tuesday... Election Day—we arise too late for the vote canvasser to "purchase" our vote for \$5—so we go looking for him... A deal is made and we rush to the voting place, anxious to cast our ballot—only to discover that we can't—because we failed to register last month!... Reluctantly we return the fin—and go to work... Belle Baker is walking down the street and she invites us to the party she's throwing for British critic Hannen Swaffer... To Toots Shor's Tavern with Jack Pearl for lunch, where Cliff Hall, J. C. Flippen and Bill Corum discuss sports while Pearl cuts in with his play.

● ● ● Wednesday... To the Cotton Club for dinner, where Cab Calloway and Avis Andrews still top honors. Benny Davis comes over to the table—with Buddy Clark—who can't be avoided... During the "Gorilla" number—which is so realistic—the gorilla passes the table and to Davis says: "Hello, Benny"... At Lindy's word comes that Bill Weisman, vice-president of WMCA, is part-owner of the French picture, "Mayerling," which is receiving high praise... With Shaw Newton to Leon & Eddie's, where, as usual, Eddie Davis, ties up the proceedings in a knot... Columnist Louis Sobol takes us into his confidence on a scoop, while Iris Ardian wonders what it is that two competitors could be discussing in friendly tones.

● ● ● Thursday... A rarity—visiting a studio during a broadcast, "We The People"—but we're not sorry—because it's entertaining. Especially when Harry Von Zell plugs the Maxwell House Coffee show—on the Sanka Coffee time. But both are products of General Foods... Will Yolen relates how his pockets were picked of \$11, his home burgled for \$54—all in two weeks—so he's joined the "Gang Busters" firm.

● ● ● Friday... The story of the deaths of Bill Kelly, Danny McBeath and Alex Giannini of the Warner firms, and Billy Campbell of Marlo, reaches us... The four kids were enroute to Albany after receiving promotions... They were on their way to make their first "major plug" contact... To the New Yorker for a spell of Glen Gray's Casa Loma music that nite.

TOTAL EXPENSES: ... Five bucks we lost—on not casting the vote!
AUDITOR'S REMARKS: Request denied! You couldn't have even registered—because you'd never pass a literacy test required by law!

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,097,467—Photoelectric Tube. Charles H. Prescott, Jr., New York, N. Y., assignor to Bell Telephone Laboratories, Inc.

Re. 20,545—Electron Tube. Kenneth W. Jarvis, New Rochelle, N. Y., and Russell M. Blair, Teaneck, N. J.

2,097,490—Electron Discharge Device. Ernst Kobel, Ennetbaden, Switzerland, assignor to Aktiengesellschaft Brown Boveri & Cie.

2,097,514—Electron Discharge System for Ultrashort Waves. Joseph G. Chaffee, Hackensack, N. J., assignor to Bell Telephone Laboratories, Inc.

2,097,707—Antenna for Motor Vehicles. Carl M. Tichenor, Detroit.

2,097,765—Regenerative Radio Receiver. Ernst Kotz, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,097,804—Amplitude Filter Circuit for Television Receivers. Kurt Schlesinger, Berlin.

2,097,868—System of Temperature Control. Joseph G. Beard, Springfield, Mass., assignor to Westinghouse Electric & Mfg. Co.

2,097,872—Combined Instrument Panel and Radio Receiver. Ray C. Ellis, Detroit, assignor to RCA.

2,097,879—Receiving Arrangement. Arthur Hammer, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,097,880—Radio Receiving System. Paul Hermanspan, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose m.b.H.

2,097,896—Amplifying Arrangement. Bernard Salzberg, New York, assignor to RCA.

2,097,901—Radio Tuning Apparatus. Adolph A. Thomas, New York, assignor to RCA.

2,097,902—Detector Circuit. Rudolf Urtel, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,097,918—Magnetron Detector. Karl Fritz, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,097,937—High Frequency Oscillating Circuit. Noel M. Rust, Chelmsfords, London, assignor to RCA.

2,097,994—Incandescent Screen. Harry S. Bamford, Philadelphia, assignor to Farnsworth Television Inc.

2,098,000—Luminescent Screen. Philo T. Farnsworth, San Francisco, Calif., and Bernard C. Gardner, Philadelphia, Pa., assignors to Farnsworth Television Inc.

2,098,023—Electric Valve Translating Circuits. Ernst F. W. Alexanderson, Schenectady, assignor to General Electric Co.

2,098,052—Timing Circuit. Harold W. Lord, Schenectady, assignor to General Electric Co.

John Hughes Joins KVOO

Tulsa — John Hughes, formerly of WRR, Dallas, and KOMA, Oklahoma City, has joined the announcing staff of KVOO, Tulsa, here. He replaces Ray Colcord, who resigned to attend the School of Drama at Yale University.

WCCO, Minneapolis

Roy W. Winsauer, assistant production manager, speaks before 400 members of the Quill Club at Washburn High School today on "Writing for Radio."

Richard H. Postlethwait, announcer, takes up duties in a similar capacity today at WBBM-CBS, Chicago.

JIMMY ALDIN

AND HIS ORCHESTRA

JUST COMPLETED

100 WEEKS ENGAGEMENT

BEN 6-4759

GUEST-ING

ANNA MAY WONG, on Al Jolson program, Nov. 9 (CBS, 8:30 p.m.).

JOHN FEENEY, tenor, in second appearance on Leo Reisman's Schaefer Beer program, Nov. 11 (WEAF, 7:30 p.m.).

MARY and VIRGINIA DRANE, violinists, on "Rising Musical Stars," Nov. 14 (NBC-Red, 10 p.m.).

ALEXANDER WOOLCOTT, CONRAD THIBAUT, and LUCRECIA SARRIA, soprano, on "Magic Key of RCA," Nov. 14 (NBC-Blue, 2 p.m.).

MAJOR JOHN WARNER, pianist, on Radio City Music Hall Symphony Orchestra program, Nov. 14 (NBC-Blue, 12:30 p.m.).

LYN MURRAY's CHORUS, repeat on Al Pearce show, Nov. 11 (CBS, 9 p.m.).

BING CROSBY, on "Hollywood Mardi Gras," Nov. 16 (NBC-Red, 9:30 p.m.).

CAROL WEYMANN, interviewed by Nellie Revell, Nov. 16 (NBC-Red, 5 p.m.).

MERRY MACS, repeat on "Town Hall Tonight," Nov. 10 (NBC-Red, 9 p.m.).

BUDDY CLARK, on Al Pearce program, Nov. 9 (CBS, 9 p.m.).

MARION DAVIES in "Peg o' My Heart," on "Lux Radio Theater," Nov. 29 (CBS, 9 p.m.).

WALTER GIESEKING, on Philharmonic-Symphony Orchestra program, Nov. 14 (CBS, 3 p.m.).

MARGARET ANGLIN, FRANK ALBERTSON, ARTHUR GEARY and BETH CHANDLER, on "Hammerstein Music Hall," Nov. 12 (CBS, 8 p.m.).

Coolidge Quartet in Series

A weekly series of six Saturday programs of chamber music by the Coolidge String Quartet, with concert artists as assisting soloists, will be given over CBS beginning Nov. 13 at 5:45-6:25 p.m. Series is entitled "Haydn to Debussy" and will sketch the development of music from the early eighteenth century to the beginning of the twentieth.

Tom Terriss in New Spot

Tom Terriss, the Vagabond Adventurer, has a new WEAF-NBC Red spot, Sundays at 9:30-9:45 a.m. titled "Letters from Abroad."



ARTISTS MANAGEMENT
Presenting
PAUL WHITEMAN
17 EAST 45th ST., New York MU 2-1888

F. C. C. ACTIVITIES

HEARINGS SCHEDULED
Nov. 8: WMAX, Yankton, S. D. Transfer control of corp. to South Dakota Broadcasting Corp. 570 kc., 1 KW., 5 KW. LS., unlimited.

Nov. 9: KARK, Little Rock, Ark. Transfer control of corp. to Radio, Incorporated. 890 kc., 500 watts, 1 KW. LS., unlimited.
Nov. 10: KLO, Ogden, Utah. CP for increase in power to 1 KW., 5 KW. LS. 1400 kc., unlimited.

Nov. 12: Radio Enterprises, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.

Associated Ark. Newspapers, Inc., Hot Springs. CP for new station. 1310 kc., 100 watts, daytime.

Nov. 15: Platt & Platt, Inc., Poughkeepsie. CP for new station. 1000 kc., 1 KW., limited.

WDZ, Tuscola, Ill. CP to increase power to 1 KW. 1020 kc., daytime.

Nov. 16: Citizens' Broadcasting Corp., Schenectady. CP for new station. 1240 kc., 1 KW., 5 KW. LS., unlimited.

Thomas J. Watson, Endicott, N. Y. CP for new station. 1240 kc., 1 KW., unlimited.
Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 500 watts, 1 KW. LS., unlimited.

Harrison Holliday Starts Own Program Over KFI

West Coast Bureau, RADIO DAILY
Los Angeles—Harrison Holliday, general manager of KFI-KECA, now has a program of his very own, "The Listener Inner," which he inaugurated this week and will continue at 9:15 p.m. each Thursday over KFI. Holliday, while one of the younger radio executives, is a veteran in point of service, and probably the most inveterate tuner-inner to be found anywhere. His experience dates back to the beginning of radio, and he is generally credited with bringing the first variety show to the airlines and introducing Meredith Willson, Al Pearce, Frank Watanabe, Yahbut and Cheerily, Tommy Harris, Hazel Warner and many others now famous via the original "Blue Monday Jamboree."

'Handy-Ad' Show Carries 50 Spots in Half Hour

(Continued from Page 1)
to the classified section of the newspaper.

A Tulsa monument company invested \$20, and two weeks later attributed a \$650 sales increase to the show.

Bell has handled announcements ranging from monuments for sale, to duck ponds for rent.

FRANK DEGEZ
CUSTOM CLOTHES
46 WEST 48 ST.
NEW YORK
BRyant 9-9746

It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.

AGENCIES

CURT PETERSON, radio director of Marschalk & Pratt Inc., will be the featured speaker at the Better Speech Forum of the Jane Manner Speech and Drama Institute tonight at 7:30 in Steinway Hall. Peterson's subject will be "Speech And The Radio."

MAXINE McBRIDE, formerly with the New York Sun, has joined the publicity staff of Batten, Barton, Durstine & Osborn Inc.

Grove Lab. NBC Program Expands to West Coast

(Continued from Page 1)

the mountain and Pacific on Wednesdays. Program is heard Mondays through Thursdays, with the Monday and Thursday shows airing at 8 p.m. and the other days at 10 p.m. Stack-Goble Advertising Agency, Chicago, has the account.

Elmore Vincent Renewed

Elmore Vincent, the "Senator Frankenstein Fishface" of the WJZ Sunday variety show, has signed a two-year renewal contract with NBC.

40,000,000 PEOPLE

ARE WAITING TO HEAR

Edgar Rice Burroughs'

TARZAN

☆☆☆☆☆☆☆☆

YOU MR. ADVERTISING AGENCY
MR. SPONSOR

Are cordially invited to attend

THE RADIO PREVUE

Tuesday, November 9, 1937

3 P. M. to 6 P. M.

at the studios of

KASS-TOHRNER, INC.

RADIO PRODUCTIONS

RKO Building

Radio City



AL SPERRY, genial conductor of the KFAC "Dunkers Club," lays claim to being the originator of the "Pen Goo Day" stunt now being revived by stations in the South, and displays a photostatic copy of an eye-opening check he received from the L. Feibleman Co., a Sears-Roebuck affiliate in New Orleans, for his participation in the original campaign staged in that city in October of 1934. Al says he will be happy to supply detailed information to any station asking for it.

"Reunion of the States," long a favorite with West Coast listeners, saluted Missouri on its return to the air via KHJ on Sunday, 3:30-4:00 p.m. Arthur Shank is emcee.

Hal Styles' "Help thy Neighbor" yesterday was devoted to "helping" unemployed Legionnaires.

Hal Rorke's CBS publicity department held the annual "turkey shoot" for the Thanksgiving newspaper trade last week. Birds were shot with 20-gauge graflexes and other large-calibered lenses, and Lita Hebert, Georgia Neff, Jack Sayre and Leonard Finch were all fuss and feathers throughout the meet.

Ted Healy and his stooges have been added to the cast of next Thursday night's M-G-M-Maxwell House show over CBS.

BALTIMORE

May Standish Rose, one of the first directors of The Vagabonds, just opening their 21st season here, was guest of Lydia Todd on WBAL Friday.

Henry Hickman, WFBR's Tydol inquiring reporter, aired his Tuesday and Thursday programs last week from the Food Show at the Fifth Regiment Armory.

Weed to Handle KFBB

Weed & Co. has been appointed national representatives for KFBB, Great Falls, Montana, effective Nov. 15. The outlet, a CBS affiliate, has 5,000 watts day and 1000 watts night and is owned by Buttrey Broadcasting Co. Inc. Mrs. J. Jacobsen is station manager.



Greetings from Radio Daily

November 8

James M. Seward
Tiny Ruffner

★ THE WEEK IN RADIO ★

... Web Billings Hold

(Continued from Page 1)

obtain control of Pan-American frequencies at an FCC hearing....

Rockefeller Foundation report showed an increased number of grants were made in the radio field....140 stations were set to carry the debut of the NBC Symphony Orchestra on Nov. 13, the Red and Blue webs being combined....Song writers and pop music publishers reach an accord in their argument on division of moneys from mechanical license fees....their proposed new pact running for 12 years, including an agreement to maintain membership in Ascap for a 10-year period after the current contracts run out two years from now....AFM ordered the Arranger's Guild to disband because it does not provide for unions within the union, but will cooperate with the arrangers through the regular AFM channels....KNX is going in for a \$300,000 transmitter....

Benton & Bowles will open a complete unit in Chicago on Nov. 15.... Warner Bros. stated they would no longer supply air script versions of

its movies to small stations because many were improperly produced....

but M-G-M said it would continue to supply such material from New York offices....James D. Shouse, general manager of KMOX, going with Crosley's WLW on Dec. 1....NBC starts construction of its new coast plant.... Another news service entered the field in Continental Radio Press.... designed to supply local news to stations within certain areas....

RCA-Victor plans to augment its radio coverage with two more programs, while "Magic Key of RCA" will be dressed up a little....Most of the stations cancelled by Father Coughlin will be in the station lineup for Gerald Smith's Committee of One Million for something or other.... AFM Executive Committee adjourned subject to call of Pres. Weber....sub-committee is handling whatever details now arise on okaying allocations of additional station expenditures for musicians....and working out license agreements for transcription and phonograph record companies.

WNOX, Knoxville

Allen Fort, announcer, left for a new post in Miami.

Ruth Hendrickson has joined the continuity department.

Sam Johnson of the "Monk and Sam" team is recovering from an extended illness and will be back on the air soon.

Billy Barnes, former organist at Paramount Theater, New York, is now playing the Wurlitzer at the Tennessee Theater in Knoxville and being heard daily over WNOX.

Charles Craig, who has been under contract to sing in Paramount films in Hollywood, is now doing a weekly program here. Was forced to return to Knoxville due to serious condition of his mother.

Thomas F. O'Connell, formerly press agent with Ruben & Cherry carnival, is now on the sales staff here.

Station has resumed its amateur programs following insistent listener demand.

The Dixieland Swingsters and Tex and Curley have been kept quite busy making records for Victor recently. Several of the disks have been among "best sellers." These same performers recently provided part of the entertainment for 10 days at the Food Show in Charlotte, North Carolina.

Webbe Handling WAAT Show

Ted Webbe, former chief announcer of WNEW, has been signed by Michaels Furniture Co. to handle new "Man On the Street" broadcast to be aired over WAAT seven times weekly at 1:30-1:45 p.m. Schillin Advertising Agency set deal. Webbe resigned from WNEW one month ago to become chief sports announcer of Pathe news, and is at present engaged in directing football commentaries direct from stadiums.

WTMJ, Milwaukee

John Jessup, account representative, has replaced the "Home Harmonizers," sponsored for three years by Home Furniture Co., with the "Rhythm Club," featuring transcribed music and Bob Heiss as emcee.

Myrtle Spangenberg, soprano, had to temporarily give up her vocalizing on "Morning Melodies" due to a heavy cold.

Following experiments with one-minute dramatized commercials for a new account, Nuera, Don Donovan and Henry Saevke, account representatives for the John Barnes agency and WTMJ, respectively, have set a series to promote this sponsor's soap sales.

Harry Ford was lured back from the wilds of Missouri to reassemble the Park Avenue Hillbillies for a clothing sponsor.

WACO, Waco, Tex.

The Lone Star Playboys recently changed their name to The Jones Jolly Bakers for sponsorship by Jones Fine Bread Co. F. J. Ruetz writes and produces the show. Lee Glasgow is the salesman-instigator of the affair.

Clark Fulks, staff announcer, has developed quite a following with his weekly program titled "Babies—Just Babies," and it looks as though the show will soon be a commercial.

Using the Ed Bookers Rhythmaires as talent, the Tom Padgett Co., manufacturer of leather goods, has wound up a month's series—the purpose of which was to point out reasons why it pays to use horses and mules on the farm. Contest was conducted in conjunction, drawing mail from 41 Texas towns.



MMARGARETTE SHANNA, leading lady of General Mills' "Arnold Grimm's Daughter," and Elliott Woodruff, investment broker, married Friday.

Jeanne De Lee, local free lance actress, and Ira Leon middle-aisled together on Sunday.

The Yacht club orchestra now has a WBBM line every night at midnight.

Mundelein College Radio Workshop is airing a new program on WCFL titled "The Forum," dealing with freshman activities at the institution.

Vincent Lopez leaves the Drake Nov. 18 and will be followed by Paul Whiteman. Lopez then does a week's stretch at the Chicago theater before going back to New York. Wayne King winds up at the Palmer House Dec. 8.

John Walsh of "Court of Missing Heirs," CBS show, went to Springfield over week-end to sing at a friend's wedding.

Dick Barrie, local bandmaster and his singing wife, Anita Boyer, are playing at the Hotel Texas, Fort Worth.

H. K. Boice, CBS vice-president, W. J. Williamson, sales manager WKRC, Cincy, and Dewey Long, sales manager, WBT, Charlotte, visited WBBM-CBS headquarters.

Joe Gallichio, music director for Amos 'n' Andy, visiting home folks here while the team is in the east.

FORT WORTH

Paula Fraser, WBAP songstress and actress, and Larry Rowell, former emcee on this station and now with an ad firm in Chicago will be married around Christmas.

Roger Phillips, former production manager at KFJZ before he joined KABC, San Antonio, has returned to the former station, which has moved its general business offices to larger quarters on the 13th floor of Trinity Life Bldg. Mrs. Ruth Roosevelt took over the station.

Virginia Wilten of the WBAP continuity staff is adapting the "Black Night" scripts.

A Collegiate Educational series has been launched on WBAP, using remotes from colleges in this section.

P. & G. Contest

Procter & Gamble will give away 750 Benrus watches in a 25-day contest on "Why I Like Chipso," to be conducted over the radio and in newspapers starting today. The radio contest will be announced on Chipso's "Road to Life" five-weekly program over NBC-Blue at 11:15 a.m. and over NBC-Red at 4:45 p.m.

PROGRAM REVIEWS

DR. KARL REILAND

Pepperell Mfg. Co. (Textiles)

WJZ—NBC-Blue,

Fridays, 7:15-7:30 p.m.

B. B. D. & O.

INSPIRATIONAL DISSERTATION IS A GOOD PROGRAM OF ITS TYPE.

Choosing "The Readiness Is All" as the subject of his first talk, Dr. Karl Reiland started this series with a generally interesting chat on educating oneself along useful lines, unlearning knowledge that is of no value in the present age, and being prepared to take advantage of the modern opportunities that present themselves in "a time of promise and privilege." He also pointed out the need of better moral living and spiritual controls instead of more laws.

For persons who find solace and help in talks of this kind, which necessarily deal largely in generalities, Dr. Reiland will provide as much soul balm as the best of such programs. He talks well and makes his points easily.

A brief organ number was offered next to closing, then listeners were invited to write in for copies of Dr. Reiland's discourse. There was a minimum amount of commercial matter.

"TOWN MEETING OF THE AIR"

Sustaining, WJZ—NBC-Blue

Network, Thursday 9:30-10:30 p.m.

NBC'S CHAMP RADIO FORUM STARTS THIRD SEASON WITH UNUSUAL FLOURISH AND FELICITATIONS.

George V. Denny Jr. directs the "American Town Meeting of the Air" under the auspices of the League for Political Education. NBC provides the facilities for the sustaining, which has been established the past two years as being in a class by itself, and an unhampered forum where Democrats, Republicans, Socialists or what-have-you can all have a say on social, economic and political questions. Program originates in Town Hall, which has a seating capacity of 1,500, and after the speakers have made their pro or con observations on the question up for discussion, enough time is left, usually about 15 minutes, for patrons to ask questions of the respective speakers.

Topic up for discussion Thursday night was "What Shall Be the American Policy in the Far East?" Speakers were Frederick Moore, adviser to the Japanese Embassy, who naturally gave the Japanese viewpoint; Nathaniel Peffer, writer and lecturer, who gave the Chinese angle; Prof.

ORCHESTRAS - MUSIC

LAATEST number published by Whitney Blake, "This Isn't Love," by Ina George, already is getting quite a play around the country, and requests for transcriptions even have come in from the coast. The song has "torch" qualities and still fits in the standard class. Walter McKinney, a leading Northwest tenor, has been featuring it over KOIN and KALE. KFOX, the Hal Nichols station in Long Beach, Cal., has been giving daily broadcasts due to many requests, while KIRO and KORE also have been featuring it. Harold Shaw, maestro of the ivories, has found it very playable.

The Liberty Music Shops in New York, engaged in selling Jean Sablon's recordings, report that sales of the French singer's records top those of all other male vocalists at the present time.

George Hamilton's orchestra moved into Hotel Peabody, Memphis, on

Edwin Borchard of Yale University Law School, the policy of isolation; and James G. McDonald, former League of Nations High Commissioner For Refugees from Germany, discussing the policy of international cooperation.

Denny, acting as moderator, made a spirited opening talk and pointed out that without the miracle of radio such a forum would not be possible. Communications were read from Pres. Roosevelt, Gov. Lehman and Mayor LaGuardia. At the close of the talks, NBC was again brought into the picture via a letter to Denny from Pres. Lenox Lohr, and after the audience asked questions announcement was made that arrangement had been made with Columbia University Press to publish the talks for the next 22 weeks and these would be available at 10 cents each or \$2 for the series of 22 discussions.

"Kraft Music Hall"

Last Thursday night's "Kraft Music Hall," with Bing Crosby as major domo, brought forth the first real and unique comedy find of this radio season. He is Jerry Colonna, member of John Trotter's orchestra, and already discovered by the films. Giovanni Colonna, as he was billed for last week's airing, is a singer of parts—the parts being largely in the channels of travesty, satire and a touch of burlesque. As a crooner, his inflections, pronunciations and dialectic interpolations are a scream. And when he drops melody for patter, there are few trick and gag talkers who sound funnier.

Other parts of the last Kraft show were uniformly excellent. Fay Bainter, star actress, and Douglas Fairbanks Jr., another stellar thespian, exchanged cross-fire with Crosby and Bob Burns in highly entertaining fashion. All troupers from head to toe, they kicked up a very lively evening.

Friday, and will play sustainings over WREC in addition to CBS spot on Monday nights at 11 (CST). Hamilton's orchestra will replace Dick Jurgen's which has been at Hotel Peabody for two months.

Ed Smalle's chorus will soon be heard on a new series which will also offer Jan Peerce, Viola Philo, and Oscar Strauss as musical conductor. Smalle's chorus is currently heard with Leo Reisman on that Thursday night WEAf beer series.

Phil Harris learned recently that gold had been discovered on his undeveloped ranch in Hermancio, Mexico. The deep voiced maestro and his wife, Marcia Ralston, left immediately after the Jack Benny show to visit the property, which Harris had bought for hunting purposes.

Jack Towne, who conducted his own bands in several spots, is now a member of Ernie Holst's orchestra.

Foster May Airs Husking While He's Under Arrest

Omaha—Foster May, WOW's ace newscaster, broadcast the National Cornhusking Championship at Marshall, Mo., Nov. 4, while he was under arrest.

May and WOW's mobile broadcasting unit arrived at the scene of the contest to find that a competing station had secured "exclusive broadcasting rights." Undaunted, May and his engineers continued to make preliminary tests early Thursday morning and leased the Louis Webber field, immediately next to the contest field. When time rolled around for the broadcast to start, a belligerent group of men and a State Patrolman with a warrant arrived. The warrant charged May with trespassing and forcible entrance during the time he had made the tests earlier in the morning.

An accommodating magistrate, who had a tent on the field, released May on bond of \$500, whereupon May, described the contest with the aid of a pair of field glasses from the top of WOW's mobile unit.

NBC Extends for Armistice

NBC's coast-to-coast Blue network will remain open Thursday night until 2:30 a.m. (Friday) to broadcast Armistice Day greetings from Southern California to all corners of the British Empire. British Broadcasting Corp. will re-broadcast the greetings throughout England. NBC networks ordinarily close at 1:00 a.m.

AL DONAHUE

and his orchestra

at the

RAINBOW ROOM

For Fall and Winter Season
Fourth Return Engagement



**RADIO DAILY
IS THE
FASTEST
GROWING
PUBLICATION
IN RADIO
EXECUTIVES
EVERYWHERE
READ IT
FIRST THING
EVERY
MORNING**



HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music in a Modern Manner

MANAGEMENT
ROCKWELL-O'KEEFE

NASHVILLE

For the first time in local history all three Nashville stations joined to broadcast the same program simultaneously. . . . It was the occasion of the final appeal for the Nashville Community Chest and came over WSM, WLAC and WSIX.

S. A. Cisler, Jr., former manager of WSIX and now director KTHS, is the father of a baby girl.

Walter Pegram is a new salesman on the commercial staff of WSIX.

Harry C. Krone, WSIX manager, has returned from St. Louis, where he went to bring his wife and two boys to Nashville.

Jack Harris, WSM, latest local benedict, says it's the only life.

WSM's Golden West Cowboys play on the stage of the Princess theater every Saturday.

Ray Adkins, WSIX announcer, is M.C.'ing a group of WSIX hillbilly performers in personal appearances at various schoolhouses around Nashville.

Zenith Radio Program Shifts to CBS Dec. 5

(Continued from Page 1)

present lecture-like series under new direction of J. Walter Thompson Co. Guest names are planned to relate extra-sensory perception experiences.

Radio Director Richard Marvin has assigned Lou Jackobson as production director. Robert Colwell has been summoned from New York, and James Whipple from Hollywood, to assist John Young in writing script. Dick Elpers is account contact at CBS.

Heretofore NBC has handled production, the E. H. Brown Advertising Agency being minus a radio department.

Westerners on "Hit Parade"

Lucky Strike "Hit Parade" makes a new departure in guest artists this Wednesday on the NBC-Red Network, when Louise Massey and Her Westerners will be heard as the first group to be booked on this program. Leo Reisman and His Orchestra start a series on that date.

Paul Brenner Joins WNEW

Paul Brenner, formerly of WSYU, Syracuse, and WFBL, Syracuse, has joined the announcing staff of WNEW.

ONE MINUTE INTERVIEW

FRANCES LANGFORD

"If motion picture talent has been a boon to radio, then radio has been even more of a servant to Hollywood. The great number of programs coming from the movie metropolis serves as a remarkable free exploitation and publicity agent for the individual stars and the new pictures. In radio Hollywood 'has something there'. Let's hope it doesn't abuse the privilege."

★ Coast-to-Coast ★

TRIBUTES to dominant personalities in the news in celebration of their birthdays will be given by Bryce Oliver, commentator, in a new series of broadcasts which will be heard over WHN weekly, starting today at 9-9:15 p.m. Ida M. Tarbell, noted historian who this week is celebrating her 80th birthday, will be the first American to be honored. In addition, Oliver will review the news of New York each week.

The Three Little Sachs, recently back from a film assignment in Hollywood, will be featured with Ann White in the new Bill Bertolotti show for a limited engagement.

A new nightly news broadcast will be presented by WNEW at 7:15 p.m. each weekday evening beginning today. International News Service will be used for this broadcast series, the news being edited by the station's news department.

Connie Drake, a Roy Campbell soloist, is now broadcasting from the Gatineau Country Club, Ottawa, Canada, over the Canadian Broadcasting System.

Vi Mele, "The Pianistic Personality," who appeared on several CBS "Swing Sessions," has been signed to remain indefinitely at the Hotel New Yorker. Her pianologue and songs are heard in the Terrace Room of that hotel.

Virginia Blackford Miller will be commentator, sponsored by Franklin Simon Co., John G. Paton Co. (Yuban coffee), and Golden Blossom Honey, in a new program titled "Shopping Parade," which starts tomorrow over WICC, Bridgeport.

A novel stunt stanza that packed a real entertainment wallop was aired

Art Institute's 7th Year

Minneapolis—The Minneapolis Institute of Arts will open its seventh consecutive year of broadcasting over WCCO on Nov. 11. Mathilde Rice Elliott, staff lecturer for the Institute, will be featured on the airings along with other members of the Institute's personnel.

Through the medium of these broadcasts over WCCO, the Minneapolis Institute of Arts has kept Northwest listeners abreast of all new developments in the field of art and has also been able to call to attention outstanding exhibits of interest to the public at large.

KPQ Signs Beer Account

Wenatchee, Wash.—KPQ has added Seattle Brewing & Malting Co. to its list of national accounts, Commercial Manager John K. Dykeman announces. Contract is for six months, five evening spots weekly, with time to be used on Rainier Beer, and was signed through Western Agency, Seattle.

Halloween night by KDAL, Duluth. Built up as "KDAL's Mystery Halloween Broadcast," the stint had Announcer Bill Harrington and Special Events Director Sam Levitan out in one of Duluth's residential districts for a half-hour fun foray with portable mike, window tick-tacker, soap, etc. Program took a novel turn when the KDAL mike-men were "arrested" by a cruising motorcycle cop and the "arm of the law" was interviewed on the more serious aspects of Halloween pranks.

Sidney Kaufman, motion picture critic and commentator, will inaugurate a new system for rating current films on his program "Cinema Comment" over WQXR at 9:45-10 tonight. Kaufman will rate motion pictures on a "report card" system, with grades A, B, C, D, and F (meaning "flunk"). He will also give a consensus of newspaper critics' verdicts on new pictures as they appear.

WSAR, which has made a tieup with Bryant Publicity Service, is located in Fall River, Mass., not nearby New Bedford.

WBT (Charlotte) officials find they have made a mistake in claiming a coast-to-coast following for the WBT "Midnight Dancing Party," heard nightly at 12:30 to 2 o'clock. Recent letters indicate the program has a following that is more accurately described as pole-to-pole rather than coast-to-coast. Letters have come in from Canada, Alaska, Hawaii, Mexico, Cuba, and Bermuda, acknowledging reception of the program which features playing of popular dance recordings on telephone or telegraph request. A telephone has been placed in the studio so telephone calls may be aired during the broadcast. The "Dancing Party" is handled by Announcers Bill Bivens and Lee Kirby.

KFUE Awaits Power Jump

St. Louis—Anticipating Federal approval of a time and power boost, KFUE has already begun a program of broadcast improvements, according to an announcement by H. H. Hohenstein, director. Station expects jump in time from 26 to 60 hours a week, and a power increase from 1,000 watts to 5,000. Pending the FCC decision, program development work includes the scheduling of high-class musical broadcasts and talks by prominent civic leaders.

Music Damages Denied

The Federal Court on Friday denied damages claimed by Daniel L. Brown against Tams-Witmark Music Libraries, Select Theaters Corp. and Jacob and Lee Shubert for infringement. Plaintiff, claiming rights to operetta, "Sari", charged defendants with giving broadcasting rights to stations and networks of musical numbers from the presentation. An amicable settlement was reached by parties concerned following decision.

SAN FRANCISCO

About 500 people thronged the Community Playhouse Tuesday night when Bennie Walker's Amateur Hour (Homestead Bread) moved from the NBC studios which could only accommodate 50. Aired over KGO, 7-8 p.m., it was 39th program in the series.

Bill Stremmel ended affiliation with KROW and has been added to the KYA sportscasting staff.

Bob Garred, KSFO announcer, was signed by Hudson Motors of Detroit, to speak at Auto Show.

KSFO's new Milen Jewelry account, 1-hour show at midnight written and produced by Bob Garred, caused the CBS outlet here to break a 12 o'clock sign-off policy which was standard here for many years. KYA's chief engineer, Paul Schultz, putting into operation an intricate distortion measuring equipment which will be used to check the station's entire transmitting equipment.

Roosevelt to Deliver Three Radio Addresses

(Continued from Page 1)

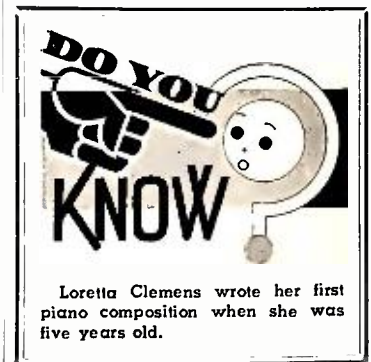
will be Nov. 14, eve of the opening of the special session. The President is expected to pull a typical "Roosevelt surprise" by reserving his legislative plans until he speaks to the nation with the convening of Congress. On Nov. 17, Roosevelt will visit historic Mount Vernon to speak on the "Farm and Home Hour."

Signed for Rexall Disks

Walter Cassel, Jean Paul King and the Norsemen Quartet have been set for Rexall United Drug transcribed series, with recording set to begin Dec. 4. Cassel, Willie Morris and James Wilkerson have also been signed for Chevrolet series, with recording dates as yet undetermined. Ruth Carhart, Patti Chapin and Ray Heatherton have just completed series of recordings for same sponsor. Later three were set through Columbia Artists Inc., while former deals were all handled by Ben Lipset.

Steinke Back on WINS

"Jolly Bill" Steinke, who instituted the reading of the Sunday comics on WINS several years ago, has returned to the station in his old role.





RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 92

NEW YORK, N. Y., TUESDAY, NOVEMBER 9, 1937

FIVE CENTS

Procter & Gamble on CBS

Looking On ... AND LISTENING IN

RADIO-FILMS Radio is strictly an aural art, while the films, despite the fact that they now talk, will always be essentially a visual art. Each medium requires a distinct and different production technique in order to make satisfactory entertainment, and there are only a few points on which both techniques agree.

Chaplin, Garbo, Dietrich and Mickey Mouse on the screen can entertain and please and delight a hundred million people without having to utter a word. But put them in front of a mike and what will the LISTENERS get out of it?

If the producers of radio programs were to branch out as makers of motion pictures, the results most likely would be disastrous.

The same is only to be expected when movie studios try to put on radio shows.

And especially when they think they can do it as a sideline activity with the primary purpose of using the radio to exploit film product, film stars and film producers.

A bad job is done—the listeners are sadly disappointed—and both movies and the radio are injured in the long run.

It is about time to cut out all this baloney about a merger of films and radio.

They are two separate kinds of business, requiring different tactics, even if both are after some of the same artist talent, and there is no more reason for their being combined than there is for a shoemaker to merge with a tailor.

Both radio and films already have enough standardization in their respective entertainment offerings.

Why weary the public with a double-dose of the same formulas?

—D. C. G.

Television at Sea

First broadcast of television from land to a ship at sea was successfully demonstrated by BBC in a transmission to the Britannic, it was reported by Captain A. T. Brown, master of the steamer, on arrival here. A 10x12-inch screen was used. Voice and pictures were clear and well synchronized, Captain Brown said.

NASH-KELVINATOR CORP. RENEWING FOR 43 WEEKS

Nash-Kelvinator Corp. on Dec. 4 will renew the "Prof. Quiz" show on 61 CBS stations, Saturdays, 9-9:30 p.m., with repeat at 12 midnight, for 43 weeks. Geyer, Cornell & Newell Inc. has the account.

2-Hour WJJD Sports Show For Brown & Williamson

Chicago—Brown & Williamson for Avalon cigarets next Monday will start two-hour sports edition on WJJD, 2-4 p.m. Program will be Mondays through Fridays. Batten, Barton, Durstine & Osborn Inc. placed the account.

Program is a complete verbal newspaper, conceived by Herb Sherman, WJJD sales manager, to run like a regular newspaper, with an editor, Warren Brown, sending reporters on assignments. Reporters are Russ Hodges, Jimmy Dudley, and Al Hollender. A 15-minute morning shot on track handicapping also is part of contract.

Buryl Lottridge Quits Oklahoma Network Post

Oklahoma City—Buryl Lottridge, managing director of the Oklahoma Network, has resigned to take over another Oklahoma radio position, to be announced within the next few days. Joseph W. Lee has been named to the post, in addition to continuing as manager of KTOK, key station of the network.

ARTA Protests to Toscanini Over Workers Let Out by NBC

Striking News Reporters Cover Beats for WBAX

Wilkes-Barre, Pa.—Though on strike at their newspaper, reporters of the Record have been gathering news locally just the same and turning it over to WBAX for its "Morning News" program which has been sup-

(Continued on Page 2)

Contracts Are Signed for Four Quarter-Hour Daytime Periods, Five Times Weekly, Starting Jan. 3

WJDX Dual Event

Jackson, Miss.—WJDX on Dec. 7 will dedicate its new 5,000-watt 5-D RCA transmitter and 330-ft. vertical radiator, and at the same time observe the station's eighth anniversary. W. P. Harris is director.

NBC'S BOSTON STUDIOS ORIGINATING MORE SHOWS

Boston—Three additional NBC-Blue network programs will originate here soon, according to John A. Holman, NBC general manager for New England. Nine coast-to-coast NBC shows are now being produced weekly from WBZ-WBZA. The pending shows will be musical and variety.

Holman said NBC intends to make Boston increasingly important as a production center.

Gordon Cooke Appointed Kastor Radio Director

Chicago—Gordon Cooke, radio director for Geyer, Cornell & Newell, New York, has been named radio director of H. W. Kastor & Sons here, effective Nov. 15, replacing Ed Aleshire, who resigned to become vice-president of Benton & Bowles' Chicago office, opening Nov. 20 in the Palmolive Bldg. Cooke once was with Blackett-Sample-Hummert here.

CBS and Procter & Gamble have negotiated a contract for four quarter-hour daytime periods, Mondays through Fridays, beginning Jan. 3. Number of stations to be used for each show is not set as yet, nor is the type of show each program will feature.

Contract, totaling five hours weekly, was signed by Hugh K. Boice, CBS vice-president in charge of sales, for the network and Compton Advertising (Ivory and Naptha); Pedlar & Ryan (Chipso) and Blackett-Sample-Hummert, Chicago, (Oxydol and Dref) representing the

(Continued on Page 8)

2 CANADIAN STATIONS JOINING NBC NETWORK

NBC net Sunday will add two more Montreal stations to its networks, namely CBM and CBF. CBM will become the Red network outlet for English programs and the present NBC station, CFCF, will be made the Blue outlet for English programs.

CBF, a French language station, will be optional on either the Red or Blue and can be used in combination with either CFCF or CBM. CBM, formerly known as CRMC, is a 5,000 watt operating on 1050 kcs., a clear channel. CBF is a new station which goes on the air for the first time next Sunday. It is a 50,000 watt on 910 kcs. Both CBF and CBM are owned by the Canadian Broadcasting Corp.

Chi Radio Awards

Chicago—Local radio world plans a "radio academy" with 10 statuettes for the most distinguished local performances of the year. Awards to be announced at a costume ball at Medinah Athletic Club, Nov. 27. All radio performers, personnel of stations and agency folk to be permitted a vote. Executive committee is headed by Actress Anne Seymour.

(Continued on Page 8)



Vol. 2, No. 92 Tues., Nov. 9, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Nov. 6, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Table with 3 columns: Selection, Publisher, Times Played. Lists songs like 'Blossoms On B'way', 'My Cabin Of Dreams', 'Farewell, My Love', etc.

COMING and GOING

H. V. KALTENBORN goes to Kansas City to speak next Monday night in the Municipal Auditorium at a dinner of the Knife & Fork Club.

REGGIE SCHEUBEL of The Biow Co. radio department is back from the Coast.

EDYTHE MELROSE of Street & Finney radio department is expected back early this week from West Mansfield, O., where she attended funeral of her mother.

ALICE FROST of CBS "Big Sister" has returned from a vacation at Williamsburg, Va.

GEORGE R. DUNHAM, manager of WEEI sales promotion department, is visiting CBS headquarters for the next two weeks.

GEORGE COLEMAN, general manager of WGBI, Scranton, is in town.

EILEEN BARTON is in Milwaukee playing a theater date.

DONALD M. MERSEREAU, general manager of RADIO DAILY, returns to New York today from a several weeks' trip to Hollywood.

JAY LEWIS of Jay Lewis Associates leaves today for a business trip through Pennsylvania.

STAN ZUCKER, general manager of Consolidated Radio Artists, leaves for Detroit today on business and is expected back tomorrow or Thursday.

THOMAS G. ROCKWELL, president of Rockwell-O'Keefe and MIKE NIDORF, head of the firm's band department, left the Coast Saturday for New York.

TOM FIZDALE left Hollywood Saturday by train for New York after a two weeks' stay. He is expected to return in a month after visiting Chicago and New York offices.

ROY WILSON of Wilson, Powell & Hayward has returned from Hollywood where he was combining business and a vacation.

JACK WHITING arrives in New York on Thursday from London.

RIAN JAMES arrived in town yesterday from Hollywood.

FINANCIAL

(Monday, Nov. 8)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Hazeltine Corp., Majestic. Includes Bid, Asked columns.

OVER THE COUNTER

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

Don Higgins Resigns

Donald A. Higgins has resigned as acting director of publicity at CBS to complete plans for the forming of his own public relations service. Pending designation of his successor, Luther J. Reid, news editor, will serve as acting head of the department.

Carl Doty at WOAI

Carl Doty, formerly with NBC in Chicago, is now associated with the publicity staff of WOAI, San Antonio.

Modernization Program Launched at WLW-WSAI

Cincinnati—Crosley Radio Corp. has launched a modernization program embracing WLW and WSAI, with completion expected by Dec. 1. Three new studios and a number of offices will be built, in addition to a new artists' lounge in the main Crosley Bldg. New technical equipment and modernization of the WLW transmitter at Mason also are part of the plans. Engineering difficulties have made it necessary to delay, temporarily, construction work on the new broadcasting building.

KFWB in McClatchy Web

West Coast Bureau, RADIO DAILY Los Angeles—KFWB takes the place of KEHE as the Los Angeles outlet of California Radio System, regional net controlled by the McClatchy newspaper interests, under a deal signed by Harry Maizlish, representing the Warner Bros. station, and Guy Hamilton, general manager of the McClatchy chain.

KVOO Sells Network Comm'l

Tulsa—"Sunday Afternoon Social," originated and produced by KVOO, has been sold on a two-station hookup including WKY, Oklahoma City, providing a state-wide audience for Oklahoma Tire & Supply Co., auto accessory chain. Show is a barn-dance type with a cast of 25. Trafton Robertson and Toby Nevius, KVOO staff artists, write and produce it. Show airs at 5-5:30 p.m. Sundays.

Striking News Reporters Cover Beats for WBAX

American Newspaper Guild, CIO unit, has been engaged in organizing local newsmen. In order to get their story across, on being denied newspaper space even though the cash was on the line, the Guild bought time on WBAX, two 15-minute periods daily, with Joe Walsh, veteran sports writer, as spokesman. So when the Record strike was called, the striking reporters came to the rescue and have been supplying the station with news.

New Serial Recorded

"Raising the Kaness," new dramatic serial by William Watters about a family of newspaper photographers, has been recorded with a cast of radio artists including Craig McDonnell, Rosalind Greene, Gladys Thornton and Helen Kane. Auditions of this script are now being arranged for several sponsors. Among other attractions, this program features a new theme-song by Jack Freeman, author of "Night."

COLONEL JACK MAJOR

Presents

COUSIN SUSIE

(EVELYN OAKS)

TODAY 3-3:30 P. M. EST.

WABC—COLUMBIA NETWORK



BETTER BROADCASTS for BETTER BUYERS

INTERSTATE BROADCASTING CO. 730 Fifth Ave., New York

THE BEST ELECTRICAL TRANSCRIPTION IS THE CHEAPEST!

A show is no better than its recording! Here are the "quality" methods we use:

Standard wax recordings on 1/2 ton machines (double safety wax reserve). Factory processed, surface-noiseless pressings, for rebroadcast purposes matching maximum range of "High Fidelity" radio stations, best pick ups and speakers on market.

All assignments guaranteed from recording to delivery to station with all necessary A F of M, MPPA, FCC releases.

Remote Control—permanent lines. Studio — Latest double ceiling — Acoustically adjustable — Numerous dynamic microphone channels. Studio, Control and Recording Engineers (3) to each job.

JEAN V. GROMBACH, INC. 113 West 57th St. New York

Established 1930 Phone Circle 7-6980



Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc. 250 Park Avenue New York

DO ITALO-AMERICANS BUY AUTOMOBILES?

YES! THEY DO!

...AND THEY BUY MORE THAN THE AVERAGE

LET'S take New York City as representative of the Italo-American Market and let us look at the figures: in New York, the Italo-Americans constitute 15.44% of the total population and the latest available figures for automobiles registered under their own names are as follows: pleasure cars 17.44% and commercial vehicles 18.37% ● No comment is needed. They buy automobiles, and buy more than the average. ● But the strangest part of the story is that nobody is advertising to them. Certainly the industry is not losing the Italo-American Market, but the manufacturers are *certainly* overlooking a tremendous opportunity. ● Today and for the past five years—judging from

money spent and results obtained—radio is by far the strongest single force to reach and sell the Italo-American Market. As far as we know, no one in the automobile industry is using this force ● Scores of leaderships have been created through radio—and radio alone—broadcasting in Italian from WOV, WBIL and WPEN. We specialize in this market. We can sell your automobiles. We cover 100% of the Italo-American Market of New York, New Jersey, Pennsylvania, Connecticut and Delaware, and we devote our time in reaching 2,300,000 Italo-Americans living in this territory. This market deserves your attention. If you wish further information, please call or write to us.

INTERNATIONAL BROADCASTING CORP., 132 W. 43rd St., New York City

TELEPHONE, BRyant 9-6030

WPEN ★ WOV ★ WBIL

PHILADELPHIA, 1000 Watts

NEW YORK, 1000 Watts

NEW YORK, 5000 Watts

GUEST-ING

CONSTANCE BENNETT and CARY GRANT, in "The Medicine Girl", on Silver Theater, Nov. 21 (CBS, 5 p.m.).

ANNA NEAGLE, English actress, on Chase & Sanborn Hour, Nov. 14 (NBC-Red, 8 p.m.).

ROSA TENTONI, on Bing Crosby show, Nov. 11 (NBC-Red, 10 p.m.).

ERNA SACK and RICHARD TAUBER, on General Motors program, Nov. 14 (NBC-Blue, 8 p.m.).

EDDIE CANTOR, on "Hollywood Mardi Gras" program, Nov. 16 (NBC-Red, 9:30 p.m.). BING CROSBY postpones appearance to following week.

NADINE CONNER, first of guest-star vocalists in absence from air of Jeanette MacDonald, on "Vick's Open House", Nov. 14 (CBS, 7 p.m.).

JANE COWL, on Kate Smith Hour, a radio adaptation of Maxwell Anderson's "Elizabeth the Queen," Nov. 13 (CBS, 8 p.m.).

WIL Show Participating

St. Louis—"Today's Winners," one of the most popular musical sports reviews in the middle west, broadcast nightly over WIL 6:30-7 o'clock, has been put on a participating basis. Hyde Park Breweries and Adam Hats are now participating. A number of other spots on the show are still open.

Taxi System on WHN

Parmelee System for National Transportation Co., taxi operators, is sponsoring Bryce Oliver, commentator, in a weekly WHN program at 9 p.m. Mondays. Show is titled "Speaking of New York."

KGER Adds to Staff

West Coast Bureau, RADIO DAILY, Los Angeles—KGER of this city and Long Beach has added Mal Bratton and Tex Rickard to its sales department, while Fred Henry, formerly of KHJ, has joined as announcer.

Two More Sesac Members

Sesac reports two additional publisher members have joined the organization and all copyrighted works of the two are now part of the Sesac catalog. They are: A. S. Barnes & Co. Inc. and Wm. J. Smith Music Co. Inc., both of New York. Sesac's program service department will issue the list of publications upon request.

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

Greetings from Radio Daily

November 9

Bill Harding Ed Wynn
George "Stoney" McLinn
Darrell V. Martin Lou Lubin



● ● ● Oldsmobile is discussing a radio show in Detroit today. They're anxious for Russ Morgan and would sign contracts pronto if the band could be signed. Morgan has until the end of January with Phillip Morris... Bandleader Harry Rosenthal goes to Hollywood to open a club there in partnership with George White... Buddy Rogers has been booked with his band for South America for ten weeks beginning Jan. 15. He is definitely through with pictures... Lucille Ball, who appeared on Phil Baker's show Sunday, does a repeat shot next week... Entire Coca Cola show starring Kitty Carlisle has had options picked up... Eddy Rogers leaves the Rainbow Grill on Jan. 6 and is succeeded by Bert Block, as we reported months ago... George Hamilton is likely to follow Rudolph Friml Jr. into the Ritz... Despite reports to the contrary, Gypsy Rose Lee's contract with 20th Century-Fox was renewed, after she left the coast... With the networks featuring flicker companies on the air—don't be surprised to also hear "Bingo" or "Bank Nite"—PLUS a double-air-feature!

● ● ● At the farewell stag for Mark Hellinger the other nite at "21" the assemblage read like "who's who" in America... X-Mayor James J. Walker, Jimmy Johnston, Bugs Baer, Louis Sobol, Quentin Reynolds, Irving Hoffman, Nicky Blair, with Walter Winchell handing some good advice to Danton Walker among others... W. W. looked rested... Good luck, Mark... Tro Harper, KSFO, Frisco newscaster, chews a stick of gum for ten minutes before every quarter hour newscast, claiming that by working out his salivary glands before each airing, his mouth doesn't dry up... It's a sort of self-lubrication job, costs little—and is highly effective... Martin Block will introduce the 30 top-notch bandleaders who will appear Monday nite at the Hotel Astor for the AFM-802 benefit. Show will be aired via WNEW exclusively for five hours or more.

● ● ● Late yesterday Ted Collins wired Warner Brothers a refusal to accept a picture deal for Kate Smith. He intends staying east... Bob Hope and Martha Raye will be teamed in two pictures... Irene Wicker has been visiting Boston, where her youngster is at Mass. General Hospital suffering from a leg injury he sustained while playing football... Arthur Boran is confined to his bed unexpectedly... A musical fantasy by Tony Sarg is on wax and is being offered to sponsors... Ray Perkins quits his air show this month... Vitalis program featuring Ray Sinatra's band, Joey Nash, etc., via WLW line, fades at the end of the month... Shep Fields has collected insurance for special arrangements stolen down in Birmingham. Later they were returned... Josef Cherniavsky revives his famous "Musical Camera" show via MBS Thursdays opposite Rudy Vallee (which is a tough break) with Sylvia Froos and Jack Arthur plus the Charioteers... Barry Wood will play the sax and clarinet besides croon on his CBS show which debuts tonite... Harry Conn's "Earaches of 1938" auditioned twice with audiences on Friday—the evening show being piped to CBS prexy William Paley's home—with the earlier show believed to be for United States Rubber.

● ● ● Down in Philly over the week-end and visited the studios of WCAU and KYW—which are the tops. The building elevators there are equipped with RADIOS—letting artists on the run for a show know how much time's left... A letter from G. F. Dalefield of Palmerston North, New Zealand, stating that he received an early morning show of WFAS, White Plains, N. Y., has a cute twist. In requesting verification of his reception. G. F. inclosed 5c in U. S. postage—which was mailed back to him on the letter—thus traveling some 36,000 miles before being cancelled for further usage.

AGENCIES

J. WALTER THOMPSON CO., Seattle office, which is handling the account of the Canned Salmon Industry, expects to be given a 1938 appropriation that will be double the size of the previous year's advertising budget. Over 3,000,000 cases of salmon already have been signed for the assessment of 10 cents a case.

HARVEY M. MANSS, at one time manager of the J. Walter Thompson Advertising Co. in Cincinnati, is now president of the Bayer Co.

GEORGE CARILLON, formerly script writer in the Chicago office of AudiVision Inc., is back on the New York staff.

JAMES FERGUSON's resignation as assistant to Kirby Hawkes, radio director of Blackett-Sample-Hummert agency, Chicago, has been accepted. Ferguson departed for New York.

CAL J. McCARTHY, vice-president of Ruthrauff & Ryan, is on the coast for several days for huddles with "Tiny" Ruffner on agency accounts. Merritt W. Barnum accompanied McCarthy and will join the Hollywood staff as contact on the Jolson show.

CLARENCE A. RYERSON, formerly of BBDO, now has his own office at 10 West 47th St.

KENYON & ECKHARDT INC. has been appointed by Kellogg Co. to handle the Kellogg All-Bran campaign.

GEORGE BIJUR, INC. has taken additional space at 9 Rockefeller Plaza.

PHILIP E. WHITTEN, former account executive with U. S. Advertising Corp., has opened offices of his own at 30 Rockefeller Plaza.

GUY FRY has joined the staff of Jerome B. Gray and Co., Philadelphia advertising agency.

COLUMBUS

Gene Kent, lately of WGAL, Lancaster, Pa., has been added to the continuity staff of WCOL. Kent authored "Elihu Root" and "Mightier Than the Sword," carried on the NBC-Blue network from WLW.

Sadie Karnes of WHKC is recovering from a tonsilectomy. Mrs. John B. Moses, wife of WHKC's day studio supervisor, is the mother of a girl.

Life	Group Life
Trust Funds	Group Accident and
Annuities	Health
Accident and Health	Personal Effects
Automobile	floaters
Fire	Mus.c Libraries
Burglary	Fine Arts
late-Glass	Water Damage
Jewelry and Fur	Sprinkler Leakage
floaters	Flood
Camera floaters	Forgery
Musical Instrument	Fidelity and Surety
floaters	Bonds
Compensation	Rain
Liability	Yacht
Aviation	Holdup
	Riot and Commotion

Jules Rosenberg
- INSURANCE -
JOHN 4-2800 BEEKMAN 3-0375
80 JOHN ST., NEW YORK

PROGRAM REVIEWS

"DR. CHRISTIAN"

Chesebrough Mfg. Co. (Vaseline)
WABC-CBS Network, Sunday,
2:30-3 p.m.
McCann-Erickson Inc.

JEAN HERSHOLT IN A COUNTRY DOCTOR ROLE WITH ALL INGREDIENTS OF A SUCCESSFUL SCRIPT.

As Dr. Paul Christian, only physician in the village of River's End, Hersholt again creates the lovable character that endeared him to many in his picture, "The Country Doctor" (which featured the Dionne quintuplets), with the story somewhat similar. Virtually sure-fire in so far as the first program indicated. Highlight of the first show was an emergency operation for a ruptured appendix performed with utensils usually found in a fishing shack and the story spreads despite his effort to conceal his feat. Usual local color is there with the smart nurse in the office, the hypochondriac and the patients who can never meet their bills.

Vaseline products are plugged at different times and quite short. At the close, however, in introducing the cast in intimate style, each took time out to inject a personal endorsement. Good orchestra supplies incidental music on the program, which originates on coast and bids fair to be a favorite Sunday afternoon sketch.

"Fireside Recital"

Here is a program that does not take the usual three minutes of a quarter-hour show to plug its product. Sponsored by American Radiator, the show used only a minute and 45 seconds Sunday night for commercials and part of the first plug was tied-in with the American Red Cross drive which gets under way this week. Second plug asked listeners to visit its new showrooms when they are in New York. The first commercial was not delivered until ten minutes after the opening. Program is heard over NBC-Red network. Format of show is toward light classical music, with Sigurd Nilssen, bass; Helen Marshall, soprano, and Frank St. Leger, pianist-composer, as the talent.

Payne Back on Job

Washington Bureau, RADIO DAILY
Washington—Commissioner George Henry Payne returned to his desk at the FCC yesterday after a two-week illness. He was non-committal on reports that he would bring the matter of his disqualification in the Segal-Smith case before Congress.

LUCILLE AND LANNY

"2 voices and a pianny"
JUST COMPLETED FIFTH
RECORD-BREAKING APPEARANCE
with WALTER O'KEEFE—Town Hall
Arrangements by Lanny Grey
Management NBC Artists Service

ORCHESTRAS - MUSIC

CHUY PEREZ and his ork, one of the coast's finest rhumba crews, is now heard over KGER, Los Angeles and Long Beach, three nights weekly from the Zarape Inn. Perez was with Xavier Cugat at the Waldorf-Astoria for several years before organizing his own band.

Paul Kapp, independent talent booker, has made a deal with Bert Gervis of Consolidated Radio Artists, Chicago, whereby he will act as radio representative for their orchestras. Kapp is a brother of Jack and Dave Kapp, both of Decca records.

Following a three months' absence from the phonograph record mart, the Hudson-De Lange orchestra reappears Nov. 13 on the Brunswick label with the current novelty tune, "Pop Corn Man," coupled with a new rhythm-a-jig, "Goin' Haywire." The "Pop Corn Man" number, which was arranged and co-authored by Will Hudson, was recorded earlier this season by Master Records, Irving Mills' producing unit for the American Record Corp., but was withheld pending a more suitable time for exploitation.

Billy Hays is now leading his own band at the College Inn and remoting over WIP, Philadelphia.

After a series of revisions the line up of Clarence Fuhrman's WIP staff orchestra is as follows: Morris Braun, solo violin; Milton Shatz, lead sax and clarinet; Alfred Hubbs, sax and clarinet; Penny Pendleton sax and

clarinet; Anthony DeSimone, accordion; Herman Scott, trumpet; Jack Gorodetzer, bass violin; Dave Apollonia, piano; James Tyson, drums.

Manny LaPorte, whose orchestra was formerly heard over WIP, is leaving shortly for New York with the band.

Ozzie Nelson observed his seventh air anniversary Sunday over the Bakers' Broadcast on NBC-Blue. Nelson made his radio debut over WMCA, New York, in 1930. He had just received his law degree, but his initial musical success decided him against the bar. Harriet Hilliard, his bride of two years, has been singing with Nelson and his band for the past five years.

The Epiphone Instrument Company has presented Jack Wright, who is featured with his orchestra at Nick Toce's Village Brewery cafe, with an electrical Hawaiian Guitar that was built especially for him. Wright, an American who was born in Hawaii, has an unusual technique of "swinging" on the Hawaiian Guitar and interpreting the saxophone, trombone and trumpet on this instrument.

The three winners of Eli Dantzig's talent quest will be presented to patrons in the Italian Village of the Hotel St. George Wednesday evening. The winners, Carol Horton, Nancy Ann Roger, and Maxine Dalton, will also be heard with Dantzig's orchestra on his Friday broadcast via WJZ.

SAN ANTONIO

KONO is offering evening newscasts in Spanish.

Louise Massey, vocalist, is a new addition to the KONO roster.

Lee Morse, appearing at the Olmos night club, warbled over KABC.

Larry Lee's ork also is airing over KABC.

"Ballroom" Expands

Martin Block's "Make-Believe Ballroom" on WNEW has been expanded to an hour and a half each morning, with time switched to 9:30-11 a.m. The afternoon session is at 5:30-7 p.m.

With the sale of three 15-minute periods weekly to Davis Baking Powder Co., the "Ballroom" time is entirely sold out, according to Herman Bess, sales manager of WNEW. The show has 15 participating sponsors.

WIBW's Ear-by-Ear Clicks

Topeka—The "ear-by-ear" broadcast of the entire National Corn Shucking Contest at Marshall, fed to 14 stations by WIBW, brought many favorable comments, and everybody is looking forward to future events. Allis-Chalmers sponsored the shuck. WIBW talent staff also furnished entertainment at the annual banquet. The afternoon "Kansas Roundup" sponsored by Drug Trade Products was partly rained out.

PHILADELPHIA

WFIL has bought a 26-acre tract on west side of Schuylkill River as a transmitter site. Work starts at once. WIP is now opening at 6:45 a.m. daily, continuing to 1:30.

WDAS has enlarged its educational programs to include all members of the family.

Though WIP has just built a new 320-ft. antenna, new survey is under way for a new transmitter-antenna site, if and when 5,000 watts are granted by FCC.

"Don Winslow" to Shift
"Don Winslow of the Navy," Iodent program on NBC-Red, will be heard an hour earlier, at 5:15 p.m., after Nov. 15.

ANICE IVES'

"EVERYWOMAN'S HOUR"
WMCA
Mon. thru' Fri., 11:15 to 11:45 A. M.

Current Sponsors
The Alkine Company (Flemolyn)
Enamelon, Wipe-on Corp.
Nature's Friend Magic birdfood Co.
Weston Electrical Instrument Corp.
The Oregon, Washington and California Pear Bureau (Bosc)
Schattners Conformal Shoes
Carumso Capsules

"There's Nothing She Can't Sell"

PROMOTION

WTMV Exploration Trip

An oil exploration trip, sponsored by the St. Louis Chamber of Commerce and attended by 72 of the city's leading business men, was turned to the purpose of a novel broadcast and promotion by WTMV, utilizing a traveling recorder.

Program Director Woody Klose took personal charge of the stunt. With the apparatus in tow, he joined the cavalcade, recording activities as the party visited newly established oil fields of Flora, Ill. For the benefit of the program and visitors, drillers arranged to "bring in" a well—and they did, providing plenty of excitement, but less fortunately "oil-ing" Klose and his operator. As records were readied for broadcast, station notified all members of the party to be sure to listen in. Each of the 72 present heard his name on the record.

Newsmen vs. Radioers

So much was gained in a promotional way by the summer softball contest between radio station personalities and newspaper by-liners in Lincoln, Neb., that Jack Hanssen. KFAB-KFOR special eventer, challenged the newsmen to a spelling bee.

BOSTON

The "Starlight Revue," starring Adrian O'Brien, popular tenor; Bobby Norris with his violin and Francis Cronin at the console, is back on WNAC airwaves being heard nightly at 6:15 o'clock.

The Radio and School Institute programs in which the dramatic clubs of the various Junior High Schools of Greater Boston take part in plays written especially for the purpose, has started its 1937-38 series over WAAB, Monday, Thursday and Friday afternoons.



5 Strategically Located Offices Manned By Seasoned Radio Men

always ready to render instant service and information regarding eighteen progressive radio stations in eighteen leading U. S. Markets.

John Blair & Co.

CHICAGO NEW YORK DETROIT
SAN FRANCISCO LOS ANGELES



HARRY MAIZLISH and Bill Ray spent the week-end in Sacramento huddling with Ray Hamilton, general manager of the McClatchy stations, over the new set-up under the deal by which KFWB becomes a part of the California Radio System.

Edith Gwynn is a new femme commentator on KHJ, Sundays at 4:45-5 p.m.

Jack Sayers, CBS publicist, is honeymooning at Del Monte. Married to Gwendolyn Steele in Beverly Hills last Friday night.

The CBS network "Hollywood in Person," broadcast through use of a mobile unit visiting various movie lots and sponsored by General Mills, now is released locally by KFWB as well as KNX.

KMPC has another juvenile Sunday show on which 14-year old Betty Phillips does the comment on current pictures and interviews juvenile picture personalities. Logged as "Through the Eyes of Youth."

Ronald Drake has been set as announcer for George McCall "Screenscoops," initialing over CBS Nov. 16 for Old Gold.

Arthur Q. Bryan, radio writer for the past 14 years, resigned his berth at KHJ to make an agency connection. Bryan's assignments at the station will be taken over by Dean Markham.

Jack Kapp, Decca records, is in town for a month or so to set deals for new Decca artists.

Claude Sweeten, newly installed musical director at KEHE, inaugurates a new Monday night program of his own called "Sweeten Music" and featuring his own arrangements. His guests on the initial airing were Tommy Harris and Dorothy Studebaker, who returns to KEHE after an absence of several months.

Wrigley has renewed "Scattergood Baines" strip on KNX and the CBS Pacific Coast for another 52 weeks, continuing the present Monday through Friday schedule.

John Dolph off for Portland and points North to huddle with executives of CBS affiliates in that territory.

CBSites R. M. Heebner and George Abbey are in town to speed up construction work on the new studios.

Time Service

St. Louis—Macy Jewelry Co., newly opened credit jewelry house, using WIL will soon inaugurate a new idea to tie-in with their radio program—time service for customers. Persons will be able to get the correct time by calling Macy's phone number any time of the day or night. "Night and Day" is the theme song of their program.

NEW BUSINESS

WHN, New York: B. Max Mehl (rare coins), "Money and Music" program, over WLW line, through Guenther-Bradford & Co.

WBT, Charlotte: Brown & Williamson Tobacco, "Noveltees", program, through BBDO; M. L. Klein & Co. (Mentholation), announcements, through Rawson-Morrill Inc.; A. & O. Co. (cough medicine), announcements, through J. Carson Brantley Agency; Morton Salt Co., announcements, through Wade Advertising.

WBAL, Baltimore: Gardner Nursery; Best

NEW ORLEANS

Electrical equipment interests are dickering for free time on radio stations to put on local eye doctors during their campaign based around the slogan "Better light for better sight." The doctors' talks would be genuinely informative and non-commercial, but the whole idea behind the campaign is to sell more equipment, stronger lamps and more juice.

Louis Prima, who trumpets in the Louis Armstrong manner, will be back here for four days to play at the Shim Sham, club in which he has an interest. It will be old home week for his band, most of whom are local boys.

DALLAS

Robert Brooks, KRLD program director for several years, is leaving to go to New York.

Richard Jordan, formerly of the amusement staff of Dallas Morning News, is now publicity manager at WFAA.

WRR has added Southern Select Beer, through Jay Skinner Agency, and 7-Up, to its accounts. Also several local clients.

"Conversation"—and Just That

WNOX, Knoxville, is now running a show that is believed to be unique in radio programming. Called "Conversation," program is just what title infers. Station gets five townspeople to appear on air, gives them subject to start "Conversation" and then puts them on their own. Program has developed several unusual and interesting discussions. Has proved very good audience builder. Show broadcast each Monday night from 7:30 to 7:45 o'clock.

Son to Joe Boltions

Joseph R. Bolton Jr., who did the baseball announcing last summer at WHN, is the father of a boy. Mother and child are doing well at the Lenox Hill Hospital.

Two New Shows to WHN

Two new sustainers bowed in yesterday on WIIN over the WLW line. "My Boy Matt," dramatic script concerning country boy, goes on Monday through Friday, 12-12:15 p.m. "Charlie's Singing School," a musical, airs Mondays 5:45-6 p.m.

Foods Inc.; Philadelphia & Reading Coal & Iron Co.

KWTO-KGBX, Springfield, Mo.: Mueller Bakery, programs; Barton & Co. (Dyanshine), announcements.

WBAP, Fort Worth: Nash, ETs, through Geyer, Cornell & Newell; Procter & Gamble (Lava Soap), ETs, through Blackett-Sample-Hummert; United Drug, ETs, through Street & Finney; Vick Chemical, announcements, through Morse International.

KYW, Philadelphia: Pontiac Dealers, through McManus, John & Adams.

KANSAS CITY

Arthur B. Church, KMBC prexy, back from New York, and J. Leslie Fox, director of sales, has returned from Chicago. Ray Moler, station's chief technician, went to Rochester for the I.R.A. convention.

Jack Grogan, WHB announcer and transcription production man, has been named to assist W. Zolly Lerner, director of the Resident Theater, operating a Workshop.

J. O. Young, prexy of the ad agency, back from Chicago.

Larry Proctor, KCMO announcer, had his appendix removed Saturday in Research Hospital.

Harry Clifford, KXBY manager, has been ordered to bed for two weeks by his doctor.

Bert Buhrman, KCMO musical director, is using the Mainstreet Theater pipe organ for a daily program.

Ruth Warrick, free lance radio artist, has gone to New York for a month.

Alene Hoyt has been added to the KCKN continuity staff, while Gertrude Wilkerson has been made staff assistant to handle women's features.

COMING EVENTS

Nov. 1-30: Inter-American Radio Conference, Havana. Now in session, may last beyond month.

Nov. 29-Dec. 1: Second National Conference on Educational Broadcasting, Drake Hotel, Chicago.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

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

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

April 4-14: World Radio Convention, Sydney, Australia. O. F. M'ngay (30 Carlington Street, Sydney), Convention Sec'y.

Eddie Schoelwer Dead

Cincinnati—Eddie Schoelwer, pioneer radio singer and piano player, connected with WKRC, died last week. Station aired a special program in his honor.



WILLIAM MEREDITH taking over John M. Young's continuity duties while he works on Zenith program, which is shifting to CBS.

Phil Lord plays opposite Betty Lou Gerson in the new Campana "Grand Hotel" on NBC.

WLS and Prairie Farmer will air a flock of broadcasts from the International Livestock show at Union Stock Yards week of Nov. 29.

Biggie Levin, talent booker, is out of St. Luke's hospital after a ten-day stretch there, receiving X-ray treatments for a leg injury.

Bill Layden is a new announcer on WCFL. Major Holmes has left.

Personnel of "Arnold Grimm's Daughter" gave Margarette Shanna a surprise party in WBMM studios on her wedding morning. Jeanne Juvelier was hostess and others on hand were Ed Prentiss, Verne Smith, Don Merrifield, Guila Adams, Jean MacDonald, James Andelin, Orin Brandon, Gertrude Bonhill, Jenel Gibbs, Butler Mandeville, Bob Dyrenforth, Jay Sims, John Fuller and Urban Johnson.

"Doctor Dollar," series of success stories sponsored by Vocational Service Inc., is being aired over WMAQ Tuesday evenings. Material for the Horatio Alger-like yarns is adapted by William Meredith of NBC continuity dept. Cast includes Bob Guilbert, Murray Forbes, Arthur Kohl, Rupert LaBelle, Glen Ransom and Guila Adams.

Johnnie Johnson, swing guitarist and troubador, has replaced Clark Dennis as soloist on the NBC Breakfast Club.

Hilda Burke, Chicago Opera soprano, has a new song series on WIND plugging the opera.

Paul Raymer visiting the city. Reported he is planning to expand his operations here.

WLBC Announcers Vie For Anniversary Honor

Muncie, Ind.—Keen competition has developed among the announcing staff of WLBC as preparations are made for the observance of the Eleventh Anniversary broadcast of the station. Two announcers are to be selected to represent the entire personnel of the station on the anniversary program "WLBC Marches On" to be broadcast tomorrow night. Otis Roush, chief announcer, has been selected to write and direct the program. Program will vary from usual run of anniversary programs as appreciation will be stressed of listeners that have been loyal to the station, and musical portion will include types for all members of the family who are regular listeners.

ALBANY

WABY and Fabian's Grand Theater are cooperating on a weekly amateur program to be aired from the stage starting tomorrow night, with Saul's Butler Store as sponsor. Patterned after Major Bowes' show, idea of Harold E. Smith, g.m. of WABY, and Larry Cowan, manager of Grand, is to find new radio talent. Forrest Willis is the emcee.

Doc Rand, WOKO announcer, is at the mike for the bowling program. Forrest Willis did a one-night announcing bit for WMCA, New York, several days ago.

As a result of recent reorg at KYA, brought on by change of California Mgrs. for the Hearst chain, Karl Barron now doing only part-time work. George Tolin, newest member of staff, first to go but has 1-hour disk spinning stint for a sponsor.

WJW, Akron

Sam Townsend, manager, recently expressed his views on television in an interview in the Akron Times-Press. Townsend says it's still far away.

The Times-Press, incidentally, in an editorial, lauded the quality of announcers developed at WJW. Bill Griffiths' baseball airings were mentioned in particular.

Chief announcer Len Taylor displayed considerable ingenuity in covering local elections, keeping as much as 20 precincts ahead of competition.

WTMV, East St. Louis

William H. West, v.p. and g.m., and Mrs. West week-ended with friends in Hot Springs, Ark.

Woody Klose, program director, has turned candid camera fan, principal subject being five-months-old son.

Rev. E. F. Suerig, pastor of Maplewood Congregational Church, St. Louis, starts a daily morning series of Bible lessons this week.

WICC, Bridgeport

Ruth Ferry starts her broadcast schedules tomorrow at 5 p.m., with Bob Lancraft's Chamber of Commerce spot switching to Thursday.

Robert Lennon and Robert Maguire are among those birthday-ing this month.

Station has arranged with state officials whereby WICC will sponsor the champion girls' bowling team of Conn. this season.

WKRC, Cincinnati

Paul Carlisle, from KWKH, Shreveport, is the newest member of the announcing staff.

Bill Williamson, sales manager, spent the week in Chicago on business.

John McCormick, g.m., arranged for airing of the fall and winter series of Children's Concerts of the Cincy Symphony Orchestra over CBS through facilities of WKRC.

NEW PROGRAMS—IDEAS

"Prof. Quiz" for Children

The wee little folk get a chance to answer questions, instead of asking them, in a new nightly quiz over KFOX, Long Beach, Cal. Hal Nichols, in the role of teacher, puts the problems to his miniature studio audience in the program "Bad Pennies." Nursery rhymes and first-grade classics form the basis of the questions. When a wrong answer is given, Nichols solicits correction from kids in the listening audience, with suggestion they phone. As many as 150 calls have been registered within 15 minutes, coming not only from Long Beach, but Los Angeles, San Pedro, Fullerton, Santa Ana and Bellflower as well.

Local Stores Use Radio

Retail buyer drift from big city centers to community stores suggested new "neighborhood" program to Baltimore's WFBR, affording small district store tie-up. Show, called "Community News and Views," devotes each day of week to different community, with music, local news,

and guest speaker airing. Communities thus served are: Waverly, Catonsville, Hamilton, Pimlico, Highlandtown, and Sparrows Point. Merchants in those districts for the first time have been enabled to use radio advertising without waste circulation, and are signing rapidly for participating sponsorship, 17 having gone on the air already.

Teaching Golf by Radio

KYA, San Francisco, has inaugurated an airing of golf tips and instruction, handled by Duncan MacPherson, well-known golf pro. Twice weekly show incorporates golf news, oddities of the game, interviews with outstanding players, and a re-creation of some famous tournament. Lessons start from scratch.

MacPherson has aired show in Chicago for four years, mostly under sponsorship. In the West Coast spot, his program theme is: "It Don't Mean a Thing If You Ain't Got That Swing"—which sounds golfy enough for anyone.

MIAMI

WKAT, new 100-watter at Miami Beach, opened its service with a five-hour show including Chick Endor, Charlie Farrell, Jack Nelson, Bill Jordan, Antonio Lopez ork, and others. Station is now on the air 7 a.m. to midnight.

American Bakeries has placed "Speed Gibson" on WIOD.

CINCINNATI

L. B. Wilson, president of WCKY, is preparing to leave for southern waters to spend the winter on his yacht.

Elmer Dressman, continuity and publicity chief at WCKY, and Joseph Reis, educational director of WLW, will represent Cincinnati at the International Radio Party in Miami and Havana.

Sidney Mason, narrator on "Moon River" program, is the latest to quit WLW. Resignation resulted from differences over proposed publication of "Moon River Anthology," collection of poems read on the midnight program by Mason. Mason leaves for New York with a view to obtaining a network spot for a program along "Moon River" lines gratis to work up a book deal.

WCCO, Minneapolis

Earl H. Gammons, g.m., speaks before the U. of Minn. journalism department today on "Adventures in Radio Advertising."

A special program, commemorating the start of new WCCO studios, was aired last week from the site of the new broadcasting center. E. H. Gammons, Hugh S. McCartney, chief engineer, and C. R. Jacobs, CBS manager of construction, were among speakers.

KARK, Little Rock

Closing stock market, cotton and grain quotations have been added to the daily schedule.

Troy Watkins, after spending about six months developing his orchestra here, is getting many favorable comments on the quality of the crew's music.

A job-finding program has been started in cooperation with the U. S. Employment Service.

OKLAHOMA CITY

Leo Morton, singer, has been signed by WKY and begins a sustaining series Nov. 18, with commercial due in January.

Standard Theaters, in heavy local promotion of "Stella Dallas," used disks on KOMA and KFXR, and spot announcements on WKY and KTOK.

Fall and winter bookings of radio time are picking up, stations report. Renewals are general throughout the state.

Edgar T. Bell, g.m. of WKY, and Mrs. Bell have left for San Francisco, where they will see their newlywed daughter board the China Clipper on honeymoon.

Neal Barrett, KOMA manager, declined nomination as Kiwanis Club prexy, because he's out of town too much. So he was placed for v.p.

WAIR, Winston-Salem

Station's first "Community Sing," aired from the stage of the Colonial Theater, was sold to R. C. Cola by Pat Moseley and the commercial department without an audition.

Happy Gadd Johnson, leader of the Rough Riding Rangers band, now has a right to that name. His sponsor, Dr. Pepper Bottling Co., has ordered new outfits for the gang.

The Bob and Lynne Show will be kept on the air for another month, in response to many letters.

Anita Hayworth is doing a vocal "Swing Session" every Friday, going to town with favorite ballads of yesterday.

WHBC, Canton

Fred Freeland is writing and producing the "Hollywood Hour" and Italian program for the city's largest Italian store. Tom McClowry is announcing latter program.

Vic Decker is back with the station, handling football broadcasts and a Bond Bread commercial.

Wade Barnes, chief announcer, and Dale Mayers, new program director, are readying a new series of two piano concerts.

George Beebout, program director, is ill and will be absent from his duties for some time.

Daughter for Gaffney

Maury Gaffney, CBS director of trade news, is the father of a daughter, Katherine, born Saturday at Cornell Medical Center. This is his second child.

Ticking Head on KGFF

Shawnee, Okla.—KGFF created unusual interest and crashed the front pages with the broadcast last week of a man's head that ticks like a clock. Possessor of the ticking head is Charles W. Hester, this city, and the affliction dates back to an explosion while he was serving in the trenches in France in 1918. The ticking is as loud as that of an alarm clock and as frequent as a pulse beat. When a car or train passes, the ticking gets much louder. Red Cross officials are cooperating with veteran officials in an attempt to interest specialists in the case.

Procter & Gamble Signs 5 Hours Weekly on CBS

(Continued from Page 1)

various P. & G. accounts which will use the CBS time.

Periods shown for are: 9:30-9:45 a.m. for Chipso; 10:45-11 a.m. for Ivory in the east and Oxydol in the west; 2:15-2:30 p.m. for Oxydol in the east and Dreft in the west; 4:30-4:45 p.m. for Naptha.

Time contract on CBS is a result of P. & G. expansion program and marks the first time CBS has carried any of the soap manufacturer's radio programs in some time. P. & G. has been an NBC exclusive contract for several years using mostly daytime radio periods.

WFAS Takes In \$1,500 On Political Time Sales

White Plains, N. Y.—WFAS experienced the greatest demands in its history for use of its facilities in the recent elections, with the result that station grossed about \$1,500 from political time sales.

Bruno Klohoker, director-announcer of German programs, found an enthusiastic user of the German Broadcast Hours in the Republican City Committee. Klohoker signed a contract with them for a series of five-minute campaign talks in German.

Demands for early returns on election night tied up the WFAS lines. The station beat the newspapers' election extras on the results.

Movie Cartoons for Radio

West Coast Bureau, RADIO DAILY
Los Angeles—A deal involving the use of Leon Schlesinger's "Looney Tunes" and "Merrie Melodies," and their characters, on the air is now in negotiation between M. D. Howe and representatives of the movie cartoon producer. Howard Bruce, an associate of Howe in the agency business, is slated to produce, with Dave Weber as his assistant, and Frank Robinson Brown will be the commentator. Several agencies handling network accounts are reported interested in the proposed show.

Dale Mayers to WHBC

Canton—Dale Mayers, formerly of WJR, Detroit, and WKBN, Youngstown, is now program director at WHBC here, taking the place of George Beebout, who is ill.

ONE MINUTE INTERVIEW

JOE GLOVER

"Like a fashion designer whose originations are indispensable to the sale of clothes, the arrangers' brain children—unique orchestrations—are the basic stock in trade of orchestras. But unlike the fashion designer, whose repute spreads throughout the world, the arranger remains virtually unknown as far as the public is concerned. In time, undoubtedly, this oversight will be corrected and arrangers will win well-earned glory."

★ Coast-to-Coast ★

OCCUPANTS of police squad cars were surprised the other day when out of their speakers came a program rebroadcast from WMPS, in Memphis. The program presented Hiram Higsby and Igor Ivan in a short safety message to all citizens and police in Memphis. More than fifty calls tied up the police switchboard and 100 on station's board, which would indicate a tremendous audience on the "Mid-South Dinner Time" program whence the safety program originated. The stunt proved so novel that plans are being made to broadcast one such program every week from WMPS studios on the "Mid-South Dinner Time" program, and rebroadcast it to the squad cars via police radio station WPEC.

Charley Stookey, who has been heard at 6 a.m. with his *Early Birds* over KWK, St. Louis, is getting a network commercial.

Bob Bowman and Hal Bennett have been added to the announcing staff of WHIO, Dayton, O.

Sigmund Spaeth, the "tune detective," will be heard over WLW, Cincinnati, at 2:15 p.m. Nov. 22 on "The Art of Enjoying Music," and on "Creating Listeners Through Participation in Music." On Nov. 19, Spaeth will deliver "Music for Everybody" over WSAI.

Don Cordray, announcer, who has been at WLW, Cincinnati, WTAM, Cleveland, and WHBC, Canton, is now with WMAC in New York.

KELA, new station which recently hit the air in Western Washington—located between Centralia and Chehalis—will broadcast 17 hours daily, 7 a.m. to midnight. J. Elroy McCaw is g.m.

Recent reference to WFBR, Baltimore, having the highest transmitter tower brings a note from that station, whose chief engineer gallantly points out that the honor belongs to WFMD, Frederick, by a few feet.

Joan Edwards, piano-playing rhythm singer, has added a Tuesday

WREC Women's Program

A new program at WREC, Memphis, entitled "Women in the News," invites listeners to write their own nominations of women whose activities are interesting and unusual and deserving of recognition. Writers of letters offering most unusual and interesting nominations are awarded hand bags and other prizes by the sponsor, Levy's Ladies Toggery. Theory of the program is that "every woman has a story to tell" concerning meritorious activities of sisters, mothers or neighbors.

Program is aired at 10:45 Wednesday mornings, with Emmett McMurray as commentator and Malcolm Todd as special announcer.

evening program via WEAJ to her two other sustaining spots.

Ray Block's Swing Fourteen vocal group, a feature of the Phillip Morris programs, is being groomed for a screen test.

Leo Froeche, 46, conductor of the weekly *German Hour* over WHBL, Sheboygan, for more than two years, died last week.

WRJN, Racine, Wis., has opened a studio in Burlington, Wis., with O. C. Hulett airing a daily feature, except Sundays. "Burlington on the Air." from 9:30-10 a.m.

Harry Eldred, new publicity director for WTMJ, Milwaukee, is the proud daddy of a baby girl.

KTUL, Tulsa, maintains permanent lines at its own expense to Drumright and Claremore, Oklahoma, in order to broadcast weekly programs by the Drumright High School Band and the Oklahoma Military Academy Band. Both of these bands have won state-wide recognition for their outstanding work. The Drumright High School Band was chosen to represent the State of Oklahoma at the National Lions Convention held in Chicago. KTUL plans to go into some of the other towns in its trade territory with the same plan of publicizing the town and its schools.

Dorothea Lawrence, the radio-opera singer, who gives a recital at the Studebaker Theater in Chicago on Nov. 28, will also make a guest appearance over CBS in that city.

WPTF in Raleigh is conducting a Search for Talent. Announcements are made from the studios frequently each day, inviting interested entertainers to appear at their convenience for auditions, and successful applicants are immediately assigned to a new program, heard every Tuesday night at 10:15, on which they are presented to the public for the first time. All college editors in the WPTF area have been contacted and invitations will be issued through college publications to students.

Music and Poetry

A program of sweet music and poetic classics—known as "The Port of Poets," has been inaugurated at KVOO Tulsa, and is presented every Friday night at 11:30 o'clock.

The reader of the poetry is Richard Mansfield Dickinson, director of the Little Theater, and teacher of dramatic arts. Dickinson presents his carefully selected poetry to a background of organ, harp and violin.

"We believe the psychology of signing the station off with a half hour of sweet music, and soft words, has built a real audience, and has gained wide appeal," declares Jack Mitchell, program director.

ARTA Cables Toscanini On Dismissals by NBC

(Continued from Page 1)

ARTA's union activities within WABC as well as the rest of the country.

Lenox R. Lohr, NBC president, immediately upon hearing of the ARTA protest, which was not until yesterday, sent a cable denying all of the accusations. Lohr also pointed out that the engagement of the Maestro was directly responsible for the hiring of an additional 55 union musicians.

Paul Kesten, CBS vice-president, was taken by surprise when told of the Davis cable to the conductor. He said that "CBS has declined to bargain with the ARTA on the grounds that they do not represent a majority of the CBS employees and that a case between CBS and the ARTA is now pending before the National Labor Relations Board." And with this fact on record, Kesten could not understand how anyone could see a CBS connection between the ARTA cable and the disassociated fact that Davis is a WABC employee.

ARTA cable to Toscanini follows:

"NBC discharging numerous employees citing cost of your engagement necessitates budget slash. This organization confident that you as an artist and a liberal will not tolerate this misuse of your name and urges that you take immediate steps to force NBC to admit these discharges part of vicious open shop policy and stop attempting to conceal anti-labor activities under the cloak of the expenses due your engagement."

Lohr's cable to the Maestro said:

"Cable to you from Kendall E. Davis has come to our attention. The statements are entirely false. The ARTA are members of the CIO and their message seems to be motivated by some inter-union controversy as the musicians belong to the AFL. NBC has not cited your engagement as reason for discharging anyone but to the contrary your engagement has resulted in employment of 55 additional union musicians. Few people released some weeks ago were in no way connected with your engagement but were due to readjustment of departments motivated by sound business practice. That there were any anti-labor activities involved in this is preposterous and we deplore this unjustifiable annoyance to you."

Dawson Admits Audience

Washington—Ronald Dawson, dramatic director at WOL, after nine years of refusing to admit a studio audience at his shows, has finally given in. Hereafter all Northern Dramatic Co. broadcasts will be given in front of a live audience.



M. H. H. ("Your Unseen Friend") Joachim has a score of medals for his rifle marksmanship.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 93

NEW YORK, N. Y., WEDNESDAY, NOVEMBER 10, 1937

FIVE CENTS

Bulova on 140 Stations

OKLA. SETS UP RULES FOR CLEAR RECEPTION

Oklahoma City—Growth of rural electrification forced the state Corporation Commission to adopt a new set of rules and regulations to be followed on all electrical, telegraph and telephone equipment installation, in order that there be a minimum of outside interference with radio receiving set reception.

Complaints originally arose from listeners in outlying districts who declared reception was getting less clear as many homes electrified kitchens, barns, and installed other equipment requiring electricity. All companies must follow specifications and rules set up by the Commission.

Plymouth Motors Extends Spot Announcement Series

Plymouth Motors, in an eleventh hour decision, has extended its one-minute spot announcement campaign on about 60 stations for another 13 days, ending Nov. 20. New schedule calls for two announcements a day. J. Stirling Getchell Inc., Detroit, placed the account.

U. S. Education Dept. Gives Radio Aid to Five States

The U. S. Department of Education will co-operate in a two-year period of broadcasting experimentation with at least five states, it has been learned. Studies of the broadcasting technique and programs will be held by individual states with entire facilities of broadcasting and educational groups in the states combining in experiments. Department of Education is sending one of its experts in the educational broadcasting field to

(Continued on Page 2)

Guaranteed Audience

Columbia, Mo.—When a station is privileged to air a service feature and knows that assembled groups in 65 counties in one state will be listening, it's "time well spent." KFRU will have such a program tomorrow when H. W. Becker speaks in behalf of Missouri Sunday School Council, with groups gathering in 65 of Missouri's counties to listen.

Little Ironies

Bridgeport, Conn.—Lois McLean, actress at WICC, had just completed doing a broadcasting stint on the subject of safety.

She walked out into the street, her pretty head all filled with traffic pointers—and met with a motor accident.

Damage was of a minor nature.

NBC, PATENTS GIVE RCA MAJOR PART OF PROFITS

NBC, and the patent licensing division of RCA are the two units responsible for the record RCA earnings reported last week. RCA Communications, Radiomarine and RCA Mfg. Co. have been running in the black all year, but the net of these

(Continued on Page 8)

O'Keefe Will Co-Star In "H'wood Mardi Gras"

Walter O'Keefe, who completes his "Town Hall" series tonight, has been signed by Packard to co-star with Lanny Ross in the "Hollywood Mardi

(Continued on Page 2)

No 20th-Fox Air Show

Twentieth Century-Fox has no plans at present for a studio-produced radio show, and present policy of permitting company's stars to appear on radio will not be changed for the present, according to Joseph M. Schenck, chairman.

Record Schedule of Time Signals Being Placed by Biow Agency—Contract With KNX Calls for 3,640 Signals

PROCTER & GAMBLE USING 85 STATIONS FOR DISKS

Procter & Gamble, through Pedlar & Ryan, between now and Dec. 15 will place WBS transcription announcements on about 85 stations in a nationwide "special offer" campaign on Camay soap. Each station will air 10 to 14 disks over a period of four days.

Starting date for each station varies
(Continued on Page 2)

Full Television Drama Being Broadcast by BBC

London—BBC will broadcast the longest and most ambitious television play yet attempted tomorrow night when "Journey's End" is put on. Dugout scene will be reproduced on the floor of the television studio, and war scenes will be taken from films. Laurence Olivier will play the lead.

Lottridge Joins KTUL

Tulsa, Okla.—Buryl Lottridge, former business manager of The Oklahoma Network of eight stations, has been named commercial manager of KTUL here, effective Nov. 15, according to William C. Gillespie, general manager.

Biggest schedule of time signals in radio history is being worked out by Reggie Schuebel, Bulova watch account executive of The Biow Co. It is expected that the stations and schedules will be completed by the end of this week, with an approximate list of 140 stations throughout the country. New contracts will be as of Jan. 1. Bulova has been an active buyer of time signals for 10 years and many contracts are now in force.

Indication of the type of campaign being worked out is in the KNX contract concluded by Miss Schuebel,
(Continued on Page 3)

PAUL WHITEMAN ON CBS IF COAST DATE MELTS

Deal which would put Paul Whiteman and orchestra on a coast-to-coast CBS network for Chesterfield cigarets now hinges on ability of Whiteman to get out of a contract with the Ambassador Hotel, Los Angeles, where he is signed to open at the Coconut Grove on New Year's Eve.
(Continued on Page 2)

Havana Parley Upholds Rights to All Channels

Havana—A resolution recognizing the sovereign right of every country to make use of all broadcasting channels has been adopted by the administrative committee of the Inter-American Radio Conference, in session.
(Continued on Page 8)

Allotments of Monies Okayed By AFM Executive Committee

John T. Parkerson Joins Facsimile Organization

John T. Parkerson, business manager of Transradio Press, has joined Fultograph Inc., one of the pioneers in the facsimile field headed by Dr. O. Fulton. Parkerson is on a leave of absence from Transradio.

Fultograph plans to expand its facsimile broadcasting of both printed matter and pictures on a worldwide
(Continued on Page 8)

Allocation of monies to be spent by network affiliates independently owned for the hiring of musicians, additional and otherwise, has been fully approved by the Executive Committee of the AFM. Allotments were worked out by the IRNA Special Advisory Committee with the aid of its accountants, Ernst & Ernst, on the basis of 5½ per cent of gross sales, less commissions. Minor details only in a few stations remain to be ironed out. These allocations con-
(Continued on Page 2)

In the Fan Mail

CBS fan mail recently contained the following:

"The Uncle Eustace who now has the band on the Colonel Jack Major show is much better than Freddie Rich who used to have the orchestra on this program."

Uncle Eustace and Freddie Rich are the same guys.



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DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, Nov. 9)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Gen. Electric, RCA Common, RCA First Pfd, Stewart Warner, Westinghouse, Zenith Radio, Net Chg.

NEW YORK CURB EXCHANGE

Table with columns: Majestic, Bid, Asked

Willie Howard Producing Program With Old Timers

A full hour network show featuring famous oldtimers of stage and screen is being put together by Willie Howard, with a number of sponsors in sight.

WHN "Amateur Hour" Renewed

WHN "Original Amateur Hour," with Jay C. Flippen, has been renewed for another 26 weeks by Procter & Gamble for Oxydol.

Garnett Marks Quits WMCA

Garnett Marks, announcer, has resigned from the WMCA staff. He will reveal his future plans later.

WAKO ALBANY, N.Y. Under One Tent POWER MARKET POPULARITY Newly Equipped for Super Power

Allotments of Monies Okayed by AFM Group

(Continued from Page 1) cern the \$1,500,000 additional money to be spent by the affiliates above the current payroll.

IRNA trade agreements are in the mail for the stations as sent out by the IRNA Committee and to the locals of the AFM as sent out by the latter.

License form of agreements with the electrical transcription and phonograph record companies will be ready by the end of the week, according to the AFM, which is about to get back revised draft from its attorneys.

Paul Whiteman on CBS If Coast Date Melts

(Continued from Page 1) Liggett & Myers Tobacco Co. is also desirous of the band starting the new program series on New Year's Eve, but under no conditions will it originate the program anywhere but in New York.

Although under a long-term contract to NBC, which in turn has turned over the managerial details to Consolidated Radio Artists Inc. along with all other orchestras under its wing, Whiteman will be heard on CBS for the first time since the Old Gold program, his first commercial radio series, during the season of 1928-9.

Padraic Colum on WQXR

Padraic Colum, noted Irish poet and president of the Poetry Society of America, will appear on Norman Corwin's "Poetic License" program over WQXR tonight at 9:45.

Amsterdam on M-G-M Show

West Coast Bureau, RADIO DAILY Los Angeles—Maury Amsterdam, long associated with NBC in Chicago as emcee, has been added to the scripting staff of "Good News of 1938," the M-G-M show for Maxwell House Coffee.

CBS Part Holiday Tomorrow

CBS offices will be closed tomorrow, Armistice Day, except for a skeleton staff in some departments.

U. S. Education Dept. Gives Radio Aid to Five States

(Continued from Page 1) Madison, Wis., next week to work with the groups there in the studies which are set to get under way immediately. Texas has also completed plans for the extensive study, while three additional Rocky Mountain states are now in the process of forming nucleus for same experiments.

Anticipating action on the part of educational groups in regard to their demands for time on the air, the Department of Education has revealed that its radio department is now supplying 1,000 programs to independent broadcasters on a national scale.

O'Keefe Will Co-Star In "H'wood Mardi Gras"

(Continued from Page 1) "Gras" program on the NBC-Red, Tuesdays, 9:30-10:30 p.m. No date has been announced when O'Keefe joins the show.

Sponsor has signed a 52-week renewal for the Packard show, effective Dec. 7. Young & Rubicam Inc. has the account.

Procter-Gamble Using 85 Stations for Disks

(Continued from Page 1) according to the wishes of the local dealers concerned. A few of the stations on the list have already completed their schedules.

Lucille-Lanny Televising

Lucille and Lanny, young NBC song team, will sing two comic numbers in an experimental vaudeville television show to be broadcast at 4 p.m. today from the NBC television studio in Radio City.

Hal Smith Popular

Utica, N. Y.—The offer of Hal Smith fan pictures to the first 500 admitted to last Sunday's Fairbanks-Morse "Afternoon Party" packed the Hotel Martin Ballroom and brought the sponsor's order for 500 more photos of the WIBX star next Sunday.

NOW YOU CAN BUY A COMPLETE PRESTO SOUND RECORDER FOR ONLY \$149.00 PRESTO RECORDING CORP. 135 W. 19th St. New York - N. Y.

COMING and GOING

JOHN SCHULTZ, associate of Fanchon & Marco in the agency end of the firm, has arrived in Hollywood and will divide his time between here and New York in future.

GRACE GIBSON of 2GB, Sydney, Australia, is busy auditioning all available transcription shows in Hollywood before heading back to Sydney via New York and London.

GEORGE D. LOTTMAN leaves for Miami today to open a local office, the trip coinciding with his 20th year as a press agent.

DALE ROBERTSON, general manager of WIBX, Utica, is in town.

BISHOP S. Q. CANNON, KSL executive, is visiting New York.

SUE TOHRNER of Kass-Tohner returned yesterday from Pensacola, Fla., where she was called a week ago owing to the illness of her father.

RUBY NEWMAN left for Boston yesterday to fulfill several commitments. He is expected back Monday.

VINCENT LOPEZ flew to New York on Sunday from Chicago and planned back yesterday.

WILLIAM H. BENTON, vice-president of the University of Chicago in charge of public relations and former head of Benton & Bowles, flew to New York from Chicago over the week-end.

JANE PICKENS has returned from a vaudeville appearance in Washington, D. C.

HOLLACE SHAW will return to the Coast for a concert series.

PAUL M. HAHN, vice-president and director of the American Tobacco Co., sails today aboard the Normandie for Europe.

DR. JOSEPH OPPENHEIMER, vice-president of Radio Patents Corp., sails today for Europe.

Wen Niles Permanent As C. & S. Announcer

West Coast Bureau, RADIO DAILY Los Angeles—Wen Niles, who relieved Carleton KaDell as announcer on the Chase & Sanborn show last Sunday, remains in the spot permanently, according to J. Walter Thompson Co.

New Nova Scotia Station Sydney, Cape Breton Island, N. S.—A new station, with the call letters of CJCB, has gone on the air here.

WOR — MUTUAL IS PROUD TO PRESENT JOSEF CHERNIAVSKY "The Musical Cameraman" 8 P. M. EST. Thursdays COAST-TO-COAST

AGENCIES

MARGUERITE LYON of the Radio Dept. of Henri-Hurst & McDonald, Chicago, has opened classes in practical script writing at the Hewitt school of business. Many of the students are from ad agencies, and first instruction will embrace commercials.

BATTEN, BARTON, DURSTINE & OSBORNE INC. in Chicago has been given the account of the Murine Co., formerly handled by Vanderbie & Rubens.

CLIFF C. THOMAS, formerly associated with radio in Denver, now writing "Skelly Court of Missing Heirs" for Blackett - Sample - Hummert. Change in authors due to death of Thompson Buchanan.

LORIN COLLINS & ASSOCIATES named to handle Associated Consulting Engineers, Chicago, makers of amateur radio products.

WWRL-Theater Tieup

Beginning Nov. 24 at 8:30-9 p.m. and for a period of 13 weeks, WWRL will broadcast an amateur program from the stage of the RKO Flushing Theater. Amateurs competing for cash prizes will also have the opportunity of being heard and getting their start in a radio career. Program will be sponsored by the Roosevelt Avenue Merchants Association of Flushing, who have reserved right to renew contract. Bruce Henry will emcee the program.

First Telepathic Guest

Chicago—J. Walter Thompson, on taking over Zenith Foundation telepathy series next Sunday at NBC, will present Carveth Wells, explorer and globe trotter, as first guest, narrating personal experiences in extra-sensory perception. Wells to express view that transmission of news over long distances in Africa by natives may be explainable through telepathic sense. Each successive program to feature telepathic experiences of listeners to be chosen from unsolicited letters.

WWRL Artists in Person

WWRL, Woodside, L. I., will present its artists in person on the stage of the RKO Flushing Theater, Flushing, L. I., on Nov. 19. Talent to appear on program includes Maze Kay; Bruce Henry and his Irish entertainers; Meller & Winter, European comedy team in first American appearance; Udo Segerti, New York's only radio magician; Kay Gorhan's dancing demons; "Moonlight Reveries," featuring Percy Brooks and Alfred Rhodes, and Traffic Safety Stars, Patrolmen Hugh Tully and Pantuliano.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

NEW PROGRAMS—IDEAS

Xmas Doll Collection

A regular broadcast for the purpose of collecting dolls for the poorer children, will be undertaken shortly by WWL, when it starts Henry Dupre on its "Doll House" series. A new stunt for a street broadcast, Dupre will have doll house of "epic" proportions placed on Canal Street and will conduct his appeal and human interest broadcast for the more fortunate children to give their unneeded dolls to the poor.

D'Artega Expands Band For Eastern Stage Tour

D'Artega, musical director and bandsman, has formed his orchestra into a stage unit for a projected series of personal appearances throughout New York and the East. D'Artega will be making his debut with a stage unit, having confined his activities heretofore chiefly to radio. His 21 piece orchestra will be augmented to 27 for stage work and two vocalists are now being negotiated.

Christmas Series Sold

Boston—"The Life and Adventures of Santa Claus," 15 quarter-hour episodes for Christmas sponsorship with a book tieup, has been sold by Kasper-Gordon Studios, the producers, to Grow & Pitcher Broadcasting Agencies, Toronto, for distribution in Canada. Also to Denholm & McKay, Worcester, and The Shepard Stores, Providence.

Kasper-Gordon also has licensed "Adventures in Christmastree Grove", toy department promotion, to United Broadcast Sales, Toronto, for Canada. The firm has been signed for the fifth year to build a Christmas show for Jordan Marsh Co. store, through Harry M. Frost agency.

Join Legit Show Cast

Edith Shayne has resigned from the WPA Federal Theater radio division to play the lead in the Chicago company of "The Women," stage hit. Two other WPA-ers, Augusta French and Virginia Barnell, also went along.

Shift Kate Smith Repeat

General Foods on Nov. 18 will shift the repeat broadcast of the Kate Smith CBS hour to the 11:30 p.m. spot, 15 minutes later than it is now heard. Young & Rubicam is the agency.

Columbia Games on WMCA

WMCA will broadcast the Columbia-Dartmouth and the Columbia-Stamford games on Nov. 20 and 27 following the conclusion of the Yale games series this Saturday, when Eli mcets Princeton. To be handled by Dick Fishell, special events director and sports commentator.

"Scavenger Hunt" Aids Needy

"Scavenger Hunt," over WBAL, Baltimore, in which listeners are asked to corral certain articles and report with them at studio for a prize, has added utility to its entertainment value. Hereafter articles called for will include some canned goods, to be given to the needy at Christmas, it is announced by Garry Morfit and Walter Linthicum, who handle show. First contestant in with completed list of items is winner.

Bulova Time Signals Going on 140 Stations

(Continued from Page 1)

who returned from the coast on Monday. KNX drew 3,640 time signals, 10 a day for one year. Considerable number of stations on the new schedule will be new to Bulova.

Lopez Starts Music Lectures

Vincent Lopez yesterday opened his lecture series on jazz music at the University Heights Center of N.Y.U. Many music notables attended. The band leader urged acceptance of "refined swing" music on a par with the best classical. With the help of Mrs. Osa Johnson, he sought to prove that the African native is not to blame for improperly interpreted modern American music.

Tuskegee Choir Extends

Originally scheduled for a series of four broadcasts over the NBC-Red, Tuskegee Institute's 100-voice choir under the direction of William L. Dawson will be heard indefinitely over the airways, says Dr. Frederick Douglas Patterson, president, after conferring with NBC. Program is heard Sundays at 1:30 p.m.

10th Year for Lawrence

Harry Lawrence, NBC Chicago script writer, on Nov. 11 will have completed 10 years in the radio script field. And during this period he has always had one or more shows on the air. He joined WENR on Nov. 11, 1927.

NORTHWEST'S LEADING RADIO STATION

KSTP

25,000 WATTS

OFFERS
LIFELIKE
RECEPTION

NEW
TRANSMITTER

INCREASED
COVERAGE

BASIC RED
NETWORK

MINNEAPOLIS SAINT PAUL

ROBERT THORNDIKE

(Thorndike Publishing Co.)

MIRIAM THORNDIKE

(His Wife)

JOAN ALLEN

(His Secretary)

JIMMIE WILSON

(Her Sweetheart)

Present a new and beautifully written version of the ever popular theme of WIFE versus SECRETARY.

in

"ONE WAY STREET"

Written by Bernard Dougall
Directed by Harold Mc Gee

Agencies are cordially invited to hear recordings of the first three episodes.

HENRY SOUVAINÉ

INCORPORATED

30 ROCKEFELLER PLAZA
NEW YORK CITY

Tel. Circle 7-5666

NEW BUSINESS

Signed by Stations

KFRU, Columbia, Mo.: Sendol, spots; Rea and Page Milling Co. (Maude's Flour), spots.

WMAQ, Chicago: Foley's Honey and Tar Syrup, "The Children Speak," program, through Lawson and Solomon.

WIND, Chicago: California & Hawaiian Sugar Refining Corp., "Listen to Yourself," program; Chevrolet, announcements, through Campbell-Ewald.

WJJD, Chicago: Royal Toy Co. (Alley-Oop), station breaks, through Reiss Advertising; Vick Chemical, announcements, through Morse International.

KNX, Los Angeles: Bulova Watch Co., five daytime and five night-time signals daily, 52 weeks starting Dec. 1, through Blou Co. Inc.

KTHS, Hot Springs, Ark.: American Tobacco (El Roi Tan cigars), one-min. ETs and station breaks, through Lawrence C. Gumbinner Agency.

WELI, New Haven: General Baking Co., "Roving Reporter," thrice weekly broadcast from front of theater with free ticket tieup, through BBDO.

PHILADELPHIA

Howard Brown, WIP announcer, has been admitted to the New Jersey Bar.

Wayne Cody, rotund "Melody Man," returns to WFIL.

Charlie Kerr, known to radio fans back to the crystal days, is again heard in his own show over WCAU.

Harold Davis, program director of WDAS, is now sportcasting in addition to his other duties.

Dave Abrams makes his debut over WDAS with his piano ramblings.

Joe McCauley is the newest addition to WHAT's announcing staff.

Edward Wallis, WIP production director, celebrates another birthday shortly.

Greer Addresses Script Class

Saint Paul—Robert Greer, creator of the program "Lights and Shadows," appearing as a Sunday evening sustaining feature on Twin Cities radio stations for the past 11 months, told the classes in Radio Script Writing at the University of Minnesota some of the troubles of scripters at addresses last week on the campus and in Saint Paul. Greer, now in advertising work, was a member of the Script Writing Course last year. The classes are conducted by Luther Weaver, Twin Cities radio advertising man. "Lights and Shadows" now is heard on WTCN, all parts being taken by the voice of Charles Irving, assistant program director.

Singing Lady Records

A series of three phonograph records by Irene Wicker, the Kellogg Singing Lady, has just been released by Decca as the latest of their Children's Story Series.



● ● ● Thinking Out Loud (and sometimes talking out of turn!): About a fortnight ago Jimmie Fidler took a few flicker companies to task for permitting less-talented people to receive the plums and parts due "seasoned" stars who are farmed-out in Class B pictures—though still accepted and appreciated by the public... In following this practice, Fidler pointed out rather emphatically, the producers were flinging artists on the public whom the producers wanted—instead of supplying the demand of the public... Oddly enough, though a link is attempted between radio and pictures today—the same situation that exists in the flicker industry is found in radio... The sponsors, agencies and networks are constantly on the lookout for NEW talent in hope of gaining a larger audience. In so doing, they forget the number of stars who have gained both radio reputations and untold fans in previous years—but were forced off the kiloycles because of various circumstances, mainly: sponsor decides to quit radio or the artist's rise necessitated a higher plane of living, thus requiring a larger compensation... The latter reason usually has the sponsor balking, feeling that he has given the star a break and was now being held up... "Well," he figures, "I'll make another star in the same way," and the quest for NEW talent begins again, leaving so many stars unemployed and too many listening fans hungry!

● ● ● *Frixample let's take the case of Ruth Etting, gifted with one of the world's most precious voices. She was a star before radio and then gave her all to the airwaves... In time the sponsors felt that she was being overpaid or they decided on a new policy. Whichever the case, Ruth was deprived to the listeners who adore her. Other talent has come and mostly gone—but Ruth Etting still retains her voice (which no one can take from her) and her "asking-price" which frightens many sponsors—who lose sight of the fact that Ruth has a following and would bring a prompt listening public to any product's spiel.*

● ● ● The list of those slighted by agencies and sponsors is an endless one, and includes Morton Downey and Fred Waring (outside of a few sustainers), among others, while artists like Ray Perkins, Al Roth, Jan Peerce, Josef Cherniavsky, Connie Boswell and a few others are given to the public in small doses via the "Class B" route or sustainers and occasional guestarrers... They are constantly under the scrutinizing eyes of some underling who with the aid of a pencil replaces their names on the airwaves. This is not what the public wants and the sponsors, agencies and networks should concentrate more on demands instead of pleasing personal desire or intuition... As the best example we cite this information gathered while down in Philly visiting WCAU, WFIL, WIP and KYW over the weekend: For some five years Ben Alley was starring on the CBS net five or more times weekly and then a shake-up left him on the outside looking in. A trouper, he fought the situation with plenty of "moxie" and is now heard commercially six times weekly via WCAU sponsored by a bill-payer of a large network show... We arrived there in time to see Alley collect his mail from fans—and we attest to the fact that he received more via WCAU than many a network star—plus having the assurance of his sponsor that his local show is outdrawing the network show—and newspaper advertising which is also done extensively... Why should Ben Alley be confined to WCAU when millions of others would want to hear him?

● ● ● Two sponsors, a big coffee firm and a large auto company, are dickering for the CBS "Tish" series produced by WPA Federal Theater radio division... Howard de Silva, who directed WPA's "Repertory of the Air" series, resigned and is now playing in Clifford Odets' stage hit, "Golden Boy"... Amount of time sold by WMCA to politicians in recent elections was \$13,500.

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED
Nov. 23: Allen B. Dumont Laboratories, Upper Montclair, N. J., permit for experimental television.

Church of Jesus Christ of Latter Day Saints, Nr. Salt Lake City, CP for new station.

KFBI, Wichita, Kan., CP for increase in power to 5 kw., 1050 kc.

Nov. 29: WSJS, Winston-Salem, CP for increase in power to 1 kw. night, 900 kc.

W. H. Hartman Co., pub. of Waterloo Daily Courier, Waterloo, Ia., CP for new station, 1400 kc., 500 watts.

Nov. 30: Union-Tribune Broadcasting Co., San Diego, Cal., CP for new station, 1480 kc., 5 kw.

Arlington Radio Service Inc., Arlington, Va., CP for new station, 1140 kc., 1 kw.

APPLICATIONS RECEIVED

Pontiac Broadcasting Co., Pontiac, Mich. CP for new station, 1100 kc., 1 kw., day.

S. B. Quigley, Mobile, Ala., CP for new station, 1200 kc., 100 watts, day.

WHBB, Selma Broadcasting Co., Selma, Ala., Authority to transfer control from G. W. Covington Jr., J. C. Hughes and J. S. Allen to H. A. Shuman and C. A. Cislser.

Woodruff Makes Zimmy Tieup

Columbus, Ga.—J. W. Woodruff Jr., manager of WRBL, has made arrangements with Charles Zimmy so that WRBL will carry his exclusive messages for the State of Georgia when he swims from Key West to Havana in December.

Zimmy's show, with a musical background built in, is being offered to a prominent national advertiser in Atlanta as the first of a series of WRBL exclusive package programs.

Zimmy recently swam down the Hudson River from Albany to New York. He is now making personal appearances in Pittsburgh vaudeville houses.

New Station for Malaya

Washington Bureau, RADIO DAILY
Washington — A new short-wave radio station in Singapore, powerful enough to cover all Malaya, is expected to be ready to go on the air early in 1938, according to word received at the Commerce Department.

Caruso Jr. to Sing

Enrico Caruso Jr., 32-year-old son of the late tenor, makes his radio debut as an operatic tenor on Robert L. Ripley's "Believe It or Not" program Nov. 13 at 8 p.m. over NBC-Red. Several weeks ago he appeared on the program in a dramatic bit dealing with his father's career.

Camera Series on WBNX

"Candidly Speaking," dealing with camera enthusiasts and their activities, starts Saturday at 8:45 p.m. over WBNX. William Robert McCue will conduct, and first speaker will be Alfred Eisenstadt, staff photographer of Life.

MICROPHONE

Repairs
Dynamic, Velocity, Etc.
Also New

Dynamics for Studio and Remotes
Write for Catalogue

AMERICAN MICROPHONE CO., INC.
Los Angeles, Calif.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily

GUEST-ING

BORIS KARLOFF, WILLIAM S. HART, CAPPÀ BARRA and his harmonica octet, and NOVELLO BROTHERS, on Rudy Vallee program, Nov. 11 (NBC-Red, 8 p.m.).

ALEC TEMPLETON, on Alka-Seltzer "National Barn Dance," Nov. 13 (NBC-Blue, 9 p.m.).

NICK LUCAS, on Buddy Clark program, Nov. 11 (CBS, 10 p.m.).

DEL CASINO, on Major Bowes Capitol Family, Nov. 14 (CBS, 11:30 a.m.).

SMITH BALLEW, on "Hollywood Showcase," Nov. 14 (CBS, 10 p.m.).

JASCHA HEIFETZ, on Andre Kostelanetz program, Nov. 18 (CBS, 9 p.m.).

LOTTE LEHMAN, interviewed by Muriel Draper, on "Let's Talk It Over," Nov. 15 (NBC-Blue, 2:30 p.m.).

LILIAN KNOWLES, contralto; KATHLEEN KIRSTING, soprano, and HAROLD HAUGH, tenor, on Metropolitan Auditions of the Air, Nov. 14 (NBC-Blue, 5 p.m.).

LEO CARRILLO, JEAN PARKER, JAMES ELLISON and OTTO KRUGER, in scenes from "The Barrier," on "Hollywood in Person," Nov. 12 (CBS, 1:45 p.m.).

CROSBY GAIGE on "Magazine of the Air," Nov. 19 (CBS, 11 a.m.).

JANE PICKENS on "Your Hit Parade," Nov. 20 (CBS, 10 p.m.).

EDWARD ARNOLD, ANNE SHIRLEY, LEW AYRES, WALTER BRENNAN, MARY NASH and MADY CHRISTIANS in Edna Ferber's "Come and Get It," on Radio Theater, Nov. 15 (CBS, 9 p.m.).

EDWARD EVERETT HORTON, on Al Jolson show, Nov. 16 (CBS, 8:30 p.m.).

KDYL, Salt Lake City

Al Priddy, announcer, back from honeymoon.

S. S. Fox, president and gen'l mgr., and Myron Fox, special events man, back from Coast.

George Provol, manager of KFKA, Greeley, visiting at KDYL.

Emanuel Drucker, salesman, recently discovered himself related to fame. Seems that Drucker's maternal line has direct connection with famed Alfred Dreyfus, whose dramatic story is told in Paramount's "Life of Emile Zola."

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT
CLARK H. GETTS, INC.
WALDORF-ASTORIA

ORCHESTRAS - MUSIC

KENT SISSON, who has complete charge of the gargantuan program, "Canada, 1937," which Imperial Tobacco Co. Ltd. is airing in Canada, will be recalled as the chap who helped many orchestral virtuosos of the baton achieve success by writing their arrangements. Among the Sisson clients who benefited from his services are Andre Kostelanetz, Ben Bernie, Paul Whiteman and Al Goodman. Almost every big name bandleader has used a Sisson arrangement at some time or other. Sisson was the arranger for the Canadian program last Spring and did such an outstanding job they gave him the conducting assignment this season. His last air show here in the States, until he left for Canada a few weeks ago, was as conductor for the Mary Small program. The new Canadian show will have a 30-piece orchestra and a chorus of 16 voices.

Paul Whiteman plays a one-night stand for the Katz Drug Co.'s annual party in the Municipal Auditorium, Kansas City, on Saturday night.

Paul Pendarvis is playing for a week at the Hotel Muehlebach, Kansas City. Carlos Molina's crew follows.

Lou Martin and his Music Makers have been renewed by Leon & Eddie and will continue indefinitely at the West 52nd St. rendezvous.

Orchestration of Benny Goodman's latest swing opus, "Music Hall Rag," which was published in September by Exclusive Publications, has gone into its fourth printing with more than 7,500 orchestrations marketed during the last six weeks.

Lyn Murray's "New Yorkers," are scheduled to return to the airwaves on a new program set-up which includes comedian Oliver Wakefield and Freddy Rich's orchestra.

Several of the arrangements which Oscar Bradley's orchestra features on the Phil Baker broadcasts are created by Bradley's son John, a student at Yale.

Victor Bay has postponed his "Essays in Music" program for tomorrow over CBS in order to contribute his services as conductor of the Red Cross Roll Call, which will be broadcast at 10:30 p.m. over CBS. Bay's program, which was to have been dedicated to the subject of transportation, will be heard instead on Nov. 18.

Mark Warnow has engaged Wendell Adams as librarian to supervise his extensive collection of musical arrangements and recordings. Warnow has had each one of his programs in the past three years recorded.

The University of Iowans succeed Bob Sylvester and his orchestra at the Seven Gables Inn on the Milford Turnpike.

Biltmore Boys and their orchestra, currently at the Rice Hotel, Houston, have had their contract extended starting Nov. 19.

Reggie Childs and his orchestra play a date at the Greystone Ballroom, Dayton, Ohio, on November 20th, for CRA.

Duke Ellington and his orchestra play the Douglas Casino, Indianapolis, for CRA on Dec. 3.

PROMOTION

Urges "Home Visits"

"Flash," the news letter of KFRO, Longview, Texas, has a punchful statistical message in its issue of Nov. 1. Piece urges advertisers to "visit the homes of your customers," suggesting that next best to personal call is radio. Points out that four out of every U. S. homes have radios, with receivers in 98.6 per cent of those with incomes over \$5,000, and 90 per cent in those having incomes over \$2,000.

Free Plugs for Advertisers

Regular advertisers over KMAC, San Antonio, are now afforded an opportunity to get extra stints on the airwaves at no extra cost. Nightly quiz program, with prizes, makes deal possible. Mentions are open to all regular users of station, without even having to contribute prizes. Station Manager Howard W. Davis, who originated stunt, says it will be syndicated shortly.

Another Spot for Joan Brooks

Joan Brooks has been given another spot on NBC. New one is at 10:15 p.m. Wednesdays on Blue net, starting Nov. 17. Her Saturday broadcast will come directly from the Syracuse Auto Show through NBC.

ADVERTISING AGENCIES

ARE YOU LOOKING FOR AN ORIGINAL NEW IDEA?

I HAVE ONE in

A human interest story with national appeal which will quickly attain a large and receptive listening audience.

Program should be a natural for any live-wire sponsor.

For further information address

JAMES ETHERINGTON

97-34 221st Street
Queens Village, L. I.

HOllis 5-0349



UNIVERSAL RIBBON MICROPHONES

An all-purpose microphone. Self energizing. No polarizing voltage. Plug in and use. No hiss. Not affected by heat or moisture. No feedback. Unconditionally guaranteed.

List \$22.50 without plug.
\$24.25 with plug.

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



WALTER JOHNSON has added another "angle" to the MCA-KHJ "Tune Twisters" by cutting in his air audience for cash awards in addition to the prizes handed out each week to the studio audience. Best suggestion for tunes to be twisted, with reasons therefor, draws a \$5 prize. Johnson advises primary credit should be given Lou Bring, musical director, for the tune twisting idea.

Louella Parsons will preview Republic's "Lady Misbehaves" on "Hollywood Hotel" November 19, with Sally Eilers, Joseph Schildkraut, Neil Hamilton and Marcia Jones appearing. The following week brings Fred McMurray and Carole Lombard in Paramount's "True Confessions." With Warner and MGM now having radio affiliations of their own, Miss Parsons will have fewer pictures available for "previewing."

KMPC has a new audience show called "Behind the Scenes in Radio," during which the visitors will be permitted to take voice tests, play transcriptions, ask ad lib questions, and generally find out what makes the wheels go 'round.

"Listen, Ladies," the KEHE hardy perennial, has been cut from a full hour to 30 minutes.

The KFAC Players will present a special Armistice Day radio playlet titled "Carry On," Wednesday at 2 p.m. Cast is headed by Robert Swan, and Betty Lynton, John Kenneth, Francesca Rand, Tom Pilkington, Marc Brenneman and Jerry Lynton appear in support.

All of the staff announcers at KMPC participate in the 11 p.m. to midnight Saturday "Grab Bag" show on that station. Don Martin, formerly of KXBY, Kansas City; Ted Steele from WAPI, Birmingham, and Eddy Lyon, late of KTUL, Tulsa, all bring in unannounced guests and rib one another and themselves on this more or less ad lib session.

Bud Ernst is corraling a flock of important personages for his interviews on KMTR's 20th Century-International Radio Newsreel. Among recent ones were: Countess Dicarpentto, James A. Farley, Senator McAdoo and Elliott Roosevelt.

The CBS Pacific Coast program, "White Fires", reached its first anniversary milestone on Monday. Jon

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

WABY—Albany, N. Y.

1370 Kilocycles—100 Watts.

HAROLD E. SMITH, President and General Manager

WABY, Strand Theater Building, Albany, is a favorite with many radio listeners not only because it features many characteristically local programs but similarly due to its four network affiliations which bring a complete variety to Albany and the capital district.

WABY is tied up with NBC-Blue network, MBS, WMCA (Transamerican) and New York State hook-ups and through this quartet is enabled to bring its listeners highclass entertainment.

Back in 1934, the station was located in Hudson Falls, N. Y., and was known at that time as WGLC. The Adirondack Broadcasting Co., headed by Harold E. Smith, bought the station in that year, moving it to Albany and locating transmitter and studios in the Strand Theater building within the shadows of the State Capitol.

Under the deft handling and coaching of Smith, who is also general manager of WABY's sister station, WOKO, the outlet has rendered excellent service to the community.

While only a 100 watter in power, WABY ranks in popularity with WOKO. Two years ago the transmitter was moved to Colonie and housed in a completely modern building with the newest equipment, including vertical antenna. This antenna is located less than a thousand feet from that of WOKO and a problem was thus set up that many radio engineers felt could not be solved.

However, operators of WABY succeeded in solving the problem so that now both antennas function perfectly, throwing off clear signals with interference to neither.

Slott does the scripts.

Alfred Leonard, music critic and commentator, has inaugurated "Concert Previews" on KHJ-Don Lee, and will discuss current musical events and interview musical celebs each Monday. Also conducts the "Symphony of the Stars" program, daily except Friday, on KMPC.

Josephine Starr, seven-year-old child prodigy discovered by George Jessel and appearing with him on "30 Minutes in Hollywood" over Mutual, gets a citation and statuette award from Gene Inge on his KFWE "Take the Air" program.

KFAC has a new Sunday program featuring the Famous Meglin Kiddies under the billing of "Stars of Tomorrow." Bernice Benton handles the show, with Jack Retlaw as commentator.

First of a new series of DX broadcasts which KFI arranges for listeners in Australia, New Zealand and way stations was presented Saturday night. Gene and Glenn, Wesley Tourtellotte, Phil Lerner, Al Gayle, Nell Larson, Milton Slosser and Johnny Marvin all participated.

Gay Seabrooke may be looked for on Joe Penner's program more or less regularly from now on. Gay was the revived "Susabelle" on last week's show and did such a swell job of it that she is likely to become a regular.

Jimmy Vandiveer and his "Meet Some People" are safely ensconced and functioning at KFI, where Jimmy now answers when anyone asks for "the director of special events."

Ken Niles is duly chesty over the safe arrival of Naida Dennison Niles, net weight 6 pounds and $\frac{3}{4}$ ounce.

Floyd Wetteland, NBC studio engineer, is another proud poppa. Future-dial-twister Robert Allen Wetteland arrived November 2.

Both Al Span, head of CBS sound effects, and Jon Slott, author of "White Fires," have been nominated

for inclusion in the forthcoming issue of "America's Young Men," annual "who's who" of the younger generation.

Ray Morgan back in town after his swing around the circle of 20-odd CBS stations to get the "Charlie Chan" series off to a flying start.

KMTR has a new variety show, produced by Ida May Tipple, with Lou Warren as emcee and George Groman and Kay Ellis featured, airing at 8:15-8:30 Wednesday nights.

General Hugh Johnson now is heard on the Coast via KECA and the McClatchy stations. Two of the four weekly broadcasts by the militant Johnson have been extended to NBC's Blue in the Mountain and Pacific divisions, with the Coast Blue getting the Tuesday and Wednesday programs, and McClatchy picking up Tuesday only.

Lyons, McCormick and Lyons agented Kitty Carlisle into a 26 weeks renewal with Coca Cola.

ALBANY

Herb Gordon and his ork are now playing the Ten Eyck Hotel with a WOKO wire. Ethel Barrett vocalizes for the group.

Lester Taylor 13-year-old pianist, is being featured in Cluett & Co.'s Sunday afternoon program from WOKO's Troy studios.

WPA Albany Concert Orchestra, conducted by Ole Windingstad, heard over WABY, will give a series of six Sunday concerts in the Albany Institute of History and Art.

"Screenscoops" Rebroadcast

George McCall's "Hollywood Screenscoops," Old Gold show starting on CBS Nov. 16 at 7:15-7:30 p.m., will be rebroadcast to the west and south at 11:15-11:30 p.m.



SYLVIA CLARK, NBC monologist, S back on her NBC air schedule after a theater tour of eastern states.

Skyland Scotty (Wiseman), who with his wife Lulu Belle is starred on Alkasetzler's National Barn Dance, given a 28th birthday party by friends at Radio Club Saturday evening.

Margarette Shanna and Elliott Woodruff, who were married last week-end, decided on a wedding trip after all and went to French Lick for a week. She's been written out of "Arnold Grimm's Daughter."

Mento Everett (Jenny Peabody) at Grand Rapids over the weekend.

Merrill Meyers of CBS continuity staff is the lad who writes those original poems for the Wrigley Poetic Melodies show.

Charles Lyon has replaced Bill Hay temporarily as announcer on the Amos 'n' Andy broadcasts. He is cut in from Chicago.

Alice Sherrie Gootkin, who plays Mary Jane in WLS "Big Chief Gumbo," is sweet 16 this week and has been playing in radio 12 years.

Madeleine Chase, Chicago free lance actress, has supplanted Anne Seymour as chairman of the committee planning Chicago radio costume ball and award of statuettes for best local radio performances of the year on Nov. 27.

Tom Fizdale arrived here Monday from his west coast office.

"Hollywood in Person" for General Mills has been renewed through Russell Seeds agency for 13 more weeks.

National Barn Dance Trio (Verne, Lee and Mary) making a series of commercial recordings in St. Louis.

"The Old Kitchen Kettle," program for homemakers, is warming up on WLS. Show will be a daily feature at 8:30-8:45 a.m. giving shoppers tips, household hints, recipes, home decoration ideas and songs by Don and Helen.

KANSAS CITY

Jimmie McConnell, in charge of KMBC artist bureau, has been laid up by sinus trouble.

Pat Dunn, WDAF vocalist on the Showalter Shoe Co. series, is making a concert tour of smaller towns in Missouri and Kansas.

Ruth Royal, KCKN musical director, has revived her "Frivolities" show, writing and producing the 30-minute daily variety show besides appearing in musical specialties.

P. E. Lindsay, formerly in radio work at KWTO, but now with White King Soap Co. here, is serving as Major "G," emcee of the amateur contest aired by Kansas Service Grocers over KCKN.



Greetings from Radio Daily

November 10
Al Simon
Jane Froman
Ray McDermott

Program ★
Reviews ★

Colonel Jack Major

The Colonel from Kentucky—Jack Major of Paducah—has brought a new comedy possibility to the air in Evelyn Oaks, a comedienne who is best described as a “harelip Gracie Allen.” Besides spouting dizzy chatter of the Gracie type, Miss Oaks does a harelip, which makes almost all of her remarks funny. With a little more practice, she should be able to build the stunt into big laugh proportions.

Yesterday's program, on CBS at 3-3:30 p.m., also had some delightful vocalizing by Jeannine, who sang “These Foolish Things” with plenty of stuff, and a fine rendition of “An Old Flame Never Dies” by Jack Shannon. The Dalton Boys also were there with their always-enjoyable harmonies and fooleries, and the musical background provided by Uncle Eustace and His Paducah Swing Band was lively and tuneful. (Freddie Rich is the Uncle Eustace.)

We still don't know why some sponsor doesn't grab Colonel Major.

Tom Terriss

Good prose in poetic presentation by Tom Terriss, produced interesting 15-minute interlude for opener Sunday morning of NBC's new series, “Letters from Abroad.” First “letter” came from Versailles with Terriss airing script of some romantic altitude on the famous old chateau, often called “the little universe” of Louis XIV. Word pictures were those of a present-day vagabond, who, by flight of fancy, beholds Versailles and those who made it, visiting and sighing for its past and present. Organ background helped effective presentation. Show airs at 9:30-9:45 a.m.

Jules Verne Serial

New Jules Verne serial on WHN, over the WLW line, though it got off to a slow start Sunday, gave promise of developing excitement. Show, produced in New York by radio division of Federal Theater Project, presents air adaptation of Verne's “Trip to the Center of the Earth.” But trip didn't manage to start in first episode. Professor Von Hardwigg (Philip White) barely contrived to decipher a cryptograph, which points the way for the journey. On at 5-5:30 p.m.

“Tarzan”

With 26-episode script completed, waxings of the first and tenth in Kass-Tohrner's “Tarzan” transcription series were previewed yesterday. Starter introduced Edgar Rice Burroughs, famed creator of the Tarzan character, and whose work was adapted for radio by Rob Thompson with Fred MacKaye playing title role. The two episodes, only ones now on disks, are in the true Burroughs tradition. Blood-curdling yells, with striking music balance, usher in Tarzan's

RADIO PERSONALITIES

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

JOSEPH W. LEE

JOSEPH W. LEE, general manager of KTOK, Oklahoma City, at 29 is directing one of the most promising young stations in the country. Lee took over management of KTOK, which is owned by Harold V. Hough of Fort Worth, on July 15, 1937, and from that day things have been humming. He has a personal belief that the possibilities of radio haven't been scratched: that radio as developed in the future will prove to be the greatest influence upon civilization and the daily lives of people that history has known. Keeping that thought in mind he and his staff have developed a new property not only into a sound station commercially, but into one that is rapidly winning a top-flight name for itself in a city where competition is tough.



Hustling young g.m. of a bustling young station...

His first venture in radio in 1934, was as program director of KADA, a position he held for a year-and-a-half. Then followed a year-and-a-half as manager of the same station, from which position he went to KTOK. Previously he had graduated with the highest ranking honors and a Phi Beta Kappa Key from the University of Oklahoma in 1931—was a candidate for the Rhodes Scholarship in 1930, being runner-up.

At the university he held an assistantship in the Psychology department two years and later served a short time as an associate to Joseph A. Brandt, director of the Oklahoma University Press.

He was born in Donnellson, Ill., July 3, 1908, and had a year of study at Grinnell College under his hat when he came to Oklahoma to attend the University of Oklahoma.

Under his leadership KTOK has further developed its policy of numerous special events and sports programs. KTOK originates many features for the Oklahoma Network, of which it is key station. As one instance, the network has placed a microphone in the governor's office for the use of any governor of Oklahoma at any time.

adventures with the wild things of the jungle. The shows, well-acted and produced, should entertain audiences of all ages.

Barry Wood

Backed by Lyn Murray's orchestra, Barry Wood started a new WABC-CBS series at 6:15-6:30 p.m. yesterday. A baritone with a voice that has both ample volume and smoothness, Wood warbled a quartet of numbers, doing particularly well with “Lover, Come Back to Me,” “Moon Was in My Eyes” and “The Natural Thing to Do.” The music provided by Lyn Murray was satisfactory. As a whole, the program made very pleasant dinner-time listening.

“Grand Hotel”

Giving up “Vanity Fair” and returning to “Grand Hotel,” Campana presented “Second Honeymoon” on Monday at 8:30-9 p.m. over NBC-Blue network, with Betty Lou Gerson and Bob Griffin playing the leads in the first offering of the new series. It was a good performance, the script being an entertaining romantic comedy, and the work of Miss Gerson and Griffin rated applause.

Sharbutt on “We, the People”

Dell Sharbutt, CBS announcer, takes over the “We, the People” assignment with the departure of Harry von Zell for the coast.

WISN, Milwaukee

Ann Leslie's Scrapbook, popular women's feature, is now being sponsored by Milwaukee Fresh Fruit and Vegetable Advertising Council. Mary Ann LeMay conducts the program.

Neil Searles, production manager, went east last week to act as commentator for the Marquette-Villanova game in Philadelphia. Then he visited New York. Don Weller, chief engineer, accompanied Searles to Philly.

WIBG, Glenside, Pa.

John Parson is conducting a new series of street interviews direct from Lancaster Ave., Ardmore, every morning at 9:45.

Larry Thomas, baritone, and Peggy Gale, pianist, will be heard on the “Voice of Jenkintown” on Friday.

Keystone Mountaineers, directed by Bud Robinson, are offering a novel musical program every Saturday.

Ben Hawthorne on CBS

Ben Hawthorne, for the past four years author and producer of the sponsored “Morning Watch” on WTIC, Hartford, has been signed by Columbia Artists and will make his initial CBS appearance in a variety show now being prepared for Nov. 18 at 3-3:30 p.m. Following this single shot, plan is to ready series featuring Hawthorne and his bovine “stooge,” Bessie.



**RADIO DAILY
ADVERTISING
HAS
PULLING
POWER
“A TEST
WILL TELL”
AND
WE ARE
AS CLOSE
TO YOU AS
YOUR PHONE**



NBC, Patents Give RCA Major Part of Profits

(Continued from Page 1)

units has not been large in comparison to the total net.

NBC is enjoying its biggest year. It is reported that its net profit for the year will total over \$3,000,000. Billings are running 15 per cent ahead of last year with the final yearly receipts estimated to be around \$36,000,000. Weak link in the NBC setup is the unavailability of supplements to go with the Blue network. Web recently lost an account because southeastern coverage could not be delivered with the Blue period.

RCA Manufacturing Co. which has been running in the red for a number of years came on to the right side of the ledger around the first of the year and has been making money since. Sales of RCA-Victor records and phonographs have been increasing steadily.

Black spots on the horizon which will tend to hold down the RCA earnings this year, and possibly be more vital next year, are the increased wages at the RCA plant in Camden, television experimental costs, and the recent decision in the Philco-RCA royalty fee case.

In this case RCA contended they were entitled to royalties based on the price for which Philco sells its radio sets, not on the price the licensee, Philadelphia Storage Battery, receives from Philco for the sets.

Because of this adverse decision, RCA is slated to lose a large chunk of its licensee fees. Philco is the largest radio set manufacturer in the country, having built its 10,000,000 radio sets this month.

It is also possible that other radio set manufacturers may duplicate Philco's setup and thereby reduce their royalty fees. It is understood that in every radio receiver made there are over 20 RCA patents on which royalties accrue.

KDKA Talent Search

Pittsburgh—Regular audition periods for new talent have been scheduled by KDKA for every Monday and for the first Friday evening of each month. A. E. Nelson, manager of the station, plans an intensive search for radio material hereabouts.

ONE MINUTE INTERVIEW

A. W. ROBERTSON

"In America we have a variety of interesting programs from which one may choose his favorite, whereas in other countries he takes what is offered by the government and has no choice. In other words, American radio is served a la carte in a variety ranging from the humblest performance to a supreme artist. Radio has brought us up to the minute in world affairs. Everyone now knows the same things at the same time. It is the great educator."

★ Coast-to-Coast ★

TYRONE POWER's next "Hollywood Playhouse" vehicle on the Woodbury program over NBC-Blue Sunday night will be "Panama Nocturne," from a short story of the same name by David Garth. Gail Patrick will appear opposite Power.

WNEW made a pickup all the way from Washington, D. C., to air the dinner to Walter Johnson, veteran baseball star, last Saturday night.

"The Novelteers," 15-minute show over WBT, Charlotte, is now under sponsorship of Brown & Williamson Tobacco Co. Show features Mary Hobbs Curtis, with Announcer Bill Bivens as emcee. The four instrumentalists (Pete Martin, Thorpe Westerfield, Bill Davis and Jack Phipps) also are in the lineup.

Lucy Gillman of the "Junior Nurse Corps," NBC-Blue network program, is one of Chicago's busiest 12-year-olds. She puts in a full day at school, getting there at 8 a.m. so she can leave half an hour early for her daily rehearsal and broadcast as Dorothy Hart, the role she has been playing since the "Corps" started three years ago.

Keeping up to the "Varsity Show" record of finding sparkling collegiate talent, for the weekly half hour on NBC-Blue, Director Gordon Whyte has found Ed Osborn, a "hot" organist, and Kathryn Freeman, a gal accordionist, among others, at Michigan State College. This week's show goes on the air from the campus at East Lansing.

Dick Pack who conducts "The Play of the Thing" over WBNX Friday at 3:15 p.m., announces for Friday, November 12th, the appearance of Curt Conway, new leading man of the comedy hit, "Having a Wonderful Time."

Vi Mele, billed as "The Pianistic Personality" at the Hotel New Yorker's Terrace Room, is currently making a series of electrical transcriptions. She also is scheduled to do several repeat guest appearances on the CBS "Swing Session" soon.

Mrs. Ralph T. Edwards, radio editor of Parents' Magazine, talked about the United Hospitals Campaign on WNEW yesterday.

The Sealtest Committee of Awards for "Rising Musical Star," Sunday program on NBC-Red, has developed a new policy in the interest of fair play for the final artist appearing in each cycle. Hereafter, the announcements and awards of each completed three-week cycle will be made on the fourth week and three competitors only, instead of four, as

originally planned, will appear on each cycle.

Success story on KCKN's new "Quizzer Court" broadcast which is sponsored by six non-competitive firms:—The day following the first broadcast, one of the six sponsors, RCA Radio Dealer, reported a direct sale of an RCA Radio as a result of the program. Two Kansas City, Kan., firms called the station following the first broadcast and asked to be included on the deal.

Thomas Morgan, author of "A Reporter at the Papal Court," will be interviewed by David Lowe, the "New York Reporter," over WINS tomorrow at 4:45 p.m.

Through a "hook-up" made by Captain Ozie, genial leader of the musical Colorado Rangers, KLZ in Denver, in addition to serving the Mountain Region's farm and ranch folk during the early-morning "Rocky Mountain Round-up," now plans to aid peace officers throughout the area. A program of cooperation with officers and State Courtesy Patrolmen has been added as a new service feature of the program, broadcast by KLZ at 6 o'clock each morning. The recently-added "law enforcement" division of the Round-up is a direct result of the growth of cattle rustling throughout Colorado and adjoining states.

Lasses and Honey, old favorites on the Pepper Upper program, will again fill the guest spot over the Dr. Pepper-Dixie Network, next Sunday. These black-faced comedians have been playing to capacity crowds nightly in the immense tent theater with which they have been touring the South. The South's junnyman No. 1, Jimmie Jefferies, and voice-juggler Roy Cowan, with Sugah as the romantic interest, also will be heard, along with Alexander Keese and the Pepper Upper orchestra.

In cooperation with Standard Radio Parts of Dayton, WHIO presented John F. Rider, authority on radio service and author of many radio service books, to the general public at the Engineers Club. Rider's subject was "Present and Future Education of the Service Industry."

For the first time, WOW, Omaha, was given a confidential release on the identity of the King and Queen of Ak-Sar-Ben, prior to the coronation, highlight of the Omaha social season, an affair attended by more than 10,000 persons.

Jean Ellington, vocalist who is heard twice weekly over the NBC networks, has instituted a new vogue among singers. She is devoting a moment's salute to her coach and accompanist, Walter Fleischer, on each of her Thursday, NBC-Red network programs.

Havana Parley Upholds Rights to All Channels

(Continued from Page 1)

sion here. It was pointed out, however, that regional agreements are necessary to avoid interference. The right of governments to allocate any frequency that does not cause interference also was upheld.

In times of catastrophe, emergency communication may be carried on by any station, it was decided.

Regional agreements on problems of interference are expected to be expedited by the action of the conference here.

John T. Parkerson Joins Facsimile Organization

(Continued from Page 1)

scale. Tests were recently conducted in Canada over a 1,500-mile wire network and clear reproductions were obtained. Fultograph claims that their system can be relayed over any wave length from the air to wire or from wire to air, with the same results.

Plans now in operation call for large scale production which will make it possible for anyone owning a radio set to have a facsimile receiver on it.

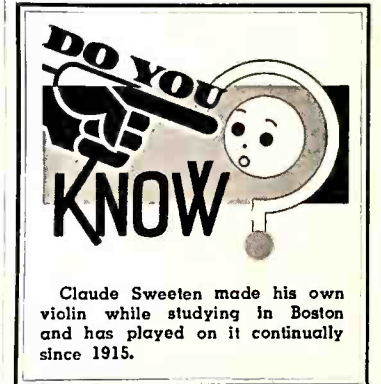
Parkerson will become the business head of Fultograph interests. He has been with Transradio practically from the beginning.

WNEW Loses Plea in Suit

State Supreme Justice Charles C. McLaughlin yesterday denied a motion by defendants to dismiss the suit brought by Barney's Clothes Inc. against WBO Broadcasting Corp'n, operators of WNEW. Suit is for alleged failure of broadcasting company to carry out contract stipulations in sale of time to the clothing concern, which asks \$105,000.

WATL Backstage Program

Atlanta—Maurice C. Coleman, manager of WATL, has arranged a new Wednesday evening series in which Ken Keese as emcee will interview various members of the announcing staff and outstanding talent appearing regularly over WATL. Bill Shannon, ace staff announcer and vocalist, will be the first "guest."



Claude Sweeten made his own violin while studying in Boston and has played on it continually since 1915.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 94

NEW YORK, N. Y., THURSDAY, NOVEMBER 11, 1937

FIVE CENTS

Call NAB Regional Meets

CHI. MOTOR CLUB USING 14 MIDWEST STATIONS

Chicago—Chicago Motor Club has expanded its radio activities to 14 midwestern stations with a total of 86 broadcasts a week, believed to be a record for a local concern. Club has a dramatized half hour, "On to Adventure," another 5-minute dramatization, "Voice of Carelessness," and "Motor Dramas" all on WBBM here. Transcriptions of these are used on a group of stations including WIND, Gary; WJBC, Bloomington; WMBD, Peoria; WROK, Rockford; WDLZ, Tuscola; WHFB, Rock Island; WDWS, Champaign; WCLS, Joliet; WTAD, Quincy; WFAM and WSBT, South Bend; WTRC, Elkhart, and WWAE, Hammond. Account is handled by McJunkin agency with Vice-President Frank Steele in charge.

Network Commercial Originating at KOL

Seattle—KOL yesterday began originating its first series of network commercial programs, with Refrigeration & Air Conditioning Institute of Chicago as sponsor. The programs, titled "Modern Miracles," will be broadcast every Wednesday at 9:15-9:30 p.m. over the 26 stations
(Continued on Page 2)

Schlitz Beer Continuing Through Winter Season

Chicago—Schlitz Beer has decided to stay on the air through the winter with sports spot broadcasts on six stations, mostly in the south. McJunkin Agency handles the account.

Aviation Stations

Havana—Establishment by governments of stations exclusively to aid aviation, also equipping of all aircraft with two-way radio, exchange of weather information by radio and monitor control in all types of radio stations has been ratified by the administrative committee of the Inter-American Radio Conference now in progress here.

The Frogs Have IT

Tulsa—Symbolizing its name, Frouge's Department Store here has two big frogs in the store front. Recently the store signed with KTUL for a five-day kid program. Show, called "Old Froggie," brings supposed bull-frog to the microphone, relating children's stories. Yarns concern adventure of the little frog, Big-eye. And as program fleup, giveaway is a frog good-luck charm, which children may obtain by coming to the store with their parents.

COAXIAL CABLE TEST TERMED SATISFACTORY

Tests made Tuesday by Bell Telephone Laboratories engineers in the transmission of visual entertainment from New York to Philadelphia via A. T. & T.'s experimental coaxial cable were described as very satisfactory yesterday by Dr. Frank B. Jewett and Dr. Herbert E. Ives of Bell Laboratories.

Movies were used for the program. which was sent from New York to a screen 6 x 8 inches placed on the wall in the Bourse Building, Philadelphia. The cable, which can ac-
(Continued on Page 2)

Special Session May Act On Gov't Radio Station

Washington Bureau, RADIO DAILY
Washington—As a result of recent bidding by both NBC and World Wide Broadcasting Co. for operation of the proposed \$750,000 government-owned radio station, action on the
(Continued on Page 2)

McNinch Planning Appeal To Industry and Public

Brit.-Amer. Productions Expands Its Activities

Expansion of activities by British American Productions Inc. is being effected by B. Charles-Dean, president, following appointment of representatives in Great Britain, Aus-
(Continued on Page 2)

AFM Situation and Many Other Topics to be Taken up at Conferences This Week in Columbus and Spokane

FIRST SONG TITLE LIST BEING SHIPPED BY ASCAP

First shipment of Ascap's list of 25,000 song titles most used in radio, copyrighted and non-copyrighted, with the name of the copyright owners given in the former instance, goes out today. Composition titles are printed on differently colored paper to denote copyrighted works, also the name of composer and author, copyright owner and address. Gummed stock is used for pasting each title on a card index system, 10 titles being on each perforated sheet. Some 2,000,000 individual sheets were printed.

To date, 236 Ascap licensed stations have applied for the index, which is free. Soon it is hoped to have a possible 25,000 additional titles of every description, whether copyrighted or in public domain with full information for the user. Eventually the list may total several hundred thousand titles.

Wheelock in Hollywood For "Hotel" Conference

West Coast Bureau, RADIO DAILY
Los Angeles—L. Ward Wheelock, president of F. Wallas Armstrong agency, has arrived here in an effort to iron out difficulties and compromise the \$5,000 weekly ultimatum of Louella Parsons for her continuation on "Hollywood Hotel" after
(Continued on Page 5)

Although it is expected that the AFM contracts will consume a considerable portion of the time, meetings called by two regional groups of broadcasters for tomorrow and Saturday will be guided by a wide, general agenda taking in numerous problems confronting the industry. Pacific Northwest Broadcasters' meeting will be held at Spokane on Saturday, and the Ohio Association of Broadcasters will meet in Columbus tomorrow and Saturday. Both groups
(Continued on Page 3)

2-IN-1 XMAS PROGRAM FOR CAMPBELL ON CBS

For its Christmas Day CBS program, Campbell Soup will combine Lionel Barrymore's "Christmas Carol" and the "Hollywood Hotel" programs into one consecutive show, boosting the station list to 78 outlets for this broadcast. "Hollywood Hotel," ordinarily heard on Friday nights, will be cancelled out on Dec. 24 and broad-
(Continued on Page 5)

NBC Gets Exclusive On Football Classics

NBC will broadcast a play-by-play description of the Pasadena "Rose Bowl" and New Orleans "Sugar Bowl" football classics on New Year's Day. Games have been signed exclusively by the network. New Orleans game takes the air first over the Blue network with the "Rose Bowl" game to follow around 5 p.m.

No FCC Action

Washington Bur., RADIO DAILY
Washington—Although the FCC met en banc for its regular weekly conference yesterday, no decision on either the Segal-Smith case or the question of allocating Pan-American frequencies was reached, as far as could be learned last night. Hearings on both matters were held recently.

(Continued on Page 3)



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, Nov. 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	151 3/4	150	151 1/4	+ 1 1/2
CBS A	20 1/2	20	20 1/2	+ 1/2
Crosley Radio	9 1/2	9 1/2	9 1/2	- 1/2
Gen. Electric	43	40 1/4	43	+ 4 3/8
RCA Common	8 1/8	7 3/4	8 1/8	+ 7-16
RCA First Pfd.	56	55	56	+ 1/2
Stewart Warner	11 3/4	11 1/2	11 3/4	+ 1/4
Westinghouse	102	97 3/4	101 1/4	+ 6 1/2
Zenith Radio	22 1/2	21 1/2	22 1/4	+ 1/2

NEW YORK CURB EXCHANGE

Majestic	1 3/8	1 3/8	1 3/8
Nat. Union Radio	1	1	1

OVER THE COUNTER

Stromberg Carlson	Bid 7 1/2	Asked 8
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Brit.-Amer. Productions Expands Its Activities

(Continued from Page 1)

tralia and New Zealand. Facilities have now been set up for the handling of sales and promotion problems for advertisers through radio campaigns in these countries as well as in the U. S. and Latin-America.

Charles S. Pearsall, sales and merchandising executive, is now associated with B.A.P. as vice-president. Additional personnel starting this week includes Arthur R. Learey, recently executive with Tested Selling Inc., who will be in charge of broadcast-merchandising department, and Irving J. Henry advertising executive, as sales manager for radio campaigns.

WBIG *famed* for *Showmanship*
GREENSBORO N. C.
CRAIG & HOLLINGBERRY, INC. Nat'l Reps

WJAS Service for Music Students

A service unique in radio was started last week by WJAS, Pittsburgh, with the broadcasting of a standard "A" tone of 440 cycles per second to enable music students to tune their instruments to an exact pitch. The service, according to Howard E. Clark, station manager, is intended to aid students who are learning to play an instrument in school and also those who employ private teachers. The tone also permits anyone having a piano to determine whether or not it is exactly in tune. Trueness of the pitch is not affected by condition or age of the radio receiver. Schedule of the broadcast is Monday through Friday at 4 p.m. and Saturdays at 11 a.m.

Network Commercial Originating at KOL

(Continued from Page 1)

of the Don Lee network on the Pacific Coast. Shows will be transcribed and released over 40 stations in all parts of the U. S. and Canada.

Schedule is being placed by J. R. Lunke & Associates of Chicago and Seattle. Gene Baker, Seattle manager, is supervising productions in conjunction with Weco, radio production unit of the Lunke firm. New series supports five-minute ETs which have been used for the past six months on 50 stations.

Coaxial Cable Test Termed Satisfactory

(Continued from Page 1)

commodate 240 simultaneous telephone conversations, transmits images of 240 lines, compared to the 441 lines which will probably become standard, so there was a slight flicker in the pictures projected.

Dr. Ives said there is no limit to the application of the new system, but it will be necessary to wait for the development of television. Dr. Jewett explained that the demonstration was not intended to show an improved television, but merely the possibilities of the new cable.

Starr to Salute Winchell

Martin Starr, on his Sunday night program over WMCA at 8:45-9, will salute Walter Winchell, who returns to the air that night over NBC-Blue at 9:30-9:45 after a vacation. Starr used to work with Winchell on the old New York Graphic.

Studin Back on Job

Daniel C. Studin, executive vice-president of Star Radio Programs, has returned to his office after a week's illness.

Hot Shots to Hollywood

Chicago — Hoosier Hot Shots of WLS and the National Barn Dance leave Saturday for Hollywood to make two pictures for Republic and to appear as guests on several western radio shows. In first picture, Max Terhune, formerly at WLS, will play the lead.

Princess Pat to Recess

Chicago—Princess Pat takes "Pat and Hank" serial off WMAQ from Thanksgiving to Jan. 1. Future plans indefinite. McJunkin is the agency.

Rates Are Set by NBC For New Canada Outlets

NBC rates set for the new Montreal outlets, CBF and CBM, will be \$300 per evening hour for the former and \$240 for the latter. When CBF is used in combination with either CBM or CFCE, the rate will be \$325. Stations join the web Sunday.

On Dec. 15, CRCT, the NBC Red and Blue affiliate in Toronto, will increase its wattage of 50 kw. Station's rate will be increased to \$300. At present it is a 5,000 watter with a rate of \$280.

Within the next few days CRCT will also change its call letters to CBL.

Special Session May Act On Gov't Radio Station

(Continued from Page 1)

Celler Bill calling for a pan-American station is considered likely at the special session of Congress starting Nov. 15. The interest of the War, State and Navy departments in having such a station established also gives impetus to the possibility of an action.

Of various other impending and threatened radio legislation, there is still a likelihood of pressure for a probe of the FCC and the industry. Measures dealing with copyright, alien artists, wattage tax, stock ownership in radio corporations by FCC employees, etc., are not expected to be considered important enough for the special session.

R-M-A in Merger

West Coast Bureau, RADIO DAILY

Los Angeles—R-M-A Radio Productions, merged with Charles E. Kerlee & Associates, is now located at 4350 Beverly Blvd.

Henry and Jerome Celebrate

Topeka, Kan.—Henry and Jerome (Henry Peters and Jerome DeBord) today celebrate their ninth anniversary as a team of radio entertainers. They have appeared on stations throughout the country and are now at WIBW here.

THE MAGIC KITCHEN OF THE AIR

Monday thru Friday

Available for Food Accounts

W C O P BOSTON

COMING and GOING

I. R. LOUNSBERRY, manager WGR-WKBW, Buffalo, is in town.

HARRY TRENNER, commercial manager of WNBK, Binghamton, was in town yesterday.

H. ALLEN CAMPBELL, manager of WXYZ, Detroit, is another New York visitor.

F. C. EIGHMEY, manager of KGLO, Mason City, came in from the west yesterday for a few days in town.

JANE FROMAN and STOOPNAGLE and BUDD will spend the coming week in Boston, appearing in person at the Metropolitan Theater, that city.

HELEN JOHNSON, conductor of the CBS "School of the Air," is in Chicago conferring on programs for schools there.

JANE PICKENS, continuing her tour of variety houses in the East, opens today at the Earl Theater, Philadelphia, for one week.

EMERY DEUTSCH flies in from Detroit to be guest of honor at Fordham University's Alumni Night program. Deutsch was a star member of the Ram's track team during undergraduate days.

GRAZIELLA PARRAGA, Cuba's top femme composer and entertainer, off the boat for indefinite stay in New York. Her South American broadcasts were sponsored by national advertisers from U. S.

FRED BATE, London representative of NBC, arrives today from Europe aboard the Washington.

MARION HARRIS arrives from England today on the Washington.

CLEMENT WATSON, vice-president of J. Walter Thompson, and MRS. WATSON, return from Europe today aboard the Washington.

G. RUSSELL CHAPMAN, secretary of the Advertising Association of Great Britain, arrives today from Europe.

MR. and MRS. OSCAR STRAUSS sail for Europe today.

MICKEY ALPERT and his orchestra, with JANE PICKENS and KATHRYN RAND, leave for Philadelphia today to open a theater engagement there.

Cecil Mastin, manager of WNBK, Binghamton, is scheduled to arrive in town today.

"Lights Out" Moving

Chicago—"Lights Out," the Arch Oboler horror series, has been moved from WENR to WCFL because the RCA "Music As You Like It" series has been spotted on WENR six nights a week from 11:15 to midnight.

THE CLIMAX OF A

Good AD

... is a perfect engraving ... expertly made and promptly delivered.

CITY
PHOTO ENGRAVING CORP.
250 WEST 54th STREET, NEW YORK
Telephone COlumbus 5-6741

NAB REGIONAL PARLEYS IN COLUMBUS, SPOKANE

(Continued from Page 1)

are comprised of NAB membership. Agenda includes: Talks on 1937 Problems of a Broadcaster; Value of a State Organization; Resume of Copyright Problems; Sales Talk on NAB Bureau of Copyrights Transcription Library; AFM Contracts; Problems of a 50 Kilowatt Station; Problems of a 100 Watt Station; Sherman Anti-Trust Act and the FCC; Radio and Newspapers; What Should the NAB do for its Members, and similar questions.

It is also expected that the problems taken up will aid in the reorganization plans now being worked on by Phil Loucks, and that the Reorganization Committee will be in a position to call a membership meeting in January, as planned at the recent special convention here last month.

20,000 Fans Turn Out For WHEC Celebration

Rochester, N. Y.—WHEC spent a hectic but happy week in celebration of the completion of its expansion program. Some 20,000 enthusiastic WHEC fans came to the studios to be guided personally through the entirely new layout by members of the staff.

WHEC now possesses the very latest in equipment, some of the most beautiful studios in the country, and in fact everything the modern radio station requires.

Each day of the week's celebration was set aside as a salute to some different phase of Rochester life. Monday was set aside as a salute to the schools and high school students ran the whole works from presiding in the vice-president's chair to broadcasting everything throughout the entire day. Tuesday was a salute to Out-of-town Neighbors, with State Grange officials speaking and an amateur show with town talent exclusively. The remaining days of the week saluted Civic Organizations Business and Industry, Culture and Churches, with special programs on each day.

Openly admitted as one of the biggest accomplishments in the station's history, the celebration not only created an unprecedented amount of invaluable publicity for the station, but, judged by letters of appreciation from listeners, resulted in profitable entertainment for WHEC's ever-increasing audience.

LUCILLE AND LANNY

"2 voices and a pianny"

Just Completed Fifth Record-Breaking Appearance with Walter O'Keefe—Town Hall Arrangements by Lanny Grey 6 times w'kly WJZ-NBC Blue 8:45 A.M. EST Management NBC Artists Service

NEW PROGRAMS—IDEAS

KDKA Western Dramas

"Under Western Skies" is the title of a new series of dramatic productions to be presented by KDKA, Pittsburgh, at 9 p.m. each Wednesday, bringing to radio listeners a new type of gripping, thrilling shows.

They will be presented under the personal direction of Derby Sproul, author and production expert, who came to KDKA from KOA, Denver, with A. E. Nelson, manager of KDKA, a few weeks ago. Derby wrote some of the plays that will be broadcast in this series. The others he adapted for radio. He will select and rehearse the casts and promises plenty of mystery and adventure.

For the first production, Sproul has selected "The Phantom Wolf," which deals with the adventures of a hunter for the United States Biological Survey, and his efforts to trap or shoot a huge killer wolf. The story has the super-natural angle, so common to stories dug out of the mountain country, which makes this true story stranger than fiction.

Each of the stories in the "Under Western Skies" series will be complete in itself. It is not a serial. The average cast will run about 10 people with two or three sound effects men, and this casting will open a new opportunity for Pittsburgh dramatic talent. Opening and closing musical selections, appropriate to the different stories, and numbers for the musical

NBC Bans Gen. Johnson's "Social Disease" Broadcast

Three minutes before broadcast time last night, NBC turned thumbs down on General Hugh S. Johnson's Bromo-Quinine script which intended to discuss social diseases. Lenox R. Lohr, NBC president, gave the order which forced the General to cancel his Blue network, 10-10:15 p.m. program. Piano and orchestra was used as a fill-in.

The General later went on the air and said, "I came to the studio prepared with a speech in support of the U. S. Public Health Service crusade against social diseases. A few minutes before I was to go on the air, I was informed that the discussion was not in accord with the policies of NBC."

NBC statement later explained that they did not approve of the script, which discussed in detail the ravages of social diseases, early in the evening but could not locate Johnson before his arrival at the studio, too late for a substitute script to be prepared. NBC is in entire sympathy with the war on social diseases, but as yet has found no way for radio to contribute to this campaign without embarrassing the family group.

Text of talk was distributed to the press.

curtains, will be furnished by a 15-piece orchestra.

Variety also will mark the series. They are definitely not revivals of old "meller drammers." Instead they will run from mystery to comedy, mining, railroad, forestry service, ranch life and kindred subjects.

Show Finds Work for 90%

Work has been found for 90 percent of the jobless persons interviewed on Karl Zomar's "Love Thy Neighbor," over KWTO, Springfield, Mo., the station reports.

Special show for rural dwellers, featuring market, agricultural and general news, also has met with notable success. Signing on at 5 a.m., show is said to draw mail from all over the country.

Telephone Number Puzzler

Telephone numbers, "planted" in a puzzler program, are convincing skeptical prospects these days of a ready audience over KCMC, Texas, Texas, Texas. Occasionally, station selects number of such a prospect and "hides" it in the daily 30-min. airing which carries the stunt. Listeners must catch this number, and one turning in neatest, most complete and cleverest arrangement of numbers, and name of businesses to which numbers belong, gets cash prize. Program is on participation basis.

Seward Mentioned for Court

Washington Bureau, RADIO DAILY

Washington—Name of Judge T. W. Seward, an attorney for the past several years with the FCC, is being prominently mentioned as one likely to be appointed to one of the two vacancies in the U. S. Court of Appeals.

McNINCH PLANNING APPEAL TO INDUSTRY AND PUBLIC

(Continued from Page 1)

influences in the United States." This was revealed by the former Charlotte mayor in the course of a radio talk over WBT the other night when he made his first radio appearance since assuming the FCC chairmanship.

Arrangements for the talk were made by William A. Schudt Jr., general manager of the CBS outlet, and it was in the nature of a "welcome home" broadcast, with Mayor Ben E. Douglas interviewing the FCC head. McNinch spoke extemporaneously, showing no mike fright.

McNinch would not go into details about plans for changes in the FCC, declaring that he was still busily engaged in going over matters with his associates on the Commission. He stated, however, that the work would take a good deal longer than three months, and possibly more than six months, and consequently he does not expect to return to his Federal Power Commission post until at least the middle of next year.

He commended "a great deal of the programs now on the air," but said no progress is made when "we find ourselves satisfied with that which is."

Eldred on WTMJ Publicity

Milwaukee — Harry Eldred, for several years script writer-actor with WTMJ, The Milwaukee Journal station, has been appointed publicity director of that organization. Eldred was formerly in a similar capacity with Shubert Theater Corp. and was at one time with J. Walter Thompson Co.

Woolfe Leaves for Coast

Philadelphia—Leroy Woolfe, WDS engineer will leave shortly for the coast and a new position with a western outfit.

IVORY SOAP
It floats *

WHN
IT SELLS!

Many national advertisers are using WHN to effectively reach the New York market. It pays off in sales! And it's wise showmanship that does it!

* Courtesy of PROCTER & GAMBLE. Listen to these 3 great P & G shows on WHN: The Original WHN Amateur Hour on Tuesdays at 7, Jerry Cooper singing on Mondays at 8:30 and "Tunes of Today" every day except Sunday at 11:30 and 1:30.

GUEST-ING

MARGE (Donna Dameral) of "Myrt and Marge," on "On Broadway," Nov. 14 (NBC-Blue, 3 p.m.)

MILTON HERTH, on Buddy Clark program, tonight (CBS, 10 p.m.)

ADELE ROWLAND, EDDIE NUGENT, BARTLETT SIMMONS and MILDRED HALLAN, on Chamberlain Brown program, Nov. 15. (WMCA, 1:15 p.m.)

EVELYNE VERNON of the dance team of Vernon and Vernon, on Glenna Strickland's "Kitchen Kapers," Nov. 12 (WNEW, 11 a.m.)

MARJORIE LAWRENCE, Metropolitan opera singer, on "Your Hit Parade," Nov. 20 (CBS, 10 p.m.)

ARTUR RUBINSTEIN, Polish pianist, makes debut as soloist with New York Philharmonic Symphony orchestra, Nov. 21 (CBS, 3 p.m.).

CHARLES KULLMAN, on Ford Sunday Evening Hour, Nov. 21 (CBS, 9 p.m.).

VAN CAMPEN HEILNER, ichthyologist, American Museum of Natural History, on "New Horizons," Nov. 22 (CBS, 6:15 p.m.).

Santa Claus Back on CKY

Santa Claus returns tomorrow to station CKY in Winnipeg. And the Manitoba Telephone System is getting ready for the avalanche. Last year, records show, Santa brought in a total of 77,890 telephone calls from listeners, voting for their favorite performers. In two hours on the evening of the final program, 27,000 calls were registered.

School Interviews

"Young America Speaks," a program consisting of interviews with school children, is a new five-weekly soon to be scheduled by KSD, St. Louis. Interviews will be devoted to one school each day. Shots will be short-waved to station, which has arranged hook-up to cutting head of the recording apparatus to make instantaneous transcription for broadcast later.

WFBL, Syracuse

Concentrating on late - evening hours for local commercials, WFBL has added another weekly half-hour sponsored by Syracuse Savings Bank.

WFBL sponsors a Sunday night bowling league and carries a quarter-hour broadcast from the alleys, giving commercial names of the teams.

HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music in a Modern Manner

MANAGEMENT
ROCKWELL-O'KEEFE



● ● ● Phillips H. Lord will throw in the "sponge" as a radio personality around the first of the year—and stick to owning shows besides attempting a stab at flickers... Paul Specht, former handleleader, will join CRA as a salesman... George Price will pack up his bag of radio tricks before Dec. 1... Phil Regan has commissioned Curtis & Allen to go out and get some "p.a.'s" for him pronto... Leon Navara's crew remains at the Hollywood and Helen Morgan has a two-week contract with options there... After his clickeroo on Tuesday's CBS show, Barry Wood was signed for some Chevrolet transcriptions... "Swing Session," with Leith Stevens beating it out on the baton, booked into Loew's State Dec. 9... "Tales of Tin Pan Alley," featuring J. Fred Coots, will take the air via WMCA in Jan... Harry Salter, because he takes the "Hit Parade" baton Sat. for the fourth time, will be feted at Leon & Eddie's Sunday nite... Harry Davies and Ed Wiener will handle accounts jointly beginning today... Swor and Lubin are set for a shot on the NBC television experiment show Monday... Richard Himber does an RCA-Victor show next week... Dorothy Howe is now singing with Eddie Lane's band at the Hotel Governor Clinton... Tommy Dorsey will do two pictures when he reaches the coast—with the Kool show emanating from there... Asked to name 10 great men in the world, John Canning, Jr., wrote: "Chicago Cubs, 9—Charlie McCarthy, 1!"... Well, it's clean, anyway.

● ● ● Wally Porterfield, who handles four of KFRU's seven daily newscasts from the Columbia, Mo., studios, is proud of the fact he's been an honest-to-goodness "bum" for three months of each of the past five years... While at college, he spent his summers studying the life of the Hobo, riding freight trains, washing his clothes in country creeks and sleeping under the stars... From his observation in life, he's written a play about one of his best hobo friends, called "Jesus Jones".

● ● ● Eddy Duchin quits his Kopper's Coke commercial on expiration of 13-week period to concentrate on the Elizabeth Arden show, which has been renewed... Adele Miller has resigned from Jean V. Grombach to handle "Dear Teacher" Madeline Gray... Crawford publishes the first song in many years written by De Sylva, Brown and Henderson, called "Just a Sweet Old Gent and a Quaint Old Lady"... Mickey Alpert and his band with Jane Pickens and Kathryn Rand open a vaudeville engagement tomorrow at the Earle in Philly, which will be followed by five more weeks of vaudeville for Alpert... Vicki Joyce, Zeke Manners' kid sister, is appearing at Maxie Rosenbloom's cafe on the coast... Ann Brae who had the "Mr. and Mrs." script show on the air ten years ago, is reviving it with Art Dickson handling the male lead... WINS inaugurates a "Treasure Hunt" Sunday which will feature Elsa Maxwell, who will give the rules for the scavengers... Lester Lee plans producing a play called "His Honor, The Judge"... Mrs. F.D.R. sent a letter of praise to Warden Lewis E. Lawes for his swell air show... Replacements in the Ed Wynn show will be settled tomorrow with Hannah Williams and Kay Thompson said to be ready to depart... Henry Spitzer denies the story that Irene Gallagher is business head of Crawford.

● ● ● Announcer Ed Schaughency of KDKA, Pittsburgh, gives fans trouble with his monicker. Letters arrive addressed to him as: Schauncy, Chauncy, Shonsy, Shantsy, Shontz, Shantsy, Shaughnessy, Shatze, Chonsy, Jonsee, Shunsy, Chaunchey and Chuncie... Pity the linotyper for his job on this... Alan Courtney, WNEW emcee, was presented with a bundle of boy Tuesday. Will be called "Nyles Barry" even if he gets a commercial in years to come.

AGENCIES

McJUNKIN ADVERTISING AGENCY, Chicago, has landed the Lowden Packing Co. account (Doggy Dinner). Radio under consideration after first of year.

CHARLES W. HOYT CO. has been appointed to handle the account of Phillips & Benjamin Co., Waterbury, Conn. (Stera-Kleen a denture cleaner and Staze for holding false teeth).

WADSWORTH & WALKER INC. is the agency for Pride of the Farm, Bridgeton, N. J., makers of tomato ketchups, who plan a test newspaper campaign after a lapse of nearly ten years.

EMIL BRISACHER, San Francisco, has been reappointed to handle the advertising of Cadaco Ltd., Oakland, makers of games.

WESG, Elmira, N. Y.

Six contests for which both merchandise and cash prizes are being given to listeners of WESG are under sponsorship of Bern & Co. (furniture), Rotizol (gasoline), Kobaker (furniture), Sheehan-Dean (department store), Columbia Broadcasting Co. (poetry) and Atlantic Refining Co.

Almost 700 student announcers at Cornell University took audition tests for the new American Tobacco Co. newscast which is now being carried by WESG, one of two stations testing the new Lucky Strike show. Fifteen voices were selected, transcribed and sent to the final judges in New York.

With exception of the Dartmouth game at Hanover, N. H., and the U. of P. game at Philadelphia, WESG originates all of the Cornell University football games being carried over a wide net by Atlantic Refining.

A new commercial program with wide civic interest, broadcast every Sunday afternoon, is the Elmira Civic Choral Society composed of 150 voices, aired from a local church.

WFMB, Indianapolis

John Holtman, recent grad of WFMB, returns to announce Secretary of Agriculture Henry A. Wallace's portion of broadcast for NBC's "National Farm & Home Hour," from Tomlinson Hall.

Arthur Jordon Conservatory of Music broadcasts weekly series over WFMB using talented students for entertainment. Programs are directed by Walter Hickman.

Is Your Family Worth the Price of an Old Car?

Jules Hanberg
- INSURANCE -
John 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK

PROMOTION

Operate Transcription Booth

Only station displaying at recent St. Louis Food Show, KMOX provided one of the most talked-about features at the affair with a booth plugging station's clients and drawing in the crowds with portable recording demonstration. Page in uniform distributed cards to visitors asking them to fill in their names, with other information. Twice daily, five of these cards were selected, and the owners interviewed for three minutes for 12" record. Record was played back, and given to person interviewed in a handsome cellophane envelope on which his name was inscribed.

List New Attractions

Emmons Carlson, promotion manager of WENR, NBC-Blue outlet in Chicago, recently issued a graphic folder for station titled "Latchstrings Are Always Out at WENR." Attractive job listed station's main offerings but suffered by loss of Ben Bernie and Zenith Radio attractions, both scratched right after folder was printed.

Adventure Club Sells Milk

A juvenile radio Adventure Club, sponsored three times weekly for supper-time play-off by Salt Lake Milk Producers Association over KSL, Salt Lake City, is drawing record response. Produced by Stevens & Wallis Agency, show features Frank Farrell's Adventures, Saturday parties and other special events are also part of program, in which local theaters, sporting arenas, and youth leaders cooperate. Parties have attracted 25,000 in Salt Lake City. Milk bottle caps for admission.

NEW BUSINESS

WMCA: Horowitz & Margaret (Matzohs), "Songs of Israel," program, through Advertisers Broadcasting; Procter & Gamble (Camay), spots, through Pedlar & Ryan; Carol Pharmaceutical Co., Anice Ives, program, through C. Frederick Bell.

WNEW, New York: Nostane Products (Minervite), "Make Believe Ballroom," through Schillin Adv. Corp.

WHO, Des Moines: Pioneer Hi-Bred Corn Co., weekly news review, through R. J. Potts Co.

KLS, Salt Lake City: Zenith Radio; Vaseline Products; Old Gold; Gardner Nurseries.

Building New Station

Delta, Utah—Burnston & Kurhe Construction Co. has been awarded contract for a federal radio station here. Completion is expected in 60 days.

YALE GAMES

(Socony-Vacuum)
Placed by J. Stirling Getchell
over WFAS
The Definite Gateway to
WESTCHESTER

ORCHESTRAS - MUSIC

SHEP FIELDS and his orchestra are concentrating on Texas and the South in their current tour of one-nighters. Tonight they will play at the Palm Isle Club, Longview, Tex.; Friday at the Baker Hotel, Dallas; Saturday at the University of Texas, Austin, and Sunday at the Oklahoma University Club, Oklahoma City.

Under Abe Lyman's direction, his staff has just completed orchestrations of more than 100 selections never before heard on the air as waltzes. Some have never been played for radio audiences in any form, but have lain in dusty files since the turn of the century. The Lyman staff has resurrected these numbers for introduction on the NBC "Waltz Time" series.

Dave Rubinoff broke his usual rule against talking on the air when he was in Des Moines the other day.

2-in-1 Xmas Program For Campbell on CBS

(Continued from Page 1)
cast the following afternoon, 4-5:45 p.m.

"Hotel" takes the first hour, with Lionel Barrymore taking the remaining 45-minutes for a dramatization of Scrooge. This will make the third consecutive season Campbell has sponsored Barrymore in the role. He has a contract with Campbell for five years. F. Wallis Armstrong, Philadelphia, has the account.

KSL, Salt Lake City

Earl J. Glade Jr., managing director, was regional victor in a recent nationwide Kodak snapshot contest. His subject was "Kiddies' Kapers in a Kitchen."

In addition to 18 spots weekly, Boyle Furniture winter schedule includes three quarter-hour shows a week using "Friendly Philosopher," Gus Farney at the organ, and the "Pinto Pete" series. Campaign will be tied in with Bigelow-Weavers Producers.

Gene Halliday, musical director at KSL, Salt Lake City, has set the following winter's sustaining schedule: "Peggy and Her Pals," produced by Fred G. Taylor Jr.; "Everlasting Melodies," with William Post, baritone, produced by Frances Osborne; "Bob Saunders Music," remotes handled by Russell Stewart; "The Death Watch Series," produced by Josephine Goff, and "Sunday Evening on Temple Square," from historic Mormon Tabernacle.

WICC, Bridgeport

Howard W. Ferrin, usual conductor of the "Dudley Radio Carollers" on the Yankee Network, presents a special program for WICC production Sunday at 8 a.m., with Musical Director F. Carleton Booth assisting, and the Brown Sisters—Ethel, Dorothy and Lorraine.

He spoke to an audience over WHO. Rubinoff was in Des Moines for a concert, in which Margaret Daum and the piano team of Fray and Braggiotti also took part.

Rita Rio and her all-girl orchestra have been set by Stan Zucker, general manager of CRA, to play the RKO Palace Theater, Cleveland, week of Nov. 19, with the Oriental Theater, Chicago, to follow. Zucker reports an increasing demand for "name" radio orchestras as stage attractions. Barney Rapp and his New Englanders play a week at Keith's Theater, Indianapolis, starting Nov. 12, and Jack Denny's orchestra plays a night at the Criterion Theater, Oklahoma City, Nov. 15.

Milton Herth will be heard again this Sunday at 11 a.m. with WNEW's "Sunday Swing Concert" conducted by Martin Block from the Criterion Theater, with Merle Pitt's band and guest talent.

Wheelock in Hollywood For "Hotel" Conference

(Continued from Page 1)
Jan. 1. Currently drawing \$2,250 and recruiting picture talent from various studios gratis, Miss Parsons is reported asking upped stipend to be able to reimburse actors with more than a case of Campbell's soup, and present arrangement gives sponsor cheapest possible big time show which will be difficult to continue with talent from two major studios now unavailable because of direct radio affiliations.

Roberts as Actor-Announcer

Kenneth Roberts, CBS staff announcer, who has made guest appearances on Al Pearce's "Watch the Fun Go By," has been set by Columbia Artists for a permanent spot on the show in dual role of actor-announcer. Lyn Murray's Chorus, twice guest-starred, also gets weekly spot in the program, both assignments starting Nov. 16. Show goes on Tuesdays at 9 p.m.

Columbia Artists Signs 2

Management contracts with Columbia Artists have been signed by Buddy Clark, baritone, heard on "Your Hit Parade" and "Buddy Clark Entertains," and Nan Wynn, heard on Ray Block's "Varieties" and "Metropolitan Parade."

Dyer Gets RCA Post

Walter H. Dyer has been appointed manager of the auto radio division of RCA Manufacturing Co.

JOHN B. HATCH ASSOCIATES

An agency serving a N. E. clientele. Specializing in radio broadcast advertising.
(Send for booklet)
581 Boylston Street, Boston, Mass.
Commonwealth 0466

**☆ F. C. C. ☆
ACTIVITIES**

APPLICATIONS GRANTED

WDRG Inc., mobile, area of Hartford, Conn., CP for new relay station, 15 watts.
Mason City Globe-Gazette, mobile, area of Mason City, Ia., CP for relay station, 125 watts; also CP for new relay station, 2 watts.
National Life & Accident Insurance Co., Nashville, CP for new experimental broadcast station, 300,000, 330,000 and 360,000 kc., 15 watts; also license for same.

SET FOR HEARING

Y. W. Scarborough and J. W. Orvin, Charleston, S. C., amended CP for new station.

Amarillo Broadcasting Co., Amarillo, Tex., CP for new station.

WKEU, Griffin, Ga., authority to move station to Macon and make equipment changes.

Fred B. Fitch, Thumb Broadcasting Co., Sandusky, Mich., CP for new station.

Mountain Top Trans Radio Corp., Denver, CP for new station.

Pinellas Broadcasting Co., St. Petersburg, Fla., CP for new station.

Colonial Broadcasting Corp., Norfolk, CP for new station.

Fla. West Coast Broadcasting Co., Clearwater, Fla., CP for new station.

Joe L. Smith Jr., Beckley, W. Va., CP for new station.

Madison Broadcasting Co., Madison, Wis., CP for new station.

Sam Klaver and Nathan Belzer, Great Western Broadcasting Co., Omaha, CP, amended, for new station.

Brenau College, Gainesville, Ga., CP, amended, for new station.

E. DeVore Andres and Mrs. Annie L. Andrews, Greater Greenwood Broadcasting Station, Greenwood, S. C., CP for new station.

Southern Broadcasting Co., Covington, La., CP, amended, for new station.

Piedmont Broadcasting Corp., Salisbury, N. C., CP for new station.

Constitution Publishing Co., Atlanta, CP for new station.

L. B. McCormick, Greenville, N. C., CP for new station.

State Broadcasting Corp., Gretna, La., CP for new station.

Conn. State College, Storrs, Conn., CP for new high freq. station.

RICHMOND

C. T. Lucy, g.m. of WRVA, gave a brief talk on Tuesday night's 12th anniversary program of the station. Lucy has been with WRVA the entire 12 years.

James Whitley of the Joe Brown "Opportunity Night" program on WMBG is mourning the death of his mother.

University of Richmond Radio Guild has started a weekly religious series over WRTD. Guild also has a Friday variety show.

FRANK DEGEZ

CUSTOM CLOTHES

**46 WEST 48 ST.
NEW YORK**

BRyant 9-9746

It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.



JJEANETTE MacDONALD's fan mail shows a 60 per cent preference for light opera and musical romances, 10 per cent for Gilbert & Sullivan melodies—and not a single request for swing or syncopated rhythms.

Miss MacDonald, busy with picture work, will be missing on next Sunday's "Vick's Open House." Nadine Conner will be in her place, with Wilbur Evans singing opposite.

Josef Pasternack, musical conductor for the Vick show, has a new technique in accompanying radio singers. He plays the piano standing up.

Howard Swart, author of "The Newlyweds," is taking scripting jobs for delivery in 1955 by the writing team of Swart and Swart. Howard, Jr., weighed in last week at 6 lbs. and 11 oz., but is confining his present activities to the sound effects department.

The Inglewood Evening High School Radio Guild returns to the air via KEHE in a new dramatic series written by Elizabeth Goudy and Wilson Power. Program, sponsored by A. R. Clifton, superintendent of county schools, is heard on Saturday nights at 7:15-7:30.

KFRU, Columbia, Mo.

Program Director George Guyan is establishing regular correspondence with hundreds of foreign missionaries to obtain material for a weekly world-wide travelog program.

Texas Ranger, who started a new commercial from here recently, spent three days writing postcards to friends and fans about his new show.

When Wallace Mosier, continuity chief, has to explain why continuities are handed in late for deadlines, he must explain to Mrs. Mosier, who is traffic manager of the station.

WHN Opens Air Debates

First of a weekly series of radio debates will be broadcast Sunday at 10-10:30 a.m. over WHN, with New York University and the University of Cincinnati arguing the N.E.A. proposition on unicameral legislation. N.Y.U. debaters will be in WHN studios, while their opponents will speak from the Cincinnati studios of WLW.



Greetings from Radio Daily

November 11
Joe Penner
Henry Brown
Henry Shope

★ Programs That Have Made History ★

KVOO's "Sunday Afternoon Social"

ON Sunday afternoons in Oklahoma—if it's radio—it's the "Sunday Afternoon Social."

This program, which is written and produced in the studios of KVOO, Tulsa, has been on the air for more than a year, and during this time has built an enviable audience. Carried as a sustainer on Saturday nights, under the title of "Saturday Night Social," the show was recently sold to an automobile supply concern. The sponsor demanded that it be presented on Sunday afternoons, with the result that it has gained an even greater audience than that held on Saturday nights. The show is now produced at KVOO, and fed to WKY

at Oklahoma City, with the sponsor considering the addition of several other Oklahoma outlets.

The musical comedy and variety show is written and produced by Announcer Trafton Robertson, who is assisted by Toby Nevius, a former stage comedian. The program is typically old-fashioned and of the country social type. Twenty-seven persons make up the cast for the production, with guest artists on various occasions.

Pictures and large signs advertising the show were recently displayed in the sponsor's fifty-six stores in Oklahoma.

ST. LOUIS

Paul Phillips, KMOX continuity chief, is back at the station after a six-month leave.

Due to heavy commercial schedule, KMOX has extended sign-off to 12:30 a.m., an extra quarter-hour.

Co-sponsorship of all local football games through WEW is proving profitable to both sponsors and station. Sponsors are Hamlin Mfg. Co. (Saf-T-Shav), Adam Hat Stores and Old Vienna Products Co.

R. V. MacDonald, local appliance sales manager for Gen'l Electric, has been shifted to Dallas, with B. C. Bowe, district manager of radio sales, succeeding him here.

KSD has resumed airing its Washington University series of informative talks by faculty members.

SAN FRANCISCO

Another break for young maestro Paul Martin of NBC is the series of 5 t. c. shows arranged for him at 7-7:30 p.m. (PST) over the Blue net starting last Friday. "The Three Cheers" handled the vocal assignment.

Beryl Cameron, NBC contralto, has started a course of dramatic lessons. Dude Martin, KSFO cowboy star and bandleader, has moved his home to Oakland.

Elsie Robinson, well known newspaper syndicate columnist, makes her bow as guest author on "I Want A Divorce," next Sunday over Pacific Coast NBC-Red Network.

WDNC, Durham, N. C.

Al Harding has left to join WCCO, Minneapolis. He recently married a Minneapolis girl.

Jack Payton and his xylophone and vibraharp, with Art Dowling at the piano, are being featured on the "Melody Magic" thrice weekly morning program for Durham Public Service Co.

"Bing Time," popular Sunday show sponsored by Scars-Roebuck the past season, is now being sponsored by Elkins Motor Sales Co. Transcribed voice of Ted Husing delivers the commercials.

NEW ORLEANS

First meeting of the Southern Conference—a group of southern unions belonging to the AFM—will be held here Sunday, with A. M. Lessem, secretary of the Memphis Local, presiding. Problems confronting locals in the south, such as wage differentials, will be taken up, with most of the attention expected to be devoted to night clubs and radio.

Jimmie Willson is readying a half hour show to be entitled "Deep South." It will feature negro spirituals and a negro parson and is to be disked shortly to offer ad agencies as a commercial.

Henry Dupre will take to the scaffold (painter's) shortly to interview workers on a hotel remodeling job here over WWL.

LOUISVILLE

Sam, Gil and Louie, vocal trio, have left WHAS after airing for six years over station. They appeared on Renfro Valley Barn Dance over WLW last Saturday.

Bill Sherman has been appointed chief announcer of WGRC, New Albany, and heads the mike staff at the Louisville studios.

"The Jewel Box," a Sunday afternoon feature over WAVE, began new 13-week series, for the fourth successive year. Featured vocalist is Doris Grisanti, contralto.

Clifford Shaw, WAVE pianist and assistant program director, has turned composer. Two of his compositions are in the hands of a prominent concert accompanist, and will be heard shortly on a major network.

Ford Bond, NBC announcer, spent a few days vacation visiting his brother Bill (WAVE announcer) and his parents.

Margaret Daum Resumes Series

Margaret Daum, Metropolitan opera soprano, returns to CBS on Nov. 19 at 6-6:30 p.m. to resume her series of weekly concerts which was interrupted when she went to St. Louis and other cities to appear with Rubinoﬀ.



CECIL UNDERWOOD, producer of Fibber McGee and Molly, flew to Hollywood on business Tuesday. Expects to return Sunday in time to handle the next show.

Joan Blaine arrived from New York and is recording several auditions at RCA for a Lord & Thomas prospect.

Jay Sims, announcer of "Arnold Grimm's Daughter" received a broken shoulder in a motor crash and is confined to Illinois Masonic hospital.

Cecil Roy of "Kaltenmeyer's Kindergarten" passing out chocolates she received from a fan, Joan Crawford of Hollywood. Miss Crawford complimented her on her impersonations.

"Today's Children" will originate in New York tomorrow. Gale Page and Irna Phillips, two headliners of the show, are going to New York shopping this week-end.

Vivian della Chiesa, NBC soprano, sings at Hammond, Nov. 22; Burlington, Ia., Dec. 8, and Janesville, Dec. 13.

Everett Mitchell, senior NBC announcer, to emcee Travel Club meeting at Stevens Hotel on Nov. 28.

WHO, Des Moines

Reed Snyder, engineer, has been passing out cigars and candy. It's a girl.

Al Clauser, manager of the cowboy band, is another recent papa, the newcomer being a boy.

Mrs. Marguerite Moody is the latest addition to the office force.

"Headlines of the News," summary of the week's important events, is being presented by H. R. Gross, news editor, sponsored by Pioneer Hi-Bred Corn Co.

Louisiana Lou and Jerry Smith are now heard daily at 5 p.m. on the "Sunset Corners Opry," sponsored by Drug Trades.

WBAL Plugs "Our Baltimore"

Baltimore—WBAL, Baltimore, is using a full page advertisement in Baltimore, official Association of Commerce publication, to boost its "Our Baltimore" program, stressing its use in connection with holiday business. Programs consist of informal tours of plants and other establishments with a WBAL microphone. The advertisement includes a long list of the companies that have made use of the program.

AL DONAHUE

and his orchestra
at the

RAINBOW ROOM

For Fall and Winter Season
Fourth Return Engagement

Program ☆
Reviews ☆

"The Literary Forum"

New series presented by the Radio Division of the WPA Federal Theater in cooperation with New York University over WHN and the WLW Line on Tuesdays at 9-9:30 p.m., is a very intelligent dramatized review of a best-seller. The latter has been doing this type of show for short periods each season for the past three years, but this inaugurates the current series on WHN and its affiliated WLW Line. Program consists of discussions of new books and dramatizations of the most typical episodes by Federal Theater actors. Opening show held a discussion between Prof. Homer A. Watt, chairman of the English Department of N.Y.U.'s Washington Square College, and Dr. Younghill Kang, on the latter's current best seller, "East Goes West," and dramatizations in which Dr. Kang played the part of Dr. Kang, the book being of autobiographical content. Sub-title of the book is, "The Making of An Oriental Yankee," and the story readily reveals the wherefore of its popularity. There are ample episodes of humor and human interest throughout, and as presented and discussed intermittently, there is every reason why the average listener would want to buy the book and learn more about it. Dr. Kang appears to be a find as a clever actor—if that may be construed as a compliment to him.

As in all WPA productions, the direction and the artists are tops. Charles Crumpton of the Federal Theater, directs the program, with Donald Barrie in charge of production. On subsequent shows, various other N.Y.U. professors will take part, in cooperation with Prof. H. M. Partridge, program director of the N.Y.U. Radio Committee.

Radie Harris

The usual movie chatter is dispensed in the new "Hollywood News-reel" weekly program initiated by Radie Harris at 6:45-7 p.m. yesterday over WOR-Mutual. Domestic and romantic bits, expose of a supposed film publicity stunt (which might just well have been left unexposed as far as everybody is concerned), a sketchy preview of a new film, and finally the presentation of

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

KTOK—Oklahoma City

1370 kilocycles—100 watts

HAROLD V. HOUGH, President

JOSEPH W. LEE, General Manager

K TOK, Oklahoma City's newest radio outlet, owned by Oklahoma Broadcasting Co., Inc., has already established a name for itself as an enterprising station. But its history has plenty of complications. It was first established as KGFG and shared time with KCRC on 1370 kilocycles. Then KCRC moved to another frequency and KGFG became sole holder of the spot, still on a part-time basis. Harold Hough, treasurer of the Fort Worth Star-Telegram and general manager of the Star-Telegram's stations, WBAP and KGKO, bought KTOK for his own, November 4, 1936. It inaugurated full-time service with the new call letters in March, 1937, from new studios in its own new building at 1800 West Main in Oklahoma City. The studios are completely modern in every detail, using a new RCA transmitter and 210 foot Lehigh vertical antenna which is located near the KTOK building.

KTOK's primary coverage embraces seven Oklahoma counties on .5m/m contour, wherein 15.38 per cent of the State's population is concentrated. The Primarea market of the station includes 24.09 per cent of the state's retail sales and \$219,104,000 effective buying income. There are 305,340 potential radio listeners in 72,700 radio families. This embraces a large percentage of the 94,290 families in the area.

As key station of the Oklahoma Network of eight stations, also affiliated with MBS, KTOK has presented many unusual programs, one among these being regular weekly programs from the governor's office with the governor at the microphone, the mike having been placed in the office for the use of whomever may be governor from year to year. KTOK and other network stations brought listeners for eight successive days from all points of the state. The conferences between Senator Elmer Thomas and farmers in the area, are an innovation in radio. Special events and sports are principal features of the schedule, and the station has a name for going out and getting anything of interest by remote that it may not be able to bring to its studios.

Harold Hough is owner of the station; Joseph W. Lee, general manager; Tom Johnson, commercial manager; Paul Buening, program director; Bruce Howard, chief engineer, and Harold Shreve, continuity director.

☆ ☆ ☆ **QUOTES** ☆ ☆ ☆

MICKEY ALPERT: "Just as a newspaperman is constrained to stick closely to the facts, so, I believe, an orchestra leader should confine himself to his music. Especially is this true in air broadcasts. People listen to a radio band for its music, and all idle chatter or prolonged song announcements represent to them so much wasted time. For this reason, I limit my song announcements to the simple title—and if time is needed to get the band set, I offer the name of the vocalist. I feel that this is what my listeners prefer."

BERT SWOR and LOU LUBIN: "The public, which has long grown surfeited with radio comedy scripts that are replete with good but old jokes and situations, will applaud any attempts made at topical humor even if it does not quite score a 'bull's-eye.' Any reference made to

the news of the day or the interests of the hour is appreciated immediately because of its obvious originality and invention. The better script writers are reading their papers and magazines instead of their Joe Millers."

AL GOODMAN: "There isn't much difference conducting for the radio than there is in leading a pit band at a revue or musical comedy. Both call for an orchestra skilled in conducting vocal accompaniments. Both allow time for straight orchestral numbers, without vocals—although in radio work this is featured more than in theatrical work. True, a radio orchestra plays many more different tunes, which advantage is offset by the fact that a theater band can experiment with the old ones; theater bands are responsible for many new arranging tricks."

Gertrude Lawrence as guest star, made up the program.

Miss Lawrence, of course, was the highlight of the show. She also sang Johnny Green's "Body and Soul," with Green at the piano. Miss Harris is an adept hand at this type of program and should have no trouble making it interesting.

D'ARTEGA

AND HIS
ORCHESTRA
Admiracion Shampoo
Sunday 6:30-7 P. M.
MBS—WOR
Office, CH 4-5155

DON KERR

Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Six Star Revue
Fox-Fabian Professional Parade



Radio Annual has been a full year in the making and will be ready for distribution shortly after the first of the year.



... distributed complimentary to Radio Daily subscribers as part of Radio Daily service.

LINCOLN

Jack Wells, KFOR's romantic singer, has been signed by Anson Weeks, orchestra leader. Wells joins him at the Trianon, Chicago, in early December.

Lyle DeMoss, KFAB program director, always takes a small radio set with earphones to the football games. That way he can find out who has the ball and what's going on while watching.

Jettabee Ann Hopkins, WOW, Omaha, and John Shafer, KFOR program director, are busy denying reports that they're married, or are going to get married.

Radio announcers—nine of them—will take on the nine newspaper columnists here in a spelling bee on KFOR.

WBT, Charlotte

Grady Cole, commentator-philosopher, confined to his home by a cold.

Clair Shadwell, the Old Shepherd, is limping; sprained his ankle at the Carolina-Davidson football game.

Governor Olin Johnston of South Carolina has asked WBT to allot him air time for at least one "Fireside Chat" monthly.

When Mayor Ben Douglas is unable to come to the WBT studios for his weekly "Welcome Stranger" program, the studio goes to him. The other night he was aired from the Hotel Charlotte ballroom, where hizzoner was presiding over a Community Chest victory dinner.

WSYR, Syracuse

Pieplant Pete and Bashful Joe, heard weekday mornings at 6 o'clock, are booking a series of personal appearances in central New York. They are also bringing out a book of cowboy songs soon. Pontiac "Varsity Show" will originate from here Nov. 26.

Ruth Chilton has a new women's program, "Stay-at-Home Club," on Tuesday and Thursday afternoons for a half-hour.

Fred Ripley, station vice-president, billed as the "Mine Boss" in "Romance of Coal," twice-weekly fuel dealer's program.

ONE MINUTE INTERVIEW

BOB HOPE

"Radio through its comedy has given America a sense of humor that should be the envy of the rest of the world. We are fortunate, when tuning in our sets, that we frequently have something funny to listen to, in contrast to the nationalistic propaganda that is characteristic of some European countries. A happy, contented listener, typical of the radio public in the United States, is a much more useful citizen than a chap who goes about with a musket on his shoulder."

★ Coast-to-Coast ★

DONALD PETERSON, producer of "Junior G-Men," recently tried to straighten out the social security accounts of some of his actors and actresses. He started to investigate and finally ended up at the Social Security Bureau at 45 Broadway, where he was taken care of by a young lady, who cautioned him not to hire any actor unless he has a social security number.

Alice Reddington, secretary to FCC Commissioner George Henry Payne, was honored by her fellow workers last week when they presented her with gifts at a party in her honor prior to her leaving for Puerto Rico to spend two years.

Lyn Murray's newest choral group, "The Four Clubmen," are now heard regularly via CBS every Friday afternoon. Murray currently has three other choruses on the air besides the "Clubmen."

Rolf de Mare, founder of the Swedish Ballet, will make his only radio appearance in America on Irving Deakin's "Music and Ballet" program over WQXR at 9:15-9:45 tonight.

A short wave program to the Latin-American countries by the students at the Rensselaer Polytechnic Institute in Troy, N. Y., who come from Central and South America, will be broadcast, Sunday evening 6-7, over General Electric's powerful short wave stations, W2XAD and W2XAF, Schenectady.

A re-broadcast of President Roosevelt's Fireside Chat on the Unemployment Census on Sunday will be given by WMCA at 11:45 to midnight.

"Household Chats" program on WGY, Schenectady, conducted by Betty Lennox, 1:45 p.m. Monday through Friday, now has nine participating sponsors (three on a program), some of them using three of the periods weekly. Program drew 10,389 pieces of mail in 1934 and 24,154 in 1936. American Molasses has been participating in the program for nine consecutive years.

Chefs as Guest Stars

Prominent chefs and other masters of the culinary arts are guesting these days on "The Home-Makers' Hour," morning woman's program on KLZ, Denver. New slant is the idea of Howard Chamberlain, production chief, and has stepped up the show considerably. Initial shots brought hotel chef and air stewardess to the microphone, giving their angles on food preparation.

while Durkee-Mower has been on five years and Good Luck Food Co. three. Endorsements by Miss Lennox and photos, etc., have also been used in newspaper tie-ins.

Len Miller, advertising man, is a new member of the sales staff at WELI, New Haven.

Bill Blatchley and Jack Henry will handle a new twice-weekly street broadcast for Salco Oil Co. over WBRY, Waterbury.

Alois Havrilla supplies the voice for the new Paramount Pictorial short film on skiing, "Skiheil," just completed.

CKY, Winnipeg, is among the stations that gets quick action when an appeal for blood donors is broadcast. Some 300 responded to a recent call.

Sidney Howard's play, "The Silver Chord," will be offered by the Radio Playhouse Acting Co. over WNYC on Sunday at 12-1 p.m. Ted Cott adapted it, and cast will include Cott, Lorene Scott, Jane Hoffman, Betty Garrett and Melvin Meisel.

Royden N. (Doc) Rand, who returned recently to WOKO, Albany, after a seven-week illness, has had a slight relapse. His son, Greenfell, is again pinch-hitting as announcer and sports commentator.

CHAB, Moose Jaw, Saskatchewan, has signed for Star Radio's "Good Morning, Neighbor" program. Another Canadian station, CKPR, has signed for the commercials. Latest station to order the "Christmas Tree of 1937" is KCKN.

Judge J. M. Brande, former Boys' Court Judge now on WJJD with "Traffic Court," will be interviewed sometime next week by Eddie and Fannie Cavanaugh, who have been sponsored in a gossip program on WBBM for nearly four years. Judge Brande used to appear on "Big City Parade" in person, when episodes from his Boys' Court were dramatized.

Employers on Job Program

Employers are now being interviewed on the job-seekers program over KDYL, Salt Lake City, airing under title "Wanted, A Job." The bosses detail personnel qualifications in their organizations. Heretofore show interviewed only job-seekers sent up by National Reemployment. Conservative estimates say 80% is the average of successful placements since the show was started one year ago.

PHILADELPHIA

Harry Balkin, "Success Doctor," begins a new series on WFIL.

Jack Adams is preparing a series of comedy programs for KYW.

Joe Schreiberman, WDAS musical director, is readying a choir of sixty voices to be heard shortly.

KYW starts a new series of programs called "The Theater of the Air," featuring three one act plays written by Norman Sickle of the staff.

Robert Grover, a new voice to WCAU listeners, is heard weekly.

Charles and Ralph Borrelli are in charge of the Italian shows at WPEN.

Betty Shaffer of WIP program department is to be married to Richard Bechtel.

Dr. John Nason, commentator, will conduct a new series over KYW.

John Facenda, WIP night supervisor, was recently married.

Jean Shaw, soprano, introduces a new WCAU series assisted by Esther Goff at the organ.

Murray Arnold, WIP director of public relations, who also broadcasts as Tom Rodcap, was recently introduced as Murray Tomcat.

C. W. Ogelsbye is announcing the hockey games from the Arena over WHAT.

Frances Carroll, WIP songstress, doubling at one of the nite spots.

Prexy Samuel Rosenbaum of WFIL doubled as an announcer and reporter in order to get the election returns on the air.

Pat Stanton of WDAS leaves for a short trip to Ireland soon.

Erna Sack, soprano, and Jussi Bjorling, tenor, are featured on WIP's Symphony hour.

George Haggerty, studio engineer at KYW, was recently married.

Major Thomas Coulson starts a new series over WCAU.

Gene Edwards, newest addition to WDAS announcing staff, is a camera addict.

Polly Willis, WFIL soprano star, returns to the airlines after an absence of several months.

Jan Savitt and the KYW Top Hatters start a new series of programs for RCA Victor dealers.

George "Stoney" McLinn, WIP director of sport broadcasts, celebrates another birthday.



Jane Pickens learned to sing by listening to the Negroes working on her father's plantation in Georgia.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 95

NEW YORK, N. Y., FRIDAY, NOVEMBER 12, 1937

FIVE CENTS

Warner-Luckies Sign Deal

Looking On ... AND LISTENING IN

ART vs. BIZ Sponsors who expect direct results from their radio advertising must give listeners not only a good show but the type of a show that is designed to bring those results.

An artistic success is a fine thing, but the big bulk of artistic successes only bore the majority of the population, so it is folly for a sponsor with a product or service of general appeal to attempt to sell it through a radio program of limited interest.

Latest case in point is the new Sealtest show, "Rising Musical Stars," on NBC-Red at 10 p.m. on Sundays.

Though Alexander Smallens is a gifted conductor and does a swell job with his crew of accomplished Philharmonic musicians and the chorus and guest stars, the style of the show and its late hour are heavily against it as far as listener interest is concerned.

James Melton's program, which formerly occupied the spot, may have suffered occasionally in material, but at least the idea was right and audience value was far greater.

DEPT. STORES The big success of the "Pengoo Day" department store sale recently promoted over WHBQ, Memphis, gives rise to the thought that there ought to be more department store business on the air.

Considering their volume of sales and constant relations with the whole community, stores should find it to their advantage to utilize radio more extensively.

Incidentally, the "Pengoo" (bargain day) idea, which was originated back in 1934 at WDSU, New Orleans, by E. J. Sperry, now at KFAC, Los Angeles, has plenty of possibilities—and Sperry is willing to supply the whole campaign without cost just to help the cause along.

Allen's New Linenp

New features of "Town Hall Tonight" when Fred Allen resumes on the NBC-Red program next Wednesday, from the coast, will include the King's Men quartet, guest comedians starting with Lionel Stander, and a weekly interlude titled "People You Never Expected to Meet." Allen and the program return east around the first of the year.

McNINCH OPENS FIRE IN "CLEANUP" OF FCC

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington — Regular meeting of the full Commission at FCC headquarters this week was converted into nearly a three-hour lecture by Chairman Frank R. McNinch, demanding that "corruption and laxity" be rooted out of the FCC, it was learned following the closed conference. Reminding his colleagues that the President had drafted him from the Federal Power Commission chairmanship to direct the FCC destiny, McNinch inveighed against laxities
(Continued on Page 2)

NBC Revising Setup For 3 Cincy Stations

Cincinnati—Understood NBC station relations in New York within the next few days will announce a new set-up for its three local affiliates, WCKY, WLW and WSAI. Under present arrangement WSAI is the basic Red station, WCKY the ba-
(Continued on Page 2)

Allis-Chalmers Sponsors WLS Stockyards Series

Chicago—Allis-Chalmers Mfg. Co. (farm machinery), Milwaukee, will sponsor WLS' broadcasts from the International Livestock Exposition, Nov. 29-Dec. 3. Art Page will be at the mike. Bert Gittins is the agency.

Whiteman-Chesterfield Set, With Show Coming From Coast

Crusading Campaign Launched Over WTMJ

Milwaukee — When Milwaukee's critical tavern situation, resulting from a spectacular ministerial investigation of the city's night life, reached a climax, WTMJ, The Milwaukee Journal station, quickly threw open its facilities to leaders on both sides of the question. The station management invited
(Continued on Page 3)

American Tobacco NBC Program, to be Produced by Studio, Transamerican and Lord & Thomas, Starts Dec. 1

PAYNE LAUNCHING DRIVE ON JUVENILE PROGRAMS

Washington Bureau, RADIO DAILY
Washington—A "cleanup campaign" directed at radio programs for children will be launched by Commissioner George Henry Payne of the FCC next week, when he intends to present evidence demanding action by the full Commission.

Payne says "letters, telegrams, telephone calls and personal visits have
(Continued on Page 3)

Two Regional Meetings Being Held by AAAA

Regional meetings for the Eastern Seaboard members in New York and for Central States members in Chicago will be held this month by the American Association of Adver-
(Continued on Page 2)

Music Code to FTC

Washington Bureau, RADIO DAILY
Washington—New music code of fair trade practice will go before the Federal Trade Commission in a week with recommendation of the commission's division of trade practice conferences, George McCorkle, director of the division, told RADIO DAILY yesterday.

Final arrangements whereby Warner Bros. Pictures, its affiliate Transamerican Broadcasting & Television Corp., and the Lord & Thomas agency will produce a series of 52 weekly shows for American Tobacco Co. (Lucky Strike cigarets) to start Dec. 1 at 10-11 p.m. over NBC-Red, were concluded yesterday. An audition recording of the proposed program, produced in Hollywood, was recently received in New York.

Dick Powell is emcee and principal
(Continued on Page 3)

TECHNICIANS' STRIKE PUTS WOL OFF THE AIR

By MILTON F. LUNCH
RADIO DAILY Staff Correspondent

Washington—Strike of technicians, members of American Communications Ass'n, CIO unit, put WOL off the air yesterday.

In an election under NLRB auspices recently, the ACA was chosen by the technicians as their bargaining agency. Contract was presented
(Continued on Page 2)

American Bankers Ass'n Preparing Disk Series

American Bankers Association is preparing a series of quarter-hour transcriptions for use by banks on their local stations. ABA has been working on this plan for some time. Last year a survey was made to ascertain how its membership felt
(Continued on Page 2)

Started Something

Memphis — When Justice Black picked radio instead of newspapers to give the world his K.K.K. statement, he started something. Abe Waldauer of the state election commission followed suit here by taking time on WSM to state his position on a headline controversy. The state's special session, called by radio, also is airing on WSM.



Vol. 2, No. 95 Fri., Nov. 12, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher
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.

NBC Revising Setup For 3 Cincy Stations

(Continued from Page 1)

sic Blue and WLW optional on either the Red or Blue.

But due to inability to clear time satisfactorily under the present system, NBC has decided to make all three stations optional to both webs. Since WCKY increased its power to 10,000 watts, station has become second choice in Cincinnati with sponsors of network programs, but many a Red network sponsor, who could not obtain WLW, had to take WSAI because WCKY was only available to Blue network sponsors. WSAI is a 2,500 watt daytime, 1,000 at night.

As the Red has more sponsored programs, L. B. Wilson has found himself losing business because NBC regulations forbid him taking Red network commercials even if the sponsor desired WCKY in preference to WSAI, assuming WLW not to be available.

American Bankers Ass'n Preparing Disk Series

(Continued from Page 1)

about radio as an advertising medium. The reaction was favorable and this disk library is the result.

Programs will cover every phase of banking interests. Script, mostly musical, will be purely educational with no direct selling.

Nathan Kroll's orchestra, Howard Clancy, announcer, and "John Sterling", who will give talks on banking, are the featured talent.

Complete series will consist of 52 transcriptions with the suggestion that each bank broadcast the disks twice weekly.

MARTIN BLOCK'S "Make-Believe Ballroom" A WNEW FEATURE 1250 Kc. 10 TO 11 A. M. 6 TO 7:30 P. M.

Whiteman Deal Is Set; Will Air From Coast

(Continued from Page 1)

rently in the hands of receivers. Receivers wanted \$15,000 for a release of Whiteman when Chesterfield sought to have its show originate in New York.

Whiteman, who is an NBC artist, will open a 26-week half-hour series on New Year's Eve on the CBS network, and will be heard on this web for the first time in nearly 10 years. Bing Crosby, former member of the Whiteman organization and a protégé of the maestro, will be heard as a guest star on the opening show, Crosby having offered his services as soon as he heard the contract was signed. It is presumed that other former Whiteman artists now on the coast will also be heard on subsequent programs, each Friday night. Newell-Emmett Co. Inc. has the Chesterfield account and holds options on the Whiteman band following the initial 26 weeks. Salary for the show is reported as the highest ever received by a band for a half-hour weekly stanza.

Technicians' Strike Puts WOL Off the Air

(Continued from Page 1)

to William A. Dolphe, general manager of the station, an MBS outlet, calling for a scale of from \$49.50 to \$92 a week, the same as recently granted by CBS. Dolphe refused to sign, asking the operators to consider the size of the station and its relative small earning power.

John Kantt, spokesman for the operators and employes of the station for nine years, stated that a new contract was drawn up to meet Dolphe's objections, calling for a scale of \$37.50 to \$62.50, but Dolphe refused to sign.

A temporary truce last night put the station on the air under a "gentleman's agreement" until 10 a.m. today to allow both sides to discuss revised settlement proposal.

Two Regional Meetings Being Held by AAAA

(Continued from Page 1)

tising Agencies. Both meetings will be for AAAA members only.

New York meeting will be held at the Hotel Roosevelt on Nov. 18; the Chicago meeting at the Medinah Club, Nov. 23. Programs are being built with special attention to interesting and informing agency junior executives, many of whom were unable to attend the recent national convention of the AAAA held in the spring.

WBS Temporary Coast Office West Coast Bureau, RADIO DAILY Los Angeles—World Broadcasting System's coast headquarters will be transferred tomorrow to temporary offices at 1,000 North Seward St., pending construction of new Hollywood studios and recording facilities for WBS. Pat Campbell is coast manager.

McNinch Opens Fire In "Cleanup" of FCC

(Continued from Page 1)

and irregularities uncovered in the Commission. He absolved the other Commissioners of personal involvement, according to advices, but demanded they join with him in restoring probity in the lower ranks.

The Chairman in particular criticized some subordinate employes' relationships with attorneys representing applicants for and holders of radio broadcasting licenses, according to authoritative report.

McNinch to Stop "Leaks"

Announcing what is apparently designed to be a stop-gap on inside "leaks" within the FCC, McNinch at his press conference yesterday issued an order requiring that a complete report of Commission business including calls from congressmen, attorneys, or any one else requesting information pertaining to Commission business, be sent to all congressmen, governors of states, as well as utility commissions of such states. The report will be issued once a week, so that the business of the Commission in the future "will be like a glass house, open for anybody's inspection".

McNinch also revealed he "hoped" the Commission would reach a decision on Segal-Smith case about the middle of next week, at which time T. A. M. Craven is expected back from the Havana conference.

McNinch pointed out that the publication of all calls received by the Commission would tend to do away with the alleged practice of anyone contacting the Examiner or any members of the Commission in between the closing of hearings and the final decision.

Heading off possible criticism, Chairman McNinch, stated frankly that "this order is in no way given to avoid a Congressional investigation should there be one. There was no occasion for my having to read the 'riot act' yesterday afternoon but I will say that my job here is not nearly half completed yet."

Gracie Barrie Held Over

Chicago—Gracie Barrie has been held over for the third time at the Chez Paree. She was booked by Herman Bernie, who has returned to New York following a visit here.

147 RADIO STATIONS COAST-TO-COAST ARE USING OUR TRANSCRIPTIONS Let us show you why SOUND REPRODUCTIONS CORP. 17 W. 46th St., N. Y. C. BRyant 9-8265

COMING and GOING

JAMES C. WILSON, well known travel lecturer and author of "Three-Wheeling Through Africa," has arrived in New York to attend a meeting of the Explorers Club, of which he is a member. Wilson will also confer with Allan M. Wilson of Conquest Alliance Company regarding a series of dramatized travel programs. The two Wilsons are cousins.

HENRY NESTOR, the "singing cop" of Washington, D. C., is in New York for an appearance on the Major Bowes program tonight.

A. W. HOBLER, president of Benton & Bowles, and MRS. HOBLER, have left the Coast for New York after catching the premiere of "Good News of 1928." R. B. Bennett, handling the Maxwell account for General Foods, also en route East.

JOHN L. CLARK, prexy of Transamerican, and HERMAN STARR, v.p. of Warner Bros., leave New York today for Hollywood.

HERMAN BERNIE is back from a Chicago trip.

DICK POWELL has gone to Cleveland from the Coast to appear at the auto show. JOAN BLONDELL (Mrs. Powell) accompanied him east.

Short Wave in Hotel

Hotel Edison in New York has installed for the benefit of its guests the two latest developments in radio reception. The new short wave reception by directional antenna makes it possible to tune in on any short wave broadcast from here and abroad. The "high fidelity" system offers sound transmission with the minimum loss of the natural quality. Both these developments were installed under the direction of the Edison's radio engineer, Charles McFredrick.

New Solar Catalog

A new catalog, describing Solar Mfg. Company's line of transmitting capacitors, has just been issued and is available at offices of company, 599 Broadway, New York City.



JESSICA DRAGONETTE

Singing at the Academy of Music, Philadelphia, Pa. November 22nd. Management HAENSEL and JONES COLUMBIA CONCERTS CORP. 113 West 57th St., New York City

WARNER-LUCKIES SIGN DEAL FOR NBC SERIES

(Continued from Page 1)
 pal star of the series. Leo Forbstein, musical director of the Warner studios, will direct orchestral phases, while Dudley Chambers will handle choral numbers. Rosemary Lane, formerly with the Fred Waring aggregation and now a Warner contract player, will be featured in the broadcasts.

Entire resources of the Warner studios, including a long list of stars, directors, writers and composers, will be available for the shows, which will be "designed purely for entertainment." Programs will be musical, dramatic and topical in nature, including previews of forthcoming Warner films and guest stars of prominence in various fields.

Edward G. Robinson, Bette Davis, Kay Francis, Errol Flynn, Leslie Howard, Olivia de Havilland, Pat O'Brien, Claude Rains, Basil Rathbone, George Brent, Anita Louise, Hugh Herbert, Frank McHugh and Ian Hunter are among the Warner stars. Songwriters include Warren and Dubin, Rodgers and Hart, M. K. Jerome, Jack Scholl, Richard Whiting and Johnny Mercer.

Show will be titled "Your Hollywood Parade—Hollywood at Its Best." Tom McAvity, radio director of Lord & Thomas, will produce the show. Possibility that Bill Griffin, continuity writer, and Herbert Glover, publicity head, for Lord & Thomas may also go to the coast to work on the new show.

The program will originate at KFVB, the Warner station in Hollywood, and will be carried by this outlet as well as by the NBC station in Hollywood. The show will be 15 minutes longer than the present NBC "Hit Parade."

Starr and Clark Go West On Warner-Luckies Setup

Herman Starr, vice-president of Warner Bros., and John L. Clark, president of Transamerican, Warner subsidiary, leave today for the Coast to confer with company officials on details, and to set up executive machinery for the Lucky Strike program just set for 52 weeks on NBC.

Don Clark Joins Agency
 West Coast Bureau, RADIO DAILY
 Los Angeles—Don Clark, KFI-KECA program director, has resigned to join the H. N. Swanson agency in charge of the radio department. The agency heretofore has specialized in handling picture story material and writers exclusively.

More Power for Your Job!
WABY
 NEW EQUIPMENT...
 NEW PUNCH!
 ALBANY, N.Y.

NEW PROGRAMS—IDEAS

Air Student Activities

A new series of programs, acquainting Fall River citizens with extra-curricular activities at Durfee High School, has been inaugurated by WSAR in cooperation with school officials and the Students' Activities Association. The broadcasts were arranged by Francis J. McLaughlin Jr., production manager of the station and a graduate of the school, from which he went to Providence College. As a member of the Durfee debating team, Mr. McLaughlin had ample opportunity to measure the value of extra-curricular work, and the object of the shows is to stimulate an appreciation of such projects. School officials, enthusiastic over the plan, maintain that these student activities make for better sportsmanship, develop the proper school spirit, bring teachers and students in closer cooperation, and tend toward better scholarship.

Payne Launching Drive On Juvenile Programs

(Continued from Page 1)
 indicated that people from every section of the country are aroused over the character of the blood and thunder programs that are influencing children at the cost of their nerves, sleep and health."

Stations and networks should take the initiative in working reforms, Payne stated, but under Chairman McNinch's plan of FCC reorganization every detail of broadcasting becomes the business of each and every Commissioner. He added that in New York a committee of distinguished physicians, including Dr. Bernard Sachs, president of the New York Academy of Medicine, Dr. C. Ward Crampton and Dr. Foster Kennedy, psychiatrist at Cornell Medical School, have joined a voluntary study group to make plans for the program reform.

It is also understood on reliable authority that, if Capitol Hill does not take steps to authorize a Congressional probe of the FCC shortly after the special session opens next week, Payne is prepared to demand that such a probe be made.

Defends Children's Shows

Children's radio programs should be judged on the same basis as children's literature, in the opinion of Russell Pratt, veteran producer of juvenile shows and now putting on "The Adventures of Tommy Thatcher" over Michigan stations. "Boys and girls are discriminating when it comes to radio fare," says Pratt. "They want adventure, but there is a definite line of demarcation between adventure and thrills. Every right thinking parent agrees that horror and gruesome details should never appear in children's programs."

Kid Show Sells Shoes

Nine weeks on the air with an all-time high in sales following each broadcast and the necessity of two changes to larger locations due to increase in business is the story of Trippett's Pied Piper Shoe Store of Tulsa. They sponsor a 15-minute children's amateur program over KTUL every Saturday at 9:15 a.m., and the program has been so popular that it has created an increased interest in health shoes for children throughout Tulsa. KTUL now also has two other programs advertising health shoes for children.

"Radio Book Club"

KEHE, Los Angeles, has a new program in cooperation with the Los Angeles Public Library which dramatizes stories of books for children. Logged as "The Radio Book Club," it will be heard every Friday at 6:30-6:45 p.m.

Crusading Campaign Launched Over WTMJ

(Continued from Page 1)
 representatives of groups which had expressed concern over the ministers' sensational discoveries, offering them an opportunity to discuss the issue in public debate over WTMJ.

Among those invited, and several of whom have already arranged to join in the debate, were the Rev. Raymond H. Ewing, chairman of the ministerial vice investigating committee; District Attorney Herbert J. Steffes; City Attorney Walter J. Mattison; Chief of Police Joseph T. Kluchesky, and many others.

To handle the air debate, WTMJ cleared its program schedule to permit eight 15-minute periods during the week. The series will continue so long as speakers wish to avail themselves of it. Speakers were required to submit copies of their talks to the WTMJ office.

Since Milwaukee's tavern sensation is attracting national attention, WTMJ officials regard themselves fortunate in choosing it as the opening gun in a series of important crusading programs.

Large newspaper space was given to the debate and following the first announcement many listeners called to congratulate WTMJ.

HARRY SALTER

RETURNS TO CONDUCT

Your Lucky Strike Hit Parade

Beginning Saturday, Nov. 13th
 OVER CBS
 10-10:30 E.S.T.

ROBERT THORNDIKE
 (Thorndike Publishing Co.)

MIRIAM THORNDIKE
 (His Wife)

JOAN ALLEN
 (His Secretary)

JIMMIE WILSON
 (Her Sweetheart)

Present a new and beautifully written version of the ever popular theme of WIFE versus SECRETARY.

in

"ONE WAY STREET"

Written by Bernard Dougall
 Directed by Harold McGee

Advertising agencies are cordially invited to arrange appointments to hear recordings of the first three episodes.

HENRY SOUVAINÉ

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30 ROCKEFELLER PLAZA
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PROGRAM REVIEWS

"Your Hit Parade"

With Leo Reisman taking over the baton, and Louise Massey and Her Westerners injecting a slightly different note in the vocal end, Wednesday night's "Hit Parade" over NBC-Red was a highly enjoyable affair. Reisman set a spirited pace right at the opening of the program with the most lilting version of "Vieni, Vieni" that these ears have heard—and they have heard a mess of 'em. Then on through the parade of current favorites, plus a special or two, including one of those rhumbas which Reisman also handles very adeptly. Vocalists, besides the Massey troupe, included Buddy Clark and Freddie Gibson, all doing nicely.

"Town Hall Tonight"

Walter O'Keefe, who concluded his pinch-hitting for Fred Allen on "Town Hall Tonight" last Wednesday night over NBC-Red, rates a salute and a few bouquets for the excellent job he did. There are only a few comedians, emcees or even showmen who can pilot a full-hour show for a series of weeks and maintain its entertainment value on a high plane, but O'Keefe is one of them. Incidentally, the Merry Macs, who guest-starred on several of the last "Town Hall" programs, provided some very bright entertainment.

AGENCIES

THOMAS LANE has joined the radio department of Young & Rubicam.

EDGAR KOBAK, v.p. of Lord & Thomas, will be one of the speakers at the marketing conference of the American Management Ass'n, Nov. 18-19, in the Hotel Pennsylvania.

Get Australian Program

"Heroes of Civilization," awarded the Australian Cup for Outstanding Radio Appeal in 1937 by the Australian Radio Forum, has been brought to New York in transcribed form by Michelson & Sternberg, importers, who are now auditioning the show.

**Greetings from Radio Daily**

November 12
Pat Patterson

November 13
Conrad Thibault Harold Fair

November 14
Martin Alexander
Laurence Alexander
Jack Oakie Dick Powell
Bud Hallick Morton Downey



● ● ● Little Shots About Big Shots: This is nominated for the best story of the year which actually happened... Lester Lee is of Jewish descent while his wife is Gentile. Last week one of Lester's youthful relatives was being confirmed at Fall River, Mass... Being too busy to go to the ceremonies, he asked his wife to purchase the kid a gift which would be long remembered... A practical woman, Mrs. Lee went to Macy's and purchased a duffle-bag and ordered the kid's monograms engraved with directions where to deliver... She departed, figuring that her gift will go with the boy through his camping days and into college—it was so practical, doncha know?... Reaching the street level, she reconsidered her purchase and let out a scream. "Ohmigosh—I'll never be forgiven," she said as she rushed up the escalators, attracting the attention of sales-folks, etc... On reaching her destination, Mrs. Lee asked to speak with a Jewish person who might inform her on customs, etc... After raising a turmoil she was told that it was quite all right—"that a PIGSKIN bag is permissible in Jewish homes"!

● ● ● Earl Harper was broadcasting the Walter Johnson testimonial dinner from Washington via WNEW and announced that a show would soon go on at the Mayflower hotel—but that the station would be forced to cancel the broadcast because no arrangements had been made to clear musical compositions for this show... Gene Buck, prexy of Ascaph, was tuned to the show in his Long Island home. On hearing the announcement, he phoned Harper in Washington and granted blanket permission to air any Ascaph number performed at the dinner... Leo B. Tyson, manager of KMPC, Beverly Hills is proud of the Certificate of Merit awarded the station by the National Research Bureau for "real service to music lovers."

● ● ● A nite club guest had arisen to the bandstand and offered a piano selection for the customers... An onlooker sat entranced and then came over to the ivory-pounder and said, "You're a fine musician. I can do a lot for you. Here's my card—come up to see me"... The musician smiled and pocketed the card... He is Jack Rosenberg, prexy of Local 802, AFM... Claire Sherman, CBS contralto, never goes to a beauty parlor—in fact she detests the places. The other day the publicity dept. had her pose for pictures which she was told were for fashion mags. The locale?—you guessed it—a Beauty Parlor!

● ● ● Little Jack Little was scheduled to air a show from WJW, Akron, while doing a personal at a local theater... The last minute word reached Art Graham, head of the program dept. there that Jack had an attack of sciatica which necessitated his cancelling the broadcast... Having promised the listeners Little Jack Little, Art delivered him via a remote from the stage of the theater... Recent recordings of their sound effects library by Speedy-Q required a "crying-baby" effect. This was obtained after the local hospital officials agreed to the recordings—with microphones thoroughly sterilized.

● ● ● Frances Langford who begins a vaudeville engagement at the Paramount Theater Wednesday—will still be heard on "Hollywood Hotel" the two Fridays she's here. Frances will be piped into the show on the coast from the CBS studios in New York... Estelle Taylor appears on next Sunday's Benny Davis show, which will also be aired through CBC. As guest on "Star Dust Revue," Miss Taylor's most famous Canadian fan, Mama Dionne, will be able to hear the flicker star dedicate a song to her called "Vieni Vieni".

GUEST-ING

ALEXANDER WOOLCOTT, on "Heinz Magazine of the Air," Nov. 17 (CBS, 11 a.m.).

ALFRED BINGHAM, editor of "Common Sense," on "Exploring the Arts and Sciences," tonight (WQXR, 9:45-10 p.m.).

CLIFFORD MENZ, tenor, on "Rising Musical Stars," Nov. 21 (NBC-Red, 10 p.m.).

LUCIA GRAESER, lyric soprano; ABRASHA ROBOFSKY, baritone, and EVELYN MacGREGOR, contralto, on "Metropolitan Opera Auditions of the Air," Nov. 21 (NBC-Blue, 5 p.m.).

EDWINA EUSTIS, contralto, on Radio City Music Hall program, conducted by Mischa Violin, Nov. 21 (NBC-Blue, 12:30 p.m.).

VITO MUSSO, saxophonist, and HARRY JAMES, trumpet, both of Benny Goodman's band, and MAXINE SULLIVAN, vocalist, and WIL-LIE the LION, pianist, along with MILTON HERTH, on "Sunday Swing Concert," Nov. 14 (WNEW, 11 a.m.).

Classified Ads on WJW

Akron—WJW has created a "Classified Advertising" program which is presented 15 minutes daily. Brevity and conciseness are the keynotes, and by volume sales at low cost the idea is proving a boon to smaller advertisers as well as to the big fellow with a flash special.

COMING EVENTS

Nov. 18: American Association of Advertising Agencies, Regional Meeting, Hotel Roosevelt, New York.

Nov. 23: American Association of Advertising Agencies, Regional Meeting, Medinah Club, Chicago.

Nov. 1-30: Inter-American Radio Conference, Havana. Now in session, may last beyond month.

Nov. 29-Dec. 1: Second National Conference on Educational Broadcasting, Drake Hotel, Chicago.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

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

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

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay (30 Carriington Street, Sydney), Convention Sec'y.

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SYLVESTER GROSS has been added to the staff at KEHE in a producer-announcer berth, and Reid Kilpatrick has been upped to supervisor of evening programs. Incidentally, KEHE has taken on new billing as "The Personality Station."

Hal Chambers, KFVB announcer, has been appointed commercial copy chief of the station.

ALFRED E. SMITH, theatrical press agent who exploited such figures as Houdini, Thurston, Gilda Gray, Valentino and many others, is slated to appear in search of a job on Hal Styles' "Help Thy Neighbor" program over KHJ Sunday.

Joseph Henry Blake, "The Magazine Man," switches from his former spot on KFI at 4:15 Thursdays to a 10:30 p.m. groove on the same day.

Harrison Holliday, the KFI-KECA general manager who doubles as reviewer-commentator on his own network and other programs, launches his "Society for the Suppression of Excessive Palm Walloping" on his "Listener-Inner" program this week.

Igor Gorin has been set for the next five Metro-Maxwell shows in a row, after which he leaves on a concert tour of the country. Ted Healy, Betty Jaynes and Judy Garland will be on the next two at least.

Anne Jamison, "Hollywood Hotel," makes her American concert debut in San Diego on Nov. 28.

Elwin Hughes, KFVB auditor, returned this week from a flying trip to New York and the Warner Bros. eastern offices.

Genevieve Rowe in Concert

Genevieve Rowe, soprano on both Philip Morris "Johnny Presents" shows, will make a concert appearance in Dayton, O., on Nov. 23 under the auspices of the Federated Music Clubs of America. Miss Rowe is also heard as soprano on the N. Y. Edison "New York on Parade" series and has been prominently cast in the new American opera to be presented by the Juilliard School of Music, where she is studying under a Fellowship awarded after her Town Hall concert recital.

Raoul Marlo on His Own

Raoul Marlo, program impresario, formerly at WABC, has formed his own company with headquarters in the RKO Building, Radio City. He plans a dramatic network show as his first offering.

For a successful drive for special holiday sponsors, order

"The CHRISTMAS TREE OF 1937"

Complete in 25 Scripts

STAR RADIO PROGRAMS INC.

250 Park Avenue New York City

ORCHESTRAS - MUSIC

HARMS INC. will publish five songs from the score of "Hollywood Hotel," the First National picture featuring Dick Powell, Benny Goodman and his Orchestra and many others. The score, considered one of the season's finest, was written by Johnny Mercer and Richard A. Whiting, who wrote the hit songs from "Varsity Show." The tunes to be published are: "I've Hitched My Wagon To A Star," "Let That Be A Lesson To You," "Silhouetted In The Moonlight," "Can't Teach My Old Heart New Tricks" and "I'm Like A Fish Out Of Water." Dick Powell, Benny Goodman, Louella Parsons, Frances Langford, Jerry Cooper, Ken Niles, Duane Thompson and Raymond Paige and his Orchestra are among the headliners in the cast of the "Hollywood Hotel" film.

Harry Owens and his orchestra go into the St. Francis Drake Hotel in San Francisco for a four weeks engagement starting Nov. 25. Band is set for a nightly broadcast, using as a theme Owens' "Hawaii Calls," which he wrote for the Bobby Breen picture of the same title.

Val Ernie and his Continentals, American and Latin dance orchestra featured recently at Ben Marden's Riviera, have been engaged by Sam Salvin, cusine-director at the Riviera, for Salvin's own night club in Palm Beach, the Patio. Ernie, who alternates between Palm Beach in winter and the Riviera in summer, appeared at Salvin's other spot, the Colony Club, last year. The Con-

Tele Set Owners View Tense Armistice Scene

London—Tense scene which occurred at the armistice day observance here yesterday, when a deranged demonstrator broke through the naval guard protecting King George, was caught by the British Broadcasting Company in a television broadcast. The camera had just been focused on the war memorial, when the man broke through, shouting "Hypocrisy!" Hundreds of British tele set owners saw as well as heard the entire incident—the first of its kind in history to be reported by television. The man was taken by police.

Ten Million for Ida Bailey Allen

Mrs. Ida Bailey Allen, conductor of WHN's "Homemakers of the Air," has been appointed food fashion editor of Simplicity Pattern Magazine, which has a circulation of more than 8,000,000 in the U. S. Together with its circulation in Canada and England, the total number of readers is well over 10,000,000. This is said to give Ida Bailey Allen the greatest reading public of any food column. Her department is entitled "Food Fashion Flashes."

tinental will open the Patio on Dec. 12 in anticipation of an early Florida resort season this year.

Joe Hembrees and his orchestra will continue at Bill Bertolotti's in the Village and alternating with Angelo's Rhumba band. Marque Houston is the singer.

Charles Murray and his orchestra have had their engagement extended indefinitely at the society spot, the Mon Paris. Oscar Calvet will continue to play for rhumba dancers.

Noble Sissle and his orchestra are now heard in New York via WHN. Their program comes through the WLW Line from Cincinnati.

Joe Rines and his orchestra, featured on the Gruen-sponsored "Time of Your Life" Sunday program, have just recorded "Have Met Miss Jones" and "You're A Sweetheart" for Brunswick.

Bob Stanley, although only 35, celebrates his 25th anniversary as a musician on Saturday. Stanley made his debut as a concert violinist at the age of 10 and at 15 was conducting his own orchestra.

Victor Bay is now conducting dinner music over WABC on Fridays at 7:30 p.m. He is using a concert orchestra.

Bunny Berigan will play for a charity dance at the Hotel Riverside Plaza on Dec. 4.

Better Programs Move Launched in Seattle

Seattle—Local stations, civic organizations and the newly formed Radio Department of the Cornish School are organizing to better local programs. First airing of a show under new set-up will be half hour over KVI on Sunday evening at 7:30. Participating organizations are the Seattle Symphony Orchestra, the cast of Noel Coward's "Tonight at 8:30", appearing at the Metropolitan Theater, the Olympic Hotel, KVI, and the Cornish School.

New WHN Commentator

George H. Combs Jr., former congressman and magazine author, debuts on WHN at 7-7:15 p.m. Monday for a thrice weekly commenting series titled "The Editorial Slant on the News."

HAROLD STEIN
associated with

COSMOPOLITAN STUDIOS INC.
145 WEST 45TH ST. NEW YORK



GEORGE H. INCLEDON, who recently embarked on new activities of promotion, publicity and personal management with offices in the Congress Hotel, has Paul Shahin, authority on ballroom dancing, under his personal management. Shahin has been commenting on "Rhumba Beat" over WAAF for the past eight weeks. Programs consist of Latin music, many of them written by Shahin, and are waxed on Columbia and Decca records by Carlos Molina and Al Kavelin orchestras. Program has taken hold very nicely and will run indefinitely on WAAF.

Judge J. M. Braude, formerly of the Boys' Court and now presiding in the Safety Court, who believes that on the highways "Death Begins at Fifty" will be interviewed by Eddie and Fannie Cavanaugh over WBBM at 2 p.m. today. Through the facilities of WJJD, the Safety Court proceedings are broadcast each morning at 11:30 a.m. except Saturday and Sunday.

Bruce Robertson at WIND

Chicago—Bruce Robertson, former chief announcer of a Kansas City station, paid a visit to Chicago last week and took over the honors as a guest on WIND's famous "Night Watch" program in the wee small hours of the morning. The ever watchful Hal R. Makelim, sales manager of WIND, was tuned in—recognized the voice of his old chief announcer, phoned the station and Bruce is now a member of the staff.

Robertson originated many popular shows while at Kansas City, including the famous "Spook Breakfast." Previous to that time, the new WIND mikerster was a production man and writer for WMBH, Joplin, and also acted as emcee for the popular "Fiddler's Contest."

Imperial Tobacco Co. Ltd.
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KEN SISSON

Director, "Canada, 1937"

With a 30-piece orchestra
16-voice choir and soloists

Over a coast-to-coast network of
Canadian Stations

Fridays, 10 to 10:45 P. M., E.S.T.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Velvet Television Screen Patented by Farnsworth

A patent granted to Philo T. Farnsworth of San Francisco covers the invention of a velvet television screen on which telecast pictures are "painted" by rapidly moving beams of electrons. Bernard C. Gardner of Philadelphia is co-inventor.

Pictures on screen are said to be so brilliant that they cannot be viewed directly. They are two to four times as bright as ordinary home movies, Farnsworth claims. Light is pure white, unlike greenish and bluish images on fluorescent type screens. By use of suitable lens, pictures can be projected from the velvet to ordinary motion picture screen as large as five feet square.

Sharper and distinct images are made possible because velvet keeps the incandescent spots that make up tele pictures from spreading and blurring. Finely woven rayon velvet is starting material in making the screen. It is dipped in solution of thorium and uranium salts until thoroughly impregnated. Then it is dried and "burnt off." Original fabric disappears and oxidized velvet takes its place. This forms the new screen in the cathode ray tube which takes the electrical impulses representing the images and converts them into pictures. This is done by means of electron gun which shoots pencil beam of electrons into screen.

The new screen, the inventors say, has been operated satisfactorily to display pictures having a detail corresponding to 400 lines.

New Antenna Expands KDKA Coverage Area

Pittsburgh — Improved reception and increased coverage, predicted upon the dedication of its new 718-ft. antenna, are confirmed in reports from listeners to KDKA here. Letters have been received from Louisiana, New York, Connecticut and other points, relating to programs aired from station.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Circle 6-5470-1

NEW PATENTS Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

2,098,217—Electronic Apparatus. Fred B. Aubert and Jerome Rosetti, Chicago, Ill., assignors, by direct and mesne assignments to Super Sensitive Controls Corp.

2,098,231—Cathode Ray Device. Allen B. Du Mont, Upper Montclair, N. J., assignor to Allen B. Du Mont Laboratories Inc.

2,098,281—Wireless Direction Finding System. Harry M. Dowsett, Winchmore Hill, London, and Louis E. W. Walker, Maids Vale, London, England, assignors to RCA.

2,098,286—Transmission Control in Signaling Systems. Owen R. Garfield, Floral Park, N. Y., assignor to Bell Telephone Laboratories Inc.

2,098,301—Glow Discharge Device. Hallam E. Mendenhall, Summit, N. J., assignor to Bell Telephone Laboratories Inc.

2,098,307—Single Side Band Transmission. Ellison S. Purington, Gloucester, Mass., assignor to John Hays Hammond.

2,098,310—Circuit for Space Discharge Devices. George H. Rockwood, Jr., Orange, N. J., assignor to Bell Telephone Laboratories Inc.

2,098,331—Automatic Station Selector for Radio Receivers. William John Bowman, Kitchener, Ontario.

2,098,373—Antenna Circuit Modulation. George H. Brown, Haddonfield, N. J., assignor to RCA.

2,098,380—Gas Discharge Device. Alfred Engelmann and Gunther Wolf, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,098,384—Protective System. Robert R. Goodrich, Camden, N. J., assignor to RCA.

2,098,386—Oscillation Generator. Clarence W. Hansell, Port Jefferson, N. Y., assignor to RCA.

2,098,388—Deflectable Antenna. Leo J. Hruska, Merchantville, N. J., assignor to RCA.

2,098,393—Coupling Arrangement. Ernst Klotz and Erich Zepler, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,098,403—High Frequency Coupling Element. Herre Rintia and Theodorus A. Spoor, Eindhoven, Netherlands, assignors to RCA.

2,098,387—Automatic Operation of Plurality of Radio Receivers. Jesse Markowitz, New York.

2,098,597—Variable Condenser. Franz Saar, Berlin Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,098,598—Synchronizing System. Fritz Schroter, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,098,698—Radio Transmitting System. Edwin H. Armstrong, New York.

2,098,746—Arrangement in Condensers. Bror Hansson, Sockholm, Sweden, assignor to Allmann Svenska Elektriska Aktiebolaget.

2,098,756—Directive Wireless System. Josef Plebanski, Warsaw, Poland, assignor to Radio Patents Corp.

2,098,807—Electrical Discharge Apparatus. Johan L. H. Jonker and Karel M. Van Gessel, Eindhoven, Netherlands, assignors to RCA.

Combination of Pick-ups In Telephone Program

Bridgeport, Conn.—One of the most unusual combinations of broadcast pick-ups was used by WICC staff engineers when six microphones handled by three announcers and a corps of operators, broadcast the Southern New England Telephone Co.'s "Open House" on Nov. 9 direct from the company's building at John and Courtlandt Streets, Bridgeport.

Joseph Lopez, WICC supervisor introduced the program from the main information desk from which control was switched to several different points throughout building. Features included were pick-ups from the voice-mirror operating room, test-board, and switch room, with a special demonstration of police car call by Superintendent of Police Charles Wheeler.

Trap Midget Waves

Midget (ultra-short) radio waves, only a few millimeters long, have been successfully produced and guided in closed tubes, it was reported at the American Institute of Physics by Prof. Neil H. Williams of the U. of Michigan and G. C. Southworth of the Bell Telephone Laboratory. Speech and music were transmitted with the waves, which were used by Dr. Williams to discover how molecules of ammonia gas were put together. He predicted that as directed beams they may play a role in solving the problem of seeing through fog.

Station Improvements

Wilmington—WDEL has applied to the FCC for permit to install a vertical antenna and move transmitter from 9th and Market Streets to new site along N. E. Blvd.

Oklahoma City—KOMA, the Hearst Radio Station here, has drawn plans for the installation of new equipment and a vertical radiator. Application for improvement is before the FCC, with request for power boost from 5 kw. to 10 kw., 1480 kc., unlimited time.

Buffalo—Power boost from 5 KW to 10 kw., 1480 kc., 5 kw. unlimited, is pending before the FCC in behalf of WKBW here.

Rochester, Minn.—Installation of new equipment and directional antenna system for night-time use is planned by KROC. Station has asked FCC for permission to make changes and move transmitter, with frequency shift from 1310 kc. to 920 kc. and power jump from 100 w. night, 250 w. day, to 1 KW day, 500 watts night, unlimited time.

Chattonooga—WAPQ has applied to the FCC for permit to install new

equipment and directional antenna system. Station seeks frequency change from 1420 to 1120 kc.; increase in power from 100 w. night, 250 w. day, to 500 w. night, using directional antenna system, 1 KW day.

Des Moines—Changes in transmitting equipment and permit to install directional antenna system are sought by KSO, with boost in night power from 500 watts to 1 KW, day power from 2½ KW to 5 KW, employing directional antenna system for night use.

Santa Rosa, Cal.—KSRO here has applied to the FCC for modification of license to increase power and time of operation from 250 w. daytime only, to 100 watts night, 250 w. day, unlimited time.

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Dynamic, Velocity, Etc.
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Dynamics for Studio and Remotes
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☆ **F. C. C.** ☆
ACTIVITIES

EXAMINERS' REPORTS
Colonial Network, Providence, CP for new station; be denied.
Geraldine Alberghane, Pawtucket, CP for new station; be denied.
Galesburg Broadcasting Co., Galesburg, Ill., CP for new station; be granted.
Leon M. Eisfeld, Burlington, Ia., CP for new station; be denied.
Standard Life Ins. Co. of the South, Jackson, Miss., CP for new station; be granted.
Arthur Lucas, Savannah, CP for new station; be granted.
Centennial Broadcasting Corp., CP for new station; be granted on condition that applications of Dallas Broadcasting Co. and Richard S. Gozzaldi and A. L. Chilton are denied.
Birmingham News Co., Birmingham, CP for new station; be granted.

ACTION ON EXAM. REPORTS
Arthur H. Croghan, Minneapolis, CP for new station; denied.
Charles Porter and Edward T. Eversole, Festus, Mo., CP for new station; denied.
General Electric Co., N. Belmont, Cal., CP for new international broadcast station; granted.
Kenneth Baker, Hartwell Gaus, V. A. Bernier, Key City Broadcasting Co., Kankakee, Ill., CP for new station; denied.
Robert Raymond McCulla, Oak Park, Ill., CP for new station; denied.
Don M. Lidenton and A. L. McCarthy, Poplar Bluff, Mo., CP for new station; granted.
John W. Haigis, Greenfield, Mass., CP for new station; granted.

ORAL ARGUMENTS GRANTED
Dr. Wm. States Jacobs Broadcasting Co., Houston, new station.
Grate Lakes Broadcasting Corp., Cleveland, new station.
Fall River Herald News Publishing Co., Fall River, new station.

APPLICATIONS DISMISSED
Mittele Franklin Mobile, Anniston, Ala., CP for new station.

Hunters' Roundup on WWJ

Detroit—From WWJ, Detroit News station, announcers Bob Stanton and Charles Gussman, producer Wellington Granzow, and three WWJ engineers will trek to Alpena, Mich., today with the Detroit News Mobile Unit No. 1, to be on hand for the annual "Hunters' Round-Up." At 9:30 Saturday night, these WWJ staff men will produce a broadcast in the midst of the "Round-Up" and send it through the mobile unit to the WWJ transmitter in Detroit, where it will be re-broadcast. Stanton and Gussman will interview some of the 2,500 hunters, a Clown Band of Alpena residents will play, and Stanton will lead the crowd in community singing.

WTMV Redecorates

East St. Louis—WTMV is redecorating its lobby and reception hall. Linoleum, matching woodwork, is being laid, with call letters of station inlaid at head of stairs. Celebration is planned on job's completion.

CARL BIXBY

Creator, author, director or producer of successful network radio programs—
DAINGEROUS PARADISE
CLUB ROMANCE
GRACE MOORE'S OPEN HOUSE
BIG SISTER
HELEN MENKEN'S "SECOND HUSBAND"
P. O. Box 84, Manhasset, L. I., N. Y.

☆ **Programs That Have Made History** ☆

"The Sunday Players"

MERTENS and PRICE Inc. of Los Angeles, program creators and counselors, have an unusually colorful and popular feature in "The Sunday Players." The cast of comparative youngsters, all of them well under 30 and a majority of them still in their teens, started as a little theater group under the tutelage of Boardman Robinson and other intelligentsia, in Colorado Springs on Christmas Eve, 1931, when they broadcast their story of the first Christmas, "A Child Is Born," over KVOR.

Since then they have been on the air continuously—a year in Denver, five years with hardly a break in Hollywood, show shop of the world; three years consecutively in El Paso, with a third year coming up in Baltimore, and a run of 104 weeks or more in Kansas City, Toledo, and other centers. They have been heard on upwards of 100 important American, Canadian and Australian stations, and their vast Sabbath audience now covers more than half the earth's surface, with new sales coming in from Europe, Asia and Africa.

These kids form one of the few radio stock companies. They incorporated in Denver, back in 1932, sold stock in themselves, bought two or three used cars, and headed for the setting sun. They caught up with said orb when they walked into KFI and sold themselves for 26 weeks. By the end of that engagement, they were placed under a three-year contract to transcribe their half-hour Bible stories, and since then have become world-famous as "The Oberammergau of the Air."

During the six years which will end this coming Christmas Eve, Bible dramas have ebbed and flowed over the national nets, both as sustainers and with very fine national sponsors. All of these, however, have folded, after a relatively short period, while The Sunday Players show signs of going on forever.

The last two or three years, The Players have been instrumental in distributing around 500,000 "Baby Bibles," containing a child's life of Jesus, to very young children who might otherwise not learn the story at such an early age. They have been the inspiration for the organization of Sunday Players' clubs among young people in various parts of the country.

When The Players opened in the Twin Cities, with the Minneapolis Federation of Churches as co-sponsors, the boards of education permitted the distribution of 175,000 announcement folders in the public schools, and 150,000 announcement folders were placed in church pews. In Los Angeles, 250,000 announcement folders were placed in church pews with the cooperation of the Los Angeles Federation of Churches, which is co-sponsoring.

Jew and Gentile, Catholic and Protestant, Christian Scientist, Ox-

ford Group, Latter Day Saint, Four Square Gospelites have been equally enthusiastic in their endorsement of this series of 52 "Immortal Stories from the Book of Books."

Oddly enough, it was not, in the beginning, a professional job. The Players were all amateurs. The playwright, Chase Varney, was and is a trouble-shooter for Postal-Telegraph in the Colorado Springs sector, where there is plenty of trouble. He dreams out his Bible dramas as he plods along on horseback with one eye on the wires and the other on a rocky trail which fades away to a sheer drop of a half-mile or more. Vicky Volá, lovely leading lady of The Players, was a 17-year-old Denver high school kid when she started; Bartlett Robinson, son of Boardman; Andy Anderson, now production manager and chief announcer for KOA, in Denver; Sadie Crockett, Art Heinemann, now with the Walt Disney studios, all were relative youngsters, when they started.

Most of The Players have gone places since they produced the Sunday Players Bible dramas—Lew Merrill, Ted Osborne, Frank Nelson, Charles Carroll, Don Wilson, Eric Snowden and other members of the cast have continued to climb in big league radio work in Hollywood; Brett Morrison is making a new name for himself in Chicago; Buzz Robinson is doing quite well on Broadway; Vicky Volá has captured the firmament in the Bay City region; Glan Heisch, who directed the players, is now production manager at KFI.

And The Players' "Immortal Stories from the Book of Books" are more in demand today than ever before.

KANSAS CITY

George Couper, in charge of KXBY sales, has been named assistant station manager and will take over the duties of Station Manager Harry Clifford during latter's illness.

James Fern, leader of the Fern Vested Choir and featured vocalist on several radio stations, is in Providence Hospital, Kansas City, Kan., recovering from an appendix operation.

Bruce Robertson, KXBY announcer has resigned to join the staff of WIND, Gary, Ind.

WDAF will originate an hour program of the Kansas City Philharmonic Orchestra, Nov. 17, at 10 CST, for NBC-Red.

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PROMOTION

KYOS' Birthday Campaign

KYOS, Merced, Cal., had a birthday. But that's no longer special news. After all it was the station's first anniversary—and so as the big event drew near, the boys at KYOS got busy. First, letters were mailed to all sponsors, inviting them to attend an "Open House" Party. Then bumper signs went on the staff cars. Soon local papers were carrying items, and Manager Woodling went around giving talks. That was a starter; it was still early—one week before the event. A series of spot announcements was started, prominent neighbors were invited to speak, and a letter-writing contest was initiated. When the day dawned, every station break acclaimed it. Throughout the morning, five-minute speeches were given, and the contest letters were read. In the afternoon, a two and a half hour variety show brought to the station's microphone almost every artist who ever appeared there. When it was all over, a birthday sign-off announcement pledged the station to another year of civic service.

COLUMBUS

Jack Price, program director of WBNS, and Ed Bronson of WCOL, authored the story of Neal Bowman, presented on "Gang Busters," Nov. 10.

Jane Coffman, local soprano who was formerly a member of the Humming Bird Trio, is reported singing with an NBC chorus in New York. "Let's Dance," presented over WHKC and directed and sponsored by Jimmy Rawlins before a live audience at the Rawlins' studios, is getting a big hand, both from the public and blase radio critics.

THE LIFE & ADVENTURES OF SANTA CLAUS and ADVENTURES IN CHRISTMAS — TREE GROVE

The two greatest Christmas programs in the country—ready to smash sales records for sponsors. Get them on your station and win a department store as a constant account. 15 quarter-hour transcriptions in each series for three-a-week starting November 22nd—or daily Mondays through Fridays starting December 6th. Complete merchandising plans included. Delivery guaranteed—can ship by air express to meet starting dates.

Samples—\$3.00 each (deposit)

Write—Wire—Phone

Kasper-Gordon Studios, Inc.

141 Boylston St., Boston, Mass.

World-Wide Exclusive Distributors

KFWB Starts Feeding Shows to McClatchy Net

West Coast Bureau, RADIO DAILY Los Angeles — KFWB has started feeding the McClatchy stations of the California Radio System several shows, including Norman Spencer's "Can You Write a Song", Gene Inge's "Take the Air" and Owen Crump's "Let's Go Hollywood." Harry Maizlish also has contracted Percy Westmore for a series on make-up hints, already sold to the City of Paris. San Francisco department store, for KYA, San Francisco, and has found another department store sponsor in the local Boston Store for a new one labeled "Discoveries of 1938", set for a Thursday night 45-minute spot at 8:45, and initialing November 18. KFWB automatically took a Class A, or network rating with the new hookup, which ups the musicians' scale considerably and adds otherwise to the overhead at the Warner plant.

KTUL, Tulsa

Frank Bignell and Cecil Hubbard are recent additions to the announcing staff.

Nancy Hurd, continuity writer, is also announcing in the mornings.

Nate Wilcox, chief engineer, is back from a week's visit to Jackson, Miss., where he inspected the new RCA 5-D air-cooled transmitter, installed at WJDX.

Bob Murray in New Show

Bob Murray, baritone, will appear in "Ten Best Sellers," new 2:30 p.m. Friday program over WHN and the WLW Line. Don Albert's orchestra provides the musical background. Murray also will be heard in a spot of his own at 1:45 p.m. Sunday.

Military Commentator

Dayton, O.—Dut to the great interest in the Sino-Japanese war and the Spanish struggle, WHIO will present a military commentator each Friday evening in the person of Lieutenant Colonel Young, who will explain in layman's language the technical military terms.

ONE MINUTE INTERVIEW

SEYMOUR SIMONS

"The majority of listeners still appreciate the more sedate rhythms. There is no over-emphasis on arrangement, no blare and noise in what has been referred to as my 'satin-smooth' music. I mix my numbers . . . popular hits of today and memory songs of the past . . . and present them as originally written by the composer with very few embellishments. Pure, unadulterated melody has always been a winning formula in music and it still has its potent power to lure listeners and invite dancing."

★ Coast-to-Coast ★

ALICE CORNETT, rhythm singer on the Coca-Cola "Song Shop" program piloted by Frank Crumit over CBS, has changed her mind about changing her name. Fans wrote in urging her not to do it. Miss Cornett, by the way, has been signed for another 13 weeks on the program, effective Dec. 10.

Dave Rubinoff soon will be a father-in-law. His daughter, Ruby, and Bob Clayman, the Pittsburgh violinist and band leader, have applied for a wedding license. All they need is father Rubinoff's consent, as Ruby isn't 21 yet.

Norma Talmadge, who appears with hubby George Jessel on the air, is resting comfortably following an appendix operation Wednesday night in St. Vincent's Hospital, Hollywood.

Jack and Loretta Clemens, who recently wound up a CBS commercial series for Kirkman's Soap and are now on NBC-Blue three times weekly at 1:45 p.m., start work the first week in December in a three-reel musical comedy film to be made at the Warner-Vitaphone studios in Brooklyn.

"Men of Art Series" presented by the WPA Federal Theater Radio Division over WHN, will hereafter be heard Wednesdays at 8:30-9 p.m. Edward B. Latimer, former program director of WBNF, Binghamton, directs the series. Lee Hillery is in charge of production.

Akron, a fertile field for juvenile and amateur programs, is now going

ST. LOUIS

Annamary Dickey, municipal opera star, has joined KMOX talent staff and will be featured on several shows.

Merle S. Jones, who succeeds James D. Shouse at KMOX when the latter leaves for WLW on Nov. 15, was here several days rehearsing for his new managerial job.

Alex Buchan, WEW sportscaster and news commentator, is only 20 years old but has quite a background.

WPG, Atlantic City

Jane and Jimmie Cullen, song team heard every Wednesday evening, are a mother and son combination.

William Madden, violinist-director of the Hotel Traymore orchestra, has bought a vast musical library from a midwest museum.

Nick Nickerson, in "Songs at the Piano", is being sponsored Sunday afternoons by Soltz Paint Co.

Wallace Ford at KFRO

Longview, Tex.—Wallace Ford, formerly of WKBW, Buffalo, KYA, San Francisco, and CKLW, Windsor, has joined KFRO here as production manager and news editor.

heavy for the newly-inaugurated "Parade of Schoolday Stars," sponsored by a local furniture company, and carried by WJW. The program has been a station sustainer for over three years under the title "Birthday Party Lady," and the original Birthday Party Lady, Mrs. Phyllis Koker, of the Akron Institute of Music, is continuing as director. Spotted for 45 minutes Saturday afternoons, the feature invites all juvenile talent in the city.

Sunday's inaugural Atlantic passenger flight of the Pan-American and British Imperial Airways will receive the felicitations of Baltimore as the first luxury amphibian enters the Chesapeake Bay. WFBR will have a plane ready for take-off as soon as the "Bermuda Clipper" nears the Atlantic coast and a short-wave broadcast of greetings will emanate from the escorting plane as Major Charles A. Masson flies up the bay with the clipper. Arriving at Logan Field airport the official dedicatory program will originate from WFBR's two mobile units. Stewart Kennard, special events director, arranged the broadcasts.

Sigmund Spaeth, tune detective, will be heard over WHN on Nov. 19 at 12:45-1 p.m. over the WLW Line from Cincinnati.

Alice Breeze will share vocal honors with Al Bowly when the two appear on Irving Aaronson's dance program on WHN next Sunday evening (November 14) from 7:00 to 7:30 p.m.

OKLAHOMA CITY

Oklahoma Network, through key station KTOK, will air the First Annual Student Legislative Assembly to be held in Oklahoma City Nov. 17-19. From three to five students in each senior and junior college over the state are selected to attend and hold a "practice" legislative session.

KOMA has been granted a hearing on a power increase from 5,000 to 10,000 watts with unlimited time.

KFRO, Longview, Tex.

President James R. Curtis has appointed John H. Reagin of Atlanta to serve as station representative for the south-eastern section of the U. S. John Young, formerly of the announcing staff, has left to free lance in Shreveport, La.

KFRU, Columbia, Mo.

Program staff of KFRU, in association with Barry Holloway, NBC special events director, and a Stephens College faculty committee will arrange the Maude Adams broadcast scheduled for Nov. 20.

Sally and Sue, "Sweethearts of the Ozarks," are on the air every afternoon for Sendol.

Cornish School Forms Bureau for Speakers

Seattle—The radio department of the Cornish School has organized a speakers' bureau, under the direction of George Jennings, to bring celebrities visiting the school before the microphones of Seattle stations. First speaker was Adolph Bolm, noted ballet dancer, producer and teacher, who was heard over KJR in an interview and later described selections from ballet music over KVI. Other speakers already signed are Mrs. Charles Ross, novelist and art critic from New York, and Marion Kerby, singer of southern folk songs.

Student enrollment in the radio courses with Jennings as instructor has necessitated holding evening classes. Cornish School has its own studios with lines to Seattle outlets.

WBRY, New Haven

The Alderman Furniture-sponsored Friday "Open House" variety program which gives several prizes each week for telephone answers to word games, questions, etc., has had a tremendous response, necessitating the employment of four telephone operators.

Tying in with National Book Week, members of library and education boards of the city have requested Arthur Hartt Batchelder to repeat his regular Tuesday afternoon "Streamlined Book Reviews" on Wednesday at 9:30 a.m. Program will be broadcast into those New Haven schools equipped with radio.

Ralph Della Selva, who has been combing the town for special feature presentations and has introduced several Yale notables, will present Dr. William Lyon Phelps next week.

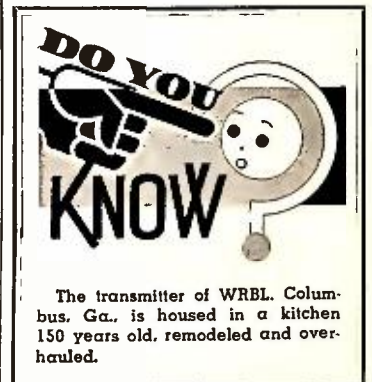
WCSC, Charleston, S. C.

Francis Fitzgerald, announcer, is promoted to program director. He replaces George Gunn, who is now in Washington with NBC.

Edmund Bunker, announcer, has rejoined staff, returning from WTOG, Savannah.

In addition to football games, Bill Mayhew, has drawn assignment for daily sports revue and all special sport events.

Latest attachment to personnel is Robert Estes, announcer.





RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 96

NEW YORK, N. Y., MONDAY, NOVEMBER 15, 1937

FIVE CENTS

FCC Hearings Are Opened to All

RADIO ENGINEERS MEET FEB. 7-19 IN COLUMBUS

Washington Bureau, RADIO DAILY
Washington—A broadcast engineers conference will be held at Ohio State University, Columbus, Feb. 7-19, with W. L. Everitt, professor of electrical engineering, in charge, the NAB announces.

Prominent speakers will cover such subjects as "Broadcast Antenna Design," "High Power Amplifiers," "Modulation and Distortion Measurements," "Studio Acoustics," and many

(Continued on Page 6)

Cleveland Stations Start Unique Promotion Contest

Cleveland — United Broadcasting Co. stations WHK and WCLE have started a unique radio promotional contest which is the first of its kind in the industry. It is called "Secret Celebrities." Advertisements in all three Cleveland dailies and spot announcements on both stations are being used to promote the contest.

One thousand dollars in cash prizes will be awarded on Christmas day

(Continued on Page 8)

Appleby & Appleby Inc. New Radio Engineer Firm

Atlantic City—Thomas Appleby, Lieut. Commander, U.S.N.R., inventor, and known as "the daddy of the radio compass," and William H. Appleby, commercial manager of WPG.

(Continued on Page 8)

Renew "Hello Peggy"

Cincinnati—"Hello Peggy," sponsored by the Drackett Products Co. for Drano and Windex, has renewed its spot radio contracts for 13 weeks on WLW, WFLA, WFAA, KOA, KFI, KGO and KOMO. The Ralph H. Jones Co. is the agency.

In Trade

West Coast Bur., RADIO DAILY
Los Angeles—Though Bing Crosby is drawing \$7,500 for his routine as guest star on tomorrow night's "Hollywood Mardis Gras," sponsored by Packard on NBC-Red, he has to take part of the honorarium in the form of a 1938 Packard car at the f.o.b. Detroit list price.

Educational Breakdown

Salt Lake City — An extensive educational service designed to co-ordinate radio listening with educational methods has just been prepared by Annabel Lee, KSL Traffic head. The service digested all KSL features into classifications for student audience of grammar, junior, and high school ages. Data went to hundreds of Western schools.

AFM CONTRACT FORMS ARE NOW BEING PRINTED

Contracts for the key stations and the license form of agreements for transcription and phonograph record companies are now being printed by the AFM and are expected to be ready for distribution early this week. Key station signatures are merely a matter of form, according

(Continued on Page 5)

Akerberg Finds South Showing Improvement

New Orleans — Radio activity in the south shows marked improvement, possibly a faster comparative pace than any other section of the country, according to H. V. Akerberg, CBS vice-president, who visited Managing Director Vincent Cal

(Continued on Page 7)

BBC Multi-Lingual

London — BBC is preparing to broadcast in foreign languages from Daventry. Programs will be straight news and not the propaganda that emanates from some European countries.

★ THE WEEK IN RADIO ★

... Cigaret Accounts Active

By M. H. SHAPIRO

WINTER months will find a full complement of the leading cigarette brands on various networks, with both Chesterfield and Lucky Strike making important departures from the usual routine... Luckies, through Lord & Thomas, concluded its deal with Warner Bros. and Transamerica whereby the account once again reverts to a full-hour program, with talent, of course, to be strictly Hollywood... Chesterfield signed Paul Whiteman for a half-

New Order by Frank McNinch Allows Testimony by Anyone Having Relevant Matter to Submit

McCLATCHY IN CONTROL OF CALIF. RADIO SYSTEM

San Francisco — Management of California Radio System has switched hands as a result of recent charges, with full control now vested in the McClatchy newspaper interests. Hearst Radio, formerly associated with McClatchy Broadcasting Co., has relinquished all its interests in the chain. Offices of CRS will be maintained here and in L. A., with operations headquarters in Sacra-

(Continued on Page 7)

WCKY Is Now Available To Both Red and Blue

Cincinnati—WCKY today becomes available to both NBC-Blue and Red network sponsors, it was announced by Powell Crosley Jr., president of Crosley Radio Corp., owners of WLW and WSAI. WCKY formerly

(Continued on Page 5)

WOL Strike Settled

Washington Bureau, RADIO DAILY
Washington — Dispute between WOL and technicians has been satisfactorily settled, according to William B. Dolph, g.m. of the station. Apprentices will get \$25 a week for first six months and \$27.50 the next six months. Regular men get \$30.50 first six months, \$35 the second six, then \$1.50 weekly increase every six months up to \$55.

Washington Bureau, RADIO DAILY
Washington—Under a new order, FCC hearings hereafter will be open to anyone who wishes to offer relevant and competent testimony on any case being heard by the Commission. Chairman Frank R. McNinch in explaining the order said, "no person shall be precluded from giving relevant, material and competent testimony at any hearing because he may lack a sufficient interest to justify his formal intervention as a party in a particular matter. The Commission represents the public and is a forum before which the public should have the right to appear at hearings and present testimony under the rules of evidence. It will, of course, be proper and necessary that hearsay testimony be excluded and that testimony offered be relevant, material and competent, but within these well recognized limitations the Commission will welcome testimony, whether by public officials or by private citizens."

In the past only those persons who had a direct interest in the case being heard were allowed to testify. Under the new set-up it will be dangerous for a person to offer any false testimony or use the name of a dummy

(Continued on Page 5)

Merchandising Service Is Instituted by WTMV

East St. Louis, Ill. — Thomas J. Connelly, former advertising manager of a St. Louis building supply concern and who once headed his own aviation publicity bureau, has joined WTMV as promotion director. He will specialize in a new service

(Continued on Page 5)

1,500th Streetcast

Norfolk, Neb. — WJAG's "The Voice of the Street" celebrated its 1,500th broadcast a few days ago with Station Manager Art Thomas at the mike. Program was started Dec. 19, 1932, by Karl Stefan, then chief announcer, who was elected to Congress in 1934, and has been on the air every weekday since.

(Continued on Page 6)



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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
 (Saturday, Nov. 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	151 3/4	149 5/8	151 5/8	+ 1 5/8
Crosley Radio	9 3/4	9 5/8	9 5/8	—
Gen. Electric	42 1/2	41 7/8	42 3/8	+ 1/2
RCA First Pfd.	56 1/2	56 1/2	56 1/2	+ 1/2
Stewart Warner	12	12	12	—
Zenith Radio	21 1/2	21 1/4	21 1/2	—

WJR Offers to Broadcast Johnson's Banned Talk

Detroit — Leo Fitzpatrick, vice-president and general manager of WJR, wired General Hugh S. Johnson last week offering the facilities of WJR to air his social disease talk which was barred by NBC.

Text of Gen. Johnson's talk has been sent to all newspapers publishing the General's column. "Physical Culture" magazine has contracted to print the script intact in a forthcoming issue.

Washington—Reports were current here that the FCC would investigate the barring of Gen. Johnson's health talk by NBC last Wednesday night, but as yet no official complaint has been filed with the Commission.

Jean Colbert in Serial

Jean Colbert has joined the cast of "Life of Mary Sothorn," Lehn & Fink (Hinds Honey and Almond) dramatic serial on CBS and the WLW Line. Miss Colbert also is doing a new series of recordings for Astring-ol through the Irwin-Wasey agency.

WAKO
 ALBANY, N.Y.
 Under One Tent
 ★ POWER
 ★ MARKET
 ★ POPULARITY
 Newly Equipped for Super Power

Horace Heidt Conducting Contest for New Talent

Both amateurs and professionals who have never had a break are being given a chance in a "Can You Pick a Star?" contest being conducted by Horace Heidt with participation of his listening audience.

Each night in the Biltmore's Bowman Room at the supper show, five of these aspirants for radio fame will display their wares with Heidt's Brigadiers. The winner of each night will be presented Sunday, and the winner of the semi-finals will appear the following evening on Heidt's Commercial and receive a cash prize.

The radio audience will then be asked the question: "Can You Pick a Star?" Interest in the contest is widespread, as shown by the volume of applications rolling daily into Heidt's office.

WTAM Holds Symposium On NBC Symphony Series

Cleveland — An unusual plan to further the study of symphonic music has been adopted by WTAM in connection with the weekly Saturday night broadcasts of the new NBC Symphony orchestra. Through the cooperation of leading educators in the schools and colleges, students of serious music are invited by ticket to attend Saturday night music symposiums preceding the network broadcast. Outstanding Cleveland musicians lead the discussions about the music to be heard in the 10-10:30 p.m. broadcast.

Vernon H. Pribble, manager of WTAM, introduced the idea and plans to continue the symposiums for the duration of the NBC concerts. Walter Logan, musical director of WTAM, led the first symposium last Saturday, and Dorothy Crandall, concert pianist and organist, played the themes of the music to follow in the broadcast.

Hi-Speed Cancels One

Detroit—Hi-Speed gas account, on WJR for the past nine years, reported as cancelling its program on the station as of Nov. 29. Cancellation is attributed to Hi-Speed retrenchment policy. Same account, however, will continue its "Fact Finder" program on WXYZ and the Michigan network. Oil company has been on these King-Trendle stations for the past two years.

Drug Trades' New Show

Chicago—Consolidated Drug Trades has cut its 75-minute "Lone Trail Opry House" on WGN to 15 minutes and is now piping in Charley Stookey's Ozark Minstrels from KWK, St. Louis, for a full hour on WGN. Benson & Dahl is the agency.

Voice of "Time" Unmasks

After seven years of non-demiking as Hugh Conrad, the man who says "Time Marches On" for radio and screen, has decided to go back to his real name, C. W. van Voorhis.

Lawyers' Group Starts Second Season on WBEN

Buffalo—Bar Association of Erie County and the Lawyers Club of Buffalo have started their second season on the airwaves with series of dramas over WBEN. Purpose of the series is to create good will and overcome the "sour feeling" that has grown up against lawyers. Playlets are intended to demonstrate need of lawyers, arising from time to time in all families, and are angled to show how lawyers often are "misunderstood." Series will be handled by Ellis Advertising Co., with Jerry Harris writing script.

ETs of last year's series stirred considerable interest when played before New York State Bar Association and at convention of National Bar. Project won favorable comment. Transcriptions will be made again this year and offered to other bar associations throughout United States. Plans are under direction of The Committee of Ten, headed by Evan Hollister, and Dave Diamond, chairman of Radio Publicity Committee.

Rug Sales Boosted 100% In KJR Show's Third Week

Seattle—The "Are You a Writer" radio contest-program in its third week over KJR brought a 100 per cent increase in rug department sales for its sponsor, Grunbaum Brothers Furniture Co.

The new program, based around the radio dramatization of scripts submitted in competition by authors in the state of Washington, also ties in with Paramount Pictures and United Air Lines. Its test here is being eyed for possible nationwide adaptation after breaking all KJR records for "listener appeal" of locally-produced shows of its type.

The third of the weekly program marked the first time that Grunbaum's had concentrated their commercials on a special department.

WTAM Program Expands

Cleveland — When Jane Weaver celebrates her first anniversary as a WTAM mickewoman today, she will be joined on her "Health and Home" program, heard six days a week at 8 a.m., by Stubby Gordon and His Orchestra.

The program also will be increased in length from 30 to 45 minutes. "Health and Home," a radio feature for the housewife, has been heard over WTAM for seven years. Recipes, household hints and helpful information for women are included in the program.

COMING and GOING

MRS. PAUL WHITEMAN leaves today for Chicago, where she will join the maestro, who opens another four-week engagement shortly at the Drake Hotel.

F. J. MILLER, secretary-treasurer of Augusta Broadcasting Co., WRDW, Augusta, Ga., is in New York on a business trip.

FRANCES LANGFORD has arrived in New York and begins an engagement at the New York Paramount on Wednesday.

H. ALLEN CAMPBELL, general manager of King-Trendle Broadcasting Corp., enroute back from New York to Detroit, is stopping over in Chicago.

JACK LAVIN arrives on the Coast today from New York.

JOHN BLAIR, president of John Blair & Co., was in Los Angeles and San Francisco late last week with Vice-President George Bolling, winding up contracts to represent the Don Lee Network after Jan. 1.

C. M. ROBERTSON, JR., radio executive of Ralph H. Jones Co., Cincinnati, and MRS. ROBERTSON were in town over the week-end to attend the Army-Notre Dame game.

CLARENCE WHEELER, vice-president of WHEC, Rochester, is in town.

SAM COOK, head of WFBL, Syracuse, is in New York.

RALPH J. CORBETT, of Ralph Corbett Inc., Cincinnati, is in town visiting the New York office.

COMMANDER E. F. McDONALD JR., president of Zenith Radio Corp., arrived in New York from Chicago late last week on business.

GLADYS SWARTHOUT goes to Seattle from Hollywood to sing tomorrow at the opening concert of the Cecilia Schultz series.

STAN ZUCKER of CRA has returned from Pittsburgh, where he attended the Hotel Men's Association convention.

PETE BARNUM and CAL MCCARTHY, Ruthrauff & Ryan radio department execs, left Hollywood on Saturday for New York after a week of huddling with Tiny Ruffner on various accounts.

STEPHANIE DALE left Irvington, N. J., on Saturday by train for Hollywood, where she will sing with Roger Pryor's band.

RALPH WONDERS left for Philadelphia over the week-end and is back at his desk today.

MAURICE CLARKE, chief engineer of WHEC, Rochester, was in town over the week-end to attend the Army-Notre Dame game.

LARRY BURKE, NBC tenor, was in Montreal last week appearing in the Radio Broadcasting Room at the Produced-in-Canada Exhibition.

Russ Morgan Booked

Russ Morgan and His Orchestra have been booked by CRA to open at the Paramount Theater, New York, on Dec. 1, for two weeks, with options for additional time. This is Morgan's first theater engagement here.

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

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

THE HOUR OF CHARM

MUSIC THAT LINGERS ON



PHIL SPITALNY Residing at PARK CENTRAL HOTEL, NEW YORK

ORCHESTRAS MUSIC

MEREDITH WILLSON, coast maestro, has written a book with the self-explanatory title of "What Every Young Musician Should Know." Published by Jack Robbins, who acquired it when taking over Sherman-Clay music library, and due off the press shortly, the treatise by the NBC musical director is written in the language and slang of the present-day crop of musicians and the rehearsal halls. Bach and Beethoven may do nip-ups in their graves, but the eminent writer treats music familiarly and drives home his lessons in harmony and counterpoint and all the other elements of musical composition in a sometimes facetious vein which will intrigue the interest of the triple-tonguing "hot trumpet" in a swing dance band as well as the concertmeister or first chair violin of the symphony. The book will make its appearance around the first of the year.

Louis Armstrong has finished musical chores in current Bing Crosby and Mae West pictures and has opened at the Vogue, downtown Hollywood nitery, on a four-week ticket.

Andrew Bieniek, leader of Bieniek's Orchestra, which broadcasts over WHOM and WHBI, and which plays at many Polish-American functions, died last week at his home in Elizabeth, N. J. Two sons are members of the orchestra and are expected to carry on the work initiated by their father.

KFOX on Calif. Network

Long Beach, Cal.—KFOX, the Hal Nichols station, has become affiliated with the California Radio System. Lawrence McDowell, commercial manager, was in San Francisco last week completing program and technical arrangements.

Obrist Joins Ralph H. Jones

Cincinnati—Edward C. Obrist, production manager and supervisor of commercial copy for WBEN, Buffalo, since 1930, and before that program director of WSYR, Syracuse, has joined the staff of the Ralph H. Jones Co., Cincinnati and New York advertising agency.

250th Broadcast

"Harlem Amateur Night" marks its 250th broadcast over WMCA on Wednesday, 11 p.m. to midnight. In its three years on the air, it is estimated that show has presented 4,000 amateurs.

JIMMY ALDIN

AND HIS ORCHESTRA

JUST COMPLETED

100 WEEKS ENGAGEMENT

BEN 6-4759



PETTY CASH VOUCHER

Week ending Nov. 12th.

● ● ● **Saturday**... To Philly for a quiet week-end which is taken up with visiting the lavish studios of WCAU—a bit reminiscent of NBC's old Fifth Ave. establishment in the way of lay-out—but each studio has its own color scheme plus murals... Audiences are not permitted in the rooms—but watch from upper windows... We watch Jan Savitt conduct his "Top Hatters" show, fed to NBC... Later to Lew Tendler's restaurant, where the x-champ tells us the "inside" story of Benny Leonard's talking him out of the championship.

● ● ● **Sunday**... While still in the Quaker City and the dullness is interrupted with a few remarks about the gridiron game lost by Penn the afternoon before, a radio official tells us that down at KFRO, Longview, Tex., they are engaged in a drive for old toys which are picked up in trucks and brought to the fire dept. who repair them and present the toys to underprivileged children.

● ● ● **Monday**... Lunch at the Tavern with Josef Cherniavsky, Stan Zucker, general manager of Consolidated Radio Artists, and Moe Gale, who discuss "accents"... Late that nite for a bite at Lindy's, where Jack Bregman, just returned from the coast, Charlie Ross, Addy Britt, Benny Davis, Abe Lyman, Mack Davis, and a few boys discuss an opening they just attended.

● ● ● **Tuesday** at lunch someone whispers that the artist who designed WCAU's studios would do the job for WMCA in N. Y.... A wire from WMPS, Memphis, relates how two people who had been lost for 35 years were re-united through Paul Hodges' broadcast the nite previous... Seems that Paul interviewed a traveling salesman during his nitely show at Union Station there—his voice was recognized by a college sweetheart—who phoned every hotel until she located the fellow.

● ● ● **Wednesday**... Buddy Clark resents our writing that he sings like Bing Crosby. We listen attentively and decide that he's right. Crosby probably is happy... To see the "Babes in Arms" show after its long run with Mitzi Green, Ray Heatherton and Wynn Murray—and find that the lovely ditty, "Where or When" doesn't receive a worthy spot... Henny Youngman meets us at Dave's and tells us about the \$1700 car he just purchased and now he's looking for a colored boy who knows only how to say "Yawsah, Boss"... Ted Lewis in Lindy's as Cartoonist Milt Gross enters from Hollywood, where he'll reside permanently. He just finished work on the Jack Oakie show.

● ● ● **Thursday**... Jack Robbins lets us hear the score from "Love and Hisses" and we particularly like Gordon and Rebel's "I Wanna Be in Winchell's Column"—a cutie... We watch the Armistice Day parade and a uniformed gent asks us if another war breaks out—would we go. "Yes, the three of us will go," we reply... Wanting to know who the others were—we stated "The two fellows who'll drag us there!"... We depart and find our pockets had been picked—and the suit torn by the thief in his attempt to get at our last dollar!... Visit the Kate Smith show where Stooze Charlie Cantor swipes the comedy spotlight while Ted Collins still portrays the No. 1 showman.

● ● ● **Friday**... Decide to spend another day in Philly and visit Mickey Alpert and Jane Pickens at the Earle there. TOTAL EXPENSES... \$19.50 for a new suit with 2 pair of trousers!

AUDITOR'S REMARKS: Request denied! Have zippers put on your pockets—so thieves wouldn't have so much trouble getting at your last buck!

AGENCIES

STUART SHERMAN, president of Benton & Bowles, Chicago, has appointed Carolyn Bonnesen as space buyer and office manager. Miss Bonnesen was space buyer at Ruthrauff & Ryan for years, and before that was with Kling-Gibson agency. Jane Scott, formerly secretary to H. Leslie Atlas, v.p. of CBS in Chicago, has been named general secretary of the new agency.

MARJORIE McPHERSON, radio director of the Izzard Co., Seattle agency, has returned to her office after a comprehensive study of radio stations and programs in the southern portion of the Pacific Coast.

DON STAUFFER, Young & Rubicam v.p. in charge of radio, went to Hollywood with Harry von Zell, Peter Van Steeden, William Rousseau and wife and John Brown, to ready the initial Fred Allen show from the coast. Rousseau is production assistant.

Unique KSL Broadcast

Salt Lake City — KSL, the CBS 50,000-watt affiliate here, came through with a remarkable sports broadcast and what was perhaps western radio's major 1937 production last week. On the networks for a full hour beginning at 8 a.m., the KSL crew (comprising eight engineers, an elaborate inter-communication shortwave system, and four announcers) caught the official attempt of Capt. George E. T. Eyoston as he sped off on an assault on Sir Malcolm Campbell's 301.13 m.p.h. Broadcast was short-waved to BBC besides going coast-to-coast on CBS.

KSL engineers, under the supervision of Eugene Pack, handled the entire broadcast after having spent three months on the salt in preparation for the coverage. Glenn Shaw and Wally Sandack, KSL staff announcers, were the commentators. Network extended original time by quarter hour.

KNOW, Waco, Tex.

James W. Pate, g.m. of WACO, has also been made g.m. of KNOW, succeeding James W. Hagood, who resigned to go into his own business.

Paul Forchheimer, formerly of the sales staff, has been made production manager.

Besides recent improvements in its CBS program schedule, station facilities are to be further expanded, according to Elliott Roosevelt, southwestern director of Hearst Radio. Additional space, new equipment, more local coverage of events, etc., are planned. Walton Newton, program director, is conducting a wide search for new talent.

AL DONAHUE

and his orchestra
at the

RAINBOW ROOM

For Fall and Winter Season
Fourth Return Engagement

★ **F. C. C.** ★
ACTIVITIES

HEARINGS BEFORE EXAMINER
Today: Platt & Platt Inc., Poughkeepsie. CP for new station.
WDZ, Tuscola, Ill. CP for boost to 1 kw.
Nov. 16: Citizens Broadcasting Corp., Schenectady. CP for new station.
Thomas J. Watson, Endicott, N. Y. CP for new station.
Hampden - Hampshire Corp., Holyoke, Mass. CP for new station.
Nov. 19: C. Bruce McConnell, Indianapolis. CP for new station.

APPLICATIONS RECEIVED
Peter J. Caldarone, Providence. CP for new station, 1270 kc., 250 watts, day.
University of Okla., Norman, Okla. CP for new experimental station, 8655 kc., 100 watts.
Pulitzer Publishing Co., St. Louis. License for new facsimile station, experimental, using equipment constructed for high frequency broadcast station.
KYOS, Merced, Cal. Voluntary assignment of license from Merced Star Publishing Co. to Merced Broadcasting Co.
KVOA, Tucson, Ariz. Transfer of control from Albert Steinfeld & Co. to KTAR Broadcasting Co.

WCKY Is Now Available To Both Red and Blue

(Continued from Page 1)
was available only to Blue network sponsors. Station is owned by L. B. Wilson.
It is also understood that WCKY will be available to the WLW Line and Mutual. WLW is, and has been, optional on either the Red or Blue webs with WSAI on the basic Red network.

Swor and Lubin Cartoon Strip

The blackface characters of Swor and Lubin, currently featured on NBC's "Bicycle Party" commercial, have been incorporated into a new comic strip series by R. L. Martin, syndicate cartoonist. Martin, known as the creator of "Rufus and Red," which appears in newspapers throughout the country, will call the new series "Bert and Lou," the first names of the two comics, and it will depict the adventures of the two in a broadcasting studio.

Lyn Murray Chorus Set

As a result of their satisfactory work on two recent Al Pearce programs, Lyn Murray's seven-voice chorus has been signed as a regular feature on this Tuesday CBS series. Incidentally, baritone Buddy Clark, who guest-starred on last Tuesday's program, will again appear on tomorrow's broadcast.

Award to Kate Smith

Philco's 10,000,000th radio set will be presented to Kate Smith on her broadcast next Thursday over CBS at 8 p.m. The award is in recognition of her outstanding radio achievement.

ARTISTS MANAGEMENT
Presenting
PAUL WHITEMAN
17 EAST 45th ST., New York MU 2-1888

Merchandising Service Is Instituted by WTMV

(Continued from Page 1)
which WTMV offers as an additional aid to insure results for sponsors. The service, known as WTMV's Sponsored Program Service, includes the preparation of store and counter displays, ad material, direct mail stuff and general merchandising efforts.

Commenting on the new step, General Manager William H. West said: "It is our hope to be able to do a complete job for the advertiser. It so happens that many of our accounts are relatively small retailers who cannot afford expert advertising and merchandising service to back up their WTMV radio campaigns. Our Sponsored Program Service will give them that help."

Burt's Inc. Now Using 8 Hours Weekly on WCLE

Cleveland—L. O. Klivans, manager of Burt's Incorp., announces that his firm has become the largest local purchaser of radio time with the signing of a new contract with C. A. McLaughlin, general sales manager of WCLE. Under the new contract, Burt's sponsors two separate shows on WCLE, one daily and one weekly. Total time purchased per week is eight hours.

The daily program is "Wake Up and Sing," featuring early morning music and fun, aired 7-8 a.m. Each Sunday, the jewelry firm sponsors the big Burt's Amateur Show, lasting two hours, in Cleveland's Masonic Auditorium, from 3-5 p.m.

Firm never signs for less than a year.

Auto Show Pickups

Chicago—For the first time several auto companies have been permitted to pick up broadcasts from the auto show. Dodge dealers used Doug Hope, who appears regularly on their Rhythm at Noon show on Sundays, to interview prospective customers in man-on-the-street style. No questions about motors, however, were permitted. Oldsmobile, which has the Bears football games on WIND, also put on a special show from the Olds booth.

Testimonial to Husing

Ted Husing, ace CBS sports announcer will be guest of honor at a testimonial banquet to be tendered him at the Downtown Athletic Club on Wednesday. Part of the proceedings will be broadcast on CBS Coast-to-Coast hookup, 10:30-10:45 p.m. Numerous well known newspapermen, sports figures, et al, are expected to attend.

Kaltenborn in Hospital

Cincinnati—H. V. Kaltenborn, CBS commentator, was taken to Good Samaritan Hospital on arriving here Friday, suffering from an acute liver ailment. His speaking engagement at the Women's Exposition was cancelled.

FCC Chairman Orders Hearings Open to All

(Continued from Page 1)
my corporation because the "facts" may be known by some one present at the hearing but not as a scheduled witness.

8 Virginia Stations Air Dedication of Carillon

Harrisonburg, Va. — Dedication of the \$150,000 Northcutt Carillon at Luray, Va., was aired Saturday over eight Virginia stations, with the staff of WWSA here handling most of the details of the program. U. S. Senator Harry F. Byrd was principal speaker, and other stations carrying the ceremonies were WCHV, WBTM, WLVA, WGH, WRNL, WHPR and WDBJ.

The 47 bells in the carillon were brought from England and assembled in the 113-ft. tower of native sandstone.

KSL, Salt Lake City

Roy Drushall, announcer, was selected as emcee of Salt Lake Auto Show last week.
Earl J. Glade, managing director, heads local Community Chest Speakers Bureau drive.

Onetime voted KSL's most popular local, the Utah Buckaroos returned in a new Saturday show for Gardner Nurseries. Talent also features Richard Keddington as Old Gardner and Rampton Barlow soloist.
Byron Ray and Stan Reese, staff members, vacationing in California.

Barton Howell, KSL Press Bureau co-editor, takes over University of Utah Chronicle editorship. Bart is sophomore.

Pheasant luck is reported by Frank McLatchy, Dan Vincent, Eugene Pack, and Lee Taylor. All bagged limits.

Dog Is Star of Talent Search

Visalia, Cal.—Pat came on the air and said "mamma"—which wasn't much of a contribution, except that Pat is a dog. So he was something of a sensation on KTKC's "Search for Talent" program. Of course, Pat can do a lot more besides—he can add and subtract and make a bow and such things—but most of his canine accomplishments must wait for television, while under present limitations he "woofs" a few times and calls out "mamma"—as clearly as any child can do it.

Sells Christmas Program

Universal Radio Programs Inc. has signed seven stations as subscribers to its Christmas release, "Holiday Greetings," according to L. N. Marks, v.p. Firm also signed nine contracts last week for its Commercial Announcement Service.

NAT BRUSILOFF
MUSICAL DIRECTOR
New York's Own Station
WMCA
"AT THE TOP OF THE DIAL"
1697 BROADWAY CI 6-2200

NEW BUSINESS Signed by Stations

WLS, Chicago: Consolidated Drug Trades, "Musical Roundup" and "Merrygoround," through Benson and Dahl.

KCMO, Kansas City, Mo.: Canada Dry. "Today and Tomorrow," through J. M. Mathes.

KMOX, St. Louis: Lamont Corliss & Co. (Danys Cream Hand Lotion), announcements.

WBAP, Fort Worth: Beaumont Laboratories, ETs, through H. W. Kastor & Sons; Emerson Drug, announcements, through J. Walter Thompson; Gillette Rubber Company, ETs, through Cramer-Krassalt; Oldsmobile, ETs, through D. P. Brothers, Detroit.

WGN, Chicago: Sunkist Oranges of Calif., half-hour morning show of WBS transcriptions, with Ken Carpenter, through Lord & Thomas.

KSL, Salt Lake City: Zenith Radio, Chesebrough, Old Golds, all through CBS; Gardner Nurseries.

AFM Contract Forms Are Now Being Printed

(Continued from Page 1)
to Joseph N. Weber, AFM president, who pointed out that there are no questions involved that remain unsettled.

Andrews on Maxwell Script

West Coast Bureau, RADIO DAILY
Los Angeles — Bob Andrews has been signed by Bill Bacher to work with Harry Kronman on the Metro-Maxwell House scripts. Andrews formerly was scripter on "Show Boat." The M-G-M picture, "Navy Blue and Gold," with Florence Rice, James Stewart, Lionel Barrymore and Billie Burke, will be "pre-viewed" on the November 18 airing.

Hiram Higsby's 15th Year

Memphis—Hiram Higsby was presented with an 18-inch cake by the staff of WMPS last week on the occasion of his 15th year in radio. He started in Topeka as half of the team of "Hiram and Henry."

Bess Johnson's Successor

Chicago — Sunda Love has been chosen to supplant Bess Johnson in the role of Frances Matthews in Pillsbury "Today's Children." Miss Johnson went to New York to star in "Hilltop House."

FRANK DEGEZ
CUSTOM CLOTHES
46 WEST 48 ST.
NEW YORK
BRyant 9-9746
It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.



CLIFF NAZARRO, double-talking comic, joined Joe Penner's cast with Sunday's airing.

Lal Chand Mehra will break a precedent on his "At Home" program tonight over KMPC by having only one guest participate in the extemporaneous discussion devoted to the crisis in Asia. Manly P. Hall, noted author and lecturer, has been chosen by Mr. Mehra for the assignment.

Orchids to Joe Penner and his entire cast for doing an Armistice Day show at the Veteran's Hospital in Sawtelle.

Matthew Murray, "Ambassador of the Air," returns to KMPC with a Monday and Thursday program at 2 p.m.

Gaylord Carter, organist, and Vicki Joyce, vocalist, are heard nightly over KMTR from 12 midnite to 12:15 a.m. from "Slapsie Maxie" Rosenbloom's new nitery on Beverly Boulevard.

Grace Jones, formerly of KMBC, Kansas City, has been added to the secretarial staff at CBS, assigned to the office of Lud Gluskin, musical director.

Joe Morrison of "Last Roundup" fame has been added to the growing list of Harty-Kelton clients.

"Romance of the Air," new KMPC show, features John Lambert, baritone, and Virginia Dawn, coloratura, with Mona Content as accompanist. All have had solo periods previously but the combination is new and will be heard regularly each Friday at 2:30 p.m.

GUEST-ING

LUISE RAINER, Allan Jones (emcee), Robert Young, James Stewart, Tom Brown, Florence Rice, Judy Garland, Betty Jaynes, Igor Gorin, Ted Healy and Stooges, and Jack Dawn, MGM makeup expert, also preview of "Navy Blue and Gold," on "Good News of 1938," Nov. 18 (NBC-Red, 9 p.m.).

LOTTE LEHMAN, with Andre Kostelanetz orchestra, Nov. 24 (CBS, 9 p.m.).

GRETTA PALMER, on "Magazine of the Air," Nov. 24 (CBS, 11 a.m.).

BUDDY CLARK, on Al Pearce show, Nov. 16 (CBS, 9 p.m.).

MARGARET SULLAVAN and HERBERT MARSHALL, on Lux Radio Theater, Nov. 22. (CBS 9-10 p.m.)

TYRONE POWER, on Hollywood Hotel, Nov. 19. (CBS 9-10 p.m.)

NED SPARKS, on "Town Hall Tonight," Nov. 24 (NBC-Red, 9 p.m.)

CLARK DENNIS, on "Fun in Music," tomorrow (NBC-Red, 2 p.m.)

ERIC BLORE, MISCHA AUER, HEDDA HOPPER, YAHBUT and CHEERILY, on Rudy Valle program, Nov. 18 (NBC-Red, 8 p.m.)

CLAIRE TREVOR, interviewed by Elza Schallbert, Nov. 18 (NBC-Blue, 11:15 p.m.)

★ THE WEEK IN RADIO ★

... Cigaret Accounts Active

(Continued from Page 1)

board is another CBS event....P. & G. also will use a transcribed show on 85 outlets for a special Camay soap campaign....Record-breaking series of time signals being placed by The Biow Co. for Bulova watches, with 140 or more stations in line for such contracts....American Bankers Association preparing a series of quarter-hour disks....

In Washington, Chairman McNinch of the FCC opened fire in another step of his "cleanup campaign"....Commissioner Payne announced a campaign to "clean up" children's programs....

Technicians' strike by members of the ACA kept WOL, Washington, off the air last Thursday....ACA, using its former name ARTA, through one of its vice-presidents, sent a cable to Arturo Toscanini telling him that his forthcoming appearance here on NBC is the cause of many people being discharged....this, of course, was promptly denied by President Lohr of NBC, who assured the maestro that the accusation was absolutely false and, on the contrary, 55 additional musicians were being put to work as a result of the Toscanini concerts....Gen. Hugh S. Johnson's script was turned down by NBC last Wed. night the subject of

WHK-WCLE, Cleveland

J. P. Garvey, formerly of the John S. King agency, has joined the staff of WHK and WCLE as a general production man. He was also associated with Procter & Collier Co., Cincinnati, and Hanff-Metzger Co., New York.

Robert F. Monroe, formerly of WBNS, Columbus, has joined the continuity staff of WHK-WCLE.

OKLAHOMA CITY

M. H. Bonebrake, advertising manager of WKY, attending annual homecoming celebration at his alma mater, University of Missouri.

Board of Directors of Oklahoma Network met here last week to lay plans for fall activities of the network.

Neal Barrett, g.m. at KOMA, also district governor of Advertising Federation of America, attended district convention at San Antonio.

Earl Hull, WKY chief engineer, had 92 solicitations from salesmen for new mobile transmitter automobile unit.

Book Reviews on WMCA

WMCA today inaugurates a book-review-of-the-air series to be heard weekly on Mondays conducted by Harry Pascoe. Program will be at 2:15-2:30 p.m.

Walton with Pathe

Sidney Walton, former staff announcer of WHN and now emcee of "You Don't Say" over WMCA, has joined Pathe News as a commentator.

the General's talk on social diseases not being in keeping with the policy of NBC....

Annual meeting of the Ohio Association of Broadcasters was held Friday and Saturday in Columbus....while the Northwestern Broadcasters met on Saturday, both organizations comprised of NAB members....Coaxial cable test for television was found satisfactory, according to ATT engineers....ASCAP sent out first batch of its 25,000 songs titles most used in radio, with names of writers and copyright owners, if any....NBC again revising its Cincinnati station setup....same web will add two more Canadian outlets to the fold, one for the Red network and the other optional for either Red or Blue....CBS added two Minnesota outlets....AFM okays the allocations of additional expenditures for musicians as worked out by the IRNA....FTC gets busy again on the proposed code of fair trade practices for the pop music industry....Pan-American radio parley still in session in Havana....plans for a world radio convention in Sydney, Australia, next spring, being worked out by Sir Ernest Fiske, president of the Australian Institute of Radio Engineers.

Radio Engineers Meet Feb. 7-19 in Columbus

(Continued from Page 1)

other subjects dealing with broadcast station design and maintenance. In addition, preparatory lectures and demonstrations will be given by members of the University staff before the outside lecturers appear on the program.

COLUMBUS

Geer Parkinson, staff organist at WBNS, is celebrating his fourth year with this station.

Roc Lee, formerly of WALR, Zanesville, is a new announcer at WHKC.

Lehman Otis, takes over the post of radio editor at the Columbus Citizen, vacated by Virginia Lehmont, resigned. The Citizen has dropped its "Uncle Jack Reads the Funnies" program over WHKC in place of new daily broadcasts featuring various members of their editorial staff whose columns are followed by Central Ohio readers.

WQXR Women's Program

WQXR tomorrow will present its first program aimed specifically at women. Titled "Woman's World," with Ruth Morgan discussing beauty, fashions, home topics, careers, etc., program will be heard Tuesdays at 3:30-4 p.m.

Buddy Manners to Wed

Buddy Manners, WHN vocalist heard with Don Albert's and Irving Aaronson's orchestra, has set the wedding date. She will take on a spouse Dec. 12.



HENRY WEBER, WGN musical director, will conduct the Chicago Opera orchestra in nine more productions this season. One of these, "Der Rosenkavalier" on Dec. 18, will star his wife, Marion Claire.

J. C. Stein, president of MCA, has moved his family to Hollywood. W. H. Stein, v. p., has gone to New York.

Morrey Lipsey, who handles radio for MCA, removed from Edgewater Hospital to his home for further recovery from stomach ailment. Expects to return to work in about a month.

Anson Weeks to open at the Aragon ballroom Dec. 9, when Freddy Martin leaves for three months on the coast. Dick Jurgens replaces Ted Weems at the Trianon at the same time and will be followed a few weeks later by Bill Carlson.

A. J. Kendrick, v. p. of World Broadcasting System, expected back at his desk today after a month in New York on AFM conferences.

Vivian Della Chiesa, NBC soprano, to sing role of Marguerite in "Faust" at Chicago Opera on Nov. 18.

Virginia Jones and Bret Morrison added to cast of "Romance of Helen Trent."

Dick Post, formerly with WCCO, Minneapolis, is a new announcer at WBBM-CBS.

Josh Higgins of Finchville, who has been on NBC afternoons, takes over a morning spot at 11:15 a.m. EST on the Blue starting today.

SAN FRANCISCO

Set for a series on KFRC, Duncan MacPherson moved his "Golf Clinic" show to KYA at the last moment.

Gertrude Wright Moore, NBC secretary to the sales manager, went to Hollywood last week for the funeral of her husband, Dinty Moore, of NBC there.

Les Malloy, KGGC announcer, vacationing in Mexico, plans to be back this week.

KGGC now airing news broadcasts from the stage of the President Theater here every night except Sunday. Harry Leroy, station announcer, gives the flashes for a 10-minute period with Theater Manager Rene La Marr reading the "headlines."

Talented artists uncovered on Benny Walker's amateur hour get their first pro opportunity on the new Monday "Blue Chasers" program over Pacific Coast NBC Red net.

Edna Smith de Nunzio, KYA song star, departs for Europe in February with Madame Gina Cigna, Met opera star and her manager, Signor Attilio Lamponi. They heard Edna sing at a musicale here and Lamponi immediately placed her under contract to his Milan agency.

PROGRAM REVIEWS

JOSEF CHERNIAVSKY
Sustaining

WOR-Mutual, Thursdays, 8-8:30 p.m.
"MUSICAL CAMERA" IN COLORFUL ARRAY OF SONG TABLEAUX.

Josef Cherniavsky brought his "Musical Camera" to the air Thursday night in a new series that not only is off the beaten path but is excellent entertainment as well. With Jack Arthur as emcee and baritone, Sylvia Froos and Emily Earle holding up the feminine vocal end in fine style, and the Charioteers quartet adding their singing talents to the setup, the program painted a panorama of melody that was international in flavor.

Sentimental stuff, rhythm, a Cuban rhumba, a nautical number, a waltz and finally a stirring Armistice specialty gave the show both diversity and color. The principal songs were given a musical camera background, a sort of dramatization, that proved very effective.

Through it all, the musician's hand of Cherniavsky held sway, knitting the cameos together with his dexterous baton.

"Good News of 1938"

Second edition of the M-G-M-produced Maxwell House Coffee show, over NBC-Red last Thursday night, was quite an improvement over the initial program. It appears that the producers took quick steps to correct their opening night errors, and are now on the right track.

Some attention was paid to comedy, bringing Ted Healy and his stooges for a sequence that was very enjoyable and can be amplified in future shows. Betty Jaynes, a young miss with an excellent voice, and Gilbert Russell, English singer making his debut here, did fine vocal bits. Igor Gorin also was heard in a number, and Mickey Rooney, the film youngster, did an amusing song of his own.

Joan Crawford and Spencer Tracy performed satisfactorily in a preview of "Mannequin," and Robert Young handled the emcee spot well, though the script didn't give him much chance. Meredith Willson's music was good.

Show still is a little too impersonal and diffused. To get a solid audience hold, it needs to project some personalities more strongly and more intimately.

Kate Smith Hour

Week in and week out, the Kate Smith program on CBS holds to a standard high plane. With the Kate Smith voice and personality dominating, the hour always comes out well above the passing mark even when the dramatic portion of the show is a letdown.

Last Thursday night's skit, "The Informer," with James Barton in the Victor McLaglen film role and Betty Garde in the Margot Grahame part, came over the air well enough, all things considered. But the new note

Akerberg Finds South Showing Improvement

(Continued from Page 1)

lahan of WWL here while on his way from Dallas to New York.

Asked if national chains might set up regional networks and produce shows especially suited for sectional listeners, Akerberg said this might be done by stations and stage groups, but that networks dealing in national accounts could not do it.

Gov. Bibb Fireside Chats Over Alabama Network

Montgomery, Ala.—Borrowing an idea of the nation's Chief Executive, Governor Bibb Graves of Alabama is in the midst of a series of fireside talks, heard over an Alabama network composed of WAPI and WSGN, Birmingham; WSFA, Montgomery; WALA, Mobile; WJBY, Gadsden, and WBHP, Huntsville. Governor Graves delivered the first talk in the series from the studios of WALA, and the remainder will originate in the studios of WSFA here.

WTMV, East St. Louis

Paul R. Reetz, former continuity man and announcer at WSUN, has joined here as writer handling special accounts. He has a fluent command of German and will be used on new German show planned.

Irene Virginia Miller, staff actress heard on Sears-Roebuck morning show, will be married Nov. 17 to Thomas Atwood of St. Louis, Annapolis graduate.

A series designed to bring surrounding communities into closer touch with the station will be started Wednesday night.

Eddie Stephens, cowboy singer, becomes central figure in a permanent half-hour morning show starting this week when he is joined by The Oklahoma Wranglers band. Announcer Jim Hennessy will work with the show.

of interest in the program was the introduction of a stooge for comedian Henry Youngman. Charles Cantor was the boy, and he did a swell job of complementing Youngman's laugh-making efforts.

Richard Brooks

While nearly all other stations took advantage of Armistice Day to air specialties about peace, Richard Brooks, in his "Little Things In Life" program on WNEW, took the other end of the picture—war. He gave a word picture of President Wilson taking the step that put the U. S. in the big conflict, the war which was supposed to end all wars, then brought the story down to the Ethiopian, Spanish and Sino-Japanese incidents, and finally gave the recitation a strong closing punch by designating the speaker as "The German Unknown Soldier." It showed originality and ingenuity on the part of a commentator who has a more fertile mind than most of his contemporaries.

McClatchy in Control Of Calif. Radio System

(Continued from Page 1)

mento. Howard Lane, business manager of McClatchy Broadcasting, will supervise.

KYA here remains a major link in the web, while KFVB, the Warner Bros. station in Hollywood, replaced KEHE, Hearst outlet, as the southern key station. Transamerican will represent the network, which also has KFBK, Sacramento; KMJ, Fresno; KWG, Stockton, and KERN, Bakersfield.

Fifth Coast Station Gets Alka-Seltzer Italian Show

West Coast Bureau, RADIO DAILY

Los Angeles—KMTR is the fifth station in California to get the all-Italian program, "Corriere del Aria," sponsored by Alka-Seltzer. Series has been running on four Northern California stations for the past several years, originated and still produced by Messrs. de Nunzio and Grento, with the latter acting as announcer and commentator. Will be heard on KMTR at 7-7:30 p.m. Mondays through Fridays.

WBT, Charlotte

Grady Cole, commentator, will undergo a tonsil operation.

Charles Crutchfield, program director, subbing for Cole meanwhile.

Mr. and Mrs. Jake Powell of Honolulu visited the station and reported that they can get WBT clearly out on the island. They attended the "Midnight Dancing Party" broadcast and presented a lei to Announcer Bill Bivens.

WWL, New Orleans

With elimination of Capt. A. L. Pritchard as assistant managing director, the post apparently will remain unfilled, though James Willson, program director, is reported moving into his office.

A skit called "Top Sergeant McQuade," written by Russell McGuire, was enacted over here with Henry Dupre in all parts as an Armistice Day celebration.

WJW, Akron

Henrietta Yost, head of the book-keeping and auditing department, is taking a belated vacation southward. "Bud" Bates, announcer, had never seen a wrestling match until a couple of weeks ago when he was called upon to cover a weekly grunfest sponsored by Goodrich Local No. 5. But he's a veteran already.

Helen Johnson to Retire

Chicago—Helen Johnson, for eight years director of CBS "American School of the Air," said here last week that she plans to retire.

HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music in a Modern Manner

MANAGEMENT
ROCKWELL-O'KEEFE



**ADVERTISING
IN
RADIO DAILY
BRINGS
RESULTS
BECAUSE
RADIO DAILY
REACHES THE
BUYING
POWER
OF THE
INDUSTRY**



Appleby & Appleby Inc. New Radio Engineer Firm

(Continued from Page 1)

have formed a new firm of consulting radio engineers with laboratories and offices at Jasper and Winchester avenues here.

Thomas Appleby, president of the firm, has been in wireless work 38 years. He is a member of the Institute of Radio Engineers and has a long period of service in government radio work, designing transmitters, supervising construction and operation of the first high power radio-telephone stations, conducting anti-static research, etc.

His inventions include the present system of television using cathode ray tube scanning for transmission and reception, underground directional reception and multiple radio transmission and reception, variable grid leak and other devices.

As vice-president, William Appleby, who has had years of experience in newspaper and radio advertising, will head a service known as the Commercial Radio Analysis Division, offering stations a service of management and sales analysis.

Witte Planning Crusade For More Radio Gossip

Philadelphia—Lawrence Witte, who writes a syndicated radio column and also has a weekly series titled "Mike Notes" over KYW, wants to launch a crusade for more radio programs devoted to gossip about radio people. He thinks movie folk get too much mention on the air, while radio personalities are neglected.

WJR Staff Goes Hunting

Detroit — WJR's staff is depleted this week as almost a dozen are pursuing the elusive stag in Michigan's north woods. M. R. Mitchell, chief engineer, has a log cabin with sleeping room for about a score, located in the midst of an estate of several hundred acres. Eric Howlett, program manager and "Fran" Jennings, "Chuck" Thornton and Walt Workman, engineers, are there now and will be joined later by Leo Fitzpatrick, general manager; P. M. Thomas, secretary and treasurer, and Neal Tomy, publicity director. Duncan Moore, special events man, and Colin MacClellan, engineer, are at Mac's camp in the Upper Peninsula.

ONE MINUTE INTERVIEW

H. K. CARPENTER

"The man who wants to progress must study. There is no room at the top for the fellow who rests on past achievement. Constant application to the task of keeping up with the times makes men eligible for the high ranks in radio or any other profession."

☆ Coast-to-Coast ☆

BILL SUTHERLAND, announcer at KDKA, Pittsburgh, has been elected director of the Kiwanis Club of Pittsburgh for a three-year term. He has been program chairman for the past year.

The "Quizzer Court" on KCKN, Kansas City, Kan., brought in 255 questions in the past week, which Ellis Atteberry, g.m., considers a definite indication of the increasing popularity of the broadcast.

Herb Hyman, motion picture promotion man, recently associated with Columbia Pictures on the coast, has joined Radio Events Inc. as account executive. He will also work with Gladys Miller and Service Programs Inc. on her "Movie Room Cues."

Joseph Boley of the WOV-WBIL announcing staff does a little side work as commentator in Paramount Newsreels.

A dramatic reconstruction of the Universities of Florida and Georgia freshman football game was aired over WRUF, Gainesville, Fla., on Friday at 1-1:30 p.m. The contest was played Thursday night in Savannah. George Walsh and Dan Daniels, ace sports announcers of the station, viewed the game, took notes and returned to Gainesville to prepare the broadcast for Friday. Maj. Garland Powell, director of WRUF, said the broadcast was prepared for the benefit of the football fans who would like to hear a recounting of the highlights of the game. Restriction of broadcast of the night game is due to the station sign-off period at 6:45 p.m.

Dr. George Khieralla, head of the Moslem Brotherhood of the United States, will be interviewed over WNYC by the Observer of Good Will next Sunday at 2:45 p.m.

Ruby Rolland, KFOX actress, was honored by being selected as a judge for the mammoth Fun and Dress Parade which was a highlight of the twenty-seventh annual Supreme Pyramid gathering of the Order of Sciots in Long Beach, Cal.

In "The Jewish Hour," new program over WKAT, Miami Beach, Fla., all the Jewish congregations in the greater Miami area will participate in rotation. The aim is to show the place of Judaism in the life of today.

Merv Robertson of the commercial staff of WADC, Akron, recently became the father of a boy.

Charles Lake has joined the staff of WLW, Cincinnati. He formerly announced at WLW and also was with WBNS, Columbus.

Philip White, character actor, recently played a Syrian priest in "Tish" on CBS. Last Saturday he portrayed an Indian priest in the "Kit Carson" airing on WHN, while tomorrow he'll be heard on the same station as a Chinese adventurer in the Literary Forum's "Seven Who Fled." All programs are put on by the WPA Federal Theater radio division.

The Rhythm Rogues are back on WELI, New Haven, with a Tuesday afternoon spot.

Herb Mann, Jr., member of the announcing staff at WRJN, Racine, Wis., is the daddy of a girl.

"Alley Rumbblings," is a new 15-minute broadcast being aired each Wednesday evening over WHBL, Sheboygan, Wis., with Wade Patterson as announcer. Bowling alley activities are discussed.

WINS "Voice of Mirror"

WINS today becomes the "Voice of the New York Mirror." Station, owned by Hearst, as is the Mirror, has successively been the voice of the New York American and the New York Journal.

Cleveland Stations Start Unique Promotion Contest

(Continued from Page 1)

to WHK and WCLE listeners who succeed in correctly identifying the 61 prominent Clevelanders who broadcast anonymously on the two stations. Two broadcasts will be heard daily on each outlet for 31 days.

Daily newspaper ads listing the names of 12 Secret Celebrities will be used in conjunction with the broadcasts to help contestants ferret out identities of the four celebrities heard each day.

Secret Celebrity programs will be five minutes in length and will feature public officials, judges, civic leaders, musicians, educators, clergymen, financiers, sportsmen, and WHK-WCLE artists.

Judges of the contest will be Robert Stephan, Cleveland Plain Dealer Radio Editor; Norman Siegel, Cleveland Press Radio Editor; and Elmore Bacon, Cleveland News Radio Editor. They will choose the celebrities to broadcast as well as judge letters which must be submitted with entries. Objectives are listener interest and dialing habit promotion.

LaTorre for New Play

Charles LaTorre, producer of the "Ave Maria Hour" over WMCA for the past few months, left the program yesterday and is joining "Between the Devil," forthcoming Broadway play.

From Any Office of Postal Telegraph

You Can Send

TELEGRAMS

anywhere in the United States, Canada*, or Mexico.

CABLEGRAMS

"Via Commercial" to Europe and the Orient. "Via All America" to Central and South America and the West Indies.

RADIOGRAMS

"Via Mackay Radio" to Europe, South America and the Orient, principal cities in the United States and to ships at sea.

*In Canada by the Canadian Pacific Telegraphs.

Postal Telegraph



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 97

NEW YORK, N. Y., TUESDAY, NOVEMBER 16, 1937

FIVE CENTS

Neb. Ascaph Law Enjoined

Looking On ... AND LISTENING IN

WHITHER RADIO? That once familiar and eventually tiresome credit line, "By permission of the copyright owners," may soon have a successor known as "By permission of Hollywood."

For the film industry is by way of gobbling up the radio.

Besides the increasing number of shows being produced in the film capital and by movie studios, plus the growing quota of talent that is on the air "by courtesy of" one film company or another, here are just a few of the current radio programs whose titles plug and glorify and give importance to the movie city:

"Hollywood Hotel," "Hollywood Playhouse," "Hollywood Mardi Gras," "Hollywood Showcase," "Hollywood Newsreel" and "Hollywood News."

Another, "Hollywood Screenscoops," is just bowing in, while "Hollywood Parade" debuts Dec. 1, and "Hollywood Whispers" is still around somewhere.

All of the foregoing are network shows, blanketing the country several times over, and are in addition to the maze of local shows using "Hollywood" in their titles.

For years the movies have looked upon radio with fear.

That's because film folks are easily scared—not knowing their own strength.

Actually, the movies have radio in the palms of their hands.

The talent situation is the main reason. Hollywood has become a magnet for artists with any talent at all that can be utilized in screen entertainment.

Radio makes 'em, and Hollywood takes 'em.

Then radio, which didn't have enough sense to tie up its discoveries by putting them under contract, has to go begging to Hollywood for the talent that it allowed to get away.

—D. C. G.

H. J. HEINZ COMPRESSING INTO HALF-HOUR WEEKLY

H. J. Heinz Co., sponsor of Heinz Magazine of the Air, currently heard five times weekly over CBS, on Dec. 2 will switch to one half-hour spot Thursdays, it has been learned. Program makeup is also expected to change, with new set-up composed of Channing Pollock, playwright, and Mark Warnow and his orchestra. Same network will be used. Maxon is the agency.

KCKN Sales Increase For 13 Months in Row

Kansas City, Kan.—KCKN, Capper Publications station, reports commercial sales for October were 19 per cent over same month last year. Deducting the 1936 political sales, increase this year was 55 per cent. This is the 13th consecutive month that KCKN has topped corresponding month a year ago.

NBC's 'Frisco Center Is Still Plenty Active

San Francisco—Despite impressions that NBC is curtailing activities here, Lloyd Yoder, local chief, has compiled records showing that each week 144 live shows are released over KPO and the Red network and 89 over KGO and the Blue web, making a total of 233 programs and 107 3/4 hours weekly, compared to 104 shows and 42 3/4 hours for KSFO, the CBS link.

Quaker Oats Co. Places Campaign on NBC in East

James F. Fay Appointed Hearst New England Rep.

Hearst Radio has appointed James F. Fay as New England representative for all Hearst stations. Fay, who operates as an independent station representative, with offices in Statler Building, Boston, had been associated with Hearst newspapers

(Continued on Page 3)

Federal Court at Lincoln, in Issuing Order, Doubts Constitutionality of Recent State Legislation

Beat Him to It

Edwin C. Hill, on his Lucky Strike period over CBS yesterday at 12:15 p.m., gave a digest of President Roosevelt's message to Congress. The President's message wasn't delivered until 20 minutes later.

GERALD SMITH PROGRAM DEBUTS IN DIFFICULTIES

The much publicized Gerald L. K. Smith program under the auspices of the "Committee of One Million" had the radio boys on the run last week.

Program made its debut last Sunday, 4-4:30 p.m., over a special network of 35 stations with three airing disks at a later period. But, the originally announced network of 75

(Continued on Page 2)

Southern AFM Unions Take No Radio Action

New Orleans—No definitive action on any radio matters was taken by the 13 AFM unions comprising the Southern Conference which held bi-annual meetings at the Hotel Roosevelt. Observers believed that the

(Continued on Page 3)

Lincoln, Neb.—Federal Court, with three judges sitting, granted a temporary order enjoining state officers and county attorneys from enforcing the State law which would outlaw such organizations as Ascaph. The order was sought by Ascaph, more or less as a step toward attacking the constitutionality of the law.

Circuit Court judges, in a memorandum, said in part: "It appears that there is grave doubt of constitutionality of the act and plaintiffs have shown that it would inflict serious injury." Circuit Judge Gardner and District Judges Munger and Donohue, signed the order.

Injunction order is granted pending further decision and it is made conditional upon filing by Ascaph of \$5,000 bond for payments to defendants of costs and damages incurred by any persons who may be found to have been wrongfully enjoined by the order. Under the decision, defendants are also enjoined until further order of the court, from bringing

(Continued on Page 3)

BOAKE CARTER REPORTED SIGNED BY GEN'L FOODS

Philadelphia—Boake Carter is understood to have been signed by General Foods for a series to begin in 1938. Carter is currently on CBS for Philco, and it is possible that he may remain on Columbia. Sayre M. Ramsdell of Philco was not in town yesterday, so could not be reached for a confirmation of the report.

Timely Tutors

Detroit—So his announcers would know how to pronounce the Chinese names appearing in news from the Far East front, Manager James F. Hopkins of WJBK sent to a local university for three Chinese students, all natives of Canton, China, and they are giving the WJBK mikers thrice-weekly instruction.

(Continued on Page 3)

15-Yr.-Old Scripter

Baltimore—WBAL has a 15-year-old continuity writer, Warren Baker, who turns out the "A Little Helps" series heard over this station on Thursdays. Warren is declared to be the youngest radio scripter in the country. Another of his series is up for consideration by a commercial sponsor.



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JOHN W. ALICOATE : : : Publisher
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 (Monday, Nov. 15)

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

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

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

Standards of Practice Milwaukee - A 30-page booklet titled "Standards of Practice," containing guidance for both new and old employees and covering all departments of station procedure, has been issued by WTMJ.

Waxing "Candle Light" West Coast Bureau, RADIO DAILY Los Angeles - "By Candle Light", currently on KEHE thrice-weekly, is being waxed by Irving Fogel Productions, with Sylvia Jones, Lewis TeeGarden and Ruby Floyd.

NEA Radio Newsfeatures Available to only one radio station in each city Details on Request Represented exclusively by Stephen Slesinger, Inc. 250 Park Avenue New York

Gerald Smith Program Debuts in Difficulties

(Continued from Page 1) The program was not used nor was the program handled by the Albert M. Ross agency which announced the series on Oct. 29.

Transamerican is placing the business with Virgil Reiter handling the deal, set for 26 weeks. Initial program was keyed from Washington and in the absence of a local outlet Smith spoke from a hotel room.

Albert M. Ross, head of the agency which was in on the program at the start told RADIO DAILY that he has a contract with Smith for the use of "certain stations." When asked if the report was true that he intended to sue Smith, Ross said, "I have no comment to make at present."

Network used included WHN, WFIL, WBAL, WCAE, WCKY, KWK, KMA, WCFL Michigan network, Iowa network, Mohawk Valley web and Colonial network. First three stations took Presto recordings off the line and aired the disks later in the evening.

WFIL Chi. Office Sales

Philadelphia-WFIL's newly opened Chicago office, which includes Detroit area, made gross sales of \$30,000 in the first two weeks of operation according to Donald Withycomb, g.m. of the station. Stuart Eggleston is Chi. manager. Sales Manager Jack Stewart now plans a coast office.

Queries McNinch on Payne

Washington Bureau, RADIO DAILY Washington-First Special Session moves to investigate FCC came yesterday when Congressman W. S. McFarlane, sponsor of a pending resolution to investigate the Commission, wrote to Chairman McNinch and FCC as a group demanding its authority for barring Commissioner George Henry Payne from sitting in at the Segal-Smith hearing. MacFarlane also will press for insistence that Commissioner Payne be allowed to take his place with his fellow Commissioners in the final Segal-Smith decision.

WCNW Band Booked

Tex Baker and His Texas Ramblers, heard over WCNW, Brooklyn, for the past year, have been booked to appear at the Supreme Theater, Nov. 24, and the Rogers Theater, Dec. 1. Deals are under negotiation for sponsorship of weekly stage shows from several Brooklyn theaters.

Sleinger to Furgason

Chicago-Chief Sleinger, formerly with local office of Transamerican, has joined the staff of Furgason and Co., station reps.

WCXQ MORE for your RADIO DOLLAR INTERSTATE BROADCASTING CO. 730 Fifth Ave., New York

Two New Radio Stations Start Construction Soon

Portland, Me.-Portland Broadcasting Co. starts work this month on the erection of a new radio station here, having been granted FCC permission.

Greenfield, Mass.-John W. Haigis, granted an FCC permit for a new station, will start work on it within 90 days. Studios will be in the Mansion House.

WRNL Makes Debut

Richmond, Va.-WRNL, newest local station, went on the air for the first time Sunday at 3 p.m. as successor to WPHR, Petersburg. Prominent state and city officials joined in a dedicatory program. John Stewart Bryan, publisher of the News Leader and principal owner of the new station, presided.

Operating staff includes Earl Sowers, managing director; Walter Selden, chief engineer; C. Alden Baker, sales manager; Miss Mary-nelle Gutridge, music director and staff accompanist; Blanche Moody, Wallace Stell, Edward Burch and Ned Williams.

Ohio Bar Ass'n on WHK

Cleveland - Sponsored by Ohio State Bar Ass'n, WHK has scheduled a weekly series of popular interest discussions, with a "blue book" list of speakers. Series leads off Saturday with Hon. Carl V. Weygandt, chief justice of Ohio Supreme Court.

WCOA Auto Show Goes Over

Pensacola, Fla. - The recently staged annual Pensacola Automobile Show, put on by WCOA in the San Carlos Hotel, was a big success, with more than 8,000 persons attending, according to Henry G. Wells, manager of WCOA. This is believed to be the first auto show sponsored by a radio station.

Roger Pryor on Dixie Net

Dallas - Roger Pryor, whose orchestra is playing at the Baker Hotel, will be guest on the Pepper-Upper program over the Dr. Pepper Dixie network next Sunday at 5:30-6:30 CST. Ann Sothern (Mrs. Pryor), who is vacationing from Hollywood, also may be on hand for a bow.

Douglas Kamp Joins WTMJ

Milwaukee-Douglas Kamp, late of the Catholic Herald-Citizen, has joined WTMJ continuity staff. Kamp was school classmate of "Betty" of "Betty and Bob" serial and golfing companion of "Singin' Sam." All three hail from Richmond, Ind.

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

COMING and GOING

HOWARD MEIGHAN of Radio Sales Inc. is in Chicago visiting WBBM.

HELEN OAKLEY, manager of Chick Webb, is in Chicago publicizing Webb, who is at the Palace Theater.

J. L. RAWLINSON, handling the Vick's account for Morse International, is in Hollywood arranging substitutes for Jeanette MacDonald on her Sunday nite series via CBS.

KATHRYN CRAVENS, Pontiac news reporter, is in Chicago for the auto show.

CLARENCE ELDRIDGE, vice-president of Young & Rubicam, arrived in Hollywood yesterday to sit in with Tom Harrington on launching the new Fred Allen series, which begins tomorrow.

RUDY VALLEE, after two more shows from the Coast, returns to New York for six weeks. He returns to Hollywood on Jan. 13 to begin work on a picture for Warners.

DOUGLAS COULTER, CBS assistant program director on the staff of Bill Lewis, planned back to New York from the Coast after a two-week stay there.

C. H. ABBE of the CBS architectural staff, is in Hollywood regarding the new building.

ERIC J. T. INGRAM-MOORE and MRS. MARTIN JOHNSON arrived in New York yesterday aboard the Queen Mary. Mrs. Johnson is back from her latest African movie-making exploration trip.

G. A. RICHARDS, head of WJR, Detroit, is in New York.

RALPH WEIL, WISN sales manager, and EDWIN SPENCE, general manager of WBAU, are in town.

St. Louisians Must Tune WCKY for "Town Meeting"

Cincinnati-Because other commitments prevent the NBC stations in St. Louis from carrying "America's Town Meeting of the Air", classes at the Y.M.C.A. in that city listen to the program from WCKY here. L. B. Wilson, chief of WCKY, considers the program so important that he refuses to sell the time commercially.

Homer Griffiths to KFJB

Chicago-Homer Griffiths, writer-producer, known on air as "Friendly Philosopher", and his wife, Irene W. Griffiths, have left for Marshalltown, Ia., where they become station manager and program director, respectively, at KFJB. Griffiths will commute to Chicago on Fridays for his Mantle Lamp program and for confabs with Howard H. Wilson Co., station rep.

Another Way to Tell the KVOO Story! KVOO Tulsa is the most powerful station between St. Louis, Dallas and Denver. covering the heart of the Triangle. More pop. and more spendable in. than any other Oklahoma station. 25,000 wals. N. B. C. Edward Pity and Co., Rep.

NEBRASKA ASCAP LAW IS ENJOINED BY COURT

(Continued from Page 1)

ing directly or indirectly, or permitting to be brought, proceedings for the purpose of enforcing the act in question. Defendants are also enjoined temporarily from requiring, as the law states, that copies of copyrighted compositions of complainants and others similarly situated be filed with the Secretary of State. Order also bars actions to adjudicate ownership of copyright, or take steps to appoint a receiver, or from interfering with any and all existing contracts heretofore entered into between complainants (Ascaph, et al) and residents, and from threatening to enforce the penalties contained in the statute, etc.

Ascaph officials stated that the temporary injunction fulfilled its attempt to have the law found unconstitutional, and that whether the Nebraska statute is or is not constitutional will have to be shown by the state officials who may now have to prove that the law is constitutional, rather than Ascaph proving that it isn't.

KSO-WMT Air Johnson Talk

Des Moines—Gen. Hugh Johnson's social diseases talk, barred by NBC last week, was aired over KSO-WMT of the Iowa Network by Benedict Hardman, KSO-KRNT news editor. Script was obtained from Johnson by Bill Quarton, WMT commercial manager.

On invitation of Major Lenox R. Lohr, Dr. Morris Fishbein of Chicago, editor of the Journal of American Medical Ass'n, will talk over NBC-Blue at 10:30 tonight on social diseases.

WBAL Airing Clippers' Debut

Baltimore—WBAL will air the official departure of the Bermuda Clipper, Pan-American Airways, and the Cavalier, Imperial Airways of Great Britain, when they open their regular passenger and mail service between Baltimore and Bermuda tomorrow.

New WOL Drama Series

"The Yarnspinner", new series of dramatizations created by Ronald Dawson, who also will produce and direct, takes the air Nov. 23 at 9-9:30 p.m. Already set for the series are Arthur Westover, Norman Rose, Dorothy O'Donnell, Arthur Isler and Gene Prince.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Nov. 13, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
I Still Love to Kiss You Goodnight (Leo Feist Inc.)		29
You Can't Stop Me From Dreaming (Remick Music Corp.)		28
If It's the Last Thing I Do (Crawford Music Corp.)		27
Farewell My Love (Harms Inc.)		26
Getting Some Fun Out of Life (Donaldson Douglas and Gumble)		25
Remember Me (Witmark and Son)		25
Blossoms on Broadway (Famous Music Corp.)		24
Once in a While (Miller Music Inc.)		24
Nice Work If You Can Get It (Chappell & Co.)		23
Vieni Vieni (Witmark and Son)		23
You and I know (Robbins Music Corp.)		22
That Old Feeling (Leo Feist Inc.)		21
When the Organ Played Oh Promise Me (Joe Morris Music Co.)		20
Moon Got in My Eyes (Select Music Co.)		19
Ebb Tide (Paramount Music Corp.)		17
Roses in December (Irving Berlin Inc.)		17
So Many Memories (Shapiro-Bernstein Inc.)		17
Harbor Lights (Marlo Music Co.)		15
Have You Got Any Castles Baby (Harms Inc.)		15
She's Tall, She's Tan, She's Terrific (Mills Music Inc.)		15

Southern AFM Unions Take No Radio Action

(Continued from Page 1)

conference was more or less satisfied with the progress AFM is making in radio, transcription and phonograph fields and that future action concerning radio would be largely confined to standardizing wage scales and working conditions.

Fashion Tele Broadcast

A demonstration of RCA television featuring apparel, accessories, coiffure and makeup will be presented by NBC on Thursday for a group of fashion experts.

NBC Woman's Program

"The Woman of Tomorrow", new cooperative service program for women, conducted by Alice Maslin, debuts Nov. 18 over WJZ-NBC-Blue, 11-11:30 a.m. Civic problems, buying, careers, etc., will be discussed.

Start Television Tests

Kansas City—W9XAL, television station of the First National Television School, went into operation yesterday for daily equipment tests authorized by the FCC.

Tacoma Firm Chartered

Tacoma—Charter has been granted to Tacoma Broadcasters, formed to engage in commercial broadcasting, with C. C. Cavanaugh, E. M. Hayden and Harold A. Allen as incorporators.

James F. Fay Appointed Hearst New England Rep.

(Continued from Page 1)

prior to entering radio field. Stations to be handled by Fay include: WINS, WBAL, WCAE, WISN, KOMA, WACO, KNOW, KTSA, KYA and KEHE.

QUAKER OATS CO. PLACES CAMPAIGN IN THE EAST

(Continued from Page 1)

stations located in the south, mid-west and on the Pacific coast. Ogden Kniffin is the account executive, with Lawrence Holcomb supervising production.

George Besse Seriously Ill

Chicago—George Besse, head of the Joseph Hershey McGillivra office, seriously ill as the result of a motor accident months ago, has been moved to Ravenswood Hospital for further X-ray treatment. George Roessler, who formerly had his own rep firm and foreign language service which he sold to Van Cronkrite Associates, recently joined the McGillivra firm and is temporarily in charge of the office.

Floyd O. Spicer Buried

Newark, N. J.—Funeral services were held yesterday for Floyd O. Spicer, WNEW night manager, who died Friday. He was 38 and had been connected with radio for 15 years. His widow and daughter survive.

Carol Bruce Held Over

Boston—Carol Bruce, vocalist, is being held over for an additional two weeks at the Normandie here.

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
- Cliffon 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

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.

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Competent Female Secretary
7 years legal experience
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THEY LISTEN TO
WATL





108 NORTH STARS

Each is a guide for those who listen—each is a guide *to* those who listen. They are the pole-stars of their communities—magnetic with the world's voice, its drama, music, and wit. Together, they pull irresistibly on the lives within their reach. They are the 108 stations of the Columbia Broadcasting System, the world's largest radio network.

AGENCIES

BRACE BEEMER INC., Detroit, has been appointed advertising counsel for the Overhaul Sales Co. of Michigan. R. H. Edsall is account executive. Plans for radio include spot announcements, some of which have already been placed on the air.

ROWLAND BROILES Advertising Agency, Fort Worth, is now handling the radio advertising of the Burrus Mill & Elevator Co. of that city. Company has the Light Crust Doughboys daily on the Texas Quality Network, and ET's of the Doughboys on three Arkansas stations—KARK, Little Rock; KFPW, Fort Smith; and KBTM, Jonesboro.

MARK TUTELMAN, formerly of Philip Klein Advertising Agency, Philadelphia, has become associated with Barnes & Aaron Advertising Agency as an account executive.

EDWIN M. PHILLIPS & CO. is handling the account of Northwestern Turkey Growers Ass'n, Salt Lake City, representing 12,500 growers, who have started to use radio in a small way.

H. W. KASTOR & SONS, Chicago, is placing spots for Booth Fisheries.

A. D. LASKER, president of Lord & Thomas, has reached Tokio in his round the world excursion.

NATE TUFTS, producer of the Joe Penner show for Ruthrauff & Ryan, is crowing over the 7½-pound boy presented to him by Mrs. Tufts.

DANNY DANKER, vice-president of J. Walter Thompson, is another new Hollywood papa.

G. B. McDERMOTT, who left NBC sales force in Chicago a month ago, has joined Kirtland-Engel agency, that city, as radio director.

KVOD, Denver

Vincent Corbett returns after an absence of five years, taking over the sound effects department and a control room shift.

Ben Stanton has been making transcriptions.

Freddie and Freida are being groomed for a commercial.

"Famous Fires of History," which has been building quite an audience, dramatized the New London, Tex., school disaster as its latest presentation.

Deems Taylor With Whiteman

When the Paul Whiteman-Chesterfield show on CBS moves east the first week in February, Deems Taylor will be added to the program as commentator.



● ● ● Shell Oil which bowed off last spring with the Joe Cook show will return to the air. (Is that the "oil" show Ben Bernie is said to have signed for over the week-end?)... Frances Langford will not broadcast on "Hollywood Hotel" while east but will be replaced by Loretta Lee, who is signed for three shots—with options... Ronald Drake will be the word-slinger on Old Golds gossip show starting tonite from the coast called "Hollywood Screenscoops"... Ruby Mercer continues in the femme vocal spot on Packard's "Hollywood Mardi Gras" for an indefinite period... Lum and Abner will finally do their quester for Al Jolson Nov. 23... Columbia Pictures bought Phil Baker's song, "My Heaven on Earth," so he introduces a new one this week. "You're Twice as Nice"... Charlie Cantor will continue to stooge for Henny Youngman on the Kate Smith series... "Fifi," the French girl on the Eddie Cantor show, is Viola Vonn, former kid star in "Our Gang"... Eddie Davis is now scripting the Jack Haley show for Log Cabin... Hannah Williams is working "on her notice" in the Ed Wynn show, as is Kay Thompson. Yesterday Rochelle Hudson, flicker star, auditioned for the Williams role—and got it. Jack Whiting will play opposite... Fred Allen says General Grant's heirs are going to sue the Marx Bros. for wearing whiskers!

● ● ● At the Harry Salter party Sunday in Leon & Eddie's, Jack Robbins entertained Herbie Kay while Henry Spitzer had to listen to Buddy Clark. Henny Youngman was never funnier in his life... From Lord & Thomas came Monie Hellinger with James Saphier. Maxie Rosenbloom couldn't be persuaded to do his "Harry Richman." Liebert Lombardo bowed in late with the frau, while Rochelle Hudson seemed to be amused by Edward Dowling and applauded for Margot Grahame. Billy K. Wells took a bow for his "Rain" satire—a gem. J. C. Flippen coughed—but didn't say a word. The Rooseys, papa and son, were there, while announcer Don Kerr walked about hunting for someone. Shaw Newton of Morse agency was amused by the "waist-bows" of celebrities. It was all a very merry shindig, especially when Salter introduced George Stone, dialectician, who stole the show.

● ● ● Lucille Ball has been signed to continue on the Gulf Oil show. ... Union trouble may deprive Herbie Kay from a network wire from the Arcadia in Philly... Abe Lyman follows Joe Rines into the French Casino in December... Irving "Lazy Dan" Kaufman is contemplating going on the network plugging a drug product of which he is part-owner... Lynn Martin is the secret bride of the sax-player in Woody Herman's crew for the past two months. Bridegroom will quit tooting to manager his wife... Phil Rapp is now writing "Betty Lou" for the Vallee show which comes east Dec. 2... Eddie Cantor has abandoned plans for his eastward trek... Eddie Quillan's brother, Joe, and Izzy Ellinson left for the coast after finishing their writing chores for Walter O'Keefe to scribble for Cantor with Bob Ross, who has had his option lifted after four weeks... Johnny Hyman, Ken Murray's gag-man, had all his molars yanked last week... Why is Bob Hope frantically phoning east from the coast for writers?... Al Donahue is disking a half-hour show featuring Durelle Alexander, String Choir, Glee Club and Jack Kelly's piano-pounding... Alois Havrilla will be the "voice" behind the Bethlehem Steel's flicker, "Building the Golden Gate Bridge"... Jimmie Davis says one of the comics slipped so fast in the surveys lately—that he pulled the whole system out of line!

● ● ● Kenneth H. Berkeley, general manager of WRC and WMAL, Washington, will install ping-pong tables for the staff's diversion this week—because a steno said that appeared to be the only thing lacking in the new offices.

GUEST-ING

JACK PEARL and SHEILA BARRITT, on Major Bowes Capitol Family program, Nov. 21 (CBS, 11:30 a.m.).

STOOPNAGLE and BUDD, on "Hollywood Mardi Gras," Nov. 23 (NBC-Red, 9:30 p.m.).

MISCHA VIOLIN, interviewed by Clifford Adams on "Theater Guide," today (WINS, 11:30 a.m.).

NICHOLAS MASSUE, tenor, JOY HODGES and TINY WOLF on Hammerstein Music Hall, Nov. 19 (CBS, 8 p.m.).

BOBBY BREEN, on "Hollywood Showcase," Nov. 21 (CBS, 10 p.m.).

CAROLE LOMBARD and FRED MacMURRAY in "True Confession," Nov. 26 on Hollywood Hotel (CBS, 9 p.m.).

WCPO's "Hahn Reporter"

WCPO, Cincinnati, did a bang-up job of broadcasting the Hahn trial. During the entire trial Bill Gold, head of WCPO's News Bureau, practically lived at the court house, leaving it only when the jury had a recess. Every hour Bill telephoned the latest news, which WCPO put on as a news flash. In addition, Gold wrote a 15-minute program giving the highlights of the trial for the day, which Bob Bentley, as the "Hahn Reporter" put on in a dramatic way. Climax came when the jury retired to reach a verdict. Then WCPO slipped a mike into the court house, and with Ken Wright, news-writer, and technicians Glenn Davis and Ralph Jordan, with Bob Bentley waiting at the mike, the stage was set. Gold arranged for a system of signals with flashlights, from the corridor outside the court room to Bentley, stationed at the mike on the floor above, across a wide area-way. But the verdict was not reached that night. Instead, it came the next noon, when the WCPO live wires used arm signals instead of flashlights, and the verdict was on the air over WCPO 15 seconds after the jury turned it in.

WDAS-Ledger Swap Deal

Philadelphia—WDAS and the Evening Public Ledger have made a deal involving swap of time for space.

Brenner on Street

Paul Brenner, who recently joined WNEW, is now handling the "Man in the Street" broadcast at 1:15 in the afternoons.

Colonel Jack Major

Tuesdays 3:30 P.M. E.S.T.

WABC-COLUMBIA NETWORK

Plan Your Life Insurance as You Would Plan Your Home

Jules Hanberg
—INSURANCE—
John 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK

Program ☆
Reviews ☆

NBC Symphony Orchestra

Inaugural program of the first full-sized, full-time symphony orchestra to be established by and for radio in this country was heard Saturday, 10-11:30 p.m., over the combined NBC Red and Blue networks. Pierre Monteux, distinguished French conductor, wielded the baton.

Selections by the orchestra were Mozart's "Haffner" symphony, Cesar Franck's "Psyche", Richard Strauss's "Till Eulenspiegel", three movements of Debussy's "Iberia", and the Bach-Respighi transcription of the C minor organ passacaglia. Taking all things into consideration, NBC has assembled a remarkably fine organization individually and collectively, with a very evident effort on the part of the orchestra to contribute its utmost musically.

Monteux revealed himself both as a fine technical conductor who lacked nothing in brilliance when the occasion demanded and a leader who always had control without room for doubt. As the orchestra warmed up, it was apparent that it was out to play second fiddle to no other organization if it could help it, and Monteux virtually outdid himself on at least two occasions. The concluding selection, "Iberia," may easily be conceded as a reading on the part of Monteux that leaves no question as to his ability.

NBC has well earned a bow in putting over its own symphony orchestra.

Harry Salter

Returning to Lucky Strike's "Hit Parade" on CBS last Saturday at 10-10:45 p.m., Harry Salter again reveals frank interpretations of the popular tunes of the day, plus the usual old favorite here and there. Despite the sponsor's restrictions on so-called fancy arrangements, Salter manages to inject enough of his own particular brand of dance rhythm to make his renditions stand out head and shoulders on an evening when any number of other bands on the ether are also playing pop dance tunes, from various nighteries, etc.

Usual formula was followed as to the rest of the show, with Billy Gaxton, the guest, talking, doing a song and offering a personal testimonial. Fact that Gaxton did not happen to sing any too well on this particular occasion probably did not detract from the "name" angle and theatrical tieup. Vocalists on the program otherwise were okay. Formerly a distinct novelty, the chant of the tobacco auctioneer now seems to be overdone by Luckies and putting him on less often will no doubt make him more valuable when he is heard.

Walter Winchell

The slow-moving Sunday night stanzas that flow in after the evening run of comedians have had their fling again get a snappy interlude

RADIO PERSONALITIES

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

FRANK J. MILLER SR.

FRANK J. MILLER, SR., secretary-treasurer of Augusta Broadcasting Co., operators of WRDW, Augusta, Ga., is a veteran showman whose thorough experience in the theater field has been one of his assets in forging out the progress that WRDW has made under his dynamic leadership.



Theater-radio showman, strong for civic service

Among Miller's other assets, aside from innate business ability, is a keen interest in civic affairs, which is one reason why WRDW has become an important factor in community service. Rotary, of which he is a past president, and Boy Scout activities also have received much of his attention, while the churches of his city likewise have derived much benefit from his policy of being a useful citizen.

In addition, Miller was once drafted as a public official, serving for a term on the civil service commission, and he is given credit for placing the morale of the police and fire departments on a high plane.

When WRDW joined CBS a fortnight ago, the Augusta newspapers ran big special inserts on the station, its big advancement under Miller's guidance, the excellent facilities now in use, able personnel, etc.

And just before Miller left for New York late last week on a business trip, the Augusta Amusements Inc., theater firm of which he is president, announced plans for a new \$250,000 theater

with the return of this inimitable columnist and his fast method of selling his wares. After a lapse of many weeks, Jergens hand lotion steps up its NBC-Blue network quarter-hour period, 9:30-9:45 p.m., with Winchell's columns in the N. Y. Daily Mirror and other papers resuming at the same time. Columnist was rarin' to go, clipping his words and sentences at the fastest pace yet, but managing to avoid any slips nevertheless. George Fischer, who had battled for Winchell from Hollywood, naturally did not attempt to compete or ape the boss, and received a tribute at the close of Winchell's broadcast. Wide variety of newsy items filled the period, the broadcast originating in New York studios. Hand lotion credits ran mainly to dramatized bits.

Briefly

Those Stroud Twins on the Chase & Sanborn Hour, Sundays at 8 over NBC-Red, are beginning to give Ed-

gar Bergen and Charles McCarthy quite a run for comedy honors. And the dramatic interludes on this program are still its one letdown.

The "Ave Maria Hour" over WMCA concluded its series produced by Charles LaTorre last Sunday evening with a high standard dramatization of "Florence Nightingale," as a Red Cross salute. Doris Batson played the title role beautifully, and there was a topnotch supporting cast including Leslie Barrie, Richard Temple, Louis Tanno, Jean Talcott and LaTorre.

Only trouble with those Woodbury dramatic offerings starring Tyrone Power on NBC-Blue, Sunday nights, is that the capable and likeable young Power sounds like he is being over-worked, what with radio and films.

Nadine Conner did fine vocal work on Sunday night in the "Vick's Open House" CBS spot, pinch-hitting for Jeanette MacDonald.

FORT WORTH

Roy George, KTAT program director, has a new daughter, Ann.

Bill Potts is now handling Star-Telegram radio column formerly handled by John Lawson, who went to Hollywood.

Gene Baugh, WBAP music director, is back from a trip to Mexico.

Mrs. Della West Decker is writing a new juvenile series designed for pre-Christmas use in one of the local retail stores. Mrs. Decker's serial, "Helen's Home," is being used by Lehn & Fink, and she also has "Your Home Town" on the air, through J. Walter Thompson. "Helen's Home," aired over WBAP, draws about 500 fan letters weekly.

KANSAS CITY

Lester E. Cox, KCMO vice-president, was here late last week for a brief visit.

Norm Souther, v.p. of Midland Television, was on the sick list for a couple of days: sinus trouble.

Bill Hazell has returned to the KCMO artists' staff.

Paul Terry, formerly at WSAI, has joined KXBY as special events man and news announcer.

J. R. Duncan, chief engineer for Midland Television, his assistant Karl Martin, and Bernard Brink of the lab staff, are back from the IRA convention in Rochester.

ORCHESTRAS MUSIC

SHEP FIELDS and his crew will follow Wayne King at the Empire Room of the Palmer House, Chicago.

From Philly: Jan Savitt and his Top Hatters, heard daily over KYW, making a new series of Victor disks . . . Paul Specht, lately heard over WIP, has started a southern tour, after which he quits batoning to join CRA.

Recently arrived in this country to study American radio methods, also to fulfill conductorial guest engagements, is George Sebastian, General Musical Director of all radio in Soviet Russia, and famous symphonic and operatic conductor. Young Sebastian, Hungarian born, is responsible for the great advance of radio in Russia during the past seven years of his position as Musical Director. He has conducted symphony and opera in very nearly every civilized center on four continents, has organized choral societies, founded a school for directors. He appeared first in America at the age of 19 when he was assistant conductor with the Metropolitan Opera Company under Artur Bodansky.

Harry Owens and his orchestra go into the Paramount picture, "Night Spot."

KMTR remotes Louis Armstrong and his crew from Los Angeles' Vogue Cafe nightly on a variable schedule. Featured vocalists are: Luis Russell, Henry Allen, Bobbie Caston and Sonny Woods.

Jimmy Livingston and his orchestra, now in Charlotte for an indefinite engagement at the Hotel Charlotte, will broadcast over WBT four times weekly by remote control from the dining room.

Benny Goodman and his orchestra will be presented at Krueger's Auditorium, Newark, N. J., Nov. 28 in the first of a series of Sunday night dances sponsored by the Dreamland Sporting Club.

WSPR, Springfield, Mass.

Lee Authier, leader of the station orch, is passing the cigars. It's a boy.

Ed Tacy, chief announcer, is now running the Double E Ranch, a western nite club in West Springfield.

Irma Serra has added another appearance to her weekly sked. She is heard four times a week now.

LUCILLE AND LANNY
LINWOOD GREY

"2 voices and a pianny"

Arrangements by Lanny Grey
6 times w'kly WJZ-NBC Blue 8:45 A.M. EST
Management NBC Artists Service



LOUELLA PARSONS compromised her demand for five grand weekly on "Hollywood Hotel" by agreeing to continue at the presently-operative scale of \$2,250 until expiration of the existing contract in October, 1938.

Kelly Anthony has been appointed program director and John Edwards has been made production manager of KFI-KECA by General Manager Harrison Holliday. Appointments fill the vacancies created by recent resignations of Don Clark and Glan Heisch. Clark joined H. N. Swanson agency, while Heisch went with C. C. Pyle's Radio Transcription Co. as writer-producer.

Dean Markham, ex-Angeleno who deserted scenario writing to go East and become an NBC producer, has returned to Los Angeles to take charge of continuity and production at KHJ.

Tiny Ruffner has been confined to his home by one of those innocuous California colds which slip up on "foreigners" until they become acclimated.

Arthur M. Sutton, former production manager at CKLW, has been appointed program director of KPNC.

Arthur Q. Bryan, who recently resigned his writing berth at KHJ, has returned to KFVB, where he was connected formerly, in a combination writing-producing capacity.

Benny Rubin, emceeing the KHJ-Mutual "Tune Twisters," jointly produced by KHJ and Music Corporation of America, has bowed off the show. Understood that minor production disagreements occasioned the move on the part of the comedian, Benny preferring to try for a seven in a spot where he can roll 'em himself. Cast otherwise remains intact, with new emcee not selected as yet.

John Carroll, RKO singer, auditioned for a vocal spot on Fred Allen program, despite one of those California colds.

Earl Carroll is readying an audition script aimed at a cosmetic account which incorporates a "Miss America of the Air" contest running through 39 weeks. Carroll himself goes with the script if the right bidder is found.

ONE MINUTE INTERVIEW

FRANK R. McNINCH

"I am glad to commend a great deal of the programs now on the air, but we lack the ability to make progress, whenever, in any situation, we find ourselves satisfied with that which is. Always, ahead of us, there should be some higher level toward which we aspire, and which we have the courage to hope to attain."

★ Coast-to-Coast ★

WCSG, Charleston, S. C., in airing the Armistice Day speech of General Charles P. Summerall, former chief of staff of the U. S. Army, and now president of The Citadel, also fed the talk to WIS, Columbia.

Ursula Hunt, soprano, and Helen Schafmeister, pianist, both well known in the concert and radio fields, will be heard in the opening of the eighth annual series of Candle-Light Musicales in the Le Perroquette Suite of the Waldorf-Astoria tomorrow evening at 9. Both are under management of Dorothy Worthington.

NBC's Washington stations, WMAL and WRC, were called upon this

WNBF, Binghamton, N. Y.

Local rate card has been upped 11 per cent.

Kenneth Eccleston and Charles Hall joined the announcing staff; Jack Hand of the Binghamton Sun is a new sports announcer, and Tom McMahon has been elevated to sports editor.

Raymond Kaplan is a new member of engineering staff.

Tom Pritchard, formerly of Syracuse U, is now handling promotion here, and plenty busy with Major Bowes to salute city Dec. 16.

Dick Willard, formerly of local staff, now handling Martha Deane show in New York, while Bob Stevenson, another ex-Binghamton mike-man, is at WHN.

Don Bennett and Dorothy Yeomans up to their ears in production, with station airing 62 local live talent commercials weekly.

WICC, Bridgeport

Joseph Lopez for the fourth year went 'up in the air' Armistice Day to cast flowers from a plane on the city's graves.

Frank Foti conducts the Bridgeport Symphony next Sunday night. Robert Maguire had a birthday Sunday.

Bon Bons quartet off the schedules for a short vacation.

Chandler Cowles and Edward Lantz have been added to the dramatic staff.

W3XEY on Its Own

Baltimore—W3XEY, the ultra high frequency experimental station in the monumental city is being programmed independently in order to build its own listening audience on the seldom used band. Programs are under the supervision of Bert Hanauer with Henry Blanc handling the inaugural planned program.

New Queens Radio Firm

Queens Radio Laboratories Inc., Queens Borough, N. Y. C., has been chartered to engage in broadcasting. Incorporators are Lee Friedman, Isaac Clayman and Moe R. Feinsod.

other day to tell rural readers of the Washington Evening Star that they would get no copies of the Star that day because of a strike of rural carriers.

The featherweight championship bout between Henry Armstrong, new champ, and Billy Beauhuld will be reported blow-by-blow from Madison Square Garden on Friday at 10 p.m. over NBC-Blue network.

Norman Corwin, 20th Century-Fox radio man, will be interviewed by Doris Smith on the "Two Around Town" program over WNEW today at 2:30 p.m. Interview will plug "In Old Chicago," 20th-Fox's biggest production of the year.

WFAS, Montgomery, Ala.

A feature of the station's winter schedule is a half-hour broadcast every Friday night direct from the campus of Huntingdon College, in Montgomery. Student talent is featured on the programs.

Among the activities of the Montgomery Little Theater this year is a half-hour radio drama each week, heard on Friday nights over WSFA. Programs are produced under the direction of John R. Woodruff, formerly director of the Cleveland Playhouse, now directing the Montgomery Little Theater.

Station recently lost a veteran announcer when Louis Farrior, chief announcer for several years, left for New York to reside. Farrior was replaced by Earl Caton Jr., formerly with WAIM, Anderson, S. C.

Pep Up Sponsor's Employees

Sensing the necessity for store-wide interest and cooperation to make the daily quarter-hour "Women In Today's News" a pronounced success for its sponsor, Malcom Brock Co., leading Bakersfield, Cal., department store, KPNC's commercial manager, Ed McCaffrey, leaves no stone unturned in a program of merchandising.

Meetings are called for store buyers and department managers with McCaffrey giving talks on the pulling power of radio advertising, station's coverage and pointers on how department heads can get more out of the program. The program has been on the air continuously for over a year and has produced exceptional results for the sponsor. Material is taken from United Press leased wire with commercials cleverly woven into the script by Lois Burke, commentator, and headlines done by Ken Owens, announcer.

Philco Exports Rise

Philadelphia—Philco radio exports last week jumped 100 per cent, the company reports. More than half of all auto radios sold in Canada in the past year were Philcos, while sales to the British Isles were much higher, the report shows.



MA RTIN KRAUSS, former WIND announcer, has gone to WKY, Oklahoma City.

Columbia Artists service has taken options on Actresses Patricia Dunlap and Janet Logan with a view of getting picture work for them.

Ralph Atlass, president of WJJD and WIND, bought a fancy new Lincoln Zephyr at the auto show.

Gale Blocki, Jr., salesman for John Blair & Co., made a trip to Kansas City over the weekend.

Leo Edgely, author of NBC's "There Was a Woman," is father of a boy, Michael, born Armistice day at Swedish Covenant Hospital.

Paul Luther, WBBM Musical Clock announcer, is taking vocal lessons from tenor Wayne Van Dine.

Harry Kopf, NBC salesman, is in Cincinnati contacting several accounts.

Wendell Hall, back from New York, went to Cincinnati over weekend to look into a prospect.

Gale Page, Chicago songstress visiting New York, did a guest appearance with Norman Cloutier's NBC crew.

Tom Fizzdale spending some time at Grand Rapids.

Cecil Underwood due in Sunday from the coast after a quick trip to inspect his new house there.

A lavish one-hour variety show, using 70 artists before a studio audience, started yesterday on WGN-MBS.

Lloyd G. (Bucky) Harris went to New York last Thursday to produce "Today's Children" there.

Fort Pearson to Birmingham to report the Alabama-Carnegie Tech football game.

Ralph G. Maddux, NBC production director, on temporary crippled list.

Niles Trammell, NBC v. p., to New York last week in connection with NBC's AFM problem.

John Harrington and Lee Hanley went to Minneapolis to handle the Northwestern - Minnesota game for WBBM.

Mercedes McCambridge of "Guiding Light" and "Lights Out" casts flew to New York Friday for the Army-Notre Dame game.

Harry Creighton, sports announcer, has taken over Wood Holden's duties at WAAF. Holden went to Hollywood.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

Greetings from Radio Daily

Carol Bruce Jim Jordan
Lawrence Tibbett Al Grobe
Ma Pickard Louise Starkey



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 98

NEW YORK, N. Y., WEDNESDAY, NOVEMBER 17, 1937

FIVE CENTS

IRNA Must Act by Dec. 1

TWO MAJOR PROBLEMS FACE HAVANA PARLEY

(Special to RADIO DAILY)

Havana—Fifteen days of organization and intense operation in committees by the delegates to the Pan-American Radio conference here has resulted in progress declared by delegation chiefs to be satisfactory, but two major problems were encountered over the week-end which call for early settlement before committee results can be put to a general vote of the conference.

First of them is settlement of which parallel of latitude will separate the northern and central regions

(Continued on Page 3)

Philco Radio Confirms Boake Carter Leaving

Philco yesterday confirmed the report that Boake Carter was leaving the company's employ. Resignation takes effect Feb. 1. Story was carried in yesterday's RADIO DAILY.

Carter takes over a CBS spot next year for a General Foods account handled by Benton & Bowles. Philco at present has no plans for replacing Carter. Hutchins Advertising Co., Rochester, handles the Philco show.

Harry A. Woodman Joins NBC Stations Relations

Harry A. Woodman, former manager of the NBC managed station KDKA, and who has been in New York for several months, yesterday joined the station relations department.

The original NBC announcement issued on Aug. 12 stated Woodman was being moved to New York to assume an "executive post."

Well-Listened

Montreal — Instead of talking about a "well-read man," we will soon have to speak about a "well-listened man." Gregory Clark, Canadian author, told an audience at the Toronto Book Fair. "Radio is only in the papyrus stage of development, yet it is doing in split seconds what printed words have tried to do for years, and that is to create a breathless and absorbing interest in life," said Clark.

RALPH BEAL APPOINTED RCA RESEARCH DIRECTOR

Ralph R. Beal, supervisor of RCA television field tests for the past 18 months, has been named research director, a new company post, it is announced by David Sarnoff, president. Beal will supervise the scientific work of more than 550 engineers engaged in probing new radio fields

(Continued on Page 3)

RCA Television Claim Contradicted by E.M.I.

London — The following reply is made by the Director of Research Laboratories, Electrical & Musical Industries Ltd., to the interviews on television given by David Sarnoff, RCA president, on his return to New York recently:

"Mr. Sarnoff is quoted as having said that the Marconi-E.M.I. Tele-

(Continued on Page 5)

AFM Strike Order Set if Stations Don't Sign Enough Contracts to Warrant Delay—Full Data Issued

KTSM IN EL PASO, TEX. JOINING NBC NETWORK

NBC, with the addition of KTSM, El Paso, Tex., on or about April 1, will expand its network into the western tip of Texas. Station will be a member of the NBC Pacific coast supplementary to be used on either the Red or Blue web.

KTSM is owned by Tri-State

(Continued on Page 3)

Tom Revere is Elected V. P. in Benton & Bowles

Tom Revere, head of the radio department of Benton & Bowles Inc., was elected a vice-president of the agency at a meeting of the board, it is announced by Atherton W. Hobbler, president. A former newspaperman, Revere came to Benton &

(Continued on Page 5)

AFM Chicago Contract

Chicago—New contract signed by WBBM-CBS and WGN with AFM local here has a television clause providing for \$4 a day per man in addition to all other extra charges. New scale is \$140 for five-day five-hour week for commercial, \$110 for sustaining.

Transamerican is Dropping St. Louis, Chi., Detroit Lines

ARTA Wins Pay Boost For WPA Technicians

A 50 per cent wage increase, boosting scale to \$145 a month against \$95.44 at present, has been negotiated by American Radio Telegraphers Ass'n for radio technicians with the National Radio Division of the Federal Theater Project here. Harold Katan represented the technicians and Paul Edwards, local ad-

(Continued on Page 2)

Transamerican Broadcasting & Television Corp., effective next Monday, is discontinuing all of its wires excepting that of the WLW Line. This will cut off St. Louis, Chicago and Detroit, and appears to discount any effort in the near future by Transamerican to create any sizeable network.

Understood that the letter informing the stations in these three cities that the wire was being discontinued came from station WLW. According

(Continued on Page 3)

By M. H. SHAPIRO
Associate Editor, RADIO DAILY
With exactly two weeks to go to get under the AFM strike deadline of Dec. 1, the Special Advisory Committee of the Independent Radio Network Affiliates is today rushing out five important pieces of literature to all broadcasters, independents as well as IRNA members, revealing the complete results of its negotiations with the AFM Executive Board, a copy of the Plan of Settlement between IRNA and the AFM, a copy of Schedule A, which is the trade agreement to be attached to all musician contracts and a letter of assurance from attorneys

(Continued on Page 6)

WBNF'S NEW YORK LINE ALREADY HAS 7 HOURS

Binghamton, N. Y.—After two months of experimenting with its own permanent line to New York City, WBNF already has seven hours weekly of commercial traffic on the line and considers the departure a

(Continued on Page 3)

Alka-Seltzer Adding McClatchy Calif. Chain

Miles Laboratories (Alka-Seltzer) on Nov. 29 will add the McClatchy chain in California to its "Uncle Ezra" program on the NBC-Red network, Mondays, Wednesdays and Fridays. Stations join the repeat show, 11:15 p.m. Wade Advertising, Chicago, has the account.

Mandatory?

James Shouse, general manager of WLW-WSAI, turned down the Gerald L. K. Smith program when he was queried last week. Charles Michelson, publicity director of the Democratic National Committee, is also publicity director of the Crosley Radio Corp., owners of WLW-WSAI. Michelson is looked upon as the administration spokesman.

Only the Start

Washington Bur., RADIO DAILY

Washington—Declaring he is fully prepared to take up where his late brother left off, Congressman Lawrence Connery told RADIO DAILY yesterday that the fight for a probe of the radio industry and the FCC "has just begun." He expects no action this session, however.



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

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FINANCIAL (Tuesday, Nov. 16)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Includes rows for Am. Tel. & Tel., CBS A, CBS B, Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd., Stewart Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER.

WGN Seeks Facsimile Washington Bureau, RADIO DAILY Washington—FCC has received application from WGN, Chicago, for special experimental authority to operate a facsimile station at 1-6 a.m. for period ending Feb. 1, 1938.

NBC Series on Child Care A series of programs on child care, presented from Washington under government auspices and conducted by Katharine Lenroot, chief of the Children's Bureau, Dept. of Labor, starts Dec. 4 at 10:30-10:45 a.m. over NBC-Blue. Series will be a continuation of a former program titled "Your Child."

Bulova Sponsors Buchwald Charlotte Buchwald's "Woman in the Headlines" show on WNEW is now heard Tuesday through Friday at 1:55 p.m. under the sponsorship of Bulova Watches.

First in local accounts in Chicago WGES (In the heart of Chicago)

This Dizzy World Dorothy Lawrence, soprano, makes the observation that it "appears as though old rockin' chair has plumb gotten this concert world of ours." "Look," she says, "Stokowski has succumbed to the lure of the Hollywood klieg lights: Rudolph Gans has composed a lullaby for the bazooka: just start Heifetz on his playing of the accordion—just start him! Ravel has written a splendid fox-trot; and to top it all, there is a most excellent cake-walk composed by Debussy! If this keeps up, first thing we know, Guy Lombardo will be giving a recital of Chopin music in Carnegie Hall; Rudy Vallee will be lecturing on the modern influence of Beethoven, and Cab Calloway dashing off operas!"

Big Educational Schedule Being Launched on WHK

Cleveland—Foreign language instruction, English lectures, talks on biology and other subjects are included in a bevy of new educational programs announced by John T. Vorep, WHK-WCLE production manager, for airing over WHK. The 15-minute programs will be presented by Cleveland College of Western Reserve University in cooperation with the stations. The College also plans a weekly program of Chamber Music Concerts starting early next month.

Spelling and Comedy

Chicago—Peter Fox Brewing Co. starts the "Fox DeLuxe Beer Spelling Bee" at 6:30 Sunday on WBBM, through Schwimmer & Scott agency. Show will feature "Impossible" opponents such as Chez Parea chorus girls vs. pro-football players. Harold Isbell is spelling master. Cecil Widdifield handling production for agency. Show to have studio audience.

New Business for Star Radio

Star Radio Programs, Inc. has just signed Station WMMN, Fairmont, Va., for the half-hour women's program, "Good Morning Neighbor," six days a week. Latest subscribers to the special holiday series, "The Christmas Tree of 1937" are KDYL, KMO, WBLK, and KGU, Honolulu. The Honolulu station is now using four of Star's services to radio stations, including "Good Morning Neighbor."

ETs for Abelson's

A series of dramatic transcriptions, designed for Christmas use, is being prepared this week by Schillin Advertising for Abelson's Jewelry Stores, Newark, featuring Betty Worth and Frances Neilson, with Louis Tappé producing. Series will run across the board from Thanksgiving to Jan. 1 on stations now being chosen.

Spent your money where the money is! WABY COVERS THE CAPITAL DISTRICT ALBANY, N.Y.

ARTA Wins Pay Boost For WPA Technicians

(Continued from Page 1) ministrator, conferred on behalf of the WPA group. ARTA also reports that WNEW is now 100 per cent organized under its banner, and WQXR 75 per cent. Negotiations with WOV are expected to be concluded in a day or so.

Petrillo Re-Elected

Chicago—James C. Petrillo has been re-elected head of the Musicians' Union here for five more years starting in January.

Ed Byron Turns Down Offer

Cincinnati—Ed Byron, here on vacation, said he rejected a 13-week contract offered him by Lord & Thomas to produce the Warner's "Hollywood Parade" program for Lucky Strikes show, preferring to remain with United Press as radio production counsel.

Don Becker left here last week for Hollywood to represent Transamerican on the show.

James Shouse Takes Over

Cincinnati—James D. Shouse arrived yesterday from St. Louis to officially take over his duties as general manager of Crosley Corp. in charge of programs at WLW-WSAI.

Johnson Introduces Fishbein

Gen. Hugh S. Johnson, whose talk on social diseases was barred by NBC last week, introduced Dr. Morris Fishbein, who talked on the subject over NBC last night.

CBS Signs Rex Ingram

Rex Ingram, Negro actor, has been signed by Columbia Artists Inc. to a four-year contract.

NORTHWEST'S LEADING RADIO STATION OFFERS LIFELIKE RECEPTION NEW TRANSMITTER INCREASED COVERAGE BASIC RED NETWORK KSTP 25,000 WATTS MINNEAPOLIS SAINT PAUL

COMING and GOING

HERBERT V. AKERBERG, CBS vice-president in charge of station relations, returns from New Orleans tomorrow aboard the Dixie.

HAROLD FELLOWS, general manager of WEEL, was in town yesterday.

JOE WEED, Weed & Co., returns to town today after a Canadian trip.

ALBERTO ZALAMEA, CBS Spanish short wave news commentator, and W. B. LODGE, CBS engineer, have returned from the Inter-American Radio Conference which was held in Havana.

RALPH R. BEAL, RCA television supervisor, has returned from abroad, where he inspected latest developments.

PHILIP N. HOBSON, business manager of "The Microphone," weekly radio fan publication in Boston, was in New York yesterday on a business trip.

TED HUSING leaves for Cambridge, Mass., to broadcast the Harvard-Yale game from Soldiers Field on Saturday via CBS.

SHEP FIELDS and orchestra return to New York on Nov. 27 after a three-month absence in the west.

BENAY VENUTA returns to New York today after a long absence.

Mlle. IRENE JESSNER, contralto of the Metropolitan Opera, arrives from Europe today.

Mlle. MARCELLE DENYA, singer of the Paris Opera, arrives today aboard the Champlain from Europe.

D. H. CORBIN, official of the General Motors Corp., sails for Europe today.

WALTER O'KEEFE and his wife sail for Europe today aboard the Queen Mary.

BENNY DAVIS and J. FRED COOTS leave for Philadelphia tonight to inspect a few shows prior to their Broadway opening.

STATION NEW YORK Serving New York and New Jersey HOURS A DAY

TRANSAMERICAN CUTTING LINES TO THREE CITIES

(Continued from Page 1)
to Transamerican officials, this was done after a conference with the outlets in question, and it was decided that there was no use in supplying 16 hours of service, sustainings, etc., when the stations in question were not in a position to use that amount of service. Wires charges ran into several thousand dollars a month. Hookups, however, will be arranged whenever commercials are so scheduled and such accounts as Lydia Pinkham will be put through as usual.

Transamerican will continue to concentrate on its WLW Line which basically runs from WLW to KQV, Pittsburgh, then to Philly and WHN in New York. Organization will also act as regional web representative for the California Radio System, which is mostly the McClatchy chain plus KFVB as a key outlet instead of KEHE. Individual stations have their own station representatives, however.

Ralph R. Beal Appointed RCA Research Director

(Continued from Page 1)
and perfecting present facilities. Television development will be part of his duties, along with facsimile transmission, radio tubes, movie sound, etc.

Beal returned Monday from an inspection of radio activities in Europe.

Nash Adding 7 Stations

Nash-Kelvinator next month will add WNBK, WMAS, KTUL, KDAL, WMFG, WHLB and KGVO to its "Prof. Quiz" CBS show, Saturdays, 9-9:30 p.m. with repeat at 12 midnight. Geyer, Cornell & Newell Inc. has the account.

Gulden on WJZ

Charles Gulden (Gulden mustard) on Jan. 4 will start "Gulden's Melodeers" on WJZ locally, Tuesdays, and Thursdays, 6:35-6:45 p.m. Sponsor also has a show on WEEL, Boston. Agency, Charles W. Hoyt Co., says no large expansion of spot campaign is planned.

Adele Girard for M-G-M

Adele Girard, vocalist and actress recently tested by M-G-M, has been placed under contract by Larry Schwab of that studio. Deal was set by Herman Bernie.

Set for Chevrolet Disks

Walter Cassel and Howard Price are set to record for Chevrolet on Nov. 22, with Willie Morris and James Wilkerson scheduled to record for same sponsor Dec. 6. Landt Trio and Harry Miller and Earle Von Hampton, comedy duo, have been set for Alka Seltzer transcriptions. Ben Lipset handled the deals.

NEW PROGRAMS—IDEAS

Aviation Lessons and Comments

Jimmy Fidler, amateur licensed pilot, is conducting an aviation program of comments over WLBC, Muncie, Ind. Five-minute listeners' lessons on flying, by Muncie airport official, is also part of show, and large juvenile audience is reported. Crowds flock to airport, where program originates on Sundays.

Country Editors at Mike

Country editors of Western Washington weeklies are brought to the airplanes in a series of interviews entitled "Meet the Editor," a program of KIRO, Seattle.

Student Quiz on Bible

Twenty Bible students from the San Francisco Bay region are quizzed on their studies in a new question-and-answer feature conducted by N.

WNBF's New York Line Already Has 7 Hours

(Continued from Page 1)
success to such an extent that the station will set up its own studio as well as offices in the metropolis, according to Cecil D. Martin, general manager. Purpose of the line is to not only secure additional commercial programs but enable the station to pick up more sustaining service and thus enhance its program structure.

Because WNBK is the only station in the Binghamton area, no loss in national spot business has resulted from the dropping of a New York representative coincident with the establishing of the direct line. Station maintains its own offices in New York, and Harry Trenner, commercial manager of the station, spends two or three days a week in that city working on spot and network business as well as the development of the line.

From standpoint of testing, first major advertiser to use the new facilities for this purpose is American Tobacco Co. with its "Melody Puzzles." Arrangements are now under way for one of the major agencies, which has a fully equipped radio studio in its own offices, to have a loop to the WNBK line installed in their own studio so that they may supervise a series of programs which they expect to test here.

According to WNBK's latest program schedule, station uses only 75 minutes of transcribed sustaining service a week, or an average of 10 minutes daily, which is considered remarkable for a city of this size. "Lone Ranger," George Jessel

F. Turner over KRE, Berkeley, Cal. Contestants range in age from 10 to 14. Current theme is life of Moses.

WIBX Wishing Program

Ned Lynch, Dawn Patroller at WIBX, Utica, writes and produces a daily five-minute wishing program for a local appliance house. Until Christmas, women listeners hear their wishes for appliances crystallized in air dialogue, write letters describing wishes for sponsor's products, receive prizes for best letters.

Radio Baseball School

Colonial network reports heavy kid response to Jack Onslow's "Baseball School of the Air," now starting fourth season. Series gives youngsters angles on correct diamond performance, also plugging "true sportsmanship."

KTSM in El Paso, Tex. Joining NBC Network

(Continued from Page 1)
Broadcasting Co. of which Karl O. Wyler is manager. Operating on 1310 kcs. with 250 watts daytime, 100 watts night, station covers the 100,000 population with ease. An application is now pending before the FCC for permission to move its frequency to 1350 kcs., install a new transmitter and increase its power to 500 watts. At present KTSM divides time with the non-commercial station WDAH which is owned by the same company.

Lines are now being installed for the feed from Albuquerque, N. M., 230 miles to the west. This is the 143rd station to be signed by NBC. Network rate is \$120 an hour.

New WMCA Studios Delayed

New WMCA offices and studios, now under construction, will not be ready for occupancy until Jan. 15, it was announced yesterday. Previous plans were for the move to be made by Jan. 1.

Jane Froman's Radio Recess

The appearance of Jane Froman and Don Ross as guest stars of George Griffin last week will be Miss Froman's last appearance on the air before making another picture. She goes to the coast to appear in "Radio Revels" for RKO.

show, "Ave Maria Hour," Blue Coal show, Hecker's, Humphrey's and Lucky Strike are among the commercials now on the line.

TWO MAJOR PROBLEMS FACE HAVANA PARLEY

(Continued from Page 1)
in the matter of allocating commercial broadcast bands. It is generally conceded that the southern region shall be all of the territory south of fifth parallel south, but the limits of the tropical region have been variously suggested from fifth south to the fifteenth, seventeenth and twentieth parallels north.

Hub of the problem, apparently, is whether Haiti and Santo Domingo, in voting on regional problems, shall vote with the northern or central regions. It is the contention of delegates from other northern regions that votes from the two countries, if included in the northern region, would upset the balance of power in voting on matters concerning broadcast allocations.

Also to be ironed out is the matter of how the western delegations shall vote when they reach the Cairo conference in 1938—the world meeting to which the present conference is preliminary. Canadian delegates are delaying settlement of this matter until they hear from home.

Remembering the Madrid conference, in which Great Britain had eight votes, it is the opinion of most of the delegations that Britain's votes should be confined only to self-governing dominions and that a vote not be given possessions. Such system would deny a separate vote to such regions as Newfoundland, British Honduras, Jamaica, the Bahamas, etc.

Canada also has made reservations on the tentative decision to assign the bands between 200 and 515 kc. to radio and marine beacons. It was the proposal of the Canadian delegation to assign the frequencies between 160 and 240 to broadcasting and they have reserved the right for further discussion on this allocation.



"He Just Can't Resist Those Clothing Store Programs On WHB"

WHB • Kansas City's Dominant Daytime Station affiliated with Mutual, has the Audience, but no national representatives. For disc clearance, schedules, information, data, telephone Harrison 1161, collect, or wire collect to DON DAVIS, President, KANSAS CITY, MISSOURI

RADIO — Advertising Agencies

Female secretary with 7 years experience desires change January 1st.

Box A-118, RADIO DAILY

NOW YOU CAN BUY A COMPLETE PRESTO SOUND RECORDER FOR ONLY . . . \$149.00 PRESTO RECORDING CORP. 133 W. 19th St. New York - N. Y.

GUEST-ING

FAY WRAY, ALAN MOWBRAY and THE FOURSOME, on "Kraft Music Hall," Nov. 18 (NBC-Red, 10 p.m.)

SUSANNE FISHER, LUCY MONROE, ARMAND TOKATYAN, LOUIS D'ANGELO and SIDNEY DE VRIES in "La Boheme," on American Banks program, Nov. 22 (NBC-Blue, 9 p.m.)

ALEXANDER KIRKLAND and FLORA CAMPBELL, interviewed by Charlotte Buchwald, Nov. 19 (WMCA, 1:30 p.m.)

ROLF DE MARE, Swedish ballet creator, interviewed by Frankie Basch, Nov. 22 (WMCA, 7:30 p.m.)

THE SYMPHONETTES, girl trio, and AUDREY CALL, violinist, on Buddy Clark program, Nov. 18 (CBS, 10 p.m.)

DAVE APOLLON and MAXINE LEWIS, on "Broadway Melody", tonight (WGN, 8 p.m.).

WSAI Also Available On Red and Blue Webs

Cincinnati—Coincident with the shift making WCKY available on both Red and Blue networks of NBC, the Crosley station, WSAI, also is now available to both Red and Blue network advertisers. WLW, the other Crosley, likewise is a Red and Blue availability.

Spots on Job Census

A 30-word spot announcement, thrice daily, will be heard over 550 stations starting today and daily thereafter until the termination of the present Unemployment Census. These spots are in addition to the network and local broadcasts that have been heard during the past week and which have featured, among others, President Roosevelt, congressmen and members of the stage, screen and radio. All radio promotion for the census has been handled by a special committee headed by William Dolph, general manager of WOL.

WHKC, Columbus

Fred Waring, personal-appearing at a local theater, was guest on "Radio Column of the Air," conducted by Lehman Otis, new radio editor of Columbus Citizen.

Bob French, production manager, has been up to his neck in work, what with emceeing the Auto Show and guest speaking at the annual Armistice Dinner sponsored by the American Legion of McConnesville, O., along with his regular daily chores.

ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

Mon. thru' Fri., 11:15 to 11:45 A. M.

"There's nothing she can't sell."



● ● ● Thinking Out Loud (and sometimes talking out of turn): Holdovers from the prosperous days of show business—the vaudeville era—are the ten-percenters, agents, artists' representatives or managers... When vaude pickings became lean, they switched over to a new industry and have since cast their "shadow" permanently in the radio picture... It goes without mentioning that these people are essential, that their acting as "interference" for artists is as important as soda is to scotch, BUT—the business methods of some are not right... Today, as in the past, agents are signing up people and after their signatures are on representative contracts—they sit back and continue working for other clients as in the past... Having a large clientele, the agent would send a prospective buyer a list of people available—and maybe, perchance, the buyer would select Joe Doe in preference to Ben Bernie. Maybe!... What is to happen to the talented smaller fry under the existing circumstances?... It is a great mistake for big talent offices and small agents to burden themselves with signing "name talent" just to show off a large clientele. Naturally, they must "service" the presently engaged artists who part with ten per cent. If they have many working—how can they possibly devote time and effort to the unemployed?

● ● ● After a spell when the artists begin to balk—a release from contract is granted—and the artists go to other agents—with a continuation of the present system... CBS recently ruled that they wouldn't do business with agents—and then abolished the ruling... If a fellow is going out to sell you—he must have confidence in your ability—he must be convinced that there is no one greater in existence—and therefore the purchaser must buy you!... The best example of this set-up is Ted Collins who talks, lives, breathes Kate Smith. He never approached an agency saying that "if you can't pay Kate's price, I can get you Sophie Glotz a little cheaper!" His sales talk must have run along these lines: "Listen, Kate Smith is an institution. She's great. There's nobody finer! If you want her—pay the price—or don't bother me with your phone calls!"... Kate Smith is still No. 1—and Collins reaps his harvest from one client while others need hundreds to come to the half-way mark of Ted's income.

● ● ● Another existing cruelty practiced on artists today is the signing of people to contracts, then sitting back and forgetting about them until another agent gets a job for the artist—and Agent No. 1 wants his 10 per cent from the artist—who also must pay a fee to Agent No. 2 because the latter earned it... Why should this occur regardless of sum involved?... Many would be willing to pay 40 per cent to an agent who keeps them employed—but why pay out one cent to a bench-warmer who has your name on a contract and did absolutely nothing for you?... Of course, there are a few exceptions. Sam Lyons, Bob Goldstein, Gummo Marx are part of a mere handful who haven't been offenders... Don't be the least bit surprised—before another winter hits these parts—that the advertising agencies themselves will be engaged as artists' representatives, having exclusive service contracts with artists—and then re-selling them to sponsors on shows—thereby deriving a commission from the artist and from the sponsor—which they would be most definitely entitled to—having earned both fees!

● ● ● A story of the "show must go on" always pleases people—especially those who are debunkers at heart... Last Thursday night on the Kate Smith show, Betty Garde, who appeared opposite James Barton in the dramatization of the "Informer" had sprained her ankle—and gave her performance being held up by crutches!...

PROMOTION

WBIG's Aid to Commerce

Lottie of WBIG is a comely young lass, uniformed in white, who works with the program promotion department of WBIG, Greensboro, N. C. Lottie contacts window display men, retail outlets, etc., and places window cards, counter displays and other program material for the station. What's more, Lottie never fails to get a showing—and if you could see a picture of her you'd know one reason why.

In addition, WBIG has large photo frames and bulletin boards scattered throughout its area, and Lottie keeps them properly placed, and sees to it that new photos are inserted with new programs.

Sponsor Aids Build-Up

New step-up in sponsor cooperation, building shows of national advertisers, is reported by WBAL, Baltimore. Read Drug Stores and Carroll Drug Co. have installed full window displays of Admiracion Shampoo, noising Tim and Irene program over the Baltimore station. Butler Bros., wholesale store, supplied similar build-up locally, with lobby and window displays, plugging "Golden Dawn," airing for store over the station by Rex Reynolds of the staff.

Sponsor Bowling Contest

Nightly bowling broadcasts, spotting scores from local bowling alleys, got new acceleration recently through station-sponsored bowling contest to select ten best bowlers. Stunt, by WHBF, Rock Island, got good sports-page play, and winners, after being brought to microphone, were scheduled for local exhibitions throughout remainder of the season. Station is readying a winter tournament, likewise under the direction of Ivan Streed and Ray Anderson.

KSL, Salt Lake City

Dorothy Kimball, lyric soprano of "Fireside Reveries," Independent Coal commercials, is leaving for New York to study. Gene Halliday, music head, has been auditioning successors.

Richard Keddington, station's weather prophet, was Auerbach's choice for Santa Claus role on thrice-weekly kiddie show.

Salt Lake Citizens aired their views on special session of Congress in a street stunt picked up in front of the SKL building, handled by Wally Sandack, staff announcer.

Irma Bither is writing and producing Auerbach Dept. Store's three-week Christmas Toy Club campaign. Studio origination features talent appearing at store with animated dialog by toys.

"Operating a 50-Kilowatt" was the subject of an invitational address delivered Saturday to the Pacific Northwest Broadcasters Ass'n convened at Hotel Davenport, Spokane. Operations of stations was the general discussion of the important Western meeting to which KSL's managing director, Earl J. Glade, was invited to speak.

PROGRAM REVIEWS

"Musical Cartoons"

Victor Irwin's "Musical Cartoons," this program makes an unusually pleasing half-hour show with a mixture of straight vocal and dance rhythms plus numerous animated cartoon arrangements in dance tempo and otherwise. Irwin, who has played many of the Max Fleischer cartoon accompaniments, obtains bizarre effects when transplanting that type of composition to radio. The effect is greatly enhanced with the continuity and a barker when such items as Coney Island, and Jungle-town Review are played with Silly Symphony technique. Apart from the style, the band itself is a fine one musically.

Soloists on the show include Elinor Sherry, The Key Men, male quartet consisting of Travis Johnson, leader, Douglass Carrick, Bill Hood and James Ballister. Program, a sustaining, originates on WOR-Mutual at 9:30-10 p.m. Mondays, before an audience, and seems to be an excellent bet for an earlier spot where a sponsor for cereal or other product seeking to attract both old and young could make good use of it.

George H. Combs, Jr.

Add one more to the long list of commentators who are discussing affairs of the day, with more or less attempt to clarify them, for radio listeners. George H. Combs Jr., an ex-Congressman, who made his debut over WHN at 7-7:15 p.m. Monday, has a pleasant voice and discourses with comparative calmness and intelligence. On his opening broadcast he dealt with only two topics — the opening of Congress, giving a colorful impression of the event and then doing a little dissecting of the President's message, and the war in the Orient, on which he lingered just briefly. Talk as a whole was interesting.

Larry Clinton Orchestra

Auxiliary RCA Victor program spot on WJZ gives a lift to local dealers of the RCA Victor receiving sets, phonograph records and record attachment for radios which do not have a phonograph combination. Show is on Saturdays, 8-8:30 p.m., and features RCA Victor artists, both instrumental and vocal. Larry Clinton orchestra is a well balanced combination, leaning neither too much to the hot nor to sweet stuff, but striking a versatile medium. Femme vocalist was particularly good. All selections played or sung are available on the Victor disks. Program had excellent continuity and was a pleasing half-hour of entertainment.

Opticians On "Five Star Final"

Community Opticians, Jamaica, are sponsoring "Five-Star Final" over WMCA this week. Deal for Nov. 14-19, was set by Commonwealth Advertising Agency.

Procter & Gamble's CBS Repertoire

Procter & Gamble will broadcast the following six programs over CBS effective Jan. 3, it was announced yesterday: "The Goldbergs," 2:15-2:30 p.m., over WABC and split Eastern CBS network; "Kitty Keene" 2:15-2:30 p.m., over western network from WBBM; "The O'Neils," 10:45-11 a.m. over WABC and Eastern network; "Ma Perkins," 10:45-11 a.m. over western network from WBBM; "The Guiding Light," 4:30-4:45 p.m. over coast-to-coast network from WABC. All shows will be heard Monday through Friday inclusive.

Tom Revere is Elected V. P. in Benton & Bowles

(Continued from Page 1)
Bowles late in 1930 as head of publicity. He is currently on a brief visit to the agency's Hollywood offices but is scheduled to be back in New York within ten days.

Runyon Tendered Luncheon

Washington Bureau, RADIO DAILY
Washington—WJSV, the CBS outlet here, gave a special luncheon reception yesterday to Mefford Runyon, vice-president of CBS, marking the first step in his tour of inspection of CBS stations. He goes from here to Boston.

Berigan for RCA Program

Bunny Berigan's orchestra will be heard Nov. 20 and 27 and Dec. 4 on the RCA Mfg. Co. Saturday night program over WJZ. Various orchestras will be used in the series. Larry Clinton, who also is heard on RCA's program over WEAF, started the WJZ series last week.

Fan Mail on the Airwaves

Catchy program, also serving letter-answering utility, minus postage, now going over KIRO, Seattle, Wash. Fan letters addressed to station are read and answered during broadcast, with queries on special departments handled by members of respective staffs. Logged as "Dear KIRO" and put on by Maury Rider, show sounds like top-flight promotion, besides turning new point on fan mail.

WQAM, Miami

Station now hits the air at 6 a.m. with the "Dawn Breaker" show. University of Miami is broadcasting a sponsored "Pep Meeting of the Air," with Maurie Fink at the mike. "Sneak previews" of 1938 cars, as a gratis feature to local dealers, were aired by Leslie Harris, special events man. A half-hour demonstration of the operation of the Miami Police Radio Department was broadcast as part of ceremonies dedicating new police short wave transmitter.

KWK, St. Louis

Dick Fisher of the announcing staff has taken to himself a wife. Clyde Lucas and his California Dons are airing over the station from the Chase Hotel. Al Sarli and his daily "Jam Session" changed title along with change in time. Now known as "Swing Mister Sarli"—the inspiration of Program Director Harkins.

RCA Television Claim Contradicted by E.M.I.

(Continued from Page 1)
vision System is fundamentally based upon the RCA Television System first developed in the RCA Laboratories in the States.

"To avoid any misinterpretation of this statement, I wish to make it clear that the vision part of the Marconi-E.M.I. System (i.e., excluding the apparatus for amplifying and radiating the carrier-wave, which was supplied by the Marconi Company, and to which I presume Mr. Sarnoff's remarks cannot have been intended to apply) has been entirely developed in this country by E.M.I. without any cooperation from the RCA.

"It will be noticed that Mr. Sarnoff refers to an exchange of patent licenses. This is in contradistinction to an exchange of technical information and assistance, and up to the present time we have not received any such technical information or assistance from the RCA nor been supplied with any item of television apparatus used in their transmitting system. It is only within the last few weeks, long after our system had already been proved a success, that arrangements have been made for exchange of technical information with the RCA. In fact, we are now supplying technical information to a group of RCA engineers on a visit to our laboratories, and hope shortly to visit their laboratories for a similar purpose.

"The two systems, in fact, have fundamental differences, but, in so far as they do have certain features in common, I think it is fairer to say that these features are fundamentally based on the ideas of early television pioneers, such as Lavington Hart, Campbell Swinton, R. S. Clay (who, incidentally, happen to be British), and others, rather than on the much later RCA developments."

Marion Jordan Laid Up

Chicago—Marion Jordan, Molly of "Fibber McGee and Molly," on Monday night missed her first broadcast since show started. She's been ill and is now resting at Sacred Heart Sanitarium, Milwaukee.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily

ORCHESTRAS MUSIC

WOODY HERMAN and his ork open at the Roosevelt Hotel, New Orleans, Dec. 2. Booked by Rockwell-O'Keefe.

Ruby Newman and his aggregation return to the Rainbow Room atop Radio City in January.

Mal Hallett and his crew, for years under management of Charles Shribman Enterprises, has signed exclusively with Rockwell-O'Keefe office.

Jimmie Barton's Showboat Orchestra is airing over WICC from the Belmont "Showboat" ballroom in Bridgeport.

Fred Waring and his Pennsylvanians appear at the Circle Theater, Indianapolis, the week of Nov. 22.

Causser-Murdock ork, New England favorites, doing nicely at the Club Paree, Hartford.

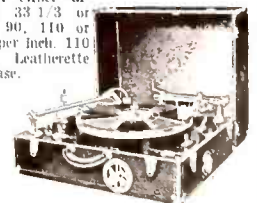
Emery Deutsch and his band, handled by Rockwell-O'Keefe, are continuing at the Book-Cadillac Hotel, Detroit.

Radio is full of bandleaders who started their units in colleges, and they are the ones who favor college tunes the most, Mark Warnow, CBS musical director, reveals. Some of these bandleaders and their alma maters include: Johnny Green, Harvard; Bob Crosby, Gonzaga; Horace Heidt, University of California; Glen Gray, Illinois Wesleyan; Buddy Rogers and Clyde Lucas, University of Kansas; Eddie Duchin, Massachusetts College of Pharmacy; George Olsen, U. of Michigan; Hal Kemp and Kay Kyser, U. of North Carolina; Herbie Kay, Northwestern; Fred Waring, Penn State; Frank Black and Ted Weems, U. of Pennsylvania; Will Osborne, St. Andrews, Toronto; Shep Fields, Valparaiso; Meyer Davis, George Washington; Rudy Vallee, Yale.

Frank Dailey's ork, recently signed exclusively with Rockwell-O'Keefe, has been building up quite a rep at the Meadowbrook, with a CBS wire.

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424 Warren Lane, Inglewood, Cal., U. S. A.

IRNA MUST ACT BY DEC. 1 OR AFM SET FOR STRIKE

(Continued from Page 1)

Sol A. Rosenblatt and William B. Jaffe.

IRNA members are urged to negotiate immediately with their local AFM union if they are in accord with the proposed plan of settlement and Schedule A. Terms agreed upon between each station and the local should be reduced in writing and a copy of Schedule A attached. Locals and stations should sign separate copies (not both) and one copy sent to A. J. Eckhardt of Ernst & Ernst, accountants. The local will send its copy to the AFM. As soon as sufficient copies have been deposited in escrow, the AFM will declare the plan operative, whereupon stations and locals will later attach their signatures to both copies. Locals and stations are being advised of the respective station quotas as per allocations worked out and okayed by AFM. If enough contracts are placed in escrow by Dec. 1, an extension of time may be granted as the strike deadline. Failing to turn in sufficient numbers of contracts will result in union musician stoppage on that date.

IRNA committee points out that, as per mandate, it accomplished various items, to the best of its ability. Eight points are:

1. The threat of a nation-wide strike will be averted by the station agreeing, with other affiliates, to spend not less than the allocated quota for staff musicians during each of the next two years.
2. The strike deadline is now moved forward to Dec. 1, 1937.
3. Right to use staff musicians for commercial as well as sustaining programs assured.
4. Reasonable assurance is provided that affiliates will not be compelled to accept incompetent musicians.
5. Affiliates retain control over program material and station operations.
6. Execution of the agreement assures affiliates receipt of network services.
7. Satisfactory provision for notice of termination of employment.
8. Reasonably satisfactory clauses regarding strikes and adjustment of differences.

Special attention is called to paragraph 9 of the Schedule which assures the signing affiliate that it will receive network programs without objection of the AFM. No reference is made in the Schedule to the use of transcriptions or recordings.

Negotiating committee for the IRNA also obtained from the networks a substantial increase in their offer of a contribution and its acceptance is recommended. This was an offer of NBC and CBS to contribute to a reimbursement fund a total of \$200,000, each to put up a proportionate of this total that the aggregate increases required from their respective affiliates bear to the total increase under the Plan of Settlement. Both networks agreed to assume their share of the burden imposed by the plan of settlement for the 18 managed and owned stations outside of their key stations. This is apart from the \$200,000 and amounts to approximately \$60,000 for NBC and \$90,000 for CBS. In addition the networks are required by the AFM to increase their expenditures for staff

Recording Men Get AFM Draft

Draft of a license form of agreement between the AFM and the disk manufacturers, transcription and phonograph record, has been sent to the recording men by Pres. Jos. N. Weber of the AFM. Weber is now waiting to hear from the disk men and get their reaction to it. Weber stated that licenses will be issued only to bona fide manufacturers now in operation. Dummy concerns or those seeking licenses for future use will not be accommodated, until such time as they prove themselves actually in business.

musicians for key stations, costing NBC \$300,000 and CBS \$180,000 per annum. Key stations have been constructed for purposes of settlement as WEAJ, WJZ, WABC and WOR in New York; WMAQ, WENR, WBBM and WGN in Chicago; NBC Studios, KNX and KHJ, in Los Angeles. Canadian stations in the plan of settlement include as network outlets, CKAC, Montreal; CFCF, Montreal; CKLW, Windsor; CFRB, Toronto and CRCT, Toronto.

Letter from Rosenblatt & Jaffe informs the IRNA committee that they have examined all the documents pertaining to the AFM negotiations and conclude with the opinion that, "it contains no proposition which will compel an affiliate agreeing to the terms and provisions thereof to violate any existing Federal Act or breach any existing agreement."

Independent broadcasters are being appraised by IRNA of its activity, and are advised to establish some sort of negotiations with the AFM. All but a few of the 289 affiliates operated with the IRNA.

Complete copy of Schedule A containing the Trade Agreement for all contracts to be signed with AFM locals follows:

Schedule A

1. All the terms, conditions and provisions of this Schedule shall, for all purposes, be deemed and be part and parcel of the annexed agreement, and whenever and wherever the terms, conditions and provisions contained in the said annexed agreement are inconsistent with the terms, conditions and provisions contained in this Schedule, the terms, conditions and provisions of this Schedule shall obtain and prevail.

2. Whenever the term "Federation" is used herein, same shall refer to and be deemed to mean the American Federation of Musicians. Whenever the term "Local" is used herein, same shall be deemed to mean and refer to the Local unit of the Federation which is a party to the annexed agreement. Whenever the term "Affiliate" is used, same shall be deemed to mean and refer to the owner and/or operator of the Broadcasting Station, which is a contracting party to the agreement to which this Schedule "A" is attached.

3. The entire amount of the allocated quota to be expended by the Affiliate, per annum, for the employment of staff musicians must be so expended during a period extending for not less than nine (9) months in each year, the intention being to provide regular employment for staff musicians. Special exception, shortening the period of nine (9) months, shall be made by the Federation in cases where the Affiliate operates in winter resorts, as, for example, Miami, Florida, where the business season is less than nine (9) months.

4. A staff musician is one who is paid at a weekly rate and not at a single performance rate. Compensation for services of musicians employed as extra men or employed otherwise than to play musical instruments, and compensation to staff musicians for overtime or extra rehearsals is not to be included in the expenditure of the allocated quota of the Affiliate.

5. If a Local requires that a higher rate be paid for the privilege of using staff musicians in commercial programs as well as in sustaining programs, the full

amount so paid by Affiliate to staff musicians on a weekly salary (as per Article "4" hereof) shall be credited against Affiliate's allocated quota, regardless of the quantity of commercial services rendered during any one week. It is agreed, however, that staff musicians may be required by Affiliate to play on either or both commercial and sustaining programs.

It is further agreed that in the event that any Local Union will grant more advantageous rates to advertisers or their agents for commercial programs than the rates charged by such Local for the same kind of service to the Affiliates for commercial programs, then and in such case the Local will give the Affiliate the benefit of such more advantageous rates.

6. In expending the sums of money required to be spent by the Affiliate, as per the terms of the annexed agreement, Affiliate agrees to employ only members in good standing of the Locals affiliated with the Federation as staff musicians. All musicians other than staff musicians employed by Affiliate shall likewise be employed upon terms and conditions as agreed upon between Affiliate and Local Union.

7. The Local will furnish Affiliate competent and qualified musicians in good standing in the Local and members of the Federation, who will be employed by Affiliate through a contracting member or leader. The compensation paid to any contracting member or leader is to be credited against the allocated quota of Affiliate. Affiliate shall have full control of the instrumentation desired. Affiliate shall have full control of program material and selection of music. If Affiliate has any complaint regarding the ability or competency of a staff musician furnished by a leader or contracting member, Affiliate may first appeal to the Local and then to the Federation for an adjustment. Federation will cause the musician to whom the Affiliate objects to be examined, such examiner not to be a member of Local Union. If the examiner finds that the musician is not competent for the class of service required of him and he cannot be replaced by the Local, Affiliate shall have the right to employ a member of Federation from another Local.

8. Affiliate may give any staff musician employed by it reasonable notice for terminating his employment. Should any controversy develop as to the length of such notice, same shall be determined by the International Executive Board of Federation. The Affiliate may publish reasonable rules and regulations relating to the conduct of employees of Affiliate, and musicians shall conduct themselves while on the premises of Affiliate in accordance with such rules and regulations. For improper department demand may be made that the leader discharge the musician and on his failure to do so the Affiliate may appeal to Local and then to Federation. In the event that the employment of a staff musician is terminated, such change of personnel shall in no wise reduce Affiliate's obligation to expend the full amount of his allocated quota or in any other manner alter the provisions of this agreement.

9. Any Affiliate located in the United States or Canada entering into the annexed agreement with the Local Union of the Federation for the expenditure of an allocated quota as provided for therein, may without any objection or demand by the Federation or Local send to and receive from any station in the United States national and regional network broadcast programs.

Against receiving foreign programs, no objection will be raised by the Federation or Local. Canadian programs shall for the purpose of this Article, not be deemed to be foreign programs.

10. Announcement of a mechanical

COMPLETE DATA ON AFM MAILED TO AFFILIATES

production of music must in all cases be clearly made.

11. Affiliate may make records or electrical transcriptions of a program for audition purposes or filing by Affiliate or agency or client, without extra charge to Affiliate by musicians, provided that such services are rendered during the time for which musicians are being paid, but such records or transcriptions must not be broadcast, and the Federation must be advised when such records are made. Members of the Federation will not render their services to any Affiliate for the manufacture of records or transcriptions of programs for broadcast or any other public performance, unless such Affiliate is licensed by the Federation for that purpose.

12. In the event that a sponsored program cannot be put on the air by Affiliate at the time such Affiliate receives it, an electrical transcription of such program may be made by the receiving station without extra charge by musicians, to be put on the air no later than the seventh day counting from the day that the transcription was made. As soon as the transcription is made, which transcription is not to be duplicated, Federation must be advised thereof, and after such use, the transcription must be sent to it to be destroyed.

13. Records of music which are pilfered are not to be used under any circumstances.

14. Members of the Federation need not render their services to a station originally owned by an Affiliate but transferred or assigned by an Affiliate unless the assignee of such Affiliate shall agree to carry out and assume the unexpired portion of the agreement between said Affiliate and the Local Union of the Federation, in the event of which assumption, the assignor Affiliate shall be relieved of further liability under the said agreement.

15. In the event the Affiliate's Federal license is suspended or terminated, or in the event of the discontinuance of the operation of such station, whether because of fire, war, force majeure, or Acts of God, the allocated quota of expenditure as provided for in the annexed agreement shall be abated or cancelled, as the case may be.

16. Both parties to the annexed agreement, that is, the Affiliate and the Local Union of the Federation, acknowledge that they have received a copy of the "Plan of Settlement" embodying the general plan for the solution of the unemployment problem of musicians.

17. The annexed agreement shall continue for two (2) years from the date hereof and the expenditure undertaken by the Affiliate under such agreement shall be for each of such two (2) years. Nothing therein contained shall be construed so as to interfere in any way with any existing contract between Local and Affiliate. Neither shall anything therein contained interfere with any right of the Local to fix or change within said two (2) years its scale of wages, hours of employment or local working conditions, or other conditions over which the Local has jurisdiction, unless the Local and Affiliate agree otherwise with respect thereto, provided, however, that in no case shall the agreed expenditure to be made by Affiliate be increased except where a Local has given concessions to an Affiliate with the understanding that the Local could thereafter withdraw the concessions. However, Affiliate shall commence the expenditure of its allocated quota from date that this agreement becomes effective, and to the extent to which such allocated amount exceeds any amount which the Affiliate is required to expend by an existing local contract, the expenditure of such excess shall commence from the date this agreement becomes effective, and from the date of the expiration of any existing agreement such expenditure shall continue to the extent of the entire allocated quota.

18. Federation, subject to the provi-

(Continued on Page 8)



— NOW IN WORK —

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Radio Daily Service as Usual



GENE and GLENN have added a 15-minute period on KFI at 10 p.m. Saturday to their already heavy schedule of Monday through Friday at 8:15 a.m. on the same station for Kellogg products, and a 7:30 p.m. sustaining stanza on KECA, also five days weekly.

Eddie Albright has a new 15-minute Monday through Friday strip on KNX for Seal-Tite Products, Contract runs 60 days.

KFWB is now carrying race broadcasts of Joe Hernandez from Bay Meadows track in San Francisco, through KYA, the CRS station in the Bay City.

The novel "Ho-Hum" series, written by John Boylan and produced by Don Clark, has been moved over from KECA to KFI, Friday nights at 9:15. Gags up those newspaper "fillers" which usually elicit a "so what?" from readers.

Jerry Lynton, director of the KFAC Playhouse, sold his "Secret Service" scripts to 3HA, Melbourne, Australia, through Dr. R. L. Power. Deal includes twelve monthly supplements to be supplied by Lynton. Cecil Underwood, producer for Fibber McGee and Molly in Chicago, is in town for a short visit with his family.

Grace Gibson, head of the transcription department of 2GB, Sydney, Australia, will be interviewed on KNX today and tell something of listener habits in the Antipodes. Also speaks before L. A. Women's Club this week on the same subject.

Associated Cinema has resumed cutting on "Lady of Millions," temporarily held up while May Robson was busy on a picture at RKO.

Saul Shapiro, Universal Microphone factory representative, is off on a trip to the Southwest in the interests of the Inglewood manufacturers of microphones and recording equipment.

"The Marines Tell It to You" is the title of a new KHJ-Don Lee series, written and produced by Mel Williamson, dramatizing thrilling episodes in the history of the Marine Corps in every corner of the world. Sponsored by Seven-Up, and heard Monday nights at 7-7:30.

ONE MINUTE INTERVIEW

JEAN ELLINGTON

"A singer's accompanist rates a vote of thanks. He can either make them or break them. He helps them through all the hard work at rehearsal and practice. To him goes much of the work but none of the glory. The public should hear about this. I intend to tell them."

★ Coast-to-Coast ★

GERTRUDE BERG, who was approached by a publisher to write a full length novel around her beloved radio family, "The Goldbergs," has taken the offer under serious advisement, but can make no decision until after Jan. 1 because of pending negotiations anent "The Singing Kid," the script serial she has authored to co-star Bobby Breen with her.

Sunda Love, NBC actress, has been assigned the role of Frances Moran Matthews in "Today's Children," dramatic serial heard Mondays through Fridays at 10:45 a.m. over NBC-Red network. The role was formerly played by Bess Johnson, who recently left Chicago for radio work in New York. Irma Phillips is author of the show.

"Orchestrated poetry," utilizing a new technique for the dramatizing of verse, will be presented by Norman Corwin on his "Poetic License" program over WQXR at 9:45-10 tonight. Corwin and a group of five others will perform special arrangements of Louis Untermeyer's "Song Tournament: New Style"; Stephen Vincent Benet's "The Hospital"; Isadore Schneider's "Anthology of Oom"; Vachel Lindsay's "Dirge for a Righteous Kitten" and other poems. Orchestrated poetry differs from ordinary verse-chorus technique in that the chorus supplies its own sound effects orally and manually,

lines are occasionally scored musically, and the text of the original poem is freely treated.

Dorit K. Weigert, co-director of the Iridor School of Cooking, has prepared a series of lectures on "Bachelors in the Kitchen" for the air. Miss Weigert, an experienced radio lecturer, is at present considering a local commercial.

The Roy Campbell Royalists, a choral group of seven vocalists, have been allotted speaking roles in the Sheila Barrett sketches on the "Time of Your Life" show, in addition to their vocal chores.

This week pianists Al and Lee Reiser will do their 3,000th radio broadcast. Despite the fact that they have been in radio for less than five years, they are setting a record for the amount of broadcasts held by a musical attraction.

Lyn Murray's quartet, "The Four Clubmen," has been given an additional CBS spot and are now heard twice weekly via that network.

Ed Smalle's vocal group is set for another musical movie short; their sixth since the first of the year. Smalle's chorus hasn't actually appeared in any of these shorts, but their voices have supplied the vocal backgrounds.

Complete Data on AFM Mailed to Affiliates

(Continued from Page 6)

sions of Article 19 hereof and subject to its obligations to the American Federation of Labor, by its approval and delivery of the annexed agreement, for and on behalf of the Local Union, and the Local Union which is a party to the annexed agreement, both obligate themselves for the full, due and complete performance thereof, and agree that there will be no stoppage of work so long as there is no default in or violation of any of the provisions of such annexed agreement by the Affiliate executing the same. The Local Unions of the Federation and the Federation Board agree to notify Affiliate in writing of what they deem to be a default or violation on the part of such Affiliate, and the Federation agrees that there will be no stoppage of work as in this paragraph specified until such Affiliate shall have had two (2) weeks from and after the receipt of such notice in writing to rectify the default or breach complained of. Notice of a default shall be no presumption of actual default. If in answer to the notice of default the party allegedly in default denies such default, then the Local Union will advise the Federation and Federation will promptly appoint one of its members, not a member of the said Local Union, and the Affiliate will appoint a person engaged in the broadcasting industry (not employed by the Station) to meet within the said fourteen (14) day period, to investigate and determine the disposition of the claimed violation or default. The written determination of the said two parties shall be binding both upon the complainant and the party allegedly in default. Repetition after the expiration of the period of the original notice by

the Affiliate of the violation originally complained of by the Federation Local shall thereafter eliminate the necessity of any further notice to Affiliate.

In case the Affiliate shall be in default with respect to moneys owed to musicians for services rendered, the Affiliate shall be entitled to only 24 hours' notice.

19. This agreement is predicated upon mutual good faith between Federation and Affiliates and is intended for the essential purpose of increasing employment of musicians in radio broadcasting.

Affiliate acknowledges and agrees that it executes this contract to take effect simultaneously with similar contracts by other Affiliates and Key Stations or Networks executed in accordance with the general Plan of Settlement referred to in Article 16 hereof.

It is agreed (a) that if a substantial number of Affiliates and/or any network company or corporation executing contracts in pursuance of such Plan of Settlement have defaulted with respect to the expenditure of their respective quotas as provided in their agreements, or (b) that if in the sole judgment of the Federation, the operation of this and other agreements with Affiliate or Key Stations entered into pursuant to the Plan of Settlement fails sufficiently to carry out the purpose of the Federation to increase employment of instrumental staff musicians in the broadcasting industry, then and in its sole determination and option, the Federation shall have the right to cancel and terminate all agreements executed in pursuance of the Plan of Settlement by giving fourteen (14) days' notice to such effect.

With respect to the extent of defaults necessary to create a substantial breach for the purpose of subdivision (a) of this Article, the judgment of the Federation shall likewise be determinative.

With respect to any such breach under subdivision (a) of this Article, nothing



ERIC SAGERQUIST will provide the music for Campana's "Grand Hotel." He also works on same concern's "First Nighter."

Sidney Strotz, NBC program and artists service director, is in Bath, Ill., for a week of duck shooting.

Betty Olson of the Escorts and Betty has recovered from an appendectomy.

Jack Baker, NBC tenor, received his 13th necktie from a lady admirer in Asheville, N. C. Funny thing about it is that all of them are wearable.

NBC sound effects crew decided to join American Federation of Radio Artists; then changed their minds and are reported still on the fence.

Dick Platt, novelty electric organist, joins the Dodge Rhythm at noon series on WBBM.

Hoosier Hot Shots' Hollywood deal fell through because picture they were to go into pictures them in Barn Dance setting. Alka-Seltzer has exclusive right to this aspect of their services.

WCNW Revue After Sponsor

"Radio Arts Revue," children's hour aired on Saturday afternoons for the past year over WCNW under supervision of Murray Katzman, now has more than 150 talented kids trained for its programs and the show is being made available to sponsors.

in this Article contained shall prejudice any other legal or equitable right of the Federation and/or Local against any Affiliate which may have committed any such default or breach.

The notices referred to in this Article shall be sent in writing by registered mail to all the Key Stations, signatory to agreements pursuant to the Plan of Settlement and to a person, firm or corporation to be designated in writing by the Negotiating Committee of the Independent Radio Networks Affiliates.

20. Nothing in this agreement contained shall be deemed to require the Affiliate or any Local Union to violate any law or any regulation of the Federal Communications Commission.

21. The expenditure for staff musicians to be made by the Affiliate in each year during the term of the annexed agreement shall not be less than such expenditure made from September 1st, 1936, to August 31st, 1937, or less than the amount mentioned in the annexed agreement as the allocated quota hereunder, whichever is higher. Clause 19 (b) shall not be construed to authorize a general termination for the purpose of increasing the allocated quotas.



Greetings from Radio Daily

Frank Fay

Toscha Seidel

Archie Josephson



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 99

NEW YORK, N. Y., THURSDAY, NOVEMBER 18, 1937

FIVE CENTS

RKO Set for Radio Show

EDUCATION COMMITTEE SOON TO SEEK AIR TIME

The Federal Radio in Education Committee, considered one of the most important factors in the educational drive for free time on the air, will become actively engaged in that quest within the next three weeks, it has been learned. The educators, in their initial serious attempt to force broadcast agencies to grant advantageous time, will have the whole support of the FREC when that body receives additional funds, raised

(Continued on Page 2)

Store Chain Is Using 5 Shows Daily on WIL

St. Louis—The S. & L. Credit Stores, locally owned chain doing business in the St. Louis trade area, has been using WIL for the past five years. Results from their first venture in radio were so great that they increased their time on the air and added electrical appliances and radios

(Continued on Page 8)

NBC Production Men Get "Director" Title

NBC's corps of production men, numbering 32, will hereafter be known as "directors," new title bestowed on them by the network in

(Continued on Page 8)

5-Hour New Year Show

CBS yesterday completed plans for a five-hour New Year's Eve broadcast at 11 p.m.-4 a.m., with pick-ups from New York, Chicago, Denver, Hollywood and Honolulu, and Paul Douglas describing Times Square, plus dance music by various orchestras.

Overworked

The most used joke on the air the past two weeks nearly ran into itself Tuesday night on CBS. It's this one: "A bachelor is a man who doesn't make the same mistake once." Edward Everett Horton told it on Al Jolson's program, and Al Pearce repeated it on his own show immediately following over the same network.

WEMP's Extremes

Chicago—While many stations are claiming the most youthful announcer, Gene Dyer, Chicago broadcaster who operated WEMP in Milwaukee, trots out a real veteran, 71-year-old Ben Wolff. He also has a juvenile candidate, Carl Zimmerman, who is 17.

7 OKLAHOMA STATIONS SIGN 100% WITH ARTA

Oklahoma City—Joseph Harris, ARTA organizer here, states that KBIX at Muskogee has been signed 100 per cent with his organization. All technicians, announcers and continuity men are under ARTA banner. J. H. Bixby, station manager, has informed Harris that he is ready to negotiate with him.

At the same time Harris announced that WBBZ, Ponca City; KVSO, Ardmore; KADA, Ada; KGFF, Shaw-

(Continued on Page 4)

J. Harold Ryan Heads Ohio Broadcasters Unit

Toledo—J. Harold Ryan, g.m. of WSPD here, is the new head of Ohio Association of Broadcasters Inc., succeeding John F. Patt of WGAR, Cleveland. Other officers elected at

(Continued on Page 4)

Gen. Mills Test Show

Chicago—General Mills is using the Helen Gahagan serial, "Love for a Day," in a test campaign on Corn-Mix over WTMJ, Milwaukee. Blackett-Sample-Hummert is the agency.

General Mills to Double Baseball Stations in '38

John Gihon Leaves KDKA To Join NBC in New York

Pittsburgh—Resignation of John Gihon as program manager of KDKA to assume production and television duties under John Royal in NBC's New York headquarters is announced by A. E. Nelson, manager of KDKA. Gihon came here from NBC in Chicago four years ago.

Full-Hour Program Expected to be Ready After First of Year With Milton Berle Heading the Cast

FREQUENCY ZONES FIXED BY HAVANA COMMITTEE

Havana—Definite limits on the northern, central and southern zones in which frequency allocations are to be made have been fixed in committee by delegates to the Pan-American Radio conference now in session here with the inclusion of Haiti and Santo Domingo in the northern zone. Others are the United States, Canada, Newfoundland, Mexico and Cuba. All south of these countries to the fifth parallel south

(Continued on Page 3)

New Salisbury Station Taking to the Air Soon

Salisbury, Md.—WSAL, new local station, goes on the air in a few days with J. Roy McLennan, local advertising man, as manager. Station will operate on 1200 kcs., 250 watts, 7 a.m. to sunset. There will be a staff of 12.

Opera Series Earlier

NBC will present the opera series three weeks earlier this year than in the past, it was learned yesterday. Starting date for the 1937-38 season is set for Dec. 4, with network as yet undetermined. If program is not sold prior to that date, RCA will assume cost.

The much rumored RKO radio show will become a reality by the first of the year, it was learned yesterday by RADIO DAILY. Present plans call for a full-hour presentation to be headed by Milton Berle, and will follow closely the pattern set by M-G-M and Warner Bros. in their radio programs which have already been sold commercially. In addition to Berle, RKO will draw on contract stars and players for weekly stints. Program is expected to be placed on the market shortly,

(Continued on Page 3)

NBC CHICAGO ACTIVITY REACHES ALL-TIME HIGH

Chicago—NBC activities here last month reached an all-time high both in number of broadcasts and in billings, and Niles Trammell, v.p., is elated that business is so good in contrast to the wails of industry in general. More than 2,000 programs originated here in October, and while New York complains about the trek

(Continued on Page 2)

Gerald Smith Program Going on All-Live Basis

Effective this Sunday, all future broadcasts of Gerald L. K. Smith will be live, with transcriptions definitely out, it was learned yesterday. Wires are now being installed in Smith's suite at a Washington Hotel.

(Continued on Page 2)

Cold Wave Coming

Kansas City, Kan.—KCKN's new "Swap Shop," with production manager Russ Davis acting as the shop keeper, had hardly completed the initial airing when a listener called in to swap three suits of BVD's for a suit of longs. Olaf Soward took the hint and predicted a cold wave on his next hourly newscast.

(Continued on Page 3)



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DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, Nov. 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	151	149 1/4	149 1/4	- 1/2
Gen. Electric	42 1/4	40 3/8	40 3/4	- 1/2
RCA Common	7 5/8	7 3/8	7 3/8	- 1/8
RCA First Pfd.	55	54	54	+ 1
Stewart Warner	11 1/2	11	11
Westinghouse	103	99	99	- 1 1/2
Zenith Radio	21 1/8	20 1/2	20 1/2	- 1/2

NEW YORK CURB EXCHANGE

Nat. Union	1	1	1
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OVER THE COUNTER

Stromberg	Bid 7 5/8	Asked 8 5/8
Carlson

FCC ACTIVITIES

APPLICATIONS RECEIVED

WCLE, Cleveland, Ohio. Special experimental authorization to operate facsimile station from 1-6 a.m.

Jonas Weiland, New Bern, N. C. CP for new station. 1370 kc., 100 watts, unlimited.

Howard Merrill Now Author

Howard Merrill, who was a child actor in the silent movie days and began radio work 11 years ago when he was only 10 years old, makes his debut as an author Sunday, when his first accepted radio script is aired over NBC-Blue in the "On Broadway" program for Diamond Crystal Salt. Merrill has a total of 3,000 broadcasts to his credit. He also has done newspaper work. In addition, he has been attending Columbia University, where he gets his B.A. degree next year.

Vaughn DeLeath Signs Pat Henry

Vaughn DeLeath, who is getting a new radio show together, has signed Pat Henry, who has been known in Philadelphia as Henry Patrick.

LUCILLE AND LANNY

LINWOOD GREY

"2 voices and a pianny"

Arrangements by Lanny Grey
5 times w/ky WJZ-NBC Blue 8:45 A.M. EST
Management NBC Artists Service

Prolific Pair

Lucille and Lanny have figured it out that they are one of the hardest working teams on the air. They broadcast 12 times a week, requiring 38 hours of rehearsal and nine hours on the air. While broadcasting they sing an average of 43 songs a week and repeat a chorus of each, and while rehearsing they run through each selection 15 times to memorize it. This makes a total of 105,114 words and 505,580 notes weekly. Amount of energy used, in horsepower, would move Radio City three inches, Lanny thinks. "But," he adds sadly, "it has not yet moved the heart of a sponsor."

Gerald Smith Program Going on All-Live Basis

(Continued from Page 1)

after having been placed there temporarily for last Sunday's broadcast. Bill Dolph will be in Washington to study Smith's scripts prior to broadcasts.

Station list now carrying broadcasts numbers 44, with two airings scheduled each week, 4-4:30 p.m. and 6-6:30 p.m. Effective Jan. 2 all stations will carry Smith's talks at 4 p.m. Reason for double duty during rest of current year is that some stations now airing the broadcast have commercial commitments with professional football clubs, and will be unable to clear time at earlier hour. Also effective with Jan. 2, broadcast station list will be increased materially and program is set to be aired nationally. All programs in the future will originate from Hay-Adams Hotel, Washington. Transamerican will continue to handle the shows for the "Committee of One Million." Virgil Reiter handling the deal.

NBC Chicago Activity Reaches All-Time High

(Continued from Page 1)

to Hollywood, Chicago is still adding daytime shows.

Daytime advertisers, Trammell explained, have been most successful with low cost programs. When shows come from Hollywood, the costs skyrocket.

Starck Piano Back

Chicago—Starck Piano Co. is back on WBBM, also using WGN and spots in five other cities. The WBBM show is handled by Tom Kivlan of George Hartman agency.

Marek Weber for Carnation

Marek Weber, Continental conductor, has been signed by the Carnation Sales Co. (milk) to take the musical end of the program beginning Jan. 3, replacing Frank Black, who has been flying back and forth each week from New York to Chicago. Program is on Monday nights over NBC-Red. Weber will also do a guest shot on the RCA "Magic Key" program Nov. 28. Contract was signed through NBC in Chicago and CRA. Weber is currently appearing at the Stevens Hotel, Chicago.

Jimmy Jemail Returns

Jimmy Jemail, radio's pioneer inquiring reporter, absent from the air for two months due to throat trouble, has recovered and resumes on WHN next Monday at 6 p.m.

Education Committee Soon to Seek Air Time

(Continued from Page 1)

through various individual philanthropic organizations, and presents at least two new projects on a national scale.

The hesitancy of the FREC to become affiliated with the drive was revealed only recently when the noticeable lack of funds of the FREC forced considerable retrenchment by that group in the radio field. Although an undetermined amount of projects had been readied, only two were launched, with the rest temporarily shelved awaiting the outcome of the financial battle. It has now been learned, however, that the Committee expects to have started a majority of its projects by 1938.

It has also been learned that the appointment of the two new members to the FREC, to fill existing vacancies, will not be announced until the first of the year. Present number of members is 37. FREC is also undecided as to a successor to Dr. Cline M. Koon, with a possibility existing at present of abolishing the department formerly conducted by Dr. Koon.

WNEW to Broadcast Negro Theater Show

Opening of West End Theater, 125th St. and St. Nicholas Ave., will be aired tonight at 8:30-9 by WNEW, with Cab Calloway, Ethel Waters and W. C. Handy scheduled to appear. Starting next Tuesday, WNEW will broadcast an all-colored revue and amateur show from the theater at 11-12 midnight every Tuesday.

Skelly Show Shifting

Skelly Oil on Dec. 5 will shift "Skelly Court of Missing Heirs" on 16 CBS stations to 10:30-11 p.m. on Sundays. Program is now heard Mondays, 7-7:30 p.m.

Hirsch Addresses Amateurs

Cape Girardeau, Mo. — Oscar Hirsch, owner of KFVS, was a speaker at the first Convention of Radio Amateurs held here the other day. Meet attracted 82 "hams" representing four states.

THE MAGIC KITCHEN OF THE AIR

Monday thru Friday

Available for Food Accounts

WCOP BOSTON

COMING and GOING

CHARLES E. GREEN, president of CRA, returns to New York next Monday from Marion, O., where he attended funeral services for his father. CRA head cut short his Coast visit as a result. STAN ZUCKER, g.m. of CRA, returned yesterday from Cleveland, where, coincidentally, he attended the funeral of his father, who also died Sunday.

ROBERT BERGER of the Democratic National Committee is in town doing some radio work for the committee for celebrating President Roosevelt's birthday. He will divide his time, however, between here and Washington during the coming weeks.

HOWARD MEIGHAM of CBS radio sales in New York is visiting the Chicago offices.

HARRY HERSHFELD returned from Hollywood yesterday after working for MCM there.

OSCAR LEVANT is back in town.

OTELLO CERONI, conductor, CARLO TAGLIABUE, baritone and NICOLA MOSONA, basso, of the Metropolitan Opera Company, arrive today from Europe aboard the Conte di Savoia.

HAL R. MAKELIN of WIND, Chicago, returns home today after a brief business trip to New York.

EDWIN SPENCE of WBAL, Baltimore, returned home last night after spending a few days in town.

G. A. RICHARDS, WJR executive, returns to Detroit tomorrow.

THOMAS L. STIX, vice-president of Henry Souvaine Inc., leaves town today for Smith College to arrange forthcoming Pontiac program.

GERALD L. K. SMITH, chairman of the Committee of One Million, entrained for Washington yesterday.

G. M. Concert from St. Louis

Next Sunday's General Motors Concert will be a "St. Louis Good Neighbor Concert," originating in St. Louis over NBC-Blue, with Vladimir Goldschmann conducting and Corinne Frederick as guest artist. Program returns to Carnegie Hall in New York the following Sunday.

THE LIFE & ADVENTURES OF SANTA CLAUS and ADVENTURES IN CHRISTMAS — TREE GROVE

The two greatest Christmas programs in the country—ready to smash sales records for sponsors. Get them on your station and win a department store as a constant account. 15 quarter-hour transcriptions in each series for three-a-week starting November 22nd—or daily Mondays through Fridays starting December 6th. Complete merchandising plans included. Delivery guaranteed—can ship by air express to meet starting dates.

Samples—\$3.00 each (deposit)

Write—Wire—Phone

Kasper-Gordon Studios, Inc.

141 Boylston St., Boston, Mass.

World-Wide Exclusive
Distributors

RKO'S RADIO PROGRAM DUE EARLY NEXT YEAR

(Continued from Page 1)
with film company hopeful of going on a network as soon as possible. Officials are still hesitant about announcing the entrance of the third motion picture company in the radio field until a few more details are cleared up. One detail is the price to be tagged on the show. M-G-M is reported to be getting \$25,000 weekly from General Foods, while the Warner figure has not been learned. Players under contract to RKO include Fred Astaire, Ginger Rogers, Katharine Hepburn, Joe Penner, Harriet Hilliard, Jack Oakie, Anne Shirley, Miriam Hopkins, Barbara Stanwyck, Adolphe Menjou, Lily Pons, Smith Ballew and others.

Frequency Zones Fixed By Havana Committee

(Continued from Page 1)
are to be organized in the central zone and all south of the fifth parallel south in the southern zone. Primary action of committees included the allocation of the frequencies between 1,600 and 4,000 kcs. to fixed, mobile and amateur services in the northern and central zones. This is expected also to be accepted by the southern zone in the near future, but the Brazilian delegate requested it be tabled until he could be advised further by his government. It was also agreed that amateur bands between 1,715 and 2,000 kcs. would be moved up to between 1,750 and 2,050 kcs. in the north and central zones.

S.R.O. Sign Out at WHIP

Chicago—WHIP, new 5,000 watter in Hammond which blankets Chicago, already has the S.R.O. sign up on Sundays though it went on the air less than two months ago. Station has a waiting list for its Sunday schedule including several national advertisers. Under direction of Charles Garland, sales chief, former WBBM-CBS veteran, a flock of accounts have been snared for week-days also. Garland has added Harry Russing and Whitney Clements, formerly at WBBM, and Harry Penfield, ex-WCFL, to sales force. Frank Zolinski, formerly with Warner Brothers, has been placed in charge of foreign language programs. Dr. George V. Courier is president of the Hammond-Calument Broadcasting Co., the owners. Doris Keane is manager.

NEW PROGRAMS—IDEAS

Science Made Personal

Holding radio audiences with a scientific program of education character is the difficult task essayed by Jane White of Carnegie Museum in a new program over KDKA. Yet, aired in close cooperation with Station Manager A. E. Nelson, the show bids fair to cleave an important place on the airwaves. Straight talks, interviews, and dramatizations are the media selected for the broadcasts, with the object of developing the interest of non-scientific listeners, and at the same convincing them that the research, discovery, adventure and persistence of scientists is of personal value to them. First airing concerned museums, and another typical broadcast will be the story of a butterfly collector.

University Classroom Tours

With movies, books and magazines playing up the football-fraternity-rah-rah activities of college, KSTP of St. Paul and Minneapolis, with the help of the Minneapolis Junior Association of Commerce, is airing a new show to reveal the other side of university life. The program is aired for a half-hour on alternate Thursdays direct from the University of Minnesota. Tours of classrooms, laboratories, little-known departments are taken to reveal the real work of the University. The job is being done with the station's mobile unit and pack set. Donald Baer, president of the Junior A. C., is emcee, with George Putnam, KSTP staff announcer, as the guide.

WLW "School of Air" Comes to the Rescue

Cincinnati — Due to Cincinnati schools closing a week earlier than usual at Christmas, creating the longest holiday vacation in history, Powel Crosley Jr., president of the Crosley Radio Corp., announced that the "Nation's School of the Air" would provide, through WLW, instruction during the extra week's vacation. Lack of school funds makes the long holiday vacation necessary. Broadcast with the active cooperation of five states, the "Nation's School of the Air" is heard over WLW at 2 to 3 p.m. daily except Saturday and Sunday. Friday classes are devoted to music study.

KSTP School Bulletins

St. Paul—The Minneapolis department of education is now airing a five-minute daily school bulletin at 7:15 a.m. on KSTP, St. Paul-Minneapolis. Bulletin is designed for emergency use when it becomes necessary to call off school because of sub-zero weather. Thomas D. Rishworth, KSTP educational director, and the Minneapolis department of education also are readying a group of experimental educational programs which will be aired directly from the schools.

KUMA's Stunt

Yuma, Ariz.—KUMA, off the air for 90 days pending installation of vertical radiator, busts loose this week with a big opening stunt in which a human fly will light lights and hang by his eyebrows from the 170-ft. vertical while he broadcasts a "tower view" of Yuma from a mike installed on top of tower to pick up air buggies.

Plan Special Programs For New GE Short-Waver

In addition to offering selected features of the NBC Red and Blue networks, the new General Electric short-wave transmitter to be located at Belmont, Cal., will carry many programs designed especially for short wave, according to Chester H. Lang, GE broadcast manager in Schenectady. Building of the new transmitter will start at once, with completion expected late next year. It will be the first short-waver in the U. S. west of the Mississippi.

Margaret Speaks Touring

After appearing next Monday night on "Voice of Firestone" over NBC-Red, Margaret Speaks resumes her concert tour. Her next Firestone show will be Dec. 27. Richard Crooks, the program's tenor, will be heard next on Nov. 29.

GEN. MILLS TO DOUBLE BASEBALL STATION LIST

(Continued from Page 1)
throughout the country to sign up additional stations. It is also known that sponsor desires to broadcast from a major league park in New York next summer, and is at present offering all three clubs a tempting contract for the privilege, which at present is banned. Should General Mills succeed in breaking down the resistance of one of the major league clubs, a fourth station in the New York City area will be recruited. New Jersey Giants schedule will be bank-rolled over WHN, Newark Bears over WNEW and the sponsor at present has a three-hour daily show over WMCA.

General Mills had attempted, earlier this year, to enter the football field, but found Atlantic Refining and Kellogg had already tied up a majority of the more important schools. Additional funds will be included in the baseball budget next year instead it has been learned.

KVOO Bars CIO Speaker

Tulsa—Despite threatened legal action, Dave Fowler of Muskogee, regional director of the CIO, was denied use of KVOO on Sunday morning for a half-hour broadcast previously scheduled. Fowler appeared at the station with his attorney to demand right to use the time previously arranged for, but was barred from the studio.

Karol to Address Class

John J. Karol, director of sales research for CBS, will talk on various phases of radio research before the class taking the special radio course at Columbia University next Monday night.

**RADIO —
Advertising Agencies**
Female secretary with 7 years experience desires change.
Box A-118, RADIO DAILY

A NEW HIGH IN CONTINUITY!
"Holiday Greetings"
A NEW LOW IN PRICE!
27 Scripts—\$20.00!
Sold to one station in a city
ORDER NOW!
Universal Radio Programs, Inc.
545 Fifth Ave. New York City

IVORY SOAP
It floats *

WHN
DIAL 1010
IT SELLS!

Many national advertisers are using WHN to effectively reach the New York market. It pays off in sales! And it's wise showmanship that does it!

* Courtesy of PROCTER & GAMBLE. Listen to this great P&G show on WHN — the Original WHN Amateur Hour with Colonel J. C. Flippen as Master of Ceremonies. Tuesdays at 7 P. M.

AGENCIES

BRUCE BARTON, now a Congressman, will retain his chairmanship in BBDO. any gossip to the contrary notwithstanding. That was all settled before he ran for Congress.

S. K. ELLIS, formerly associated with the Chicago offices of CBS, has joined the Chicago branch of Fletcher & Ellis Inc., advertising agency, in a research capacity.

PRESBA, FELLERS & PRESBA, Chicago, has placed early morning shows for Zanol Products, Cincinnati, on WLS and WLW.

WADE ADV. AGENCY, Chicago, is placing spots for Morton Salt Co., Chicago, in behalf of smoked salt used for meat curing. A quarter-hour of "Ole Opry" also is being used on WSM.

NEEDHAM, LOUIS & BRORBY, Chicago, is still auditioning for a new script show for Johnson Wax, to supplement Fibber McGee show.

GRANT ADVERTISING INC. of Dallas has opened a Chicago office with Joseph L. O'Connor in charge. Agency has the Mars Inc. (candy) account, Chicago, which has used radio extensively in the past. O'Connor formerly with Myer-Both Adv.

TOM REVERE, Benton & Bowles radio head, is in Hollywood checking up on agency shows and OO-ing things in general.

NORTON MOGGE, manager of the J. Walter Thompson office in Seattle, is in Hollywood for conferences with Danny Danker, vice-president in charge of the Hollywood office.

7 Oklahoma Stations Sign 100% With ARTA

(Continued from Page 1) nee; KOMA, Oklahoma City, and KFXR, Oklahoma City, had been signed 100 per cent.

Negotiations are now under way with KOMA and KFXR.

Harris left Tuesday night for Amarillo, where KGNC, having had technicians signed 100 per cent, is having difficulties over dismissal of two men. Immediate union action is to be taken in the case which Harris states will be in the form of picketing of the station or filing of charges with NLRB.

WELI, New Haven

Billy Fields and his Cowboys are back in a Friday afternoon spot. Station also has the Rocky Mountaineers on Sundays.

Arthur Hoyt and his New Haven chorus air their first two concerts Dec. 12 and 19.

Golly, the Roving Reporter, now does five sponsored "Man in the Street" broadcasts weekly.

HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music in a Modern Manner MANAGEMENT ROCKWELL-O'KEEFE



Boake Carter bows off Philco Feb. 17—with the radio sponsor returning on the airwaves in August or September—five nites weekly—plus a "repeat" show for the west. Will Gabriel Heatter be Carter's successor?... Sheffield's "Billy and Betty" show is used on the coast for Safeway stores—and will also be recorded for sale... Jack Oakie-Camel Caravan is slated for some definite changes... Judy Starr will not lose her sight from latest reports. Only one eye was in danger... Movie star Loretta Young had one appointment with an advertising agency for a possible air show while in N. Y... Lucille Manners has been appointed chairman of the radio division to collect funds for tuberculosis work in N. Y... Jeff Sparks, announcer, celebrates his 12th year on the air this month... Jean Sablon is the only male in the Broadway play "The Women"—though he doesn't receive billing. His record, "Afraid to Dream," is used in the third act... Vitalis, with "For Men Only" show via the WLW line, is said to be moving the show over to NBC next month... Buddy Clark expects his wife, baby, nurse and car from the coast this week... Jerry Kruger made a new record with Duke Ellington's crew called "Watchin'"... A coffee program was so slow that it was necessary to add two extra coffee commercials to keep the audience awake!

Lou Handman tossed a "Chili Con Carne" party at his home the other evening which brought out Vaughn DeLeath, Norman Cloutier, NBC musical director, and Walter Hirsch, among others... The four left their guests, went over to the piano and in ten minutes a new tune was born... The quartet titled it "Now They Call It Swing" and Hirsch and Handman are the publishers... WCCO, Minneapolis, had its first mike-fright death last week when six 4H Club youths appeared on Florence Lehmann's "Ladies First" show. A prize-winning duck came along for sound-effects—did swell in the studio before the airing—but as it approached the mike—Mr. Duck collapsed—dead!... It was very distressing to the whole shindig of the Minn. Jnnior Livestock Show in St. Paul.

Warner Brothers approached Vick Knight, director for Eddie Cantor, on the coast Thursday and offered him the directorial plum on the Lucky Strike show... Cantor, who holds Knight's contract, refused to part... Kelvin Keach is due for his renewal on the NBCCommercial next week... Tommy Rockwell's time in the east is taken up with Ralph Wonders... Bill Gartland, salesman for Star Radio, promises the announcement of something entirely new in radio programs in tomorrow's issue of RADIO DAILY... Benny Davis and J. Fred Coots have a humdinger of a tune in "Though She Said No. No. No. in November—in December She Said Yes"—publication here copyrights the title for the boys... Henny Youngman claims he's been appearing at so many benefits recently that he became hoarse—and had to cancel two weeks' work—while some one states that Charlie McCarthy should sing more on his program—because he has such a marvelous "timber-voice."

The "Echo," newspaper published at the Texas State Prison for its inmates, now is using mats and publicity from WBAP, Fort Worth, through the efforts of Elbert Haling, publicity director for the station... Previously, paper didn't use pictures because of expense—or radio publicity either. Likewise, this is the first time station has had such an outlet—and WBAP is probably the only station in that sector (or other) getting breaks in a prison paper... Evan Fry, veteran KCKN, Kansas City, announcer and continuity chief, has been spending nights away from home working, and his small daughter raised up in bed the other nite with this query to Mrs. Fry: "Mama, don't we have a papa any more?"

GUEST-ING

FLORENCE RICE, with Tyrone Power in "The Truth Game," Nov. 21 (NBC-Blue, 9 p.m.).

CHARLIE RUGGLES, WESLEY RUGGLES and MARJORIE WEAVER, on Feg Murray program, Nov. 21 (NBC-Blue, 7:30 p.m.).

KAY FRANCIS and VERREE TEASDALE, in "First Lady," on "Hollywood Hotel," Nov. 26 (CBS, 9 p.m.).

ANGELO PATRI, on "Magazine of the Air," Nov. 26 (CBS, 11 a.m.).

OSCAR SHAW, ARTHUR CARON, LILIAN LAWRENCE and DURELLE ALEXANDER, on "Hammerstein Music Hall," Nov. 26 (CBS, 8 p.m.).

RENE MAISON, tenor, on "Hit Parade," Nov. 24 (CBS, 10 p.m.).

GEORGE HOUSTON, Grand National film player, on "Hollywood Showcase," Nov. 28 (CBS, 10 p.m.).

GRETE STUECKGOLD, subbing for Lotte Lehmann who has throat trouble, on Andre Kostelanetz program, Nov. 24 (CBS, 9 p.m.).

J. Harold Ryan Heads Ohio Broadcasters Unit

(Continued from Page 1)

the Columbus meeting include Warren P. Williamson Jr., WKBN, Youngstown, vice-president, and C. Robert Thompson, g.m. of WCOL, Columbus, secretary-treasurer.

KSTP, St. Paul-Minneapolis

Bee Baxter, conductor of "Household Forum," has moved into the living-room. In addition to her kitchen show five days a week, she now is airing a weekly 15-minute program on living-room furniture. Show is known as "In the Looking Glass," and interprets modern furniture in the light of historical personalities who had their influence on modern interior decoration.

Mrs. Mary Hulst, formerly with Minneapolis Tribune advertising department, is now on the Minneapolis sales staff.

Gordon Johnson, former radio maintenance man for Northwest Airlines, has come down to earth. He's on the KSTP payroll as control operator.

Ruth Wentworth, original Martha Logan for Formay and formerly with KFRC in San Francisco, now acting as Polly the Shopper on KSTP. Edith Shedlove, former gabber on the show, now in Gotham.

For Those Vacations from 55 On—Make Reservations Now!

Jules Hamburg - INSURANCE - JOHN 4-2800 BEekman 3-0375 80 JOHN ST., NEW YORK

PROGRAM REVIEWS

"HOLLYWOOD SCREENSCOOPS"

with George McCall
P. Lorillard Co. (Old Gold cigarets)
WABC-CBS, Tuesdays, Thursdays,
7:15-7:30 p.m.
Lennen & Mitchell Inc.

ANOTHER HOLLYWOOD GOSSIP PROGRAM: INITIAL AIRING A DISAPPOINTMENT.

Debut airing of "Hollywood Screenscoops" with George McCall turned out to be much less than the title indicates. Script, in addition to using the "strong" title, used the word "exclusive" often, all of which led the listener to believe he was to hear some hot news.

Items that John Montague resigned from his Hollywood golf club, that Rudy Vallee is seen around town with Gloria Youngblood, that Jack Oakie paid \$250 to join the Screen Actors' Guild, that Eddie Cantor has opened his second antique shop, etc., could easily come from press agents.

Latter portion of show was given to a preview of "True Confession," McCall called it a bull's-eye and had sound effects to go along with the mention. But the sound effects man beat McCall to the punch. It sounded more like a demolition bomb.

McCall's voice is not the best for radio, but if he peps up his material, listeners will overlook that. McCall also stumbled over his script and his throat clogged up a few times, but charge it off to nervousness.

Commercials again make you believe you are going to hear hot news. Opening plug was—"freshest Hollywood news by the freshest cigarets", and then went on to mention the double cellophane pack. Wendel Niles is the announcer.

KSTP's Novel Armistice Stunt

A novel stunt in connection with Armistice Day was broadcast by KSTP, Minneapolis-St. Paul. Instead of using the customary pause at 11 a.m. to denote the hour of the signing of the Armistice, station took its portable short-wave unit to the U. S. Veterans Hospital to show what had happened 19 years later. At the zero hour of 11 a.m., the disabled veterans opened the show with the singing of "There's A Long Long Trail," then went into a 15-minute yarn-swapping melee. Bob Murphy, announcer assigned to the job, handled only the opening and close. For the show, the vets passed the mike from wheel-chair to wheel-chair, telling about their adventures in the war. Show was highly effective, displaying gallantry, pathos, jollity and an occasional "What Price Glory" note of rough humor.

DON KERR

Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Six Star Revue
Fox-Fabian Professional Parade

☆ **PROMOTION** ☆

Now They DO Wake Up

If they don't wake up when Big Ben calls them, or even after more urgent promptings, WTMV has proven that their announcer can do it. As a matter of fact, it's being done every morning on the East St. Louis station with the program "Wake Up and Live." As part of the show, six names, picked at random from the telephone directory, are mentioned over the airwaves. Listeners are given half an hour in which to call the station if their names were chosen. And four out of six last week responded, drawing a hosiery award!

Program director Woody Klose acknowledges that this sounds rather difficult, but nevertheless the figures indicate that 60 per cent of the area's listeners are dialers to the station for this program, which is sponsored by Sears-Roebuck.

PHILADELPHIA

The Stewart sisters have joined WCAU and are heard twice weekly with Bob Golden and band.

Roy LaPlante of the WFIL production department recently married Myra Singer.

WCAU sportscaster Bill Dyer is arranging a schedule of Saturday afternoon basketball broadcasts.

Sam Serota, former "Brother Bill" of WIP and present dramatic coach at WHAT, hopes it's a boy.

Marjorie Evans is now featured weekly over WIP in her own program, "Song Stories by Marjorie."

Anne Taylor, heard every morning over WFIL, is making a series of disks for out of town station use.

Lawrence Witte, heard over KYW in "Mike Notes," is shortly to be heard over the network.

Bill Ware, WCAU announcer, is to be married Dec. 4.

Betty Philson, former member of the Uncle WIP hour, is now in Hollywood.

Dick Thomas, heard over WIP, formerly sang under the name of Dick Goldbann.

Gerald "Jerry" Moore has resigned as director of WFIL sales promotion to join the newly organized Continental News Service.

Andy Acari is now heard regularly over KYW with his accordion.

Taylor Grant, announcer at WCAU, has several songs that will be published shortly.

New director of women's programs over WDAS is Phyllis Foster.

Boake Carter has created a new game called "News" which is having quite a sale.

Ruth Webb is now heard over WIP.

Frances Carroll, WIP songstress, is now heard nightly over the station.

John Paul Weber is the latest addition to the WIP announcing staff.

Hal Simonds, WFIL sports commentator, has been given a one year renewal by his sponsors.

Radio Autograph Party

Book department of Auerbach Co., Salt Lake City, brought in the book-folk recently with a radio autograph party, airing over KSL. Stunt invited readers and autograph-seekers to visit book department and meet Don Blanding, noted Hawaiian lore poet, whose stuff is featured on station's Night Boat Show.

"Lucky Thirteen" on WCNW

WCNW, Brooklyn, airing daily shots for 13 Century Circuit Theaters, has worked interesting tie-up in form of "mystery" record, played during the fifteen-minute program. First 13 listeners to call up while record is still being played, receive passes for one of the thirteen theaters.

KANSAS CITY

Fred Edwards, new KMBC announcer, marries Doris Stauffer, New York radio singer, Dec. 6.

Jerry Burns, KXBY program director, lost his mother a few days ago.

Jimmie Johnson has resigned from KCMO sales staff.

Harry Clifford, KXBY station manager, back on the job after an illness.

Fred L. Edwards of Dallas has joined the KMBC announcing staff.

Dorothy Cooper Brient has succeeded Carmen Fry, who will be married, as secretary to Don Davis, WHB president.

Gene Moore is featured at the organ in a new Gorman Furniture Co. program on WHB, making three commercials for the firm. Gene Crum, free lance announcer, has been signed for the three daily broadcasts.

John Dillon, formerly at KGNO, Dodge City, Kan., and KFH, Wichita, has joined the KCKN announcing staff.

Paul Henning, KMBC announcer and continuity man, has resigned to join continuity staff of Needham, Louis & Brorby agency, Chicago.

Tom Kelly, recently on WIBW as sports announcer, has been named KCMO news announcer to succeed Frank Cooley, who resigned to go to Colorado.

Tom Kelly and Moreland Murphy will conduct a new KCMO sponsored "Man on the Street" from lobby of Newman Theater.

A. F. Schliecker, KCMO sales manager, is preparing a series of brochures on the station's features.

KCKN is opening an hour earlier every week day to broadcast a new time signal and musical ET request program, "The Crack o' Dawn," with Russ Davis as pilot and John Larkin as co-pilot.

ORCHESTRAS MUSIC

LOUIS PRIMA, whose hot swing band was the first to hit the airwaves as the result of his initial success two years ago at the Famous Door in New York, has returned from Hollywood picture work to open at the new Famous Door, which premieres Thanksgiving night. Prima's swing will have a coast-to-coast outlet from the night spot.

Edward B. Marks Music Corp.'s popular music department is rolling along full steam under the able direction of Sid Lorraine, professional manager. Lorraine returned recently from a midwest trip, visiting branches in Chicago, Cleveland, Detroit and St. Louis, and reports widespread interest in "Tears in My Heart" and "The Snake Charmer," both written by Teddy Powell and Leonard Whitcup. The Larry Clinton arrangement of latter number has made a hit. Marks is now issuing "You Started Something," melodic fox-trot by Emery Deutsch and Jimmy Rogan. The Lucuona waltz, "It's No Secret That I Love You," also is reported catching on.

Henry Busse winds up a run of more than three years at Chicago's Chez Paree this weekend and Maurie Stein, who has run relief band, takes over with an expanded orchestra in his place and on NBC pickups. Gracie Barrie becomes emcee, taking over for Don Huston. Benny Fields stays on.

Victor Arden has been renewed for the third time as the director of Musical Moments, the transcribed series formerly conducted by Rubin-off (sponsored by Chevrolet) and now heard over 350 stations from coast-to-coast. The program features Victor Arden, the Songsmiths quartet, Graham McNamee and guest stars.

Ernesto Lucuona, noted Latin-American composer, arrives in this country soon after Thanksgiving for an extended visit. Edward B. Marks Music Corp., which publishes most of his works, is arranging to have him as guest star on several radio programs.

Ozzie Nelson and his orchestra will be heard in a twice-a-week late-hour sustaining program from the Coast beginning Nov. 24, when he opens at the smart Beverly Hills Victor Hugo supper club. These broadcasts will supplement Nelson's regular commercial program heard Sunday nights.

D'ARTEGA

AND HIS
ORCHESTRA
Admiracion Shampoo
Sunday 6:30-7 P. M.
MBS-WOR
Office, CH 4-5155



TOM WALLACE becomes producer of "Hollywood in Person," with which he has been connected in various capacities, succeeding Clay Osborne, resigned, on the CBS transcontinental program for General Mills.

Vyola Vonn gets a term ticket with Eddie Cantor after appearing as "Fifi" a time or two for Texaco.

Bill Bacher and his radio staff move into new bungalow quarters at M-G-M, concentrating scattered personnel under one roof.

Mark Kelly, onetime sports editor of the Examiner and now a movie scenarist, is going on the air with a weekly sportscast over KNX and the CBS Pacific Coast net each Wednesday night.

KMPC now has a "Better Music Hour" of recorded music from 12 midnite to 1:00 a.m. for the benefit of those who prefer the classics to dance bands.

Irving Fogel Radio Productions, holders of the foreign rights to the "Charlie Chan" series, closed a deal with Pan-American Radio Productions for its release in the Latin American countries. Episodes will be translated and recorded in Spanish. Australasian rights have gone to Broadcasting Service Association Ltd. of Sydney.

Associated Cinema Studios is completely re-equipping the plant with General Communication Products equipment. The added facilities and newest developments in recording being installed will make Associated still more important in the field. General Manager Frank Purkett flew back to Chicago with some of the new waxes in his luggage.

KEHE has set two new transcribed shows. "Stars Over Hollywood," with Lila Lee, Duane Thompson, Frederick Shields, Charles Carroll, Joseph Kearns, Verne Fulton and John Gibson, and written by the late Gene Carman, is on a Monday-Wednesday Friday schedule at 11 a.m., and "The House of MacGregor," with Norman Field, Barbara Luddy, Frederick MacKaye, Bruce Paine, Beatrice Benauderet, Edwin Max, Frank Nelson, Alvia Allman and Charlie Lung in the cast, is aired Monday through Friday at 7:45 p.m.



Greetings from Radio Daily

November 18

Sue Tohrner

Jean Ellington

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

KCRC—Enid, Okla.

1,350 Kc.—250 Watts

CRAIG CAMPBELL, Manager
RALPH ROGERS, Program Director

KKCRC, owned by The Enid Morning News and Enid Daily Eagle, Enid, Okla., is located in a prosperous milling town which is the center of a \$20,000,000 wheat area. It has developed from a part-time station to its present full-time status. A new vertical Blaw-Knox radiator installation is its latest addition to equipment.

Since its inception it has developed a number of outstanding local programs, including Forrest Warren's news broadcasts twice daily now in its fourth year; Ivan Harrington, who is completing his sixth year at the studio organ; Aunt Summy "Housekeepers Chats" by Mabel Waken, in its eighth year, and remote control broadcasts of sports events.

Station is affiliated with the Oklahoma Network and the Mutual Broadcasting System.

Ralph Rogers is program director with Craig Campbell as manager.

WMFF, Plattsburg, N. Y.

Plattsburg's radio station, "The North Country's Own Station," operated by Plattsburg Broadcasting Corp., has the call letters of WMFF: the outlet was inadvertently designated as WMNF in recent writeup.

Since its construction permit was granted in 1935, Plattsburg Broadcasting Corp. has had the following officers: E. H. Bragg, president; L. F. Bragg, vice-president, and George F. Bissell, secretary-treasurer. The foregoing and B. W. Bissell are stockholders of the corporation.

Incorporation actually took place in 1932, with E. H. Bragg, L. F. Bragg, A. H. Marshall and J. C. Agnew as the incorporators.

SAN ANTONIO

Johnny Boyer has been made chief announcer at KTSA, according to Tommy Hudson. Tol Ware leaves for Dallas to join Interstate Circuit of theaters.

Joe (Uncle Bob) Luther is back on KABC, wordslinging for Iscke Bros. Co., representing Santa Claus and Toyland.

KONO is airing a series of English recordings under the caption of "Britain Swings It."

WLBC, Muncie, Ind.

Ken Williams and Henry Marks, announcers, were selected to handle the special 11th Anniversary program of WLBC.

Don Russell, local salesman, busy booking talent for personal appearances.

Bill Craig, commercial manager, working hard for Lions Club Milk Fund Drive.

E. Pierre deMiller, news editor, devising a new program for women.

Ottis Roush, chief announcer, gave basketball fans treat by broadcasting the opening practice session of the Muncie H. S. squad.

WBAL, Baltimore

Broughton Tall has written a series titled "Treasures from Trees," now being sponsored by Minch & Eisenbrey, furniture house.

Edwin M. Spence, station head, sent a message to all staff members thanking them for their support in Community Fund Drive. Spence is chairman of the broadcast division.

LOUISVILLE

Ray Hunt, emcee on WHAS Kentucky Play Party, WHAS Saturday night hillbilly show, joined local station after announcing at WGN and KMOX.

Bill Sherman, WGRC chief announcer, manned the mike for Armistice Day parade, and played part of auctioneer in YMCA drive.

Mother of Bill Bond, WAVE announcer, underwent operation. Ford Bond, NBC spieler, in town for few days until his mother is out of danger.

George Patterson and Burton Blackwell, WAVE announcers, now sponsored by local coffee concern with their "Man on the Street."

Cousin Emmy, formerly with Georgia Wildcats, now airing her own hillbilly band over WHAS.

Louisville Civic Theater airing dramatic sketches over WGRC each Sunday afternoon.

Bob Atcher back on WHAS after summer tour under canvas with Hank Keene's Gang.

KIUL, Garden City, Kan.

The past month set a new record in the station's history for sponsored time and spots.

In addition, KIUL has extended its good neighbor policy to Scott City, Kan., for an hour's sponsored program every Friday afternoon, and as soon as arrangements can be made other cities will join this "Remote Program Service."

Station is carrying all home games for the football season, with more than 40 merchants sponsoring.

The "Barn Dance" is still packing the Ritz Theater every Wednesday night.



CHANGES in Fibber McGee show lineup, Clark Dennis going in for Ted Weems' Perry Como, due to plans to shift show to west coast. Idea is to build a permanent company.

Manuel & Williamson Harpsichord ensemble, lopped off during recent economy move, are to be restored to schedule shortly after first of year.

Bruce Kamman, Professor Kaltmeyer, has made the down payment on a trailer which he intends to use to transport the Kindergarten company on personal appearance tours.

Paul Dowty, CBS announcer, will be m.c. for the Northwestern University Purple Ball to be held by alumni at the Drake Hotel tomorrow.

The Maple City Four, rural ballad singers of the WLS National Barn Dance, headed for Hollywood where they will make a movie featuring Gene Autry.

Don McNeill, emcee of the NBC Breakfast club, went to St. Louis for a special radio appearance.

Gardner (Mike) Cowles, Des Moines publisher and broadcaster, in Chicago looking after interests of Look. No decision yet on a network show for the magazine.

Frank Falknor, WBBM chief engineer, and Jack L. Van Volkenburg, assistant to H. Leslie Atlans, CBS v.p., off to northern Michigan on a duck hunting trip.

Hal O'Halloran, former chief announcer at WLS, later at WCFL, has joined the CKLW staff at Detroit-Windsor.

Songstress Gale Page to make an appearance at Casino club tomorrow for Lumbermen's Mutual Casualty.

Sylvia Clark and Gene Arnold of NBC to appear at Racine, Wis. for Kiwanis on Nov. 30.

Bob Dyrenforth of "Arnold Grimm's Daughter" has just returned from a "movie location." He made a picture for a tractor concern at Lebanon, Ind.

E. O. Fay has been upped to advertising manager at the Rudolph Wurlitzer Co., which uses radio on various stations.

Edward L. Foersch, president of Radiad Service, Chicago, and Miss Betty Sahn are newlyweds.

Expansion

Announcer Ben Grauer's sign-off line for the "Magic Key of RCA" program on NBC-Blue each Sunday afternoon, which formerly read, "In radio, it's RCA all the way," has been amplified to, "In radio and television, it's RCA all the way."

NEW BUSINESS
Signed by Stations

WNAC, Boston: Quaker Oats, ETs; Best Foods, announcements, through Benton & Bowles; Chrysler, announcements, through J. Stirling Getchell.

WBZ-WBZA, Boston: RCA Mfg.; Philadelphia & Reading Coal Co., announcements, through McKee & Albright; Gordon Mfg. Co., announcements, through Ad-Craft Service; Refrigeration & Air Conditioning Institute, through James R. Lunke & Associates; Bosco Co., announcements, through Kenyon & Eckhardt.

KSFO, San Francisco: Van Camp Pork and Beans, "Charlie Chan," ETs, through Raymond R. Morgan.

KJBS, San Francisco: Alka-Seltzer, spots, through Walter Biddick.

WFIL, Philadelphia: Lever Bros. (Spry), spots, through Ruthrauff & Ryan; Brown & Williamson Tobacco Co., comments, through BBD&O; Procter & Gamble (Lava Soap), spots, through Blackett - Sample - Hummert; B. C. Remedy, talk, through Harvey, Messangle Co.; John C. Baker Co. (cod liver oil), ETs, through Carter Thompson; Colgate - Palmolive - Peet (Supersuds), spots, through Benton & Bowles; American Oil Co., spots, through Joseph Katz; Chevrolet, ETs, through Campbell-Ewald; Taylor Provision Co., ETs, through Carter Thompson Agency; A. Schoenlut Co., interviews, through Carter Thompson Co.

WBAP, Fort Worth: Rit Products, ETs, through Earle Ludgin; Stufflebeme Bros., announcements; Swift & Co., announcements, through J. Walter Thompson; Penick & Ford Co., ETs, through J. Walter Thompson.

KSL, Salt Lake City: Auerbach Co. (toys); Chicago Engineering Works.

KVOD, Denver: Grove Lab.; Brown & Williamson.

KXBY, Kansas City: Gerald L. K. Smith, talks; Hoyland Milling Co., "Frank Farrell," ETs, through Russel C. Comer Agency.

KTSM, El Paso: Rexall; Log Cabin Syrup, spots; Magnolia Petroleum, spots; Omega Oil, spots; White King Soap, programs.

WGN, Chicago: Smith Bros. (cough drops) Quin Ryan's News Commentary, through Brown & Tarcher, Inc.; URE Druggists, Inc., announcements in "Musical Mail Box," through C. Wendel Muench & Co.

WMAQ, Chicago: Chrysler, Railway Express Agency, weather reports; Hill Cold tablets, announcements.

WENR, Chicago: RCA-Victor, ETs.

KMBC, Kansas City: Aines Dairy, "Terry and the Pirates," ETs, through Stack-Goble; Madonna Tomato Paste, Zeke Manners, ETs, through Klinger Advertising Agency.

WHO, Des Moines: Morton Salt Co., "Morton's Time Service," through Wade Advertising Agency.

WHBF, Rock Island

Ralph Childs, in charge of news, is producing and broadcasting a new show, "Pressroom Echoes," three nights weekly. Material is taken from old newspaper files, with news items and local gossip given in a friendly and informal manner by Childs and Forrest Cooke.

Moline's municipal high school has built a special broadcasting booth in its football stadium, so WHBF's men don't need to worry about the weather now when airing from there. Ernie Gray, WHBF chief engineer, helped design the booth.

RADIO PERSONALITIES

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

ALBERT W. MARLIN

ALBERT W. MARLIN, manager of WMAS, Springfield, Mass., a CBS affiliated station, has had a varied career in radio. He studied for the concert stage for six years, as well as majoring in economics at Washburn College, Topeka.



Trained by his first love, singing.....

In 1929 he followed Fay's advice by joining WHEC in Rochester as an announcer and later took charge of the continuity department. He stayed a year and then went to WOKO in Albany as chief announcer and studio director, leaving three months later to go to Boston as an announcer with the Yankee Network. He worked his way up to production supervisor in charge of announcers at WNAC.

In 1933 he went to Springfield as station manager for WMAS, then less than a year old. Aided in the growth of the station to one of the foremost in the Columbia chain. Recently supervised the moving of the station to new and larger quarters.

Is married, has twin sons (but hopes they won't be radio announcers), interested in civic work and is thinking of going back to singing.

WTMJ, Milwaukee

Myrtle Spangenburg, soprano, is back on "Morning Melodies" following a severe cold. Ditto George Comte, announcer.

Don Chase, night operator, has his non-commercial pilot's license.

Heinie and His Grenadiers, invading Cicero, Ill., were defeated with an S.R.O. sign at Olympic ballroom.

Russ Winnie, ace sportscaster and all-around mike man, did five diversified "special" shows, most of them at remote points, the other day, taxicabbing from spot to spot.

Bill Evans, announcer, chosen to emcee the new early morning "Top O' the Morning," is infanticipating.

Harry Eldred, publicity director, is papa again. Another girl.

Russ Leddy, actor, is doing special stage promotions for Fox-Wisconsin neighborhood theaters.

Bill Evans, gifted ad libber, will emcee the new morning program, "Top o' the Morning."

Eddie Thompson welcomes as guests on his "Behind the Mike" shows, Deborah Keith, acting star of "Junior Nurse Corps," Jack Fulton of "Poetic Melodies" and Paul Skinner, WTMJ tenor star.

Jean O'Day, comedienne, is doing series of one-minute dramatized commercials while waiting to step into another variety show.

Larry Teich and Jack Martin are busy with appearances of "Our Club" all-stars, composed of young hopefuls possessing air buildup.

WSPD, Toledo

Otis Taylor, 11-year-old accordionist, will be featured with the Trick Brothers Accordion Band in a new Saturday program.

Reta Ray, swing singer, is recovering from an operation. Alma Cooley is pinch-hitting.

WCLE, Cleveland

Wanda Furniture Co. has contracted for the daily 8:45 a.m. spot to air a new musical show to be titled "Polish Memories."

Wayne West, 224-pound artist, is recovering from a minor auto accident. He was struck while walking on the street.

Don Dewhirst, baritone, has been engaged by the Lima Bach Choral Society to sing the Christmas oratorio in the Lima auditorium, Dec. 26.

Carl Mark, announcer, is in New York this week on a week's vacation, visiting friends.

Announcer Guy Wallace takes the WHK-WCLE mobile unit to Cleveland dine and dance spots for vox pop interviews sponsored by Movie-land Fur Studio over WHK. Theater tickets are given to persons interviewed on the show. Same firm airs a boy-and-girl act, Tom and Sally, over WCLE daily.

WSPR, Springfield, Mass.

The Radio Workshop class of Commerce High School has begun its 1937-38 series.

Billy Fields and his Radio Cowboys, airing over the station, are swamped with engagements.

The new Holyoke Hour, a participation program for the merchants of Holyoke, Mass., has gone over with a bang—the merchants have taken more time.

JOHN B. HATCH ASSOCIATES

An agency serving a N. E. clientele. Specializing in radio broadcasting advertising.

(Send for booklet)
581 Boylston Street, Boston, Mass.
Commonwealth 0466



If you are in radio you will find the coming 1938 RADIO ANNUAL indispensable as an informative and statistical Guide throughout 1938.



... distributed complimentary to Radio Daily subscribers as part of Radio Daily service.

PITTSBURGH

George Fischer, "Hollywood Whispers" gossip mikeman, staying here at the Palace Hotel while visiting friends.

Harry B. Smith's "Sport Headliners" show moves back an hour to 9 p.m. on Thursdays.

KFRCapers: The KFRC Players are working evenings at the Titan Recording studios to satisfy demand for the program "25 Years Ago" on various stations throughout the country. Producer Max Graff has to keep several disks ahead. . . Ben Harkins is writing, directing and playing the male lead in "Jack and Adele," musical comedy show heard on the net thrice weekly. He also has his "Irish Minstrel" program, interviews dozens who have new ideas for radio, and helps produce "The Phantom Pilot" program.

Orel Phillips of Chico has joined the KJBS staff as announcer-producer.

With promotion of Vann Connors to production manager at KQW, San Jose, Dick de Angelis has taken over the KJBS newscasts.

Walter Rudolph's ork on KYA has been augmented to 20 pieces for his "Chez Rudolph" program over CRS.

Elton McGeen, harmonica player with Dude Martin on KSFO, is teaching mouth-organ pupils at Sherman-Clay Music Co. store.

CINCINNATI

Al Bland, pilot of "Dow's Dawn Patrol" over WKRC, stayed on the job despite doctor's orders that he remain in bed after an attack of food poisoning.

Santa Claus gets off to a flying start over WCKY on Dec. 1, with Larry Kitchell as Santa in a nightly broadcast sponsored by Alms & Doepke store.

Frankly Stewart is singing hymns in a twice-weekly program for Kentucky Sales & Service Co. over WCKY.

"News for Executives" is a new WCKY program sponsored by Charles E. Smith & Sons, men's furnishings.

ONE MINUTE INTERVIEW

RUSSELL PRATT

"Children's radio programs should be judged on the same basis as children's literature. Criticism, to be effective, should be specific, and the recent criticisms made should offer something to supplant that which is condemned. An organization which criticized the prevailing type of children's serials not so long ago, was invited by a large station to create the ideal type of serial. The program was written and produced once, which seemed to be sufficient."



Coast-to-Coast



NADINE CONNER and Wilbur Evans again team their vocal talents next Sunday night on Vick's "Open House" over CBS. Jeanette MacDonald is still busy on her film.

Gladys Swarthout will interrupt her movie-making to appear on the Ford Sunday Evening Hour over CBS on Nov. 28. Miss Swarthout's forthcoming film is "Romance in the Dark," with John Boles and John Barrymore.

Nancy Wicker, 11-year-old daughter of the Singing Lady, will make her radio debut in her mother's program next Sunday. James Meighan, Charles Warburton and Teresa Keane also will be in the play, "The Magic Fishbone."

Jerry Lawrence, CBS wordstinger, is often heard rushing through the CBS corridors calling "Clear the way! The Junior G-Men are coming!" If anyone stops him, Jerry flashes the "Junior G-Man" badge he received while announcing the show.

Al Angel, brother of Mountain Pete, maestro of the WXYZ (Detroit) Mountaineers, and Billie Hudson, model, are engaged.

Alec Templeton, blind British pianist, jumped from the WLS "National Barn Dance" in Chicago last Saturday to the swanky Rainbow Room in New York. Manager Stanley Worth accompanied him by plane.

Martin Starr, on his WMCA "Gangplank" program yesterday, interviewed Walter O'Keefe, who is en route to Europe for a vacation before starting on the Packard show.

NBC Production Men Get "Director" Title

(Continued from Page 1)
recognition of their importance. Group is headed by William S. Rainey and other prominent members include Charles Warburton, Lester Vail, James Church, Joseph Bell, Carlo Edwards, Edwin Dunham, Harry MacFayden and others.

KOH, Reno

Thirty University of Nevada students have formed a Radio Guild for the purpose of producing all-collegiate shows on KOH, McClatchy-owned station. The group will receive instructions in microphone technique and script writing from Emerson Smith, production manager, under the arrangement effected between Wally Warren, KOH manager, and Walter Clark, president of Nevada U. Station jointly sponsors the weekly "Nevada Unlimited Is On the Air" with the State of Nevada. Program dramatizes the colorful history of the state and is heard each Thursday night at 7:30.

O'Keefe said he will stay away from radio mikes entirely while abroad.

"Little Known Facts about Red Cross," being aired by the Factfinder on his broadcast at 6:15 tonight over WXYZ and the Michigan Radio Network, will be broadcast by special arrangement the following night over WGAR, Cleveland; WJW, Akron; WHBC, Canton, Ohio, and WKBM, Youngstown.

"Arabesque," recently revived over WGL, Fort Wayne, by Fort Wayne Morris Plan, in a test prior to return of the feature to the networks, had its premiere before "the largest studio audience ever attending a locally originating program," according to the Fort Wayne Journal-Gazette. Radio Events Inc. handles the script.

Tyrone Power's appearance for Woodbury's "Hollywood Playhouse" next Sunday night over NBC will be in "The Truth Game," romantic comedy by Ivor Novello.

"How Wives Share Their Husbands' Careers" is the title of a new series of programs which will be given over WHN under the auspices of the Advanced School of Education of Teachers' College of Columbia University, starting tomorrow at 11:15 a.m.

Doris Jenkins, a Roy Campbell soloist, is currently vocalizing at "The Place" in Hempstead, L. I.

William S. Cherry, owner of WPRO, Providence, is donating some unused transmitting equipment to the Rhode Island State Police for its proposed new station. WPRO recently installed new facilities.

Store Chain Is Using 5 Shows Daily on WIL

(Continued from Page 1)
to their original stock of tires and auto accessories. S. & L.'s latest expansion includes men's clothing. Their advertising budget has increased proportionately and now they are using five programs daily on WIL.

KDYL, Salt Lake City

Al Priddy, announcer, recently married, already searching about for new hobby—and found it, in philately. Ted Kimball, announcer, for years identified with children's programs, now "Matey Ted" on S. S. Santa show. John Blair of John Blair & Co., George Boling, in charge of the New York office, and Lindsay Spight, John Blair's San Francisco exec., all in visiting KDYL, which station they represent nationally. Frank Austin, sports commentator, on flying trip to Denver. Jack Gregson, announcer, spending week-ends rabbit shooting.

PITTSBURGH

Ed Rowland, advertising manager of W. W. Lawrence Paint Co. and who advertises himself as "America's No. 1 Autograph Collector," has been signed by a food account to start on KDKA around Dec. 1. An orchestra of 16 pieces plus a dramatic cast will highlight some of Rowland's adventures in obtaining autographs.

Another trio has been added to Victor Brewing Co. production on WCAE, Wednesday nights, bringing the cast in this show to 37. Called "A Night at the Inn" and featuring Earl Truxell's Orchestra, The Three Little Maids, Tom Tarshis, Bob Carter and Announcer Cliff Daniels heading a dramatic troupe, roster is the biggest ever used on a local show outside of Pittsburgh Symphony network programs last year. Virginia Dahlman coaches the voices. Program is the pet production of W. Earl Bothwell.

Fred Waring's stooge, Art MacFarland, has created a sensation with his heckling on the Stanley Theater stage and Fred has included him in coming radio auditions.

Victor Saudek, radio's first orchestral conductor, originator of the "Little Symphony" idea on KDKA in 1920, was starred on the Pittsburgh Symphony program this week, playing Ravel's "Bolero" under the direction of Mexicano Chavez.

NEW ORLEANS

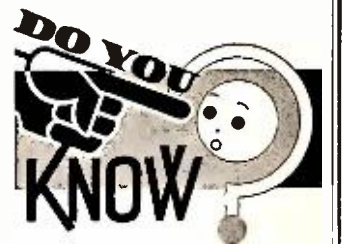
Merwin (Dutch) Andrews, who toots a trumpet, has entered the night club field taking an owner's interest in the Roxy, while he conducts the band and airs over WDSU. This makes the third of the local maestros to own interests in their spots and prompts the comment from others that it is a certain way of holding a long engagement.

Edwina Shields, soprano of WWL here, is back on sustaining after a commercial signed off.

KIRO, Seattle

Johnny Forrest, "The Man from Wyoming," has passed his 5,000th news broadcast.

"KIRO Louie," who takes to the air at 6 a.m. every week day for 45 minutes of "Hits, Misses and Hisses," sense and nonsense plus music, has attracted quite an audience. He is assisted by Carl Christopher, announcer, and Dave Fields, technician.



Dr. Karl Reiland is the only clergyman with network sponsorship by an industrial corporation. Pepperell Mfg. Co.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 100

NEW YORK, N. Y., FRIDAY, NOVEMBER 19, 1937

FIVE CENTS

Profit-Sharing for Hearst Group

Looking On ... AND LISTENING IN

KID PROGRAMS Agitation against the blood-and-thunder type of children's radio programs is getting stronger and emanating from more directions than ever before.

Educational organizations, civic groups, women's clubs and other bodies as well as individuals are taking up the cudgels.

The situation can no longer be ignored or explained away. It's like the movies' gangster story era, and will cause just as much trouble unless something is done in time. And while the doctors are about it, they might extend their attention to some of the adult dramatic fare that is similarly afflicted.

RADIO PREFERRED If there should be a widespread adoption of Judge Hugo Black's precedent in choosing radio for his talk, so the public would get his words without being subjected to distortions or omissions that usually happen in partisan newspapers, radio will find itself in a new and highly important phase of development.

Tennessee already has taken strongly to the sentiments of Judge Black, with WSM and its listeners getting the benefit.

And have you noticed how the political "fireside chat" idea is catching on?

SUSTAINING It is not always the question of price that keeps an unusually good sustaining program from finding a commercial sponsor.

More often, the reason is that the network or station lacks the salesmanship to market the show.

There is a strange hallucination in sales departments that when a program has run for a long time on a sustaining basis, the chances of selling it are nil.

Sponsors, it is argued, want something different. And so a lot of sponsors are paying for shows that aren't half as good as many sustainings. —D. C. G.

2 CANADIAN RADIO FIRMS MERGED INTO ALL-CANADA

Important radio merger in Canada, bringing together two of the Dominion's leading radio firms, United Broadcast Sales and All-Canada Broadcasting, has been consummated, with H. R. Carson as general manager of the concern. Merged organizations are called All-Canada Radio Facilities Ltd. and will represent in
(Continued on Page 3)

FCC Again Holds Off Segal-Smith Decision

Washington Bureau, RADIO DAILY
Washington—Though FCC Chairman Frank R. McNinch had stated a decision in the Segal-Smith case was to be made known this week, announcement is being withheld until
(Continued on Page 3)

Warner-Luckies Show Adding More Stations

West Coast Bureau, RADIO DAILY
Los Angeles—"Your Hollywood Parade," the Warner Bros. talent show for Lucky Strike cigarets, has had its debut postponed a week to Dec. 8, on NBC-Red, 10 p.m., to permit a
(Continued on Page 2)

WMAZ Signs With Devine

Macon, Ga.—WMAZ has signed a contract with J. J. Devine & Associates Inc. as its national representatives. The connection becomes effective Jan. 1, according to E. K. Cargill, president and manager of the 1,000-watter.

Sterling Products Starting Radio Activity in Canada

CBC Stations Permitted Own News Organizations

Montreal—Permission to set up their own news gathering organizations is granted to Canadian stations under clauses relating to the transmission of news by radio issued by the Canadian Broadcasting Corp. Stations are barred from transmitting news published in newspapers or collected by any paper or news agency except such news bulletin releases
(Continued on Page 2)

Elliott Roosevelt Reveals Plans for Divvy Among Employees in the Southwestern Stations

JOHN SWALLOW APPOINTED NBC COAST PROGRAM MGR.

West Coast Bureau, RADIO DAILY
Los Angeles—John Swallow, NBC studio manager, has been upped to a new berth as program manager of the western division by Donald E. Gilman, vice-president, who announces that increasing volume of production here necessitates added executive supervision. Swallow was the first network employee in Hollywood, joining the company in 1932
(Continued on Page 3)

1937 Radio Set Sales Running Below Year Ago

Due to consumer resistance to higher unit prices as a result of mark-ups throughout the industry, together with reduced consumer purchasing power because of generally higher prices, sales of radio sets this year will fall below 1936 in dollar
(Continued on Page 3)

KOMA Is Enlarging

Oklahoma City—KOMA has leased the entire 24th floor of the Biltmore Hotel here and is remodeling entire floor into new quarters. In past, station has been using half floor.

Oklahoma City—Elliott Roosevelt, director of Hearst Radio stations in the southwest, says the company is working on plans for a profit-split for employees. Scheme, not as yet fully worked out, will provide that as each station climbs deeper and deeper into black figures on ledger, bonus checks will be given employees involved in increased business of station. Roosevelt states more complete details will be announced within the next two weeks.

RADIO SALES TO BRITAIN UP SHARPLY SINCE 1929

Washington Bureau, RADIO DAILY
Washington—Exports of radio apparatus to Great Britain last year totaled \$2,901,000, compared with \$631,000 in 1929, the State Department said yesterday in connection with announcement by Secretary Cordell Hull that the U. S. plans negotiations for a reciprocal trade treaty with Great Britain.

A new treaty also is planned with Canada, which imported only \$2-321,000 worth of radio apparatus last year, against \$10,784,000 in 1929.

Promotion for Milton Burgh

Milton Burgh of the NBC-Radio City news and special events department on Monday will be promoted to the post of news editor. Burgh has been acting in that capacity for several weeks.

Under his new assignment he will handle Sunoco, Esso and Press-Radio news reports plus the news commentator programs.

Trailer Studio Tour
Chicago—A tour of various larger cities in this area is planned by WBBM, which will record programs for airing later in salutes to the respective communities. Mayors and other leaders will be interviewed and industrial plants and points of interest will be described. Ken Ellington will be in charge of the productions.

Sterling Products will start an intensive Canadian sales campaign over 11 Dominion outlets on Nov. 22, the products being Phillips Milk of Magnesia and Dr. Lyon's Tooth Powder. Contracts are for a 15-minute period five days weekly for 52 weeks. Deal was signed through Weed & Co., station representatives, and is the first time Sterling Products has used Canadian stations to advertise these two wares. Magnesia product will get the benefit of three
(Continued on Page 3)

WSYR Scores Beat
Syracuse—Breaking into a commercial program, WSYR flashed to its listeners the story of the capture of kidnapers John Oley and Harold Crowley less than 15 minutes after catch was made, scoring a radio beat. Later WSYR announcers interviewed one of the arresting officers, James J. Heffer, a full hour ahead of opposition.



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Thursday, Nov. 18)

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd., Stewart Warner, Westinghouse, Zenith Radio, OVER THE COUNTER, Bid, Asked. Includes Net Chg. column.

Godfrey in New Series

Washington Bureau, RADIO DAILY. Washington—Arthur Godfrey has been signed for a series of quarter-hour programs, 8-8:15 a.m., on WABC beginning Nov. 30, sponsored by three different products, Tuesdays through Thursdays, in this order: Tuesdays, Kreml; Wednesdays, Barbasol; Thursdays, Musterole and Zemo.

Godfrey will pipe his program to WABC from WJSV. Erwin. Wasey & Co. placed the account.

Three Cheers in New Series

San Francisco—The Three Cheers (Hale, Derry and Hanna), harmony singers, will be heard in a new series starting Nov. 22 at 7:15-7:30 p.m. over NBC-Blue coast-to-coast.

WNEW Religious Series

"God Behind the Headlines" starts at 9:45 tomorrow night as a new weekly series on WNEW. Program features Dr. B. M. Heald, traveler and minister of the Seventh Day Adventists.

MARTIN BLOCK'S "Make-Believe Ballroom" A WNEW FEATURE 1250 Kc. 10 TO 11 A. M. 6 TO 7:30 P M

Radio Does Sell Groceries

Kansas City, Kan.—Following success of the Amateur Contest programs on behalf of 110 Kansas Service Grocers, who commissioned KCKN to attract crowds to a Food Fair held to celebrate the opening of their new warehouse, President W. W. Smith of the grocers' organization said: "The results were astonishing and prove conclusively that local radio can be used to sell groceries. I am frank to admit that I had no idea that there was such tremendous interest in radio programs."

The six-day fair attracted crowds totaling 35,000, and 50,000 ballots were distributed to listeners, who had the privilege of voting for the amateurs with each \$1 purchase.

CBC Stations Permitted Own News Organizations

(Continued from Page 1) ed for broadcasting by various bureaus of Canadian Press, or gathered locally. Arrangements may be made with local newspapers for collection of local news.

Melton for Detroit Expo

Detroit—James Melton has been signed as the star attraction for the fourth annual Detroit and Michigan Exposition, to be held Jan. 21-30 in Convention Hall. Other stars are being booked by the exposition, which has become a major event here.

Melton drew big business at the RKO Palace, Cleveland, the past week, despite stiff opposition which included Dick Powell and Joan Blondell at the Auto Show.

Store's Anniversary Splurge

Shawnee, Okla.—All available spots on KGFF for a six-day period were bought by Mammoth Department Store, biggest department store here, to celebrate its 42nd anniversary. Store also used nearly nine pages in the News-Star, affiliated with the station. Mammoth has been using KGFF regularly since station opened seven years ago.

Irving Rubine Resigns

Irving Rubine, former assistant to Robert Taplinger in the latter's New York publicity offices, has resigned from the Tom Fizdale organization to join Warner Bros. publicity department under Taplinger on the west coast. No replacement as yet named.

Courtney in New Series

Alan Courtney of the "Jojmakers" daily program on WNEW will be heard in a new weekly group of night programs over the station starting Nov. 24 at 9:30 p.m. New show, titled "Show-window", will originate from the stage of the New Casino Theater, Brooklyn.

Frances Langford Heads Poll

West Coast Bureau, RADIO DAILY. Los Angeles—A poll conducted by the Santa Barbara News-Press placed Frances Langford at the top of the list of radio's popular singers. In the operatic field, Jeanette MacDonald and Lily Pons ran 1 and 2.

Cowboy Tom Back on WINS

"Cowboy Tom's Roundup" returns to WINS on Monday at 4:30-4:45 p.m. as a daily feature.

Warner-Luckies Show Adding More Stations

(Continued from Page 1) larger list of stations to carry the broadcast.

John Clark, president of Transamerican, together with Don Becker, production chief, and Herman Starr, Warner v.p., have arrived from the east in connection with the program.

D.A.R. Allegiance Campaign

Dorothea Lawrence, the singer, in behalf of the D.A.R., of which she is a member, launches a "Pledge of Allegiance" radio campaign next week in Chicago. She will open the broadcast with a pledge of allegiance to the American flag in which she'll be followed by all in the studio and on the program.

1,500th for Dorothy Dix

Philadelphia—The 1,500th broadcast of the Dorothy Dix column will take place shortly over WHAT, giving the program the longest unbroken run of any series of daily complete radio dramas. Scripts are prepared by Anne Lawler and Laura Scharff, with Sam Serota as director and Milt McLaughlin handling production.

Gov. Hoffman on WBIL

Governor Harold G. Hoffman of New Jersey will be heard over WBIL on Sunday at 4-4:30 p.m., discussing "Which Way Republican" on the station's Public Service Forum. Charles H. Ingersoll will introduce him.

Seebeck Joins WGAL

Charles E. Seebeck, who recently resigned from WCBA-WSAN, Allentown, to join the staff of WLEU, Erie, has taken up new duties at WGAL, Lancaster, Pa.

Harry Conn Signed by CBS

Harry Conn, radio script writer who will appear as star of his own show, "Earaches of 1938", beginning Nov. 28 over CBS network, 8-8:30 p.m., has been signed under management of Columbia Artists, Inc.

The PERFECT MARKET'S LOUDSPEAKER WAKO ALBANY, NY Newly Equipped for Super Power

COMING and GOING

F. E. FITZIMONDS, manager of KFYZ, is in town for the rest of the week.

DON SEARLE, manager of WIBW, Topeka, and KMMJ, Clay Center, Kansas, is in Hollywood vacationing and browsing about.

FENTON JEFFERS, station manager of KTUL, Tulsa, left for Chicago a few days ago and will be there until Dec. 1. This is an off-postponed vacation.

F. C. EIGHMEY, manager of KGLO, Mason City, Ia., visiting agencies and reps in Chicago.

HERSCHELL HART, conductor of the "Air Gossip" column for the Detroit News, is in Hollywood for a three weeks' material gathering stay.

PETER VAN STEEDEN JR., JOHN BROWN and RICHARD COSTELLO, all Fred Allenites, have arrived on the Coast.

JIM W. WOODRUFF JR., general manager of WRBL, Columbus, Ga., and his wife return to Columbus today after spending several days in Washington and New York.

KATHRYN CRAVENS flies to Texas tonight. JAMES MELTON returns to New York today from a personal concert tour.

BENAY VENUTA has returned from a three month vacation, mostly in Tahiti, and will resume broadcasting Nov. 29.

ROY CAMPBELL AMBASSADORS leave Allentown, Pa., tomorrow and go to Cincinnati for two week engagement.

RUDY VALLEE leaves Hollywood by plane Thanksgiving day for New York, where he will remain for six weeks before returning west.

Heinz's New Setup

Under the new CBS set-up which goes into effect Nov. 29, Heinz will use the 11:15-11:30 a.m. period, Mondays through Fridays, and a half-hour on Thursdays, 3:30-4 p.m. beginning Dec. 2.

Channing Pollock and Mark Warnow and his orchestra go into the latter spot. Heinz is dropping a quarter-hour period on Wednesdays and Fridays.

Adrian on Zenith Music

Chicago—When Zenith's telepathy series shifts to CBS on Dec. 5, Lou Adrian will provide musical settings. Adrian is director of Chicago Theater symphonic orchestra and was used last season on Bowman Milk's "Fireside Theater," also handled by J. Walter Thompson.

Adkins Joins WOPI

Bristol, Tenn.—Roscoe Ray Adkins, formerly with WSIX, Nashville, has been made manager of the WOPI studios in Kingsport. Four regular daily schedules are maintained from there daily.

147 RADIO STATIONS COAST-TO-COAST ARE USING OUR TRANSCRIPTIONS Let us show you why SOUND REPRODUCTIONS CORP. 17 W. 46th St., N. Y. C. BRyant 9-8265

1937 Radio Set Sales Running Below Year Ago

(Continued from Page 1)

volume as well as number, says Sayre M. Ramsdell, v.p. in charge of sales for Philco Radio & Television, after a study of the industry.

Philco will sell more sets this year due to large auto contracts, but dollar volume will be lower, Ramsdell stated. Last year the company marketed 1,600,000 sets.

Ramsdell predicts that Christmas business this year will pick up in contrast to 1936, when the stimulus occurred in the summer and fall as a result of the bonus and elections.

FCC Again Holds Off Segal-Smith Decision

(Continued from Page 1)

a written opinion is handed down, it was learned yesterday. FCC is in possession of all the facts in the case, dealing with alleged unethical practices by the lawyers, but decision may not be made public until return of Commissioner T. A. M. Craven from the Havana conference.

2 Canadian Radio Firms Merged Into All-Canada

(Continued from Page 1)

Canada many large stations on an exclusive basis. Main offices are located in Toronto, with branches in Calgary, Montreal, Winnipeg and Vancouver.

Weed & Co. is American representative.

Glenn Litten Quits KFSD

San Diego—Glenn Litten, manager of KFSD, NBC affiliate, has resigned, effective Nov. 30. No successor announced as yet by Tom Sharp, owner of the station.

NEW BUSINESS

KTUL, Tulsa: White King Soap, programs, through Barnes Chase Co.; Plymouth, spots, through J. Stirling Getchell; Cranberry Canneries, spots, through Harry M. Frost Co.; Pine Balm, spots, through Stuhlman & Zahradt; Dayton McClaren Tire Co., spots; Baume Bengue, spots, through Wm. Esty Co.

WAGM, Presque Isle, Me.: Blackstone Products, spots; L. F. Neuweiler's Sons (beer), spots; Pillsbury Flour Mills, program; Crosley Dealers, news.

WFBC, Greenville, S. C.: A. and O. Co., through J. Carson Brantley Adv. Agency; Best Foods, Inc., through Benton & Bowles; Clausen's Bakery, through Nachman Rhodes; Nash, through Geyer, Cornell & Newell; Procter & Gamble, through Pedlar & Ryan; Quaker Oats, through Mitchell Faust; Stanback Co., through J. Carson Brantley; Swift & Co., through J. Walter Thompson; United Drug, through Spot Broadcasting; Vick Chemical, through Morse International; Zerbst Pharmaceutical Co., through Barrons Adv.; Packard, NBC renewal; American Tobacco Co., renewal and addition of 15 mins. on NBC show; General Foods, NBC; Kraft Phoenix, NBC; Pepperell Mfg. Co., NBC.

RADIO — Advertising Agencies

Female secretary with 7 years experience desires change.

Box A-118, RADIO DAILY

NEW PROGRAMS—IDEAS

Radio to Schools

As another public service, the Voice of Akron, WJW, is co-operating with the public schools in arranging a double-edged school program series.

Program Director Art Graham, who fathered the idea, has scheduled lessons to be broadcast Tuesdays and Thursdays at 9:45 a.m., these to be picked up in the schools and routed to PA speakers in the classrooms.

On Friday morning at the same time, follow-up program sends WJW's mobile unit W8XOA to the schools, where the class recitations will be picked up and relayed, thus bringing the "folks at home" in closer in touch with what is going on at school.

It is planned to follow this plan through the winter season.

"The Country Edition"

Bill Haley's KFRU hillbilly gang and Sunrise Rounduppers on the air over the Columbia, Mo., station each morning except Sunday at 6 o'clock are originating a new quarter-hour program idea they call, "The Country Edition." The broadcast features Editor Bill Haley in facts and figures concerning a different Missouri County on each program, designed to let early risers in the Showme State know pertinent facts concerning their locality such as number of people living in counties, number of families, names of county officials, outstanding agricultural activities, etc. Ed Mason, KFRU Farm Activity Director, presents his editorial each morning, and Hazel, soprano of the program's girl-duo, Texas Blue Bonnets, has her page of interest for the farm women.

Americanization committee of local district American Legion starts

WATR, Norfolk

Ralph Hatcher, sales promotion director, back at his desk after a 10-day trip to Chicago.

John W. New, commercial manager, attended the Virginia state sales representatives' banquet in Richmond.

Due to great demand for morning spot announcements on the "Time Service Program," station has opened up new time from 8:30 to 9 a.m.

John Carl Morgan, announcer, is directing a series of bi-weekly radio playlets for boy scout council.

Two local choirs are being groomed for early airing.

First alliance between station and Norfolk Division of College of William and Mary will bring a Tuesday educational series to WTAR listeners.

Staff Changes at WRJN

Racine, Wis.—Richard Shireman has resigned as commercial manager of WRJN to join WOMT, Manitowish, Wis. Bob Venn, formerly with NBC in Chicago, has been added to WRJN's commercial department.

new patriotic series Dec. 5 over WIBG, Glenside, Pa. Spot, logged as "Your Land and My Land," and dedicated to ideals of good citizenship, will be directed by Calvin R. Fagley, radio chairman, and Dr. Charles E. Sohl, chairman of the Americanization committee.

"A Case of Books"

Weekly half-hour airing on KIRO, Seattle, takes front-rank spot among book-review programs under title "A Case of Books." Show, now in sixth year, is under guidance of Dr. L. Wendell Fifield, minister of Plymouth Church. During year, some thirty-six publishers send this reviewer some 400 books for his summarizations. He finds time to speak on about 150.

"School of the Air"

"Fort Wayne School of the Air," weekly over WGL in that city, acquaints public with work of the Fort Wayne public schools. Scripts by teachers are enacted by students. Typical shot presented downtown tour by school class, with teacher spotting architectural niceties.

Philosophic Interludes

Reflective listeners get new break in philosophic "A Glance at the Stars," sustainer of WTAR, Norfolk. Embellished with modern concert music, show features Jeff Baker in thoughtful quotes and reflections.

How Kids Like Toys

New Christmas slant, in which kids are interviewed on their reactions to toys, on display in sponsoring ZCMI department store, is now going over KDYL, Salt Lake City, with toy department manager conducting interviews. Store also sponsors "S.S. Santa" half-hour programs.

WJW, Akron

Station recently celebrated its fifth anniversary in its present location and soon will celebrate its twelfth year as a broadcast licensee.

A series of talks given at the Monday luncheon meetings of the Akron Board of Real Estate is being aired by the station in cooperation with the Chamber of Commerce.

Summit County Medical Society's series of scheduled talks for the winter season will include a number of discussions of social diseases. Station Manager Sam Townsend believes it is a public service.

Sterling Products Signs On 11 Canadian Stations

(Continued from Page 1)

days weekly and the tooth powder two days weekly.

Program will be a transcribed dramatic show based on the novel "Stella Dallas." Stations signed include CKWX, Vancouver; CJAT, Trail; CFAC, Calgary; CKY, Winnipeg; CFCF, Montreal; CJKL, Kirkland Lake; CFCY, Charlottetown; CFRB, Toronto; CHNS, Halifax; CKCO, Ottawa, and CHSJ, St. John.

Sterling Products account is handled by Blackett-Sample-Hummert.

John Swallow Appointed NBC Coast Program Mgr.

(Continued from Page 1)

and handling at that time "Hollywood on the Air," first regular NBC network program to originate in the film capital.

Femme Bowling Classes Click

Baltimore—WFBR's newest innovation, free bowling classes for feminine listeners, seems to be a huge success. A professional, associated with Baltimore's largest bowling center, has taught more than 300 ladies the finer points of this ageless art during the past month and has over five hundred on the waiting list.

Socony's Yale Serenade

Socony-Vacuum this Saturday will sponsor a half-hour program, 12 noon to 12:30 p.m., on 13 Yankee network stations for a Yale University band serenade in honor of the 56th annual Yale-Harvard football classic. Bill Slater will be the announcer. Socony-Vacuum is also sponsoring all Yale home games this fall. J. Stirling Getchell Inc. placed the account.

WMCA's Colored Comic Show

WMCA sales department is negotiating with National Colored Comic Weekly, a syndicated feature, to present new musical show over WMCA with possibility of branching out to Inter-City network after test period. Prospective sponsor distributes syndicate to negro newspapers nationally.

A SERIES THAT WILL OUTDO
THE AMATEUR AND QUIZ
CRAZE!

"BONERS"

Sensationally New and Different!

13 Scripts \$10.

STAR RADIO PROGRAMS INC.
250 Park Ave. New York City

REPRODUCTIONS

THAT LOOK
LIKE ORIGINALS

COSMOPOLITAN STUDIOS INC.
145 WEST 45th ST. NEW YORK

AGENCIES

TOM WALLACE, veteran member of the "Hollywood in Person" broadcasts, has been named general manager of the west coast office of Russell M. Seeds agency, which has headquarters in Chicago. Under a reorganized setup following resignation of Clay Osborne, Wallace also is executive producer of the show. Calvert Haws handles the script.

ARTHUR KUDNER INC. has been appointed by two General Motors divisions, Electro-Motive Corp., of LaGrange, Ill., largest builders of Diesel locomotives, and Winton Engine Corp., Cleveland, Diesel motor builder. Appointment is preliminary to expansion of G.M. program in Diesel field. Probability seen of national advertising within next 12 months.

BASIL LOUGHRANE, director of Lord & Thomas radio production department, Chicago, announces the appointment of Guilbert Gibbons to the production staff. Gibbons was formerly an announcer in Cleveland. Prior to that he conducted his own orchestra and played in stock.

TOM JONES PARRY, head of the Seattle agency of that name, has announced an enlarged advertising campaign for Columbia Breweries, Tacoma, during 1938.

STEPHEN N. DICK, of East Orange, N. J., formerly of the copy staff of the Chas. Dallas Reach Co., Newark agency, has been appointed director of advertising and sales promotion of the International Division of Carrier Corporation, Syracuse, N. Y. Dick succeeds Vincent J. Butler, who has returned to the magazine publishing field.

JAMES S. ROGERS, Lord & Thomas account executive on Lucky Strike, is due in Hollywood next Monday for huddles on the new Lucky program, "Your Hollywood Parade," initialing Dec. 8.

WCKY, Oklahoma City

The Arkansawyers, morning hill-billy band, have drawn 2,800 letters in their fan mail during the last two weeks.

"Patent Pending" new Sunday afternoon program over WKY directed by Hal Scher is pulling in the letters and filling studio for show and exhibit of local inventors' brain-children after each broadcast.

Nancy Trent, Erma Jones and Freida Fant new stars plucked by WKY from its amateur hunt, to be given Sunday spot.

CARL BIXBY

Creator, author, director or producer of successful network radio programs—

DANGEROUS PARADISE
CLUB ROMANCE
GRACE MOORE'S OPEN HOUSE
BIG SISTER
HELEN MENKEN'S "SECOND HUSBAND"
P. O. Box 84, Manhasset, L. I., N. Y.



● ● ● Little Shots About Big Shots:—Henny Youngman was having a bit of trouble about getting laughs on his air show—and he felt that maybe it was high time he got some "religion" into his soul, so he went to visit a rabbi... However, the gentleman was busy in his private office discussing a matter with someone else while Henny waited in the small ante-room. The transom was opened and from the other room these sentences flowed into Youngman's ears: "I'll give you \$20,000." "No!" "\$30,000." "No" again from the rabbi. "\$40,000." Another negative reply. "Well, \$50,000 is my highest price." Apparently the rabbi refused this offer because the gentleman hastily walked from the room... Henny walked in, explained to the rabbi that he simply couldn't help overhearing the conversation—and that his curiosity prompted him to inquire why this other person wanted to pay \$50,000... "Well," began the rabbi, "he wanted that I should finish every one of my sermons his way. Instead of saying the customary 'Amen'—he wanted I should say 'Coca-Cola!'"

● ● ● Bernarr Cooper, radio and stage actor, practiced all summer for the role of messenger in the short-lived Tallulah Bankhead stage production of "Antony and Cleopatra"—and was turned down at the last moment because of his youth... Later he heard that NBC was doing a radio version. He went over, told his story, was promptly cast for the messenger role—and stole the show!... Hilary Denley Kuhl, an English born actress who has wandered around the entire world to settle down in Fort Wayne, Ind., plays the part of an English girl in WGL's test revival of "Arabesque" for Morris Plan.

● ● ● Fred Bate, NBC London representative, despite the agreement that no one was to accompany the Duke of Windsor to America, sailed on the Manhattan just ahead of the Duke's scheduled sailing on the Bremen... But before Bate was out of sight of land he received a radiogram announcing the Duke's cancellation... Fred disembarked at Cobh—a few hundred miles from his starting point. United States Lines publicity release stated Bate would arrive in N. Y. Nov. 11—and that's why "darkies are born!"

● ● ● In Yuma, Ariz., KUMA presents a show called "Bing Crosby and His Shadow"—a trick of D. E. Bennett, commercial manager... Program features the Almighty Bing singing DUETS—with the "shadow" of Bing doing much better than the McCoy... Trick is accomplished by two pick-ups of the same record which gives an echo effect, sounding like two voices!... One of the places which always attracts visitors to KFVS, Cape Girardeau, Mo., is the large bulletin board seen before entering the studios... The entire board is covered with clippings about the station taken from RADIO DAILY since we bowed into the radio world.

● ● ● A songpluggger approached Leo Reisman yesterday during the Schaefer Revue rehearsal in the hope of getting a tune on the air. He told Leo that he looked rather tired and worn-out, which was confirmed by the maestro, who said that he'd rather fall down than listen to more songs... This, however, did not stump the song pluggger, who told Leo to remove his coat and lie down. Reisman did and in ten minutes he felt swell. It turned out that the "contact man" was a graduate chiropractor. "I ought to get paid for this," he said, "but we'll call it square if you'll play two songs for me." Reisman did... Reminds us of Elmo White who sent Charlie Ross over to see George Hall and get a fast "No!"

GUEST-ING

VIRGINIA REA, MARGALO GILLMORE, ROBERT WALLSTEN, ERNST VICTOR WOLFF, and MARTHA GELLHORN, correspondent in Madrid, on "Magic Key of RCA", Nov. 21 (NBC-Blue, 2 p.m.).

ED McCONNELL, on "National Barn Dance", Nov. 20 (NBC-Blue, 9 p.m.).

BILLIE BURKE, on Chase & Sanborn Hour, Nov. 21 (NBC-Red, 8 p.m.).

ELIZABETH PATTERSON, interviewed by Elza Schallert, Nov. 25 (NBC-Blue, 11:15 p.m.).

LUCIA GRAESER, ABRASHA ROBOFSKY and EVELYN MacGREGOR, on "Metropolitan Opera Auditions of the Air", Nov. 21 (NBC-Blue, 5:30 p.m.).

MARION DAVIES and BRIAN AHERNE, in "Peg O' My Heart" on Lux Radio Theater Nov. 29 (CBS, 9 p.m.).

JIMMY SHIELDS, on Al Pearce program Nov. 23 (CBS, 9 p.m.).

LARRY CLINTON, VI MELE, LONA WEBSTER, ANDREWS SISTERS and EMILIO CACARES and his trio, on Martin Block's "Sunday Swing Concert", Nov. 21 (WNEW, 11 a.m.).

WLBC, Muncie, Ind.

Maurice Crain, chief engineer, now designing new remote rig which he claims will weigh only 12 lbs.

Henry "Harpo" Marks, announcer, now writing the Lewis Crediters show.

Ken Williams, announcer, back after trip to Cincinnati.

Bill Craig, commercial manager, winding up Lions Club Milk Fund Drive.

Donald Burton, owner, scheduled for 117 basketball play-by-play broadcasts.

Fred Packhorse Ayer, merchandising director, reported ready to do a movie gossip sustainer.

Ottis Roush, chief announcer, has devised a new style for continuity which is receiving praise from staff announcers. New style of writing commercial copy makes for much easier reading and less chance of reading errors. Style eliminates any chance of duplication of continuity lines.

HARRY SALTER

CONDUCTS

Your Lucky Strike
Hit Parade

Every Saturday Night

OVER CBS

10-10:30 E.S.T.

ORCHESTRAS MUSIC

THE Abe Lyman office is arranging a Fall series of theatrical and night club engagements for Lyman and his Californians.

Harriet Hilliard will not be able to join Ozzie Nelson and his orchestra for his personal engagement at Victor Hugo's, Beverly Hills. Her picture schedule conflicts. Nelson is booked there for six weeks from Nov. 24.

Shep Fields winds up his current west-to-east tour of one-nighters next week. Today he and his orchestra play in Lincoln, Nebraska; tomorrow, St. Joseph, Mo.; 21st, Sioux City, Ia.; 22nd, Sioux Falls, South Dakota; 23rd, Storm Lake, Iowa; 24th, Omaha, Nebraska; and 25th, Des Moines. He will arrive in New York on the 27th.

Peter de Rose, featured with May Singhi Breen as NBC's "Sweethearts of the Air," will be feted by his Tin Pan Alley and Radio Row colleagues on Saturday in the Hotel Piccadilly's Georgian Room, in celebration of his new song hit, "In the Mission by the Sea," written in collaboration with Billy Hill. Jenö Bartal will be musical director for the occasion.

"Memories of Poland" and Memories of Sweden" have been added to the Edward B. Marks Music Co. international albums. The firm also will publish the next two operettas to be written by Oscar Straus, noted Viennese composer. Deal was closed before Straus sailed last week for Europe.

Emery Deutsch returns to the air tonight with a CBS wire from the Book-Cadillac Hotel, Detroit.

KONO, San Antonio

A daughter was born recently to Gerald Morgan, program director.

Ted Brown, studio organist, signed with Brunswick Records as recording artist.

Plans are afoot to purchase a new transmitter site.

The studio has another new RCA turntable and Station Manager Gene Roth is building a new control console at his home workshop.

KIRO, Seattle

"The Wanderer," featuring Gene Baker, now in third year, became an afternoon feature this week.

Weather forecasts will be carried at 8:25 a.m. daily except Sunday hereafter, coming by remote control direct from the weather bureau.

TRANSCRIPTION & RECORDING SPECIALISTS

INTERNATIONAL PRODUCTION STUDIOS
33 W. 60th St., N.Y.C. COI. 5-7366-7

FOTONE SOUND SYSTEM

★ PROMOTION ★

Heidt Offers Prize for Slogan

On his Wednesday night network program from the Biltmore Hotel, Horace Heidt is running a rhyming contest for the best slogan in rhyme that represents the music of his Brigadiers. He offers a \$5 prize for the best slogan submitted each week by the radio audience. Featured bandmen and vocalists also present rhymes and at the end of the program the winner of the previous week's contest is announced and the winning rhyme read by Heidt.

The idea of the contest arose spontaneously as a result of a game played by the Band during intermission.

OKLAHOMA CITY

Ken Wright, WKY organist, taking flying lessons. Needs but three hours before he can solo.

Walter Kronkite, WKY football announcer, becomes a newscaster Dec. 1.

Wayman Ramsay of KOMA is in San Antonio.

Lee Norton, new WKY vocalist, now on air twice each week for Associated Laundries. Firm also sponsors program three other days of week. Norton is assisted by Ken Wright at the organ.

Wayman Ramsay, program director, and Neal Barrett, general manager of KOMA, back from business trip to San Antonio.

WAGM, Presque Isle, Me.

L. E. Hughes, commercial manager, and R. W. MacIntosh, general manager and treasurer, are now in the electrical appliance business, handling the Crosley line. Acceptance of the products was so well built up by the past 26 weeks of Transradio News that they snapped up the franchise for this section.

Each person connected with WAGM is an active radio amateur. In the past six years the following men have worked at the following jobs: L. E. Hughes, transmitter operator, control operator, engineer, announcer, sales, newscaster and commercial manager; Ted Coffin, control operator, announcer, chief announcer, local newscaster, program director; R. W. MacIntosh, transmitter operator, announcer, chief engineer, general manager and treasurer.

KABC, San Antonio

Pearl Sohn is the new continuity editor, replacing Mrs. Doris McLain, resigned.

Walton K. Blanton, formerly of KABC, is now on the KMAC announcing staff.

Studio Manager Gene Cagle is on a deer hunting expedition. Charles Belfi is acting skipper pro tem. Jo and Jody are a new team on the air.

Theater Party Draws S.R.O.

More than 1,900 boys packed into the 1,750-seat Orpheum Theater in Des Moines for a theater party staged by the Iowa Network as a send-off for "Adventure Bound," a new serial plugging Mother Hubbard's Energy Cereal (Hubbard Milling Co.) over KRNT and WMT.

The show, with Program Director Ranny Daly as emcee, featured station talent, including The North-westerners, Uncle Twid, and Betty Jean and Freddie, movie shorts and explanation to the youngsters of the merchandising tie-up in connection with the radio program, such as club memberships and premiums.

Agency on the account is McCord Co., Minneapolis, with Ralph Hobbs handling the radio.

PITTSBURGH

Derby Sproul, who was brought here by A. E. Nelson, new KDKA manager, is acting program manager of the station following departure of Jack Gihon who is now in the NBC, New York, production and television department.

WCAE goes on the air 15 minutes earlier than usual starting Monday at 6:45 a.m. to accommodate an ET series for Sunkist Oranges.

Jessie Wheatley, whose vocalizing with a Hammond organ at the Seventh Avenue Hotel has night-goers nodding approval, has been signed as a sustaining artist by WCAE. Cliff Daniel, program manager, will introduce her to radio with Earl Truxell's Orchestra, next week.

Al Helfer will feel right at home Saturday when he announces the Carnegie Tech-Holy Cross game from Worcester, Mass., for KDKA, WEEL, WDRC, WMAS, WORC, WPRO. Helfer announced many Tech games while on the staff of WWSW in Pittsburgh.

"Wilkens Amateur Hour" enters its third year on WJAS this Sunday but will not celebrate the anniversary until Dec. 19 due to a \$1,000 Cash Prize Contest now in progress.

Walt Framer now broadcasting his "Radio Swaps" program (WWSW) from three theater lobbies—Enright, Warner and Loew's Penn.

Ollie O'Toole's new program sponsored by Shanahan Furniture Department had a swell reception on WWSW the other night.

"First Nighter" Is Seven

Chicago—Campana's "First Nighter" marks its seventh anniversary on the air Nov. 26. Among its graduates, now in films, are Don Ameche, Tyrone Power, Don Briggs and others.

MISCHA VIOLIN VIOLINIST—CONDUCTOR

at
RADIO CITY MUSIC HALL
Sunday WJZ-NBC-Blue 12:30 P.M.
MANAGEMENT JOSEPH BLOOM
19 W. 44th St., N. Y. VA 3-8950

PROGRAM REVIEWS

FRED ALLEN

Bristol-Myers Co.
WEAF-NBC-Red network,
Wednesdays, 9-10 p.m.
Young & Rubicam Inc.

"TOWN HALL TONIGHT" STAR RETURNS WITH SAME ROUTINE AND A FEW OLD JOKES THAT FALL FLAT.

Fred Allen returned to "Town Hall" last Wednesday night with his typical routine of comedy, music and nonsense, but the first show from the coast got off to a comparatively sluggish start.

Cast, particularly Allen, had trouble getting some of the words out of their mouths and about three jokes did not get a titter out of the studio audience. But the ad libs about these flat jokes and muffed lines made for more hilarity than if everything had gone off smoothly.

Portland Hoffa, Harry von Zell, King's Men, Gogo De Lys, Peter Van Steeden's orchestra and Lionel Stander as a guest star, were the main characters in the performance. Stander is an old "Mighty Allen Art Player" from away back who is now in the cinema. Gogo De Lys sang "Somebody Loves Me." King's Men did two numbers and the "Mighty Allen Art Players" did a sketch called "Murder in the Stadium" with station "KICK" broadcasting the game. "One Long Pan" (Fred Allen) is the detective who solves the murder. Allen is always good when he takes on an Oriental role.

Middle portion of show was devoted to situation gags about "people you didn't expect to meet." Van Steeden and his orchestra seemed to be more lively than usual.

On the commercials two announcers were used. Harry von Zell did the build-ups, with an unnamed speller coming in for the testimonials. Show will remain in Hollywood for several weeks pending the completion of Allen's picture; then it returns to Radio City.

Allen is on the coast to appear in a 20th Century-Fox film, and Wednesday night's program would indicate that Allen has fallen in line with numerous other radio stars who are using their air shows to publicize the movies.

Imperial Tobacco Co. Ltd. OF CANADA

OF CANADA

presents

KEN SISSON

Director, "Canada, 1937"

With a 30-piece orchestra
16-voice choir and soloists

Over a coast-to-coast network of
Canadian Stations
Fridays, 10 to 10:45 P. M., E.S.T.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

G. E. Expects Improved Short-Wave to Orient

First U. S. short-wave transmitter west of the Mississippi River, the new General Electric station soon to be constructed at Belmont, California, will meet long-felt need in radio by sending American programs to points now receiving practically none of this service. Plans, made public by Chester H. Lang, G.E. broadcast manager in Schenectady, call for directional antennas of latest type, with beams directed to Far East and South America. These beams, concentrating the transmitter output within an angle of about 30 degrees, provide a signal gain of about 300 per cent over the ordinary antenna.

In order to serve Far East, at present radio signals following a great circle path from existing international stations located only in eastern U. S. must pass directly over north polar regions. Magnetic field of earth and daylight-darkness distribution over this path are subject to extreme variations, and their effect on radio signals is believed to be cause of failure of transmissions to Orient.

Great circle path from new Belmont location, however, does not pass over north polar regions, is a more east-west route, and therefore should not be subject to the extreme variations found in the signals transmitted by G.E. from Schenectady. It is thus hoped to provide reliable broadcast service to the Far East through greater part of the year.

Station will operate on the two short-wave frequencies now assigned to company—9,530 kilocycles, or 31.48 meters, and 15,330 kilocycles or 19.56 meters. Although duplicating frequencies of the two G.E. stations in Schenectady, difference in time makes operation possible without interference on time-sharing basis, and provides, more or less, a 24-hour short-wave service from America.

WAGM Gets Audio Amplifier

Presque Isle, Me.—WAGM has installed an automatic volume-limiting audio amplifier which has substantially increased average effective signal.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH
Electrical Lighting Equipment
of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Circles 6-5470-1

NEW PATENTS Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

2,098,950—Vacuum Tube Circuit. Harold S. Black, Elmhurst, N. Y., assignor to Bell Laboratories, Inc.

2,099,089—Relay. Allan Weaver, Port Washington, N. Y., assignor to American Telephone & Telegraph Co.

2,099,156—Automatic Frequency Control for Oscillation Systems. Harold A. Wheeler, Great Neck, N. Y., assignor to Hazeltine Corp.

2,099,294—Carrier Wave Modulation and Suppression. Werner Buschbeck, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,099,296—Aperiodic Antenna. Philip S. Carter, Rocky Point, N. Y., assignor to RCA.

2,099,300—Oscillation Generator. Karl Fritz, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,099,311—Circuit for Reducing Static. Madison G. Nicholson, Jr., Verona, N. J., assignor to National Union Radio Corp.

2,099,531—Electron Discharge Device. Gerhard Passarge, Hamburg, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,099,533—Magnetron. Dietrich Prinz, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,099,579—Vacuum Tube. Warren G. Taylor, Chicago.

Resume Tester Production

Production of the new Philco Model 066 Tube Tester has been resumed after some weeks interruption to permit the introduction of improved circuits in order to obtain greater uniformity between different testers when testing the same tubes, it is announced.

Midget Soldering Pliers

Ideal Commutator Dresser Co. has announced introduction of its new No. 2 "Midget" Type Thermo-Grip Pliers, designed especially for soldering small objects and for work in restricted places. Typical application is in small radio and appliance soldering.

Editor on Short-Waves

S. Gordon Taylor, managing editor of Radio News, has been scheduled to talk on ultra-high frequencies over General Electric's international broadcast stations W2XAD and W2XAF on Dec. 17 and 18. A real "old-timer", Taylor was first interested in radio in 1908 and in 1909 was on the air with a spark transmitter. He now holds amateur call W2JCR.

Equip KSL Production Offices

Salt Lake City—Improvement plans in KSL production offices here call for installation of all audition and talk-back equipment in individual rooms for production heads. Change, occasioned by time and studio savings, is nearing completion, with Chief Engineer Eugene Pack directing.

Add Western Elec. Equipment

Cicero, Ill.—New Western Electric equipment, including transmitter, antenna, turntables and microphones, has been purchased by WHFC. Hawthorne Works of Western Electric is located here.

Recording Unit Installed

Denver—Installation of new instantaneous recording equipment at KFEL here was completed this week under the direction of Chief Engineer Pade Veatch. The new special unit, built by Remler Co., Ltd., of San Francisco, records with high fidelity at 33 1/3 or 78 R.P.M. from studio input equipment, off-the-air, or off-the-line.

Get New Control Outfit

Detroit—Purchase of completely new master control equipment at a cost of \$30,000 has been announced by WJR. Technical Supervisor Andrew Friedenthal has been working several months on the plans, and order was placed in New York this week. Installation in a new control room in the Fisher Building will be made early in January, it is expected.

WTMV, East St. Louis

J. W. Denbow, formerly with the St. Louis Star-Times, has joined the sales staff.

Celebrating first anniversary of "Let's Go to Town," station will hold local talent show and dance tomorrow night, with the show being broadcast at 9:30-10:30. Frank Anderson, who sells and announces the participating program, will emcee.

"March of Youth" program next Wednesday will be aired from the penthouse ballroom of Hotel Broadway before an audience of some 700. Station's home is in the mezzanine of the hotel.

Car Card Advertising

Card cards advertising principal broadcasts of WAAF, Chicago, have been placed in Chicago busses. Cards give titles and time of programs, but do not mention sponsors.

WNYC Is Seeking Funds For Big Improvements

Mayor La Guardia's plan to make WNYC an international broadcasting station will cost from \$40,000 to \$200,000. F. J. H. Kracke, Commissioner of Plant and Structures, has advised the Mayor. He suggested that the money be allocated and earmarked before the city applies for FCC sanction of the move.

Kracke observed that the municipal station, if made part of the international aerial network, would be of particular value in promoting the World's Fair in foreign cities. He suggested broadcasts in Spanish to South American republics.

Necessary funds would be for purchase of transmitting devices and construction of antennae towers on site of old Greenpoint ferry in Brooklyn, where Mayor La Guardia, in new station dedication speech, first suggested the proposed expansion.

New KFYP Steel Tower

Bismarck, N. D.—KFYP expects to have its newly built steel tower in operation by the middle of December. Structure made by Truscon Steel is 750 feet high and self supporting type. Station will have a signal strength of one-half millivolt when the new tower is completed, operating on 550 kc. and 5000 watts power.

Hayden in Los Angeles

Los Angeles—Leonard Hayden, formerly of WPG, Atlantic City, has been added to the technical staff here.

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Any
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...we pick up work quickly

...we make haste carefully

...we deliver promptly.

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PHOTO ENGRAVING CORP.
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Telephone COLUMBUS 5-6741

Radio Marches On And
Radio Daily Has The
Opportunity To Make
Its Radio Annual The
Finest Reference Book
Ever Published in The
Industry  **That's Just**
What it Intends Doing



WILLIAM E. FORBES, heretofore KNX salesman, steps into a new berth as CBS agency and client contact specialist created by Donald W. Thornburg, vice-president, to function on national and Pacific Coast network accounts, and relieve the vice-presidential office of detail in connection with increasing Hollywood emanations.

Clark Gable, contractually free to make radio commitments away from M-G-M, will head the "Silver Theater" cast on Dec. 5 in an as yet unselected vehicle.

Buddy Rogers has succeeded Benny Rubin as emcee of "Tune Twisters," joint production of KHJ and Music Corporation of America, with Walter Johnson at the helm.

"Take the Air," the Gene Inge KFWB commentary on radio programs of the preceding week, switches to a new niche at 7:15-7:30 Monday nights.

Ruby Mercer, who has been the vocal guest on Packard's "Mardi Gras" for the past two or three stanzas, has been signed for three more and appears to be the selection for the spot vacated by Florence George, who deserted radio for Paramount Pictures.

Carroll Nye, erstwhile radio editor of the L. A. Times who went commercial for Earl Ferris Radio Features, and "Bobby" Woodburn, feature writer for Radio Features, will be married tomorrow.

The second series of "Wade Lane's Home Folks," produced by Mertens and Price, Inc., has been taken for Australasia by Broadcasting Service Assn., Ltd., Sydney, through its American agent, Dr. Ralph L. Power.

Bill Reubens has joined the Earle Ferris Radio Feature staff as planter.

Andy and Virginia, pianist and singer, respectively, have a new 15-minute program on KEHE Friday mornings at 10. Andy also gets billing as "The Foolish Philosopher" on occasion.

ONE MINUTE INTERVIEW

ADRIAN JAMES FLANTER

"Station showmanship is 'serving the public what it likes in the way it likes best'. Of the elements entering into radio showmanship, community service stands out prominently. When, therefore, a station on its own initiative and direction cooperates in public service to permit the regular use of its facilities by government, civic, educational, religious and philanthropic organizations, such altruistic purposes constitute the finest type of showmanship."

★ Coast-to-Coast ★

JANE PICKENS is to be starred in scenes from "When Ladies Meet" and "Reflected Glory" in a "tabloid" stage recital presented by Edith Beeton, dramatic coach, at the MacDowell Theater on Sunday. Appearing with Miss Pickens in the scene from "When Ladies Meet" will be Lois Amory and James Farrell. In the scene from "Reflected Glory," she will appear with Lois Amory, Doris Donaldson and James Farrell. Another scene, from "Stage Door," will feature Mitzi Mayfair, heretofore identified as a dancer, and Patti Pickens.

KGNF, North Platte, Neb., for the seventh consecutive year remoted the Civic Armistice Day Ceremonies from a local theater. The program included prominent speakers from the Western Nebraska territory and music by the North Platte VFW Junior Band. The program was emceed by John Alexander, KGNF program director. Tremendous interest has been built in this annual broadcast throughout the entire territory.

Benay Venuta is back in town after a four months' holiday, most of which was spent in Tahiti and other South Sea Islands. Benay says there were very few radios in Tahiti because of limited electrical facilities, but, she adds, who wants to listen to the radio in Tahiti when the beach boys come around every evening to serenade you under the stars! She is staying temporarily at the Essex House.

Dr. Ranaid, hand expert, is being sponsored three times weekly by Astring-O-Sol over stations in Buffalo, Syracuse, Rochester, Scranton,

WBT, Charlotte

Grady Cole, WBT's Commentator-Philosopher, was honored by a National American Red Cross Committee and the Charlotte chapter of the Red Cross when he was presented a plaque signed by President Roosevelt and national and local Red Cross officials. The presentation was made in recognition of services rendered by Cole during the flood catastrophe in the Mississippi and Ohio Valleys last Spring.

Station has scheduled a series of nine educational broadcasts by Wofford College of Spartanburg, S. C., to be heard each Tuesday beginning Nov. 23. The programs will be purely of an educational nature.

KTSA, San Antonio

Tol Ware, spieler, has left for Dallas and his new Interstate radio position.

Station Manager H. C. Burke has returned from a short business trip to Los Angeles.

Production Manager Paul Girard entertained several officials from other Hearst stations last week.

Wilkes-Barre, Harrisburg, and Detroit. Erwin, Wasey is the advertising agency.

Paul Carley, formerly heard at 9:30 each morning on WNEW, now broadcasts at 9:15 a.m., Monday through Saturday. The Drifters, a new Hillbilly unit, formerly heard two or three times a week, now broadcast daily at 3:15 p.m., Tuesday through Friday.

World Peaceways Inc. will discuss "What Is Wrong With World Diplomacy?" in its WQXR broadcast on Monday at 9-9:30 p.m. Speakers will be Quincy Howe, David H. Popper and J. Max Weis.

Edith Jolson returns to the mike at WICC, Bridgeport, on Thanksgiving Day.

Arthur Boran, the mimic and comedian, will collaborate with Lew Lehr in emceeing the American Fashion Convention sponsored by the Fashion Future Association at the Waldorf-Astoria on Nov. 22.

Kay Wells, daughter of Billy K. Wells, heard over WMCA under Eddie Miller's direction, now being groomed for a commercial, made her motion picture debut yesterday at Educational in a film under the eye of Al Christie.

Elizabeth Rethberg, Josephine Antoine and Mario Cozzi will sing at Carnegie Hall tomorrow at a benefit for the Christie Street Settlement.

Tim Ramsland, former "Voice of the Minneapolis Journal," on KSTP-Journal shows, has joined station's announcing staff.

KSD, St. Louis

Dick Sharp, continuity director, has resigned to join W. K. Nash Advertising Agency.

Frank Eschen, program director and sports commentator, handles the play-by-play on the St. Louis U. and Washington U. home football games, with Dave Ward and Tom Reid adding color and data.

A program sponsored by Associated Retailers of St. Louis will be fed by KSD to WIL, WEW, KWK and KMOX tomorrow at 6:15 p.m. Frank Eschen is producing the show, with Robert Weede and Jolly Gillette as singers, Don McNeil of Chicago as emcee, and Russ David conducting the orchestra.

WPG, Atlantic City

"Daddy Dave" Tyson is now conducting a series of Saturday morning programs featuring talented youngsters.

Mall Dodson is heard thrice weekly as the "Good Gulf Gossiper."

Annual Christmas Seal Sale will be launched with a broadcast Nov. 24 under direction of Mrs. R. Elwood Evans.



PAUL WHITEMAN arrived in town still wearing ten gallon hat and boots.

Kenneth D. Fry, NBC special events director, to Milwaukee to lay groundwork for special diving broadcast from bottom of Lake Michigan on Dec. 1.

Ransom Sherman, emcee of Club Matinee, pinchhitting for Don McNeill on the Breakfast Club today while McNeill does a personal appearance in St. Louis.

Dorothy Denvir, sister of Quin Ryan, WGN manager, is playing in "Bachelor's Children."

Carleton Smith, NBC musical commentator and critic, back from five months in Europe. He was a guest of Jean Sibelius, Richard Strauss and Ignace Paderewski.

M. P. Wamboldt and Jack Holden have moved their radio program service to new quarters in the Builders Building on Wacker Drive opposite NBC. Wamboldt is the author of Falstaff's "Public Hero No. 1" series on NBC.

Carl Webster, who has resigned as NBC sales representative to form his own radio producing company, is busy getting ready to open shop Dec. 1.

WHO, Des Moines

H. R. Gross, news editor, is the father of another boy.

Col. J. B. Palmer, president of Central Broadcasting Co., spoke on "Fish" during his last monthly program over the station.

Louisiana Lou, Jerry Smith and the Four Dons are the talent in a new commercial sponsored by McConnon Co., Winona, Minn.

Kay Neal did her part in the "Sunset Corners Frolic" the other day even though she was suffering from three fractured ribs.

Bud Roberts, cowboy violinist, has rejoined Al Clauser's Oklahoma Outlaws on the station. He is subbing for Slim Phillips, who's laid up by scarlet fever.



Greetings from Radio Daily

November 20

Virginia Verrill Judy Canova
Fran Allison Art James
Allen Rivkin Bill Boher



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 101

NEW YORK, N. Y., MONDAY, NOVEMBER 22, 1937

FIVE CENTS

8 Stations in New Mohawk Web

PAY HIKE FOR RESULTS, ELLIOTT ROOSEVELT PLAN

Fort Worth — Increases in salary awarded to employees of southwestern Hearst Radio stations during recent months, in recognition of their individual and collective efforts in increasing efficiency, will be continued in the future, but reported plans for a "profit-split" are without foundation, according to Elliott Roosevelt, director of the group of outlets. The profit-sharing report originated in Oklahoma City, where KOMA is the Hearst station. Roosevelt makes his headquarters in Fort Worth.

WINS Gets Slice of Game In Unique Sharing Deal

Unique sharing of the broadcast of the University of California-Stanford football game Saturday, gave the first two hours and 15 minutes here to WINS and the rest of the broadcast to WOR. Latter outlet scheduled to carry the game could (Continued on Page 8)

Key Stations and AFM Agree on Rough Draft

Conference held Friday between key station men and the AFM resulted in both sides agreeing upon a rough draft of the proposed contract. Rough draft will be studied by at (Continued on Page 5)

WCLE Asks for Facsimile

Cleveland—WCLE has applied to FCC for permission to operate an experimental facsimile station, it is announced by E. L. Gove, technical supervisor of United Broadcasting Co. and chief engineer of WHK-WCLE.

Curb Butter-Inners

Chicago—WSBC has solved the problem of fanatics who crash "man in the street" interview broadcasts with propaganda of one kind or another. The announcer hides a button microphone inside his coat and permits only as much to be said as he feels quite sure is proper, shutting off the rest via the concealed mike.

WCSC's Triple First

Charleston, S. C.—First broadcast of a first night from the nation's first theater is the distinction about to be chalked up by WCSC, which is preparing to air the opening of Charleston's \$350,000 reconstructed Dock Street Theater, a revival of the theater of 1736, first to be erected in America. Edmund Bunker will handle production and mike for the elaborate remote, with many notables scheduled to speak.

GREYHOUND'S WCLO TEST INCREASES BUSINESS 46%

Janesville, Wis.—Testing first over WCLO here preparatory to a national spot campaign, the Northland Greyhound Lines Inc. is sponsoring a daily five-minute "So You're Going Places" program. It is similar to (Continued on Page 2)

Canadian Church Group Asks Sunday Restrictions

Montreal—A Sunday ban on professional and commercialized sports, spot advertising, confining commercials to "this program is sponsored (Continued on Page 5)

UP on CBS Coast Group

West Coast Bureau, RADIO DAILY
Los Angeles—Union Pacific Railroad has signed a 52-week contract for Sunday airing of 15-minute transcriptions of the John Hix "Strange As It Seems" series on CBS stations KNX, KGO, KOMO, KOA and WMAQ, starting Jan. 2.

★ THE WEEK IN RADIO ★

IRNA Down to Biz

By M. H. SHAPIRO

MUCH speculation now in the industry as to how fast the independent affiliates will execute contracts with local unions of the AFM and deposit them in escrow... Special Advisory Committee headed by Samuel R. Rosenbaum and greatly aided by committeeman Emile Gough of Hearst Radio unloaded the works early in the week, laying the cards on the table, as it were, to the unaffiliated outlets as well... revealing all of their dealings and the pro-

Several Accounts Already Set for New Network With Six New York State and Two Vermont Outlets

BILL BACHER RESIGNS M-G-M MAXWELL POST

West Coast Bureau, RADIO DAILY
Los Angeles—Bill Bacher has stepped out as producer of the M-G-M-Maxwell House show and severed all connections with radio activities at Metro, despite his 7-year contract. Louis K. Sidney takes over, retaining Ed Gardner and Sam Moore. Reports are that Bacher was disappointed at what he claims was lack of cooperation by studio heads. Sidney, an acknowledged showman of long experience, including radio, now becomes arbiter of Metro radio policy.

Merge WBBM Salesmen With Radio Sales, Inc.

Chicago—Immediate consolidation of WBBM sales force with Chicago staff of Radio Sales Inc., CBS subsidiary in spot field, in an efficiency move was announced late last week by H. Leslie Atlass, CBS vice-president. J. Kelly Smith, Radio Sales (Continued on Page 2)

Wrigley Auditions Again

Chicago—Wrigley gum, which recently renewed "Poetic Melodies" on CBS for a year, is again auditioning talent for a possible variety show. Wm. Morris agency brought out Shaw and Lee as likely headliners. Neisser-Meyerhoff is agency.

Mohawk Valley Broadcasting System has been formed with Burt Squire as manager, with six New York state outlets available, plus two in Vermont, leaving Syracuse coverage selective to the sponsor, also the New York City station remaining optional with the time buyer. Advertisers are being offered "A" line reception throughout, with a total potential primary coverage of 16,000,000 people representing 3,406,730 radio families.

Stations in the system included (Continued on Page 8)

JOHNSON'S WAX STARTING NEW SERIAL ON NBC-BLUE

Chicago—S. C. Johnson & Son (floor wax), Racine, Wis., sponsors of Fibber McGee and Molly, start a new serial, "Attorney-at-Law," over NBC-Blue on Jan. 4 at 10:30 a.m. Script show is creation of Carl Wester, NBC salesman, who is setting up his own radio production office, and was written by Jim Peas and Irma Phillips. Agency is Needham, Louis & Brorby. Auditions for leads are being held.

Strongheart Dog Food Spots on 17 Stations

Chicago—A national spot campaign using 17 stations is planned by Doyle Packing Co. (Strongheart dog food), whose entire advertising is now being handled by the Beaumont & Hohman Inc. office here. H. C. Vogel is account executive.

Ether Alienation

Greensboro, N. C.—Though Major Edney Ridge is director of WBIG, a CBS affiliate, Mrs. Ridge likes NBC's Charlie McCarthy program and buys McCarthy's coffee—and the Major has to drink it. It comes from having more than one radio in the house, the Major philosophizes, and proves you can't have all the listeners all the time.

(Continued on Page 6)



Vol. 2, No. 101 Mon., Nov. 22, 1937 Price 5 Cts.

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

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 eau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York, Holywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.
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Merge WBBM Salesmen With Radio Sales, Inc.

(Continued from Page 1)
 general manager is in charge, with Harry Mason Smith, WBBM sales chief, and Paul S. Wilson, Chicago manager of Radio Sales, assisting. Consolidation was made to avoid duplication of contacts between agencies, sponsors and the various Columbia interests. Henceforth WBBM local salesmen will not only service local accounts but represent owned and operated stations WABC, KMOX, WCCO, WEEL, WBT, WAPI, WJSV, WKRC and KNX. Merger will bring more equitable distribution of work, Radio Sales Inc. men having been rushed and WBBM men occupied mainly with servicing accounts, station's time being pretty well sold out. Setup gives CBS staff 10 salesmen here.

NBC 'Frisco Changes

San Francisco—Lloyd Yoder, NBC chief here, announces the following changes in the local staff:
 Alexander Petry, former Radio City Music Library Department custodian, replaces Russell McNeil, resigned to go in new business; resignation of Helen O'Neill, of the Program Department; transfer of Jeanette Spigelman of Music Rights Department to the Program Department; Florence Crowell, from Music Library to Music Rights Department; Jack Lyman, formerly of Radio Department of San Diego and Dallas Expositions, to the staff as a producer, Nov. 24; Memory Roberts ("Marjorie Gray") from the staff to Westo Advertising agency, where she'll write the Martha Meade air scripts; Lew Frost, Don Gilman's assistant, to L. A. to take up headquarters there.

WLBC's "Perfect News Beat"

Muncie, Ind.—The "perfect news beat," lacking only television or facsimile to make it a 100 per cent performance, was scored recently by WLBC in a news department test directed by E. Pierre de Miller. Complete story of Citizens Finance Co. holdup was on the air while police were still investigating, and a bulletin even beat police to the scene. De Miller had pictures, too—but lacking facsimile facilities, he had them rushed for posting in store windows within an hour after the holdup.

Pepsodent Seeks Later Spot

Chicago—Pepsodent, which will air Walt Disney's Mickey Mouse starting in January, is seeking a late Sunday afternoon or evening spot instead of the present 3:30 period now occupied by Bicycle Trades' NBC show. Lord & Thomas has the account.

Greyhound's WCLO Test Increases Business 46%

(Continued from Page 1)
 personal columns carried in newspapers. Bus travelers are interviewed as they arrive or make their exodus from the bus depot. Each evening over the air, the Greyhound News Reporter gives brief human interest stories about these people traveling by bus; who they are; where they are from; where they are going. Local manager of the Bus Depot reported last week that his business has shown an increase of 46 per cent, since campaign started Nov. 1, and that, whereas at the beginning of this campaign difficulty was experienced getting the names of people, they now come in before leaving and ask if their names and destinations will be broadcast.

WPTF Business Spurt

Raleigh, N. C.—Commercial programs have taken a new jump at WPTF coincident with the approach of Christmas. Among recent new business is a participation program signed by a group of merchants in Fayetteville, thrice weekly. Chilean Nitrate and Southern Auction Furniture Co. also are additions to the list. WPTF fan mail this year will far surpass last year's record. Part of stimulation comes from the station's talent search.

New "Ave Maria" Series

Dramatizations of major biblical prophets will be offered in the series of the "Ave Maria Hour" over WMCA starting Nov. 28 at 6:30 p.m. when Donald Peterson resumes producing the program. The story of Isaiah will be first.

WMCA Spook Program

A series based on the exploits of the late Harry Houdini in his expose of fake spiritualistic mediums is being prepared by WMCA for airing this winter. Dr. Joseph Kraus is writing the scripts.

WNYC One-Act Play Series

"The One Act Play Parade," new WNYC series, made its debut at 12-1 p.m. yesterday with "The Earth Is Ours," by William Kozlento, and "Sacrifice," by Allen Noblston, as the first bill.

COMING and GOING

TOM GOOCH and JOHN RUNYON of KRLD, Dallas, are in New York.
 W. E. POWELL, assistant commercial manager of the Canadian Broadcasting Corp. is in New York.
 VIRGIL V. EVANS, owner of WSPA, Spartanburg, S. C., was in New York over the weekend.

JAMES L. SAPHIER sailed Saturday from New York via the Panama Canal for California, where he will remain at his Hollywood offices for an indefinite period.

HARRY RICHMAN arrives in New York today from abroad on the Normandie.

BOAKE CARTER goes to New Bedford, Mass., on Dec. 14 to deliver lecture in that city.

DICK BOYNOW of WICC, Bridgeport, to Chicago for the holiday.

THREE MARSHALLS, NBC vocal trio, will play Loew's Theater, Washington, week of Dec. 10.

THE CHARIOTEERS go to Boston for a week at Metropolitan Theater starting Friday, booked by George Sax of NBC Artists Service.

TINO ROSSI, French radio singer, arrives from Europe today aboard the Normandie.

ERIC SIMON, European director of the Metropolitan Opera Company, arrives today aboard the Normandie with ADOLPHE VOGEL, tenor; CARL HARTMAN, tenor; JEAN TENNYSON, singer; EMMA BOYNET, French pianist; and MARGARET CARLISLE, singer.

MRS. COLE PORTER returns today from Europe.

City Schools Start Series

New York City Board of Education will start its first series of radio programs tomorrow over WNYC at 10:15-10:30 a.m. Six other programs will follow on successive Tuesdays, prepared and presented by students in new studio of Brooklyn Technical High School.

Humphrey's Campaign

Humphrey's Homeopathic Medicine Co., through The Biow Co., next Sunday will start an unannounced program on eight stations (WSPR, WNAC, WBAL, WSYR, WFIL, WOR, WGR, WNEF). Agency is endeavoring to clear a quarter-hour spot three days weekly with another similar spot on Sundays. If this cannot be cleared, sponsor make take four 15-minute periods on week-days. At present it looks as though sponsor will use the 9:45-10 a.m. period on Mondays, Wednesdays and Fridays plus unset Sunday spot. Understood agency is now auditioning talent.

FINANCIAL

(Saturday, Nov. 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	148	144 3/4	148	+ 2 1/2
CBS B	18 1/2	18 1/2	18 1/2	- 1/4
Crosley Radio	8 3/4	8	8 3/4	+ 3/4
Gen. Electric	39 3/4	36 3/4	39 3/4	+ 2 1/2
RCA Common	7	6 3/4	7	+ 1/8
RCA First Pfd.	51	50 1/2	51	+ 3/8
Stewart Warner	10	10	10	0
Zenith Radio	19	18	19	+ 3/8

	NEW YORK CURB MARKET
Majestic	1 1/4 1 1/4 1 1/4

	Bid	Asked
OVER THE COUNTER		
Stromberg Carlson	7 1/4	8 1/4

New Show for John Nesbitt

San Francisco — After dicker-
 ing with MGM, which has placed him under a five-year contract starting in January to direct short subjects similar to his "Passing Parade" broadcasts, John Nesbitt obtained permission for two weekly broadcasts. A new show is being groomed for him to start soon after his present Duart Creme of Milk sponsor quits Dec 5. Howard Williams Advertising Agency admit it's a S. A. account.

Religious Series on 20 Stations

Chicago — St. Germaine Press of Chicago (religious) has placed 15 minute transcriptions on 14 stations and is using live periods on six stations through Allied Advertising Agencies, Los Angeles. Talks feature the head of the Mighty "I AM" Presence, Mrs. G. W. Ballard and a vocalist. Live shows on WMCA, WAAB, WIP, CKLW, KHJ, KFRC. Transcriptions on KYA, KOL, KFAC, KGB, WIND, WJBK, KXBY, KFCD, KOMA, KFXX, WOL, KGER, KMBC.

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

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

ATTENTION!
 STATIONS — AGENCIES — SPONSORS

GARNETT MARKS

Announcer and Popular Ace News and Sportscaster

Now Freelancing

Sponsored for Three Years on Two of New York's Leading Stations
 Write Box A-119, RADIO DAILY, 1501 Broadway, New York City

THE HOUR OF CHARM

MUSIC THAT LINGERS ON



PHIL SPITALNY Residing at PARK CENTRAL HOTEL, NEW YORK

AGENCIES

CLARENCE S. ANDRESS, long a prominent figure in national advertising circles, has resigned, effective Dec. 11 from the staff of N. W. Ayer & Son Inc. after nine years of service in the New York office of that agency.

BAKER ADVERTISING LTD., Toronto, will collect the commissions on the Canadian stations used on the General Foods-Sanka coffee program on CBS.

T. REX KING, head of Cockfield-Brown agency, Toronto, was in Chicago last week. Agency handles Alka-Seltzer, Murine and Sterling Products in Canada.

HENRY KLEIN, radio director of B.B.D.&O., Chicago, has been on a swing to Boston and other eastern points looking over possible guests for the Edgar Guest "It Can Be Done" program, sponsored by Household Finance. Reports that Dale Carnegie would succeed Guest are denied.

I. F. WALLIN & STAFF, Los Angeles, has placed Eddie Albright, philosophical commentator, on KNX for Seal-Tite Products of L. A. (varnish and cleaner). This marks first advertising venture of any kind for Seal-Tite.

SIDNEY GARFINKEL agency, San Francisco, has placed Euclid Candy Co. on KNX, L. A., and KSFO, S. F., with Knox Manning, commentator.

ALFRED P. ZABIN agency will handle the account of Fink & Co. (vitamin products, health foods, cosmetics). A test campaign in publications may be followed by radio later.

NELSON CARTER has been appointed manager of the Chicago office of Beaumont & Hohman Inc. He was formerly manager of that agency's Omaha office, where he is succeeded by O. W. O'Neil.

J. A. BARNES, formerly of the copy staff of the Chicago office of Beaumont & Hohman, has been appointed an account executive. Clarke Trudeau has been named production manager.

G. B. McDERMOTT, formerly head of local sales, is vice-president now, instead of radio director, at Kirtland-Engel agency, Chicago. Milton M. Mendelsohn is radio director.

Fred S. Liggett Dead

East St. Louis, Ill.—Fred S. Liggett, chief engineer of WTMV, who died last week in Lee Memorial Hospital, Fort Meyers, Fla., was buried yesterday in Atchison, Kan. He started radio work 15 years ago and also had been connected with KMOX and KSD.

JIMMY ALDIN

AND HIS ORCHESTRA

JUST COMPLETED

100 WEEKS ENGAGEMENT

BEN 6-4759



PETTY CASH VOUCHER

Week Ending Nov. 19th

● ● ● Saturday...Early in the morning we attend Herbie Kay's opening at the Arcadia in Philly, where he is airing via WIP. The Broadway Mob had left before we entered, giving us time to inspect Dorothy Lamour's co-breadwinner. He has a nice personality plus a pleasing crew...WGPC, Albany, Ga., has made plans to air the messages of Charles Jimmy, legless swimmer, when he swims from Key West, Fla., to Havana next month. Station is angling for a sponsor, according to Robert L. Finch Jr., manager.

● ● ● Sunday...Attend Benny Davis' show...After dinner to the Savoy Ballroom in Harlem where Teddy Hill's and Claude Hopkins' crews really beat it out. "Make-Believe-Ballroom" Man Martin Block is there enjoying a busman's holiday—listening to these torrid bands...Part dawning we attend Leon & Eddie's party for Harry Salter.

● ● ● Monday...Dinner in Dave's with Zeke Manners and Ken Lyons and we spot Nick and Charlie Kenny talking to Freddie Rich while Harry Link looks on. Reminds us that Bing Crosby's record of Nick's song, "There's A Gold Mine In The Sky," rated as Bing's best, will be released the day after...WJSV, CBS-owned station in Wash., received a letter from a listener addressed to the "Nation's Station." Jess Willard, manager, with a chuckle forwarded it to WLW...WJSV's tag line is "Columbia's station for the nation's capital."

● ● ● Tuesday...Read Mr. Walter Winchell's column where he says that he's quitting his flicker career because of Uncle Sam's unfair taxation. This, we figure, is our big chance, so we go over to see Harold Stein about some front, side, angle and profile pictures of yours truly—which we promptly airmail to Mr. Zanuck with a notation that "we're available NOW"...That nite we see John Royal purchase "Look" mag and another on 6th Ave....To dinner at some Russian place on Swing Alley—52nd St. called the "Yar" with Kelvin Keech and Singer Jerry Kruger who relates her intentions of wedding a COLUMNIST within a few days!

● ● ● Wednesday...Our reports about Hannah Williams and Kay Thompson being out of the Ed Wynn show are confirmed—by the sign painter on Broadway—who paints out their names from the large Winter Garden billboard...Woody Klose, program director at WTMV, E. St. Louis, announces to the entire staff that extra money will be paid for new ideas submitted for air shows—regardless of the dept. the originator is from.

● ● ● Thursday...We meet Kate Smith's mother at the Playhouse in Ted Collins' dressing room. Dinner at the French Casino, where Joe Rines plays "That Old Feeling"—our No. 1 hearthrobber. Earlier to the Frances Langford press party at the Paramount... Marcus Griffin and part of his clan, including Singer John, and Ben Gross of the Daily News among those present.

● ● ● Friday...Lunch with Bill Gernannt, Prof. Quiz's mentor, who tells us that Webster's dictionary was found wrong by the Brooklyn Navy Yard—regarding one of Quiz's queries—but it was a 1929 edition...We hear that this week's winner of the Pilot Radio Award is the Hudson Motors "Hobby Lobby." TOTAL EXPENSE: \$23 for photos sent to Mr. Darryl Zanuck. AUDITOR'S REMARKS: Request denied... You looked so awful that Mr. D. Z. had the pictures RETOUCHE before he threw them into the wastebasket!

GUEST-ING

ANDREA LEEDS, on Chase & Sanborn Hour, Nov. 28 (NBC-Red, 8 p.m.).

JIMMY SHIELDS, on Al Pearce program, Nov. 23 (CBS, 9 p.m.).

EDWINA EUSTIS and HENRIETTA SCHUMANN, on Radio City Music Hall program, Nov. 28 (NBC-Blue, 12:30 p.m.).

VINA BOVY, on "Magic Key of RCA," conducted by Roy Shield in Chicago, Nov. 28 (NBC-Blue, 2 p.m.).

ROSEMARIE BRANCATO, on "Dr. Christian" program with Jean Hersholt, Nov. 28 (CBS, 2:30 p.m.).

GRETE STUECKGOLD, on Andre Kostelanetz-Chesterfield show, Nov. 24 (CBS, 9 p.m.). Set by Larry Fitzgerald of NBC Artists Service.

NED SPARKS, on Fred Allen show, Nov. 24 (NBC-Red, 9 p.m.).

EDWARD EVERETT HORTON, on "Hollywood Mardi Gras," Nov. 30 (NBC-Red, 9:30 p.m.).

FRANK HUNTER, of the oldtime vaude team of Hunter and Percival, on Col. Jack Major's program, Nov. 23 (CBS, 3 p.m.).

CRA Adds in San Francisco

San Francisco—Consolidated Radio Artists, in moving into 111 Sutter Street, which also houses MCA, has expanded by bringing here Don Haynes, former Cleveland manager, and adding Gene Englander, former dance maestro. Gorden Heschke, one-time lone S. F. CRA wolf, is thus supplemented in the new three-room suite.

F.T.C. CASES

Dr. Pepper Co., Dallas, selling a flavoring syrup used in the manufacture of a carbonated beverage, has entered into a stipulation with Federal Trade Commission agreeing to stop representing that there are more calories per pound in product than in oranges, lemons, pineapples, spinach or buttermilk; that the beverage is "packed" with energy, helps to melt fat away, or is the perfect pick-up for tired minds, tired nerves or tired bodies, and that drinking of three or any other number of Dr. Peppers a day makes one healthy.

De Forest's Training Inc., Chicago, selling a correspondence course of instruction in radio, television and sound equipment engineering, has entered into a stipulation to discontinue certain unfair advertising of its courses. It will no longer represent that Dr. Lee De Forest is now actively or financially associated with the respondent corporation's business, or that it has positions available or that employment will be offered to those who answer advertisements.

NAT BRUSILOFF

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY CI 6-2200

ORCHESTRAS MUSIC

LEW GOGERTY and his ork, recently returned to WBIG, Greensboro, N.C., after a vacation in the west, have been swamped with invitations to play elsewhere, but the boys believe "there's no place like home." The aggregation is managed by Major Edney Ridge, director of WBIG.

Freddie Nagel and his crew will be heard over NBC from the Mural Room of Hotel St. Francis, San Francisco, starting tomorrow night. Grace Joyce is the band's vocal star. There will be five weekly coast-to-coast dance programs on NBC from the St. Francis. Nagel relieves Red Norvo, who goes to St. Paul Hotel. St. Paul.

Isham Jones, currently at Hotel Lincoln, is a recent addition to WNEW's list of Dance Parade remotes. Fourteen bands are now heard regularly on this program.

Wally Credic's orchestra was the first to be heard via WHN from the Swing Club on the Grand Concourse, Bronx, when they broadcast Sunday at 10-10:30 p.m. Will also be heard Wednesday at midnight.

A second extension for Jack Crawford's aggregation holds the orchestra in the grand dining room of the Schroeder Hotel, Milwaukee, until Dec. 8 with daily broadcasts over WTMJ.

Jack Wright and his orchestra are conducting Hawaiian "jam" sessions at Nick Toce's Village Brewery, every Saturday afternoon starting at 2:30. The orchestra, composed only of Americans, plays native Hawaiian instruments exclusively, and attracts many of the foremost musicians to these unusual sessions.

The Yale String Orchestra, composed of 18 student players of Yale University under the direction of Klaus Liebmann, will make their radio debut from WICC today at 10:30 p.m., one hour after presenting the first in a series of student concerts on the lounge of Pierson College at Yale.

Cooke Back at KOIN-KALE

Portland, Ore.—"Ted" Cooke, associated with KAST, Astoria, until recently, has returned to KOIN-KALE here. Cooke, who will assist with traffic and continuity, was in the KOIN production office prior to September, 1936.

NEW PROGRAMS—IDEAS

A Collection of "Boners"

Star Radio Programs, Inc., is releasing promotion on a new five-minute script series totaling 13 scripts, requiring only one man for production, and presenting "boners" gathered from the classroom, movies, stage and radio, with one choice bit of misinformation featured on each program. Comedy is keynote, but some of the errors are reported as tragic, and all are said to be authentic. William C. Gartland is handling promotion.

Key Stations and AFM Agree on Rough Draft

(Continued from Page 1)

torneys for the networks during the next few days.

Final instructions and advice to the IRNA members, in connection with the signing of contracts with local unions of the AFM, were forwarded to the affiliates on Saturday through the medium of a series of "suggestions" from Sol A. Rosenblatt and William B. Jaffe, attorneys.

KYOS, Merced, Cal.

Production manager Charlie Foll married Margaret Marshall, "Homey Philosopher" getting thousands of requests for 32 page scrapbook of prose and poetry now being printed. Most of material in book was submitted by listeners. Publication is sponsored by San Joaquin Baking Company.

Average of one job per broadcast being obtained for unemployed on station's radio interviews, worked with California State Employment Service. Three or four persons are interviewed weekly.

KGER, Long Beach, Cal.

Hats off to C. Merwin Dobyns, station pres. and g.m., for generously airing football games of Southern Calif. High School and Junior College, footing all bills in order to bring "kid football" to the fans. The play-by-play broadcasts uncovered one of the best sports announcers heard here for a stretch—one Walter Winsor, 20-year-old Junior College student.

Guy Perez and ork, playing from the Zarape Inn, and the Hal Campbell outfit, from Rustic Inn, are two new late evening dance remotes of station. The Campbell show is frequently highlighted by Don Santo, Fanchon and Marco stage star, as emcee.

Shubert Signs Writers

Edwin Gilbert and Alex Fogarty, radio and show writing team, have been signed by J. J. Shubert to write an original score for "Romantic Lady," scheduled for Broadway the early part of 1938. Columbia Artists Inc. set the deal.

Service for Local Clubs

Announcements of local events, staged by the various churches, schools and clubs, have a sponsor at WAGM, Presque Isle, Me. Usually put on gratis as a local service feature, the announcements now comprise five-minute daily commercial for Summers Fertilizer Co., which uses only about 50 words for its own announcements. Sponsor benefits greatly by offering free services to the organizations. Program is now in second year.

Canadian Church Group Asks Sunday Restrictions

(Continued from Page 1)

by . . ." and restriction of jazz music and other shows not in harmony with the Sabbath, are asked by the Lord's Day Alliance of Canada in a formal request to the board of governors of Canadian Broadcasting Corp.

WFBC, Greenville, S. C.

Mason (Staton) Dixon, former WRVA announcer, recently joined the staff of WFBC as continuity writer and announcer.

Frank Blair, program director, has fully recovered from an appendicitis operation and is back on the job.

Jimmy Thompson, Sportscaster, has been sick abed with influenza, but he left his sick bed to journey to Columbia to broadcast the Furman South Carolina Football Game for Atlantic Refining.

Dan Crosland, newscaster, and papa of just a few months, suffered an appendicitis attack recently but found it unnecessary to undergo an operation.

Eber Lineberger, one of the youngest announcers in the game, continues to lead the list of mail pullers on WFBC with his early morning song and patter program, "Guess Time." The Freshman, as he's called, averages 150 cards and letters daily.

Johnny Gilbert, 19-year-old maestro, and his Pines Orchestra have a new thrice weekly afternoon spot. The Ambassadors of Swing are also featured on the Monday night audience show, "Everybody's Invited."

WHK-WCLE Remote Record

Cleveland—Increasing importance of remote control broadcasts in WHK-WCLE programming is revealed with the issuance of a schedule listing 44 remote control broadcasts on the two stations for the week of Nov. 21-27, a record high number for this type of program.

WALTER FRAMER

Originator of
Hollywood Show Shopper—Radio Swaps
Footlights & Stardust—The Blessed Eventer
Heard Daily Over WWSW
508 Berger Bldg. Pittsburgh, Pa.

☆ F. C. C. ☆ ACTIVITIES

APPLICATIONS RECEIVED
WGTM, Wilson, N. C. Vol. assignment of license from H. W. Wilson & Ben Farmer to WGTM Inc.

HEARINGS SCHEDULED
Nov. 22: WKBZ, Muskegon. Vol. assignment of license to Ashbacker Radio Corp.
Nov. 23: Church of Jesus Christ of Latter Day Saints, Salt Lake City. CP for special station. 6020, 9510, 11710 kc., 50 KW., unlimited.
Allen B. DuMont Laboratories, Inc., Upper Montclair, N. J. CP for television experimental station.

APPLICATIONS GRANTED
KINY, Juneau, Alaska. CP to increase power to 250 watts. 1450 kc., unlimited.
Twin City Broadcasting Corp., Longview, Wash. CP for new station. 780 kc., 250 watts, daytime.

WBLK, Clarksburg, W. Va. Increase hours of operation to unlimited.
WIOD-WMBF, Miami. Mod. of CP to change frequency to 610 kc. 1 KW., unlimited.
WGL, Fort Wayne, Ind. CP to change power to 250 watts daytime.
WEAN, Providence. CP to change power to 5 KW. daytime.

APPLICATION DENIED
Peninsula Newspapers, Inc., Palo Alto, Cal. CP for new station. 1160 kc., 250 watts, daytime.

EXAMINERS' RECOMMENDATIONS
United Theaters, Inc., San Juan, P. R. CP for new station. 570 kc., 1 KW., unlimited, be granted.

KQV, Pittsburgh. CP to increase power and change hours of operation to 1KW., unlimited, be granted. 1380 kc.

WSMK, Dayton, O. CP to increase power and change hours of operation to 250 watts, 500 watts LS., unlimited, be granted. 1380 kc.

Frank Walker & Waldo W. Primm, Fayetteville, N. C. CP for new station. 1210 kc., 250 watts, daytime, be denied.

Capitol Broadcasting Co., Inc., Raleigh, N. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be granted.
Birmingham News Co., Birmingham. CP for new station. 590 kc., 1 KW., unlimited, be granted.

CALL LETTERS ASSIGNED
Fields McCarthy Co., Poplar Bluffs, Mo. KPBM. Broadcast station division.
National Broadcasting Co., Portable. W2XBT. Television division.

T. Roosevelt Jr. for Radio

Theodore Roosevelt Jr. may soon join the ranks of radio commentators, according to Allan M. Wilson of Conquest Alliance Co., representing the Colonel. A sponsor is now being sought.

WTMV, East St. Louis

Una Paisley is new secretary of g.m. William H. West.
Remote broadcast from Third Baptist Church at Grand and Washington in St. Louis has just been added to Sunday evening schedule.

LEE GRANT

AND HIS ORCHESTRA

★★★★★
SIX-STAR REVIEW

MUSIC AS YOU LIKE IT

DAILY WMCA 2:30-5:30

ARTISTS MANAGEMENT
"Sensational" is the word for Paul Whiteman's opening, Drake Hotel, Chicago.
17 EAST 43rd ST., New York MU 2-1883



RUSSELL HUGHES, producer and director of KFWB's new "Experimental Theater," is devoting fifteen minutes of his Friday night shows to re-playing scripts he wrote and aired eight years ago—then, to emphasize the advances in radio technique, plays 'em over again a la 1938.

KNX broadcasts government weather reports every night at 8:15 for the benefit of citrus growers in Southern California.

With little fanfare, a new musical organization of symphony proportions has been organized locally and makes it bow this week under the billing of The California Symphony Orchestra and the direction of Karl Hajos, at the Figueroa Playhouse, with one hour of the ambitious program being carried by KHJ and the Don Lee network. Orchestra numbers 75, with Hajos conducting, Elias Breeskin as assistant conductor, and Sally Coe Mueller, coloratura, as soloist.

Eddie Bartell, formerly one of the "Three Radio Rogues," Jack Arnold, pianist, and Marjorie Moore, otherwise Mrs. Bartell, have a new KFI program called "Moonlight Serenaders" heard at 10:15 on Thursday nights.

Norman Nesbitt, brother of John Nesbitt of "The Passing Parade," has been signed by KHJ and started on a script writing assignment.

Vangie Bielby, who plays Sarah in "House Undivided," is reading her lines from a wheel chair temporarily due to a broken ankle received in an auto accident.

KFAC is "previewing" the operas being sung by the San Francisco Opera Company during the current engagement at the Shrine Auditorium, with Lawrence Sommers, music critic and commentator, giving informative talks on "Tristan and Isolde," "Lakme," "Aida," "Lohengrin" and "Tosca" on the day each is to be performed.

Sara Langman's radio adaptations of dramatic successes of other seasons have been switched to a 9 p.m. groove, Fridays, on KFWB.

KFWB has a new "Experimental Theater" program set for Friday nights at 7:00-7:30. Written and produced by Russell Huges, with musical background supplied by Bert Fiske and his orchestra.

Tom Belviso, in charge of NBC music libraries, is in town to survey the needs of his department locally and plan his set-up in the new studios.

Igor Gorin will make two appearances with the Seattle symphony on Dec. 6 and 7 as a prelude to his concert tour of ten weeks starting Jan. 1.

Technicians at KEHE are now organized within the CIO-affiliate, American Radio Telegraphists Association.

Bob Wright and Chet Forrest

★ THE WEEK IN RADIO ★

... IRNA Down to Biz

(Continued from Page 1)

legislation seeking to bar Ascapi activity, but similar laws in other states still have to be adjudicated.

More activity from the McNinch quarters throughout the week, included an order from the Chairman of the FCC that all hearings will be opened to all comers with an interest in the proceedings, especially to those in a position to offer relevant and competent testimony on any case being heard by the Commission.... in the past, only those having a direct interest in the case being heard, were allowed to testify.... Meantime, the FCC again held off on the Segal-Smith decision.

Management of the California Radio System switched hands, with Hearst interests bowing out and the McClatchy newspapers again taking control.... stations have their representatives and Transamerican is representing as a regional.... Transamerican, incidentally, is scheduled to give up its midwestern wires beginning today, and discontinuing line

service to Detroit, Chicago and St. Louis, more or less as an economy move.... WLW Line remains as is.... Gerald L. K. Smith broadcasts got tangled up at the start but seem to be straightening out now.... Boake Carter finally quitting Philco to go with General Foods.

Two major problems face the Havana parley after 15 days of intense operation and some preliminary organization and fixing of frequency zones by a committee.... WOL strike settled after a one-day walkout by ARTA members.... ARTA also won pay rises for WPA technicians in Federal Theater projects on the air.... Seven Okla. outlets sign with ARTA.... AFM signed some stations in Chicago through local union with new scales going into effect.... RKO now set for a radio show a la Warners and MGM.... General Mills will double its 1938 baseball schedule.... Sterling Products invades Canada with ET series five times weekly.

PITTSBURGH

Bouquet to Leonard Kapner, manager, and Cliff Daniel, program chief, for clearing WCAE time (even moving commercials) to take the complete NBC Symphony on Saturday nights.

Charles Allfelder has returned to the WWSW operating staff after a sojourn at WMBS in Uniontown.

Fred Waring, just finished here at the Stanley, said to have busted all radio orchestra records for attendance. However, argue the Horace Heidt fans, Waring had a pretty good picture, "Breakfast for Two," with Herbert Marshall and Barbara Stanwyck.

KDKA had two week-end weddings. Jack Orrison and Margaret Smith said "I do" Saturday at the home of A. E. Nelson, station manager. Carolyn Dickson and Bill Cutting took the leap Thursday.

Dorothy Yellig, WCAE music librarian, had a birthday Friday.

Harry Keck, WCAE football forecaster, is batting close to .800 on predictions.

wrote the parody on "The Donkey Serenade," which Allan Jones sang in "The Firefly," which will be used by the same singer in both opening and closing sequences of Metro-Maxwell's "Good News of 1938."

"March of Time" filmed Jack Benny and his writers, Bill Morrow and Ed Beloin, with wrinkled brows, working on script for the Benny program.

Jack Lescoulie, conductor of the KFWB "Grouch Club," is taking bows for his excellent impersonation of Jack Benny on a recent Joe Penner show.

Bill Bryan, KFI-KECA announcer, and Wesley Tourtelotte, staff organizer, have a new program, "Out of the Night," on KFI Thursday nights at 11:30.

SAN FRANCISCO

Helen Kleeb, NBC actress, and Jack Prendergast, S. F. newspaperman, are Mr. and Mrs.

Bob Roberts, KYA manager, says arrangements have been made with Tanforan Turf Club for daily broadcast of the feature race during the season. Joe Hernandez will be at the mike. Each day's program also will be re-created by Hernandez and Don Billings.

Clarence Hayes, NBC tenor, is being featured in a new twice-weekly morning show sponsored by the Oxo Company (Oxo Beef Cubes). Miss Gary Griswold does the house-wifery talks.

Roy Russell, KFRC tenor, off for Europe to appear there in some current operas.

Betty Kelley, NBC songstress, did a guestee with Jack Meakin's ork on KPO.

Toby Reed of the KFRC announcing staff vacationing in L. A. and Chief Ann'cr Bob Bence home with flu.

ST. LOUIS

George Sutherland, formerly at WISN, Milwaukee, has joined WEW as miker and copyman. Bill McIntosh, from BBC, London, and KLZ, Denver, has joined to handle program details, edit news, etc.

KWK arranged an exclusive tieup with Capt. Bill Menke for broadcasts from the Gold Rod showboat during its stay here.

Miss Clarke Harris is the new femme commentator on WEW.

WLBC, Muncie, Ind.

Jimmy Fidler, weatherman, to start daily program.

Happy Apple, The Old Ranger, compiling a few jottings for his annual edition of his "Old Dusty Notebook."



HALGAR INC. through Baggaley Horton & Hoyt agency has signed Perry Como, Ted Weems' crooner, and the piano team of Jerry Marlowe and Irma Lyon for a three-a-week 15 minute program in the interest of Marvo-Kurl on WMAQ. Armand Buisseret's string ensemble now picked up over WIND from Old Heidelberg Inn.

Harold Swanson of WWJD engineering staff in hospital at Libertyville result of colliding with a truck while on his motorcycle.

Annette King, NBC soprano, to appear on Dr. Joseph E. Maddy's "Fun in Music" program tomorrow.

Jimmy Evans, who has a prep school broadcast on WBBM, has been added to the cast of "Jack Armstrong."

Jack Fulton Jr. to Beaver Falls, Pa., to visit his father who celebrated 30 years with same insurance firm.

WPTF, Raleigh

New station feature gives every civic club in Raleigh chance to participate in weekly broadcast, outlining its plans and policies. Show starts Wednesday in 7:30 p.m. spot.

Saturday sign-off has been advanced from 11 to 11:30 p.m. to avoid interrupting program of NBC Symphony Orchestra.

"Streamlined Shakespeare" presentations are scheduled to start Dec. 10, with leading members of Carolina Players, well-known dramatic dept. of North Carolina U., offering condensed version of "Romeo and Juliet" under direction of Howard Bailey. Show will take 45 minutes, with narration skillfully eliminated as link to various scenes, and no essence of masterpiece is lost.

KUJ, Walla Walla, Wash.

Paul Krieger and Paul Ernest Wadlen are new additions to operating staff.

Announcing staff gets Logan Jackson, Richard Carey, Floyd Fitzpatrick.

Ed Butherus, formerly with KWSC, Pullman, comes on as sports announcer and continuity writer.

"Cruise of the Poll Parrott," premiere 15-min. ET, starts on station for local dealers, A. M. Jenson Co.

Paul Whiteman was interviewed on recent visit here with his band.

"Freshest Thing in Town," quarter-hour ET's for Walla Walla Baking Company, have started on station, Monday through Friday.

New three-weekly for Federated Women's Clubs of Washington-Southeastern district is under direction of Esther Engelhardt. Show features guest artists from 21 different women's clubs, club notices and news, etc. Sponsored by Davis-Kaser Co., local furniture people.

PROGRAM REVIEWS

"Under Western Skies"

Although Jerome Derby Sproul, new program boss at KDKA, Pittsburgh, says that he has not experienced any of the adventures he dramatizes in this series, aired Wednesday at 9 p.m., the two episodes already given have packed plenty of realism. The title is quite explanatory, the locale of the dramas being laid in the cactus country where men are men and nobody wants to be a radio announcer.

"The Story of Jay Ogden" last Wednesday had dynamite aplenty, literally and figuratively. It involved a triangular love intertwined with an attempt to strike pay dirt, an almost fatal quarry explosion, and a train crash that had even the engineer on the edge of his seat.

Jack Orrison, brought to KDKA from KOA, played the part of Jay Ogden. He was quite convincing and had excellent support in a cast consisting of Delle Gillis, Charles Webster, Leon Churchon, John Shilliano, R. P. Griffith, William Hetzel, William Wallace, Stephanie Diamond.

The orchestra under Bert Egizi met its cues with precision but sound effects could have been better.

Billy Hinds is the announcer for this show, which next Wednesday features a comedy, "Peaches for Ham." The series has excellent possibilities.

Briefly

Loretta Lee, subbing for Frances Langford on last Friday night's "Hollywood Hotel" over CBS at 9, did some delectable vocalizing. The girl has both a flexible voice and song-selling ability. She took "Tiger Rag" for a fast ride on Friday's program.

Bob Murray, young baritone who is being heard again on WHN and the WLW Line, with Don Albert's orchestra, is fast forging to the front in the romantic singer class. The natural way in which he uses his good voice is a pleasing contrast to some of the metallic baritones on the airwaves.

Coca Cola's "Song Shop," with Frank Crumit, Kitty Carlisle, Alice Cornett, Reed Kennedy and Gus Haenschen's orchestra has been holding to a high average the past several weeks.

NEW ORLEANS

Louis Prima and his New Orleans Five were back home for a week to play in the Shim Sham, where Prima is a part owner. Lineup now consists of Prima, Meyer Weinberg, clarinet; Godfrey Hirsch, drums; Frank Pineiro, piano; Louis Masinter, bass; Frank Federico, guitar. The outfit will go to the new Famous Door, New York, from here.

Amanda Barnes' "Home Folks" quarter hour has gone commercial with Scott Products of Chicago buying the period for five days a week over WWL.

NEW BUSINESS

KFRU, Columbia, Mo.: Staley Feeds, spots, through Potts-Turnbull.

WMT-KRNT (Iowa Net): New England Mutual Life, ETs, through Harry S. Goodman; Lewis Howe, ETs, (KRNT only), through Ruthrauff & Ryan; Smith Manufacturing Co., programs, through R. J. Potts; Reed-Murdoch, announcements, through Rogers & Smith; Procter & Gamble (Camay) announcements, through Pedlar & Ryan; Coast to Coast Stores, ETs, through McCord Advertising Agency; Hubbard Milling Co., ETs, through McCord.

WAAF, Chicago: American Poultry Journal, Busch Jewelry Co.; Bulk Oil Co.

WCLO, Janesville, Wis.: Zerbst Pharma-

ceutical Co., announcements, through Barons Agency; Northland Greyhound Lines, Inc., program, through Beaumont & Hohman; Chevrolet, ETs; Gerald L. K. Smith, talks, through Transamerican Broadcasting & Television Corp.; Nuera Cleanser, announcements, through John Barnes Advertising Agency.

KFRC, San Francisco: E. Fougere & Co. (Noxacorn), announcements, through Small & Seiffer; Dr. Frank Robinson, Psychiana ETs, through Northwestern Radio Adv.; Smith Bros. (cough drops), announcements, through Brown & Tarcher, Inc.; Star Outfitting Co., announcements, through Allied Adv.; Ranier Brewing Co., announcements, through Lord & Thomas; McCoy Health Institutions, talks, through J. H. Withington (also on KHJ).

Exceptions Are Filed In Neb. Ascap Ruling

Lincoln, Neb.—Strong exceptions and objections were filed by the Attorney General's office in connection with the temporary injunction granted Ascap against enforcement of Nebraska's Anti-Ascap law and the denial of dismissal of the case brought by Ascap and its officials.

Included in the exceptions is the allegation that the State has no knowledge of Ascap's functions as set forth in its bill of complaint. Denial is made that the recently enacted law will remove the rights of copyright owners, also that music writers will not have due protection of law. No point of violation of the constitution of the U. S. or Nebraska is evidenced in Ascap's allegations, according to the denials and it requested that every point of the temporary injunction granted last week be denied.

KOIL, Omaha

Don Lawrence is now on the announcing staff here, coming from the Iowa network.

Station has started tearing down its old 135-foot twin towers at the Hilltop transmitter in Council Bluffs. Burt Davis, transmitter engineer, is doing the work with an assistant.

Central States Broadcasting System (KFAB-KOIL-KFOR, Omaha and Lincoln) operates a speakers' bureau as a free service for Nebraska gatherings. The staff members have prepared sixteen speeches covering different phases of radio.

Luana Search, PBX operator, has left on a three-week vacation through the east.

The new Chicago Herald and Examiner program "Uncle Don Reads The Comics" is going over great with kiddies in this territory. Members of the KOIL dramatic staff under Arthur Faust and Don Kelley dramatize the Herald and Examiner funnies every Sunday morning.

WSPD, Toledo

Lang Thompson and his ork are back at the Commodore Perry Hotel with a WSPD and NBC-Blue wire.

WSPD Players, directed by Jules Blaire, have started a new serial, "Mystery House."

U. S. Commerce Chamber Again Considers Radio

For the second time in its history, radio will come in for serious consideration by the U. S. Chamber of Commerce. Policy at present is limited to supplying the listening public with programs of interest, to be aired at the discretion of the various radio transmitting stations. Because of demands by various affiliates and also due to recent talk by educators, the department will study the value of presenting educational and cultural programs as a set part of radio stations' schedule.

It is believed that findings of the studies will be acted upon at the annual meeting of the department in 1938. The policies and allotment of time to political bodies is also to be investigated with the Chamber of Commerce set to act on that question at the same time. Previous policy of the Chamber of Commerce in regard to radio is to be changed, it was learned, due to rapid growth of the industry, plus the fact that Chamber of Commerce has been besieged with inquiries from associated outlets nationally.

KFRU, Columbia, Mo.

"Chet" Thomas, g.m., in St. Louis on business the past week-end, while Dave Frederick, in charge of transcriptions, went to Kansas City.

Start of hunting season keeps Wally Mosier, continuity chief, pretty busy these days, with radio a sort of sideline.

Mrs. George Guyan, wife of KFRU program manager, pinch-hitting as sec'y to Barry Holloway, NBC special events chief, here to produce hour network show for Stephens College.

Chief engineer Arthur Rekart on a two-week's vacation with family in Indiana. Robert Haigh, transmitter engineer, in his place.

HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music in a Modern Manner

MANAGEMENT ROCKWELL-O'KEEFE



RADIO ANNUAL is on the way, will contain 1000 pages and will be a gold mine of statistical and informative data covering radio completely.



... distributed complimentary to Radio Daily subscribers as part of Radio Daily service.

WINS Gets Slice of Game In Unique Sharing Deal

(Continued from Page 1)

not clear time due to commercials until 7:15 p.m., and the Hearst outlet, WINS, offered to take it for local coverage until the other station was ready. WINS goes off the air at 7 p.m., as per FCC requirements and the FCC granted special permission for the station to remain on the air the additional quarter-hour.

At the 7:15 period, WINS referred its listeners to WOR for the rest of the game.

Telephone Statistics

Concrete pulling-power evidence on show over WMAC, Macon, Ga., is given in current station circular in form of telephone figures direct from telephone company. Show is "Castleberry Riddle Man," airing one hour weekly for Castleberry Food Company of Augusta. Figures, covering typical broadcast, show that: over 10,000 calls came in for the program; 39 operators could answer only 60 per cent of them; 43 complaints were received from customers who "couldn't get the operator."

WBIG Christmas Billboards

WBIG believes that it has employed the greatest salesman in the world, especially at this particular season of the year, for 20 billboards carrying 24 sheet posters, will be scattered over WBIG's area, portraying Santa Claus. WBIG's partner in promotion of Christmas business in the Greensboro, N. C., regional's area.

This is the third year that WBIG has used billboards for the promotion of Christmas business and the tie-in has always proven successful.

"Daily Memorandum"

"Daily Memorandum," featuring time-signals, weather forecasts, birthday greetings and daily events of importance, is new starter over KIRO, Seattle. Marjorie McPherson handles the broadcasts, scheduled Monday-through-Friday.

Shireman Managing WOMT

Manitowoc, Wis.—Dick Shireman, formerly with NBC and CBS, is now general manager of WOMT here. He came from WRJN, Racine, where he was acting as commercial manager.

ONE MINUTE INTERVIEW

HERBERT R. EBENSTEIN

"Big-time vaudeville passed out of existence coincidentally with the perfection of motion pictures which surpassed it in entertainment value. When transcribed programs are perfected to the point where they are more desirable than hit or miss live talent shows, then the recorded production will be recognized by listeners as the ideal method of supplying fool-proof radio entertainment and universal-ly accepted."

★ Coast-to-Coast ★

RALPH CARROLL, poet and philosopher of WATL, Atlanta, yesterday celebrated his first anniversary on the station.

Baritone Stuart Allen has been renewed for 13 weeks on the Wednesday "Hobby Lobby" show.

Stanley Worth, NBC baritone, has completed his first song creation "Don't Be Bashful" and will try it out on WEAF this Friday.

Temperature reports are selling radiator anti-freeze on KCKN, Kansas City, Kan. The Wyandotte Glass & Paint Co. signed a contract last week for five spots a day with this tie-in: "The temperature is now 36° —protect your car with anti-freeze," etc.

Blackface comedians Swor and Lubin celebrated their first anniversary as an NBC comedy team on Sunday's "Bicycle Party" commercial.

Barry Mahool, Broadway stage and radio actor, will be the guest star in the WPA Federal Theater Radio Division's production of "Salome" in the Oscar Wilde series over WQXR tomorrow at 9-10 p.m. Donald Macfarlane directs this series.

KSTP Educational Manual Goes Into Second Edition

St. Louis—Published originally for its northwest educational broadcasting conference held last month, KSTP's manual of "Radio Production for the Educational Broadcast," already has gone into a "second edition" of 1,000 because of a demand for copies from educational and civic groups.

Purpose of the conference, first of its kind called in the northwest, and of the booklet itself, is to raise the level of educational programs and to familiarize groups using free time in the techniques of radio production. The manual was prepared by Thomas D. Rishworth, the station's educational director.

Mathilda Heck, supervisor of music in St. Paul Public Schools, said of the manual: "It should be in the library of every progressive school in the country."

It already has been distributed to principals of all Twin Cities schools, members of the departments of education in the two cities, and scores of educational and civic groups.

NBC Chicago Legal Division

NBC has opened a legal division in Chicago under the direction of Joseph A. McDonald, formerly of the New York legal staff. Heretofore all legal matters were forwarded to New York.

Alberta Watkins, a Roy Campbell soloist, opens at the Hotel Elysee on Tuesday, featuring her original interpretations of modern and classical tunes.

Federal Theater Radio Division, for its Dr. James Truslow Adams "Epic of America" network series starting next Sunday, will have Alfred Wallenstein and his Sinfonietta Orchestra providing musical background. Lee Fontaine is adapter of the series, with Betzy Tuthill directing.

Josephine E. Tierney, acting manager of WBZA, Springfield, Mass., will wed Robert White, former manager of the station, and now on the announcing staff at the sister station, WBZ in Boston. The wedding will take place Thanksgiving Day. Miss Tierney has resigned from WBZA and the couple will live in Boston.

The Jesters have been booked for 13 weeks on the Golden Mustard "Melodiers" program starting Jan. 4. Charles Facer made the deal for NBC Artists Service.

Tony Wons, has been renewed for an additional 13 weeks on the Vick's program with a 50 per cent pay increase.

Nat'l Tuberculosis Ass'n Starting 1937 Campaign

National Tuberculosis Association, in the sale of Christmas seals, is now preparing spot announcements and dramatizations for its 1937 radio campaign, set to begin shortly after Thanksgiving on all stations, with Alexander Woolcott in a transcription series already scheduled on 200 outlets starting this week.

A special radio committee has been selected by the local branch of the association, and will be headed by Lucille Manners.

Drive conducted in 1936 was one of the best in the history of the organization, with vast increase in radio time granted given credit for success. Practically without exception, the combined forces of radio accepted scripts and announcements and presented them at hours when majority of listening power was tuned in.

PHILADELPHIA

WDAS is now having a "Boy and Girl" street broadcast.

Catherine Blondin will appear on Elsie Carol's open house on WCAU. Martha Lane is now conducting The WFIL Women's Club.

Harry Ehrhart, one of the best known voices in town a few years ago, is now managing the WCAU building.

Eight Stations Linked In Mohawk Valley Web

(Continued from Page 1)

network affiliates and leading local independents. They are: WABY, Albany; WIBX, Utica; WSAY, Rochester; WBNY, Buffalo; WNBK, Binghamton; WMFF, Plattsburg; WDEV, Waterbury, Vt., and WSYB, Rutland.

Accounts already signed arc: Hecker H-O; State of Maine (potatoes); American Chicle Co.; Committee for One Million (Gera'd L. K. Smith); Clear-Again Cold Tablets, and Rev. Elmo Bateman.

Some of the stations in the Mohawk were formerly part of the New York State Broadcasting System of which Squire was manager for Hearst Radio. This organization, which had WINS as its New York key station, has been dissolved. L. C. Paine has joined the Mohawk in sales capacity.

LINCOLN

Jack Wells, former KFAB-KFOR romantic singer, is vacationing at his home in Irving, Kans. Will join the Anson Weeks band soon in Chicago.

So successful as a promotion stunt in listener interest was the Nebraska State Journal - KFAB - KFOR announcers' spelling bee, the stations intended to go right down the line and make the newspaper columnists, who won, take on KOIL, and WOW, Omaha, as well as the World-Herald. It's all idead by Jack Hanssen.

OKLAHOMA

The Walker Quartet being broadcast from KASA, Elk City, over Oklahoma Network Sunday mornings drew 400 letters last week.

Merle and his Barnyard Boys, KTOK band, now over full Oklahoma Network every day except Sunday at noon.

Response on Bell Boys over WKY has changed them from three times per week to five on 7 a.m. program. Company reports that on response, with radio only used, store sold 185 suits of men's clothing, store record.

C. F. Mueller Renews

C. F. Mueller Co. (macaroni) on Dec. 13 will renew Crosby Gaige in "Kitchen Cavalcade" on seven NBC-Blue network stations (WJZ, WFIL, WHK, WSYR, WHAM, KDKA, WXYZ), Mondays through Fridays, 10:45-11 a.m. Kenyon & Eckhardt has the account.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	8
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30	31		

Greetings from Radio Daily

November 22

Howard Petrie
Hoagy Carmichael



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 102

NEW YORK, N. Y., TUESDAY, NOVEMBER 23, 1937

FIVE CENTS

Objections Raised to IRNA Plan

Looking On ... AND LISTENING IN

JESSEL JOINS SIDNEY ON MAXWELL PROGRAM

West Coast Bureau, *RADIO DAILY*
Los Angeles—George Jessel yesterday joined Louis K. Sidney's radio staff at M-G-M in an advisory capacity, working with Sidney, Sam Moore and Ed Gardner on Maxwell House show. Mort Harris also joins staff this week to supervise scripts.
(Continued on Page 8)

KVOX, Moorhead, Minn. Debuts on Thanksgiving

Moorhead, Minn.—KVOX has completed preparations for its air debut Thanksgiving Day. Only special features, with no commercials, will be presented the first day. Prominent men from here and Fargo will give informal talks.
Manny Marget is general manager
(Continued on Page 8)

13 More Coast Stations Add Lutheran Hour Dec. 19

St. Louis—The 13 Don Lee stations covering Washington, Oregon and Northern California will join the coast-to-coast Lutheran Hour network Dec. 19, increasing the number of participating stations to 59, according to Kelly, Stuhlman & Zahrdt Inc., St. Louis agency which
(Continued on Page 5)

Morrell on NBC-Red

Chicago—John Morrell & Co., Ottumwa, Ia., for Redheart dog food, has signed Bob Becker, Chicago Tribune outdoor editor and dog authority, for NBC-Red network with rebroadcast on WGN starting Jan. 9 at 2 p.m. Blair Walliser of WGN will write and produce. Henri, Hurst & McDonald is agency.

U. S. Rubber Co. Returns With CBS Program Jan. 12

WFBL Chalks Up Beats In Kidnapers' Captures

Syracuse—Though opposition was first to claim a beat, WFBL actually chalked up a list of firsts in connection with coverage of the biggest news of the past week, the escape
(Continued on Page 7)

Philadelphia Group Charges Clauses in Agreement with the AFM Were Not Authorized at Convention

U. S. PROGRAMS, SETS ARE FAVORED ABROAD

Cincinnati—Midwest Radio Corp., maker of powerful stock model radio receiving sets, is breaking all previous records for export sales, which E. F. Hoffman, v.p. in charge of sales, attributes to the fact that American stations are the most popular throughout the world. Foreign listeners in greater numbers are demanding sets that will tune in U. S. stations, says Hoffman. Midwest sets range from 7 to 20 tubes, and bulk of its foreign sales are in the 16, 18 and 20 tube models.

Pinkham Goes All-Live On 56 Stations Dec. 27

Voice of Experience, sponsored by Lydia E. Pinkham company, lately on WLW Line and Colonial stations, partly as a live show and part transcriptions, becomes an all-live program on 56 stations from coast to coast starting Dec. 27. Network will
(Continued on Page 2)

Penna. Stations Protest New 44-Hour Week Law

Harrisburg, Pa.—A committee representing 13 independent Pennsylvania broadcasters is here this week to present to the State Legislature formal objections to new 44-hour
(Continued on Page 8)

With virtually all of the stations in the country which use live talent for commercial programs studying the IRNA plan of settlement and Schedule A, which is the trade agreement to be attached to all contracts with local AFM unions, at least one group of affiliates is registering a squawk on several portions of Schedule A. This group, from Philadelphia, points out that the pro-
(Continued on Page 7)

CHEVROLET IS RENEWING IT'S ON 352 STATIONS

Detroit—Chevrolet Motors on Dec. 6 will renew its WBS "Musical Moments" transcriptions for another 13 weeks and boost the station list to 352 stations. This is an increase of 85 stations over the present list of 267. Program will continue to feature Victor Arden and his orchestra, the Songsmiths, guest artists and Graham McNamee announcing. Campbell-Ewald Co. has the account.

Diesel Institute Plans National Radio Series

Chicago—The Chicago Institute of Diesel Engineering, through its general manager, R. L. Toles, announces plans for a nation-wide radio campaign. Spot announcements and short talks will carry the substance of the advertising program. Brace Beemer Inc., Detroit, is the agency. Bromley House is the account executive.

Zenith 10% Bonus

Chicago—Zenith Radio Corp. will pay a ten per cent dividend Nov. 24 on all employees' wages and salaries for the past six months. Pres. E. F. McDonald, Jr. announces. About 3,300 employees will benefit. A loyalty bonus based on length of service also will be paid Dec. 20.

Anonymous Teaser

St. Louis—Anonymous advertising is the novelty of "Evening Serenade," KMOX Sunday show sponsored by Hyde Park Breweries. Program has no commercials other than sponsor identification at start and finish. Newspaper ads and engraved notices to symphony ork subscribers urge tuning in, but omit sponsor's name.



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Monday, Nov. 22)

Table with columns: High, Low, Close, Chg., Net. Includes sections for NEW YORK STOCK EXCHANGE and NEW YORK CURB EXCHANGE.

Holiday Business

Philadelphia—In attempt to push the sales of special holiday greetings and to remind the public of low rates on holidays both Western Union and Bell Telephone have started a spot campaign over Philly stations. Present one starts over WDAS for Thanksgiving.

Trading Post on WIND

Chicago—Trading Post, biggest local food store, goes on WIND with two programs, "Morning Musicale" and "Trading Post Floorwalker", featuring Brooks Connally from the store. Through Burnet-Kuhn agency.

NEA Radio Newsfeatures. Available to only one radio station in each city. Details on Request. Represented exclusively by Stephen Slesinger, Inc. 250 Park Avenue New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Nov. 20, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Table with columns: Selection, Publisher, Times Played. Lists songs like 'Once In A While', 'Blossoms On Broadway', etc.

Pinkham Goes All-Live On 56 Stations Dec. 27

(Continued from Page 1) be independent, using MBS lines, and WOR will be the key station. WMCA also is included in the outlets. Agency is Erwin, Wasey & Co.

CBC Governing Board Conferring in Ottawa

Montreal—Canadian Broadcasting Corp. governing board is in conference at Ottawa, with sessions expected to last until Nov. 25. The board will consider restriction of political broadcasting, and on the technical side will decide provision of enlarged broadcasting facilities for Western Canada and the Maritime Provinces, as well as opening dates of the new 50,000 watt stations near Montreal and at Hornby, Ont.

Cardinet Renewing

Cardinet Candy Co. on Dec. 5 will renew "Night Editor" on 10 NBC-Red Pacific stations, Sundays, 9-9:15 p.m. (PST). Renewal is for 13 weeks. Tomaschke-Elliott Inc., Oakland, has the account.

Sousa 3rd Forms Own Ork

John Philip Sousa 3rd, grandson of the famous band leader, has resigned from NBC to form his own dance orchestra. He has been signed to appear at the Hotel Whitehall, Palm Beach.

IN A CLASS BY ITSELF. INTERSTATE BROADCASTING CO. 730 Fifth Ave., New York

Horlick's Changes Setup On Lum and Abner Show

Chicago—Horlick's Malted milk, beginning Monday, will reduce the Lum and Abner program to a Monday, Wednesday and Friday schedule, instead of five times weekly as at present. Same network of 18 NBC-Blue stations will be used. Program is aired 7:30-7:45 p.m. with repeat at 11:15 p.m.

Understood sponsor will use recordings of the show on several additional stations. Lord & Thomas is the agency.

FTC to Set Up Rules For Radio Set Industry

Washington Bureau, RADIO DAILY Washington—Hearings will begin at 10 a.m. on Dec. 7 in the main hearing room of the Federal Trade Commission on proposed fair trade practice rules for the radio receiving set industry. Opportunity for oral hearing will be given to persons making application by that date.

ARTA Signs KOMA

Oklahoma City—Joseph Harris, ARTA organizer in this territory, announces signing of an agreement with KOMA, Hearst station here, for one year beginning Nov. 22. Deal involves five engineers and four announcers. This is the second Hearst station signed, Harris states, the other being KEHE.

LUCILLE & LANNY LINWOOD GREY. "2 voices and a pianny". 6 times w'ly WJZ-NBC Blue 8:45 A.M. EST. Arrangements by Lanny Grey. Management NBC Artists Service

COMING and GOING

DALE ROBERTSON, manager of WIBX, Utica, in town for a two-day visit.

KOLIN HAGER, manager of WGY, Schenectady, is in town.

JACK GRIFFITH of the sales staff of Van Cronkhite Associates Inc., Chicago, was in New York yesterday in the course of an eastern trip in connection with military school participating program soon to be waxed. Griffith leaves shortly for the coast to start production.

IRVING MILLS returns from Miami after completing arrangements for the appearance of a few of his attractions there.

ALLEN PRESCOTT, the NBC "Wifesaver", leaves for the Adirondacks immediately following his Friday broadcast for a short vacation.

P. K. TRAUTWEIN, president and treasurer of Mirror Recording Co., returned yesterday from a four-day business trip through upper New York State.

DONALD SHAW of McCann-Erickson agency is expected back at his desk today after a business trip to Cleveland.

FRANK W. PURKETT has arrived in New York from the Coast and is at the Hotel Edison.

JOSEPH LITTAU, NBC staff conductor, goes to conduct the Dec. 14 concert of the Hartford, Conn., Symphony Orchestra, WPA project, at Bushnell Memorial.

DR. FRANK BLACK, NBC musical director, files to the coast today from Chicago to spend several days on a survey of the musical situation.

CHARLES W. MYERS, head man of KOIN, Portland, Ore., is in Hollywood, accompanied by the station's musical director, JOSEPH SAMPIETRO, for conferences with Donald W. Thornburg, CBS vice-president in charge of West Coast operations.

PAUL MONROE, producer of the Kate Smith show, arrived on the coast yesterday for a similar assignment on the Warner-Lucky Strike program for Lord & Thomas, functioning directly under Tom McAvity. Frank Gill Jr. and Arch Obeler also have been added to staff to work on scripts, excepting the film previews, which will be supervised by Don Becker of Transamerican.

DICK POWELL is due back in Hollywood today from his Cleveland personal appearances to begin rehearsals on "Your Hollywood Parade," the Warner-Lucky Strike program initiating Dec. 8.

LEON SCHLESINGER, Hollywood film cartoon producer, is en route East, stopping over a day or two in Chicago, to follow through on some radio deals and merchandising tie-ups.



5 Strategically Located Offices Manned By Seasoned Radio Men

cover the territories in which originate 95% of the advertising expenditures in the United States.

John Blair & Co. CHICAGO NEW YORK DETROIT SAN FRANCISCO LOS ANGELES

*We cover
the Italian
Market*

WBIL

NEW YORK, 5000 Watts

WQV

NEW YORK, 1000 Watts

WPEN

PHILADELPHIA, 1000 Watts

**A MARKET
THAT SURPASSES
EVERY LARGE CITY
IN AMERICA
BUT TWO:
NEW YORK & CHICAGO**

There are 2,300,000 Italo-Americans living in New York, New Jersey, Connecticut, Pennsylvania and Delaware. It is a market with a population larger than any city in America, with the exception of New York and Chicago; larger than Philadelphia and Detroit; about twice the population of Los Angeles, and three times the population of Cleveland • This market is concentrated one hundred miles around New York City. We specialize in this market. We reach the Italo-American population of this territory every hour of the day and every day of the year. It is a billion dollar market. Are you overlooking it?

INTERNATIONAL BROADCASTING CORPORATION
132 West 43rd Street - Tel. BRyant 9-6080 - New York, N. Y.

ORCHESTRAS MUSIC

LEO REISMAN and his orchestra have recorded the two hit tunes, "This Never Happened Before" and "Let's Give Love Another Chance" from the new Lily Pons RKO picture, "Hitting A New High."

Erno Rapee will conduct the fifth broadcast of the widely discussed American premiere radio series of *Jean Sibelius' seven symphonies* by the Radio City Music Hall Symphony Orchestra next Sunday at 12:30 noon over NBC-Blue.

Henry Busse and ork, now touring, return to Chez Paree, Chicago, at Christmas time for their fourth season. They will be back on NBC for Marro-Oil on Jan. 16.

Chick Webb and his Savoy Swing Orchestra are playing one nighters prior to opening Nov. 25 at the Palace Theater, Cleveland.

Teddy Hill and his Swanee Rhythm Orchestra will play a week at the Apollo Theater in Harlem, starting Dec. 10.

Jan Garber's orchestra goes into the Palomar in Los Angeles for six weeks starting Dec. 1, and will be carried by CBS twice weekly. Garber is a prime favorite locally through long summer engagements at the Catalina Island Casino for the past several years.

Billy Swanson will leave New York, Jan. 4 on a six months tour of the country during which time he will play in hotels of one of the largest chains. His air programs will be continued.

Harold Arlen, composer, sings for the first time with **Leo Reisman** and his orchestra in his new Victor recordings from the Ed Wynn show, "Hurray for What." The songs **Reisman** plays and **Arlen** sings are "God's Country" and "In the Shade of the New Apple Tree."

Louis Armstrong and his crew have set some sort of a record. Currently playing the downtown Vogue Ballroom in Los Angeles they closed that spot at 2 a.m., dashed out to Recordings Inc. and cut six sides, and then reported at the Major Studios lot at 8 for the day's work on Mae West's "Every Day's a Holiday."

Johnny Johnson has signed **Miriam Yerman** as vocalist with his orchestra at the Village Barn.

Colonel Jack Major

Tuesdays 3-3:30 P.M. E.S.T.

WABC-COLUMBIA NETWORK



● ● ● **Paul Munroe**, director of the Kate Smith show, was released from his contract immediately after Thursday's airing to accept the coveted berth as production man on the Warner Brothers-Lucky Strike show.... He left for the coast Saturday.... **Lum** and **Abner** cut their five-time weekly trek to thrice after Nov. 29—and the sponsor will buy more stations.... **Rudy Vallee** sans band but with his crew of entertainers open at the Paradise Restaurant Dec. 3 for 20 days and then do a week at Loew's State.... **Benay Venuta** will resume her airings via MBS.... If **Bob Crosby** isn't available, **Freddie Martin** will succeed **Benny Goodman** into the Pennsylvania.... **Beatrice Lillie** is slated for a shot on the Al Jolson show.... **Bobby Breen** will do an international broadcast Dec. 6.... **Pinky Tomlin** broke an arm when he fell from a horse on the coast Sunday—and then the horse broke a leg falling over the prostrated **Pinky**.... **Eddie Kelly** rushed to Chicago to head the Crawford office there.... **Fred Allen-Ipana** show is slated to come east around Dec. 22.... **Dorothy Dey** swears that **Charlie McCarthy** has "gone Hollywood." He refuses to answer the telephone!

● ● ● On behalf of the United Hospital Fund, WABC donated a half-hour spot Saturday, 9:30-10 p.m., for a campaign program.... Talent contributing its efforts for the show included **Guy Lombardo** and **Tommy Dorsey** crews, **Mary Small**, **Robert Chisholm**, **Irving Kaufman** and others, with **Tex O'Rourke** as emcee.... **Louise Iselin**, head of the campaign fund did the "commercials." **Mrs. Roy S. Durstine**, chief of the radio division, arranged the program.... **William Hallman**, an actor who last year invented an earmuff for protection against noise, appears in the WPA-Oscar Wilde series this week—playing a role with this line: "Lend me your ears!".... Last night's wind-up of **Hearn's "20 Years Ago and Today"** reduces **Mark Hawley** to a paltry 13 commercially sponsored programs per week!

● ● ● **Ted Collins** is completing a deal whereby he'll produce the **Fibber McGee** and **Molly** show from Chicago for the next four weeks, taking **Henny Youngman**, **Jack Miller** and **Ted Straeter** along for bolstering.... M-G-M is building a half-hour show starring **Sophie Tucker** and **Ted Healy** plus all singers and comics not committed to the Maxwell House program.... Though more than 15 singers auditioned last week in New York for the **Kenny Baker** spot on the **Jack Benny** show, it was decided to keep **Kenny** going.... **Hi Brown's "Dick Tracy"** has been sold as a five-time weekly show beginning in Jan.... **Sid Gary** auditioned a one-man show for **Gem Razors** in which he portrays the part of "Dad" giving young shavers advice.... **Phillips H. Lord** appears as a GUESTAR of **Gabriel Heatter** on "We, the People" (which **Lord** created) next month.... **Bing Crosby** is supposed to be dickering for the buying of **A. T. Hert's** estate in Louisville, Ky., as a breeding establishment for his racing stable.... **Shirley Lloyd** is now being handled by **Irving Mills**.... **Jerry Kruger** does a "Swing Session" repeat Saturday via CBS.... **French Casino** reopens Xmas Nite!

● ● ● Who does the most work, **Gordon Hittenmark**, WRC's Timekeeper, or **Lee Everett**, who does an early morning program for WMAL in Washington—will be decided today when **Hittenmark** and **Everett** change places for the Big Test.... **Bill Traum**, who announces the "Musical Clock" mornings at WROK, Rockford, Ill., prefaces his announcements of the correct time with the notes of a cuckoo clock.... The cuckoo is a six-inch wooden whistle hanging by a cord from **Bill's** neck—which he's named "Henrietta".... Sometimes the cuckoo goes haywire and cuckoos too many times—because **Bill** got excited over a commercial!.... **Eton Boys (Earl Smith, Art Gentry, Jack Day and Charlie Day)** have been renewed by Columbia Artists Inc.

AGENCIES

ALVIN DEARING has joined N. W. Ayer & Son, Chicago, as publicity director, succeeding **Budd Malloy**, who resigned to free lance. **Dearing** comes from Ayer's Detroit office.

ALBERT R. CALLIES has been named director of media for **Ruthrauff & Ryan**, Chicago, by **Paul E. Watson**, v.p. It's first step in merging media and marketing division.

BENTON & BOWLES Chicago office will handle all Colgate-Palmolive-Peet advertising on **Tooth Powder**, **Rapid Shave Cream** and **Brushless Shave Cream**, after Dec. 1.

ROS METZGER, radio director of **Ruthrauff & Ryan**, Chicago, has been on a visit to various clients, including those in St. Louis.

BRACE BEEMER INC., Detroit agency, is handling the account of **A. O. Kemp**, a Detroit Ford dealer, who is using radio spots to push re-conditioned used cars.

FRED K. FINLAYSON, for several years associated with **KDYL**, and **Fielding K. Smith**, Utah artist, have opened the **Smith & Finlayson Advertising Agency** in Salt Lake City.

JEROME B. GRAY & CO., Philadelphia, has been named to handle the advertising of **Hershey Machine & Foundry Co.**, Manheim, Pa.

ALFRED LIPPMAN, v.p. of **E. T. Howard Advertising Inc.**, is passing out the cigars. It's a girl.

NILES-RICHMAN CO. is handling the account of **Edward J. O'Toole Co.** (religious articles) launching a pre-Christmas advertising campaign with a series of radio announcements. **WINS** is the New York outlet, with others to be added.

KSL Execs in Washington For New 50,000-Watter

Salt Lake City—KSL executives **Sylvester Q. Cannon**, president of the board and presiding Bishop of the L.D.S. Church, **Earl J. Glade**, managing director, and **Eugene Pack**, chief engineer, are in Washington in connection with application of the L.D.S. Church for a five frequency, 50 kw. international short wave station now pending before FCC. Granting of the permit would make Salt Lake the center of two of the country's most powerful stations.

Fifteen Cents a Day Will Pay You \$50 or \$100 Weekly in Event of Total Disability Due to Any Injury or Accident and All Medical Expenses up to \$1,000.

Jules Rosenberg
—INSURANCE—

JOHN 4-2800 BEEKMAN 3-0375
80 JOHN ST., NEW YORK

PROGRAM REVIEWS

"Can You Write a Song"

"Can You Write a Song," conceived and produced by Norman Spencer, and heard each Monday night at 8:30 over KFWB, the Warner Bros. station in Los Angeles and the California Radio System, provides ample proof of the fact that all the good ideas have not been exhausted. As its title implies, the program gives the vast army of simon-pure amateur songwriters an opportunity to have their numbers adequately orchestrated and presented over the air by KFWB staff artists. The truly amazing proportion of really meritorious songs submitted has proven as big a surprise to Spencer and his aides as to the listening audience. Many are definitely potential hits, and when more of the tyro tunesmiths discover that the program is not another one of those "we-set-your-lyrics-to-music" rackets, there undoubtedly will be a further uncovering of talent.

Program formula is to play three of the best submitted numbers and have listeners vote on 1-2-3 placing, with winning writers awarded \$50, \$25 and \$10, respectively. These numbers are then repeated on the following week's show, together with the three new ones selected for the contest of the current week. Added feature is the appearance of one or another of the best known song writing teams, who turn in a medley of their own hits—past and present—providing listeners with a basis of comparison between professional and amateur work. As a matter of fact, any time this reviewer has caught the show, the winning tunes might have been announced as the product of any one of our current popular writing teams without doing any material damage to the reputation of the tunesmiths credited.

Spencer devotes the last few minutes of the program answering questions asked by members of the studio audience, and to helpful though facetious criticism of some of the weaker sisters submitted. The show moves along at a lively tempo throughout, and already has been pegged as corking good entertainment by local listeners in the six weeks since its inception.

"On Broadway"

This Sunday afternoon program, heard at 3-3:30 p.m. over NBC-Blue, indirectly did a bit for the Red Cross on its last program by presenting a playlet of romance and rescue work in the flood area. It was the first accepted script of Howard Merrill, young radio actor, and it revealed writing talent that is worth encouraging. Alice Forst, Dan Davies, Ed Jerome, Charles Webster and others appeared in the cast.

13 More Coast Stations Add Lutheran Hour Dec. 19

(Continued from Page 1)

is handling the program for the third successive season.

New stations added include KVOS, Bellingham; KOL, Seattle; KXRO, Aberdeen; KMO, Tacoma; KGY, Olympia; KPQ, Wenatchee; KIT, Yakima; KALE, Portland; KSLM, Salem; KORE, Eugene; KRNR, Roseburg, KIEM, Eureka; KQW, San Jose. The ten other California stations of the Don Lee Network have been carrying the Lutheran Hour since the beginning of the current series, Oct. 24. The coast-to-coast program pays full rates for its time.

A.A.A.A. Chicago Meet Discussing Femme Angle

Chicago—What the woman on the street thinks about advertising will be keynote of discussion at meeting of American Association of Advertising Agencies' western council at Medinah Club today, according to Chairman Maurice L. Needham, president of Needham, Louis & Brorby. Recordings of interviews with Loop shoppers will form basis of discussion by John H. Jameson, copy chief of McCann-Erickson; Marie Dahnke, director of Home Economics, Kraft-Phenix Cheese Co. and others.

Henry Eckhardt, president of Kenyon & Eckhardt, New York, will discuss "What 4 A's Are Doing for Agency People"; Gardner Cowles Jr., president of Look Inc., "What Interests People."

Frederic Gamble, executive secretary, and George Link Jr., counsel for AAAA, are coming from New York. Homer Havermale, director of McCann-Erickson here, is local secretary.

LOUISVILLE

Erma Kruse, who airs with University of Kentucky Little Symphony over WHAS from Lexington, was recently pledged to Phi Beta, honorary and professional musical and dramatic society for women.

Helen Noble is new receptionist in front office of WGRC. Formerly aired over WHAS.

WAVE picking up high school assembly exercises from local institutions of learning, Fridays at 10 a.m., with aid of mobile unit manned by Jack Starks and Harry Lukens.

Plug Kendrick, formerly manager WIRE, Indianapolis, in town for few days, in interest of his proposed new station. Will leave soon for business trip to California.

WHAS has new interview program, titled "Street Man," thrice weekly, in lobby of Oertel's Radio Theater. Joe Wheeler, WHAS sports spieler, is doing the questioning.

Asher Sizemore and Little Jimmie offering cash prizes for name to be given new born son. Asher now the proud pappy of three fine boys.

Jim Shay, tenor, being spotted for Irish ballads on WHAS "Kentucky Play Party."

FLASH!

WFBL

FIRST with the News of the OLEY, CROWLEY & GEARY CAPTURE

FIRST with the news of the capture of the three jail-breaking O'Connell kidnapers! FIRST with the air interviews giving the personal story of the kidnaped keeper, plus interviews with police officers, the tip-off men and others close to the scene of the capture. And FIRST with the running story of the hunt . . . with original reporting . . . with INS reports . . . and with all-night communication flashes to New York State Police: As usual, WFBL gave its listeners the most complete story—and gave it FIRST. Here's the thrilling record:

NOV. 16 (3:10 A.M.)—Convicts Oley, Crowley and Geary escaped from the Onondaga Penitentiary, forcing Keeper Hayes to accompany them:

(7:00 A.M.)—WFBL flashes news of the escape.

(11:15 P.M.)—Keeper Hayes interviewed over WFBL.

NOV. 16 (in the evening)—Henry King kidnaped by escaped convicts, who force him to feed them at his home.

NOV. 17 (2:55 P.M.)—Oley and Crowley captured in a rooming house by City Policemen Robert Holland and Harold Kelley—result of a tip-off by Ivan Whitford:

(2:59½ P.M.)—WFBL flashes news of capture.

(4:00 P.M.)—Miss Norma Gray, who lived in the rooming house, and Mr. and Mrs. Henry King, the unwilling hosts of the kidnapers on the previous night, interviewed over WFBL.

(5:00 P.M.)—Policemen Holland and Kelley, who made the capture, interviewed over WFBL.

(6:25 P.M.)—WFBL flashes exclusive story that District Attorney Martin will call a special grand jury investigation.

(7:30 P.M.)—WFBL requested by State Police to act as communication center for State Police cars. WFBL remains on the air all night to render this service.

NOV. 18 (10:00 A.M.)—Tip-off man Ivan Whitford (just released by police) and his wife are interviewed by WFBL.

NOV. 18 (2:50 P.M.)—Oley and Crowley leave for Albany jail.

(2:53 P.M.)—WFBL flashes news of Oley and Crowley departure.

NOV. 18 (4:35 P.M.)—Geary captured by City Policeman Thomas Lewis and tip-off man Casper Mirra.

(5:15 P.M.)—Policeman Thomas Lewis and tip-off man Casper Mirra interviewed by WFBL.

NOV. 19 (5:30 P.M.)—WFBL sums up the entire case by personal interviews with Lieut. Dillon of State Police; Sheriff Auer, First Deputy Sheriff Schmidt; Captain Humphreys of Syracuse Detective Bureau, Captain Arnold of Radio Division, Syracuse Police; and Detective Sergeant Casey.

- **FIRST** with the News
- **FIRST** with Listeners
- **FIRST** with Advertisers

WFBL in SYRACUSE



EDDIE CANTOR has an assignment from Collier's to do a 2,000-word story on Deanna Durbin.

David Broekman is the reported successor to Felix Mills as baton-wielder on the "Silver Theater" program after Jan. 1, at which time Mills is supposed to take over musical direction of the Pepsodent-Mickey Mouse show.

Vera Van has been set for a guest spot on the "Signal Carnival" of Nov. 28.

George Jessel has stepped out of his production advisory berth at Warner Bros. studio to devote his entire time to radio and his new columning chore for the Paul Block newspapers.

Parkyakarkus was signed for a role in RKO's forthcoming "Broadway After Midnight."

For the first time since its inauguration more than a year ago, the CBS Pacific Coast "White Fires" will do a dramatization in three episodes. Exception being made to cover the life of Edgar Allen Poe.

KHJ has a new transcribed Monday through Friday series in "Lucky Girl," heard at 12:45 p.m. on the five-weekly schedule.

Zeke Morgan and his Hill Billys have a new show on KEHE each Monday, Wednesday and Friday at 2:45 p.m.

Contrary to report and various published stories, R-M-A Radio Productions, Radio Merchandising Associates, has not been merged with Charles Kerlee and Associates and both firms are very desirous of having the rumor squelched.

Virginia Verrill missed out on planned birthday parties because of an ulcerated wisdom tooth. Was due to celebrate her 21st birthday on the 21st.

WFBC Signs WBS Service

Altoona, Pa. — WFBC has signed for World Broadcasting System service, it is announced by Roy Thompson, managing director. Programs started Sunday.

Won Over

Baltimore—The Evening Sun, foremost local paper and never too favorable to radio stations, last Friday agreeably surprised WFBR by carrying a story regarding its application for a power increase. The paper reported James M. Hepbron, director of the Baltimore Community Fund, as endorsing the application and stating WFBR had a "most liberal and outstanding policy, and gave full cooperation to civic enterprises." Paper also listed other prominent citizens who appeared in favor of the application.

NEW PROGRAMS—IDEAS

"Memory Man" Songs

An anonymous "memory man," who is actually a well-known radio singer, is proving a hit on WKAT, Miami Beach, with a thrice-weekly program devoted to song favorites of the past. Weaving a chain of memories in a quarter-hour period, the singer ties up each of the songs with an outstanding event belonging to the era in which the music was written.

Arde Bulova Seeks WPG On a Full-Time Basis

Atlantic City—The city commission has adopted a resolution to contract with Arde Bulova, owner and operator of WBIL, to apply to FCC for re-allocation of frequency of WPG, this city, to 1130 kcs. instead of 1100 kcs. with directional antennae if required. Bulova would pay city \$75,000 if government approves. Resolution provided that Bulova must apply for abandonment by WOV of New York of present wavelength of 1130 kcs. and withdraw application for authority to operate WCOP, Boston, on 1130 kcs. If this goes through, the WPG transmitter equipment at the Airport will be changed to possibly Brigantine Island. This would also give WPG full time on the air.

KSTP in Educational Lead

Going heavy on educational programs this year, KSTP, Minneapolis-St. Paul station, found its efforts repaid last week in the survey conducted by the Music Educator's club of the Twin Cities. Out of the club's approved list of 45 educational programs, KSTP leads with 21; WCCO has 9; WTCN, 6; WMIN, 5; WDGY, 3, and the University of Minnesota's station, WLB, trails with one.

WKBN Moves Transmitter

Youngstown — WKBN on Sunday moved its transmitter from the Y.M.C.A. to a new tower and transmitter on Sunset Blvd. Studios will be retained in the Y. New 350-ft. steel tower is expected to greatly improve reception, which was handicapped in the downtown location, according to Warren P. Williamson Jr., president of the station. B. T. Wilkins is chief engineer, and J. C. McNary of Washington supervised the moving. Operating staff will be doubled.

Towbin Form Seattle Symphony

Seattle — Cyril Towbin, formerly NBC and BBC concert violinist who recently joined staff of Cornish school as director of music, has a symphonic orchestra composed of amateurs, business men and professional musicians in rehearsals for air appearances. Programs will originate in the Cornish studios and be fed by wire to Seattle and Tacoma outlets.

Radio Backstage

A dramatic radio series that will concern itself with its own locale is the "Control Room" sketches over WBAL, Baltimore. Program, replacing the show "Club Radio" and authored by Brad Bradley, will present many of the dramatic and amusing occurrences which are part of the rehearsals and actual airing of typical network commercials.

12 Boston Fuel Firms In Participating Show

Boston—Anthracite Industries Inc., a non-profit organization of Anthracite producers, have signed to sponsor the Herald-Traveler late news broadcasts over WEEI six nights a week at 11:05 o'clock. Twelve of the leading fuel companies of Greater Boston are participating with Anthracite Industries. Account was placed through Dowd & Ostreicher Inc. of Boston.

KALE Juvenile Symphony

Portland, Ore.—The Junior Symphony Orchestra made up of 100 juvenile artists, who play difficult symphonic compositions with skill, started a series Saturday over KALE, which is feeding the program nationally via MBS. Jacques Gershkovich conducts the group.

NEW ORLEANS

Elmer Feldheim, former radio singer came back to town this week with Liberty Lemoine, who is now Mrs. Feldheim. They will live in Baton Rouge.

Louis Prima, scheduled for a radio interview here, failed to show up and when asked why, replied: "Oh, I forgot."

St. Charles bar went musical again with the New Yorkers quartet playing for cocktails and dancing and WBNO getting an added attraction for its wire.

KSL, Salt Lake City

Bob Edwards and his movie chatter are back for a new sponsor, American Fur Co. Russell Stewart is announcer.

Stan Reese has returned from his honeymoon.

Marty Husbands plans a Boston trip over holidays.

Glenn Shaw gets down earlier for his staff assignments these mornings. Handling the three per week Auerbach Xmas toy shows, the KSL senior announcer gets a kiddie's thrill out of playing with the hundred odd toys in the studio.

Alvin G. Paek, XCMi advertising aide, concluded his fourth consecutive season of reporting Salt races over KSL for a commercial sponsor.

Movie chatterer Bob Edwards returns to KSL airways for new sponsor after seasonal layoff. Spot is weekly quarter hour.



BETTY WINKLER, versatile NBC actress, has been signed by S. C. Johnson Co. as a permanent member of the Fibber McGee company. Sponsor recently signed Lou Clark Dennis, tenor. Others used regularly besides Marion and Jim Jordan are Bill Thompson, Hugh Studebaker, and Harold Peary.

Reported that Jim Ameche, Don's younger brother, is just about set as the new headliner of Campana's "Grand Hotel" series. He played opposite Betty Lou Gerson in last night's offering, "The Perfect Servant," by George Vandal.

At the last minute the Maple City Four had to cancel their trip to Hollywood. Radio commitments made it impossible to get away at this time.

Zeke Manners' Hill Billy gang now featured in a three a week morning show on WAAF.

Harry Creighton will report the polo games from the 124th Field Artillery armory over WAAF this winter.

W. F. Long agency has a transcribed series on WTMJ, Milwaukee, for Carpenter's bread.

Tenor Frank Wilson rounding out sixth year as Voice of Romance for Evans Fur company. Ruth Brine, who broadcasts salutes to women on Evans program, now handling publicity also for account.

Malcolm Claire, NBC's Spareribs is ill at home. Irma Glen, organist, has taken over his periods temporarily.

Everett Mitchell, senior NBC announcer, to Columbus tomorrow to handle the Farm and Home Hour broadcast from the campus of Ohio State University.

Don McGibeny, NBC commentator, making an appearance before the Protestant Women's Service club at Marshall Field's on Dec. 1.

Vic, Sade and Rush will go to Kenosha for theater appearance on Dec. 3.

Vocal Endurance

Presque Isle, Me.—When a regional power failure brought total darkness at the State Theater, where a full house was watching a show, the management called for volunteers from audience to lead in group singing for "about 15 minutes" while high tension lines were being fixed. Only one to respond was Bert Robertson, WAGM songster on Pillsbury hour, who warbled until power was restored—nearly three hours later! Bert has an even chance of recovering.

Objections Are Raised To Clauses in IRNA Plan

(Continued from Page 1)

posed trade agreement contains clauses which "are in direct violation of what the IRNA convention authorized."

Specifically, the objections are based on the second sentence of Clause 6, and Section B of Clause 19. The former pertains to "all musicians other than staff musicians employed by an Affiliate shall likewise be employed upon terms and conditions as agreed upon between Local (union) and Affiliate". The latter (Clause 19 objection) concerns the retention by AFM of the sole right to cancel and terminate all agreements for Affiliates in the event that the plan of settlement fails sufficiently to carry out the purpose of the Federation to increase employment of staff musicians and wherein the Federation may so cancel the contracts upon 14 days' notice.

Meantime, numerous stations are going ahead with their negotiations with local unions.

WJMS Deer Hunters' Service

Ironwood, Mich.—A special service provided by WJMS to deer hunters during the open season now under way in the Upper Peninsula of Michigan is proving very helpful. The Michigan Conservation Department and the State Police report to the station daily any emergency calls they have for hunters and WJMS broadcasts emergency news at stated times each day. On the first day of the season, a hunter from Lower Michigan was wanted on account of death of his granddaughter. Five minutes after the broadcast, the man was located.

Many such instances have occurred in past seasons, so that hunting camps throughout the area keep tuned to WJMS and hunters feel they are within easy call. Only the most urgent news of extra importance is accepted for broadcast.

KFRO Gets National Airing

Longview, Tex.—KFRO was represented nationally the other night when Chief Engineer Edward Bumpas called Radio Station WBT in Charlotte, N. C., during their early morning all request period. WBT had the conversation patched into the program amplifier and engineer Bumpas told the whole United States what a swell station KFRO is and that it is located in the richest and largest oil field in the world. KFRO has for some time used this telephone hook-up during its all-request programs, but Bumpas reports a real thrill having his voice come back to him from Charlotte.

Sears Renews Fleischer

Philadelphia—Sears, Roebuck & Co. has renewed its "Jewish Commentator" series featuring Nathan Fleischer for another 39 weeks over WDAS. Mail order house has obtained excellent results from its foreign language air campaign.

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

Dec. 1: Carl Latenser, Atchison, Kan. CP for new station. 1420 kc., 100 watts, daytime.

Evening News Press Inc., Port Angeles, Wash. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Dec. 2: Food Terminal Broadcasting Co., Cleveland. CP for new station. 1500 kc., 100 watts, daytime.

Glenn E. Webster, Decatur, Ill. CP for new station. 1290 kc., 250 watts, daytime.

John C. Hughes, Phenix City, Ala. CP

for new station. 1310 kc., 100 watts, daytime.

Dec. 3: Young People's Association for the Propagation of the Gospel, Philadelphia. CP for new station. 1220 kc., 1 KW., unlimited.

Cumberland Broadcasting Co., Fayetteville, N. C. CP for new station. 1340 kc., 250 watts, daytime.

Sherman V. Coultas, Milton Edge & Hobart Stephenson, Jacksonville, Ill. CP for new station. 1310 kc., 100 watts, unlimited.

SEATTLE

Carl Christopher, Al Botzer and Ralph Camargo, announcers, are recent additions to the KIRO staff.

Tommy Thomas, young ork leader who for five years has handled the Ben Tipp jewelry store's radio advertising and produced its programs, handled the recent dedication of the firm's new store.

Louis Wasmer, owner of KGA, Spokane, is making tests for a new station on which he has received FCC approval.

KRSC now hits the air daily except Sunday at 8 p.m. with "Headlines Edition."

WDAS Biz Up 45%

Philadelphia—WDAS reports a 45 per cent increase in business the past month as compared to previous month. For the first time in its history, station is unable to clear time for advertisers. Sales promotion department, made up of Alexander Dannenbaum, president, Nathan Fleischer, director of foreign programs, and Harold Davis, program director, is credited with bringing about the boost.

New CBS Sunday Show

"People's Choice," new Sunday 8-8:30 p.m. show, featuring excerpts from CBS programs of the past week, has been set by CBS opposite the Chase & Sanborn program. Listeners will be invited to write in naming their favorite broadcasts of the week, and CBS will then highlight the programs receiving the greatest number of votes. Program will originate from Hollywood. Series is set to begin Dec. 5. The 8:30 p.m. spot will be filled by new Harry Conn show, "Earaches of 1938," starting next Sunday.

Columbia Workshop moves to Thursdays, 10:30-11 p.m., effective Dec. 9.

Coach Line on WMBH

Joplin, Mo.—WMBH is putting on a 15-minute show twice weekly at 6:05-6:20 p.m. for Crown Coach Co., bus operators. Nationally known orchestras are used by transcriptions, with the theme song being "Let Yourself Go." Advertising tie-in is "Let Yourself Go Places in Crown Coaches."

PHILADELPHIA

Robert Gill appointed assistant to Horace Feyhl, WCAU production manager.

Due to being unable to clear time over WFIL, MBS has awarded Barbasol, Vardy and Hecker commercials to WIP, strengthening rumors that WIP may become network's outlet here.

WPEN has come to an agreement with AGRAP on a contract for announcers.

WCAU has invited Gen. Hugh Johnson to speak on social diseases.

Enid Hager has resigned as assistant program director at WFIL.

Gene Edwards, WDAS announcer, promoted to supervisor in charge of night programs.

WTMJ, Milwaukee

Nancy Grey, commentator, is using a straight standing mike and taking her meals off the mantel as the result of her first horseback lesson preparatory to an Arizona Ranch journey.

Ma Perkins comes from Chicago as guest on Eddie Thompson's "Behind the Mike" show Nov. 26.

Russ Winnie will broadcast Bears-Lions football game to be played at Detroit on Thanksgiving day, fathered by Winnie's regular sponsor, Wadhams Oil.

Series of talks by Harry Stuhl-dreher, Wisconsin Badgers coach, has been extended a week, including two talks from Philadelphia, where he'll pick his all-America and all-Big Ten elevens.

Bill Carlsen's band, with tenor Paul Skinner, furnish musical entertainment for Milwaukee Auto Show.

WCOL, Columbus

A new program, the "Dinkledorf-fers," is being launched here, being the trials and tribulations of two quaint old characters, portrayed by Mr. and Mrs. George Elliott, formerly of WBAL, Baltimore.

After an absence of several months, Roger Garret, organist at the Ohio Theater, returns to a regular spot over this station, sponsored by Diamond Milk Products, direct from the theater.

KIDO Mail Spurts

Boise, Idaho — Mail received at KIDO in the first 10 months of this year showed an increase of 130.4 per cent over the entire year of 1936, according to C. G. Phillips, manager. A survey also reveals per capita sales here as \$892, topping various larger cities in the western area.

WFBL Chalks Up Beats In Kidnapers' Captures

(Continued from Page 1)

and capture of Oley, Geary and Crowley, convicted kidnapers, the records show. WFBL flashed news of the first of two captures within five minutes, and the second within 10 minutes of tip-off.

Radio beats were scored in the presentation of the kidnapped guard, Hayes; of the two civilians whose tips led to the captures; of the kidnapped man who was forced to drive, and his wife who was forced to serve food, and of the actual arresting officers in both cases. Mirra and Patrolman Lewis were presented on the air before they had made complete reports to the police departments, less than 45 minutes after the tip-off.

In addition, WFBL was designated as official broadcast headquarters for the State Police, relaying police calls to troopers. Special news periods presented a complete running story of the feverish activity.

Short-Waving CBS "Headlines"

"Headlines and Bylines," CBS program featuring Bob Trout, H. V. Kaltenborn and Lewis Browne, heard Sundays, 10:30-11 p.m., will be transcribed and re-broadcast to Europe over W2XE weekly starting Nov. 29, at 5-5:30 p.m. In addition to the recording, Bob Trout in person will air last minute world news.

GROMBACH PRODUCTIONS INC.

113 West 57th St., New York

Program ideas, presentations, direction, material, adaptation, talent negotiation, casting, doctoring, consultant services, production.

Radio Program Service in whole or in part, Unit Productions or Production Units set up, sold or leased. Program requirements analyzed and legal clearances checked.

Agency ideas developed by studio experimentation to production of audition.

Permanent staff—private studios—Recording facilities.

Talent, Casting and Program files begun in 1928.

Phone Circle 7-2678

Exclusive Representatives for outstanding free-lance writers and directors.

Penna. Stations Protest New 44-Hour Week Law

(Continued from Page 1)

work week which becomes effective Dec. 1 under act of the Pennsylvania Labor Board. Committee consists of C. G. Moss, manager, WKBO, Harrisburg; Clair R. McCollough, president, Mason-Dixon Radio Group, and Clifford Chafey, manager WEEU, Reading.

Act provides for maximum working week of 44 hours, and maximum working day of 8 hours, with provision for half hour meal period after every 5 hours of continuous labor. Broadcasters hold it interferes with operations of announcing and control room staffs. Stations represented by the committee are: WCBA, Allentown; WFBC, Altoona; WEST, Easton; WLEU, Erie; WKBO, Harrisburg; WAZL, Hazelton; WJAC, Johnstown; WGAL, Lancaster; WRAW, Reading; WGBI, Scranton; WKOK, Wilkes-barre; WORK, York, and WEEU, Reading.

Jessel Joins Sidney On Maxwell Program

(Continued from Page 1)

coming from program director berth at WHN.

Harry Kronman, writer with Bill Bacher on all production assignments, stepped out of the picture with his boss last week.

Disks Placed in Canada

West Coast Bureau, RADIO DAILY Los Angeles—Imperial Optical Co. is presenting the Mertens and Price Inc. transcribed series of Wade Lane's "Home Folks" for a run of 26 weeks, starting Jan. 2, on CJRC, Winnipeg; CJRN, Regina; CFQC, Saskatoon; CKBI, Prince Albert; CFCN, Calgary, and CJCA, Winnipeg, which coverage blankets the entire Canadian Northwest. The local producers also report Pacquin's Ltd. using the same feature over CRCT, Toronto, and CFCF, Montreal. New business was placed through All-Canada Broadcasting System, which organization also has placed the Mertens and Price "Sunday Players" on stations across the Dominion from Moncton, N. B., to Vancouver.

ONE MINUTE INTERVIEW

DR. KARL REILAND

"Radio is by far the most suitable medium for the transmission of philosophical thought because of the intimate relationship it establishes between speaker and listener. The habit of church-going is not as strong as it was in my youth, but that doesn't mean people today don't want ethical direction. They seek it eagerly, but it must come to them in modern packages. Radio is the answer."

★ Coast-to-Coast ★

ATENDANCE at Baltimore's auto show was boosted to record figures as a result of broadcasts from the exhibition. WFBR took honors in the promotion, doing 16 broadcasts and scoring some nifty exclusives from the showrooms, with majority of programs being piped direct from the two WFBR mobile units.

The Kidoodlers, novelty instrumental quartet, are scheduled to make a talkie short for Mentone Studios.

"Big City Parade" returns to the Boy's Court in Chicago, with Judge Braude in the role of Judge, beginning Dec. 3. The time of the broadcast has been changed to 1:45 p.m. on WLS, so as not to interfere with Judge Braude's daily broadcast from the Safety Court over WJJD at 11:30 a.m. According to the many requests for his help, Judge Braude will also answer letters from mothers, and boys and girls, aiding them to solve their personal problems. Lillian Gordon will continue to write and direct the show, now in its 36th week.

WSGN, Birmingham, the key station in the Alabama Sports Network, is the outlet that fed the recent talks of Governor Bibb Graves to the state network. First talk was from the Thomas Jefferson Hotel, fed by WSGN facilities to WSFA, WALA, WJBY and WBHP. Second program, from WSPA, Montgomery, again used the WSGN network facilities.

Stephen Balogh pianist member of the staff of the music department at Cornish School in Seattle resumes his "Musical Portraits" over KJR this week. In the past two years Balogh has done over 80 broadcasts. George Jennings, director of radio for Cornish, will do the continuity and assist Balogh in presentation.

"Seattle Pioneers," authored by Don Cook, produced in the Cornish Studios, with student talent goes into its 27th week over KJR. The show, a 15-minute sustaining, is produced for the Seattle Goodwill Industries.

Bryan Field will describe the horses in action at Hialeah Park,

Nat'l Recognition for Pinney

Salt Lake City—Radio Writers Laboratory, syndicating scripts for Gladys Wagstaff Pinney, KSL writer, is negotiating with J. Walter Thompson Agency of L. A. for placement of Mrs. Pinney's shows. Use on Chase & Sanborn-Don Ameche hour is contemplated. "Manhattan Miracle" and "Touch of Scarlet" are the offerings. These have been released by the KSL Players, Radio Playhouse presentation, over KSL here.

Miami, this season. Field is the well known New York Times turf writer. He will also broadcast the 1938 Kentucky Derby for CBS. Field will broadcast over WQAM while in Miami.

Hugh B. Marshall, radio artist of LaCrosse, Wis., is in St. Elizabeth's Hospital, Youngstown.

Jack Meakin, whose "Bughouse Rhythm" is one of the more delectable musical novelties on NBC network, also has had "Meakin's Musical News" on the Pacific Coast, and occasionally as far as Chicago, since the first of this year. Program consists of Meakin as commentator and orchestra conductor, with various groups of musical items punctuated by popular music from the orchestra.

Adelaide Hawley, commentator and conductor of "The Woman's Page" of M-G-M's "News of the Day," will introduce The Answer Man at today's Town Hall Club Round Table Luncheon. The luncheons are aired over WNYC.

Harold Betts, the "Romantic Bachelor," is back at WSPD, Toledo, after several months in the east.

KVOX, Moorhead, Minn. Debuts on Thanksgiving

(Continued from Page 1)

of the station, with Robert Schulz as chief engineer; Alfred Monkonen and Willard G. Hartho, transmitter operators; E. Duran Hansen and Emery Putnam, announcers, and Beatrice Grundfor, office detail.

Station has adopted "The Voice of the Valley" (Red River Valley) as its slogan. It operates on 1310 kcs., 250 watts day and 100 watts night. A 179-foot Blaw-Knox tower, Western Electric equipment and WBS service are included in its facilities. Several local accounts already have signed and station gets under way with a nice start.

KANSAS CITY

KMBC is taking additional space in the Pickwick Hotel for its news department and Chick Allison's promotion and publicity department.

Sid Q. Noel, president of KXBY, has sold to General Mills his contract with Walt Lochman, station's ace sports announcer.

Helen Lee of KCMO staff was in Tulsa on business over week-end.

Chet Thomas, manager of KFRU, Columbia, spent a few days here on business.

WHB has resumed "Piano Specials" from piano floor of Jenkins Music Co., featuring Alberta Bird. Charles Lee produces.

RADIO'S GREATEST ONE-MAN SHOW

TUNE IN
WOR

Monday to Friday
4:30-4:45
EST



MUTUAL
NETWORK
6-6:15
EST

JIMMY SCRIBNER AND HIS "JOHNSON FAMILY"

Jimmy Scribner writes his own script, does all the twenty-two characters including male and female, and supervises the entire production including sound effects.

WILSON, POWELL and HAYWARD

JAS. V. PEPPE, Gen. Mgr.

444 Madison Avenue

New York City

ARTISTS' REPRESENTATIVES — RADIO PRODUCERS



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 103

NEW YORK, N. Y., WEDNESDAY, NOVEMBER 24, 1937

FIVE CENTS

No AFM Deals Signed Yet

MPPA OPPOSED TO DEAL WITH SESAC ON RIGHTS

Music Publishers Protective Association will not make any arrangement with SESAC whereby the former would represent the organization in clearing electrical transcription and motion picture rights for the SESAC catalogue. MPPA for some years has issued licenses for its publisher members and some other copyright owners. Recently SESAC

(Continued on Page 8)

Radio Execs to Speak At Educational Parley

Chicago—Prominent radio executives will meet with the country's foremost educators for thoroughgoing discussion of problems in educating by radio at Second National Conference on Educational

(Continued on Page 8)

2 New England Stations Sign With Weed & Co.

Two New England stations have appointed Weed & Co. as their national representatives, effective immediately. They are: WLAW, Lawrence, Mass., newly licensed outlet which makes its debut on Dec. 12,

(Continued on Page 2)

Edwin C. Hill Renewed

Edwin C. Hill has been renewed by American Tobacco (Lucky Strikes) effective Jan. 3. Program is heard Monday through Friday over 93 CBS stations at 12:15-12:30 p.m. Lord & Thomas is the agency. With signing of new contract, Hill completes one year of news commentating over CBS.

Radio Increases Milk

Columbus—Already reported as a stimulant to egg-laying (hen's eggs), radio now is credited by Ohio State University as increasing the milk output of cows in the campus dairy. Students, unable to attend football games because of college farm duties, put radios in the barns, with aforementioned results.

Up to Nature

Salt Lake City—Something different in programming is a stunt broadcast sold to a local department store by KDYL. Snow must fall before program can be aired. When nature obliges, Jack Gregson, special events man, will don shortwave pack transmitter, and jump on a sled for a coasting ride with a bunch of kids. It's a tieup for store's toy and sporting goods dept.

HAVANA GROUP APPROVES SHORT WAVE STUDY PLAN

Havana—After prolonged parleys, the technical committee of the Inter-American Radio Conference in progress here has approved a plan for the study of the possibility of assigning short wave bands, not to exceed 300 kilocycles in width, to

(Continued on Page 3)

Guest Star Schedule Is Set by Chevrolet

Guest star schedule in the Chevrolet "Musical Moments" series transcribed by WBS, with Victor Arden's orchestra and Songsmiths quartet, is

(Continued on Page 3)

Hollywood Program Quits

West Coast Bureau, RADIO DAILY Los Angeles—Raymonds Inc., which started Lloyd Pantages, Hollywood columnist, in a CBS series last month, has taken the show off the air. No reason was given for cancellation.

Atlas Radio Corp. Completes Releasing Plan for ET Shows

Song Writers, Publishers Still Apart on Contract

No early settlement is in sight between the song writers and popular music publishers, the attorneys and committees for both sides being unable to agree on various points despite many conferences, it was indicated yesterday. Holding up the

(Continued on Page 8)

Stations Are Still Mulling Over Plan of Settlement—Cross-Section of Negotiations in 3 Cities

ATL. REFINING, SOCONY BID FOR N. Y.-PA. GAMES

Albany—Atlantic Refining Co. and Socony-Vacuum Oil Co. both had representatives at the annual meeting of the New York-Pennsylvania league here seeking the exclusive radio rights to the 1938 baseball games.

Les Qualey and Frank Coulter of N. W. Ayer represented Atlantic, and George Allen of J. Stirling Getchell put in Socony's bid.

Atlantic offered \$20,000 for the league rights, with Allen offering another bid. Both agencies were requested to submit further bids,

(Continued on Page 8)

Boston Blue Law Bans Radio Music in Public

Boston—Under an old "blue law" just dug up, Sunday entertainment of all forms, including radio music, has been outlawed in cafes, restaurants, hotel dining rooms and clubs. Only "sacred concerts" are allowed hereafter. Rigid enforcement is planned.

Feen-A-Mint Mulling

Feen-A-Mint's radio plans are still unsettled. Client is mulling over whether to go network or spot. William Esty & Co. has the account.

Although considerable activity is in evidence throughout the country between stations and local unions of the AFM, it is reliably understood that to date no contracts have been received by the AFM and presumably none by the IRNA accountants, Ernst & Ernst. Majority of the IRNA members are still mulling over the Plan of Settlement and Schedule A, and as per advice of IRNA attorneys, Rosenblatt & Jaffe, each station's own counsel is being consulted in the usual manner when important contracts are being negotiated. Key station situation remains unsigned for the present, although contracts are

(Continued on Page 3)

SMITH BROS. TO PLACE SPOTS ON 60 STATIONS

Smith Bros. cough drops is launching a spot announcement campaign on over 60 stations from Maine to California. Sponsor will not use a network show this season. Brown & Tarcher Inc. has the account.

Pettey in Charge at WHN With Sidney Set on Coast

With Louis K. Sidney now scheduled for a long stay on the west coast as radio director of the M-G-M series, Herbert L. Pettey, who has been official head of WHN since Sidney's departure for the coast, will

(Continued on Page 2)

Sports at 8:30 a.m.

Pittsburgh—One of the earliest daily sports programs in the country, and possibly the first of its kind, has been started at KDKA. It is a Morning Sports Review, aired every morning except Sunday, and conducted on the principle that the radio can be of the same service as newspapers to the sport fan.

Atlas Radio Corp., which plans to bring to radio the production and distribution methods of motion pictures in merchandising its transcription catalog to and for stations, has completed its release plan for the recorded programs and set up a sales staff divided into four zones. Each zone will have its own sales organization.

Central zone, with headquarters in

(Continued on Page 3)



Vol. 2, No. 103 Wed., Nov. 24, 1937 Price 5 Cts.

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

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FINANCIAL

(Tuesday, Nov. 23)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd., Stewart Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp., Majestic, Nat. Union Radio. Includes Bid and Asked prices.

OVER THE COUNTER

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

FCC ACTIVITIES

APPLICATIONS RECEIVED

King-Trendle Broadcasting Corp., Detroit, Mich. CP for new station. 1010 kc., 250 watts, unlimited. Radio Service Co., Inc., Brunswick, Ga. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

New "School of Air" Director

Eloise Daubenspeck yesterday was named broadcasting director of the CBS American School of the Air, replacing Helen Johnson, who recently resigned to marry.

Legion Sponsors Contest

American Legion Auxiliary is cooperating in sponsoring a contest in connection with the Federal Theater radio division's "Epic of America" series which debuts Sunday on MBS. Awards of \$100, \$50 and medals will be given to students writing the best essays on Americanism.

WAKO ALBANY, N.Y. Under One Tent. POWER, MARKET, POPULARITY. Newly Equipped for Super Power.

2 New England Stations Sign With Weed & Co.

(Continued from Page 1)

and WLNH, Laconia, N. H., a long established station.

WLAW will be operated by Hildreth & Rogers Co., publishers of the two local newspapers, the Eagle and the Tribune. Outlet will operate on 680 kcs. with 1000 watts power. WLNH is a member of the Mutual and Colonial networks and is owned by Northern Broadcasting Co. and managed by Edward Lord, formerly of WEEI, Boston.

WIL Airs Unusual Series As Thanksgiving Special

St. Louis—WIL is staging an unusual series of broadcasts in connection with the traditional Thanksgiving Day Football Game between the two local Universities, St. Louis U. and Washington U. Tonight, 6:30-7, "Today's Winners" will be devoted to the Turkey Day Tilt. Neil Norman will have all the dope on the two teams and will make a complete comparison of the strength of the teams. Bill Durney will interview the Coaches of both squads, the Captains and the publicity representatives of both schools. The Glee Clubs of both Universities will supply the music.

Tomorrow morning WIL will be on the air at 10:45-11:45 with the music of Herman Drake and his Orchestra, who will play for the annual Breakfast Dance at the Kappa Alpha House.

Tomorrow afternoon Neil Norman and Bill Durney will complete their record for 1937 of having broadcast every minute of every collegiate game played in St. Louis when they describe the Billikens and Bears tilt.

Tomorrow evening, this series of broadcasts will be climaxed with a pickup of the music of Herb Mahler and his Orchestra, as they play the annual S-L Dance at St. Louis University Gymnasium.

Star Radio Adds 12 Accounts

To date, 12 additional stations have subscribed to Star Radio's Christmas Tree of 1937 scripts to start Dec. 1. Sales of this year's version are far ahead of last year according to Star Radio, which supplies the Holiday shows in a series of 25 half-hour scripts, scheduled to run daily from Dec. 1 to Christmas Day.

Voices of Past on WBNX

"The Golden Age of Song," presenting the great voices of the period 1880-1910 from phonograph records, makes its debut Sunday at 11:30 p.m. on WBNX. Caruso, Destinn, Scotti, Sembrich, Tetrizzini and other famous singers will be heard. Edward Hill, actor and owner of a vast collection of phonograph records, has placed the entire catalog at WBNX's disposal.

Petty in Charge at WHN With Sidney Set on Coast

(Continued from Page 1)

assume charge. Petty, with title of associate director, will work with Frank Roehrenbeck, general manager. Mort Harris, who leaves to join Sidney this week, will probably be replaced by Fred Raphael, program manager.

Transamerican Augments Personnel on West Coast

West Coast Bureau, RADIO DAILY

Los Angeles — Bill Ray, long production manager at KFQB, has been appointed western manager of Transamerican by John Clark, president of the Warner Bros. subsidiary, who has been here strengthening the local organization to handle the Lucky Strike show and other activities under the direction of Don Becker, Transamerican production head.

Harry Maizlish, KFQB's showman-general manager, has upped Manning Ostroff to the post vacated by Ray, and added Bob Kennett, formerly WLW production manager, to the production staff as program assistant.

More SESAC Publishers

Sesac announces the catalogs of four new publisher members of the society. They are: Harry L. Alford, Chicago; Neil A. Kjos Music Co., Chicago; Wm. C. Stahl, Milwaukee, and Stamps-Baxter Music Co., in Dallas, Chattanooga, and Pangburn, Ark. List of publications of these concerns will be available through the Sesac Program Service Department.

Swenson Joins Audio-Video

Walter J. Swenson leaves the WNEW master control to become the Recording Engineer for Intercontinental Audio-Video Corp.

After many years in radio, Swenson became the Washington representative of the Paramount Newsreel and thence to WNEW.

Albert A. Ross Joins Universal

Albert A. Ross, former member of the technical staff of Paramount Pictures, has joined the sales department of Universal Radio Programs Inc. Ross will handle all promotion work on Universal's Christmas feature, "Holiday Greetings."

KSTP 25,000 WATTS. OFFERS LIFELIKE RECEPTION. NEW TRANSMITTER. INCREASED COVERAGE. BASIC RED NETWORK. MINNEAPOLIS SAINT PAUL

COMING and GOING

ALFRED H. MORTON, NBC manager of owned and operated stations, was in and out of Philadelphia yesterday.

JOAN BROOKS goes to Philadelphia on Saturday night to be the featured singing attraction at the Army-Navy Ball, with Jolly Coburn and his orchestra.

RAE SMITH, vice-president of the J. Walter Thompson Agency, and MRS. SMITH leave today aboard the Normandie for Europe.

RICHARD ROGERS, composer, sails for London today.

HERBERT EBENSTEIN, president of Atlas Radio Corp., leaves today on a business trip to Minneapolis.

DAVE DAVIDSON, advertising manager of Atlas Radio Corp., leaves Friday for Chicago on business.

HERBERT I. ROSENTHAL, general manager of Columbia Artists Inc., leaves for the coast today via American Airlines for a brief visit before starting in his new post Jan. 1.

BILL GARTLAND of Star Radio is on a business trip through New England.

THE CHARIOTEERS start their personal appearance engagement at the Metropolitan Theater, Boston, tomorrow instead of Friday, and the booking was handled by Henry Frankel of WOR Artists Bureau, which has the singers under contract.

WCNW Marks 11th Year: Improvements Being Made

WCNW, Brooklyn, rounds out 11 years of air service on Friday, and next week the station plans to place in operation its new 180-ft. vertical radiator located in Greenpoint. New transmitting tower will give WCNW full metropolitan coverage, a 19-mile primary area and 32-mile secondary. Program department is preparing a number of new features.

Sarnoff to Talk at Harvard

David Sarnoff, president of RCA, will address a Harvard undergraduate group under the auspices of the "Harvard Guardian" on Dec. 3. He will give a short talk on radio as it relates to international relations between countries.

Sarnoff's son, Robert, is a junior at Harvard.

THE MODERN BOOMERANG. A BOOMERANG ALWAYS COMES BACK WITH A RETURN SAIL. FOR YOUR SALES RETURNS USE THE MODERN BOOMERANG. WBNX NEW YORK 1000 WATTS DAY AND NIGHT. The Station that Speaks Your Language.

NO DEALS SIGNED YET WITH AFM ON MUSICIANS

(Continued from Page 1)

being formulated. Chicago AFM local has already set its scale as recently printed in these columns.

Cross section of negotiations being worked out is presented from three different points:

New Orleans—Union musicians of this city are to receive approximately \$37,000 in yearly salaries from three radio stations here, as a result of the recent negotiations. WWL, a CBS outlet, tops the list with \$18,000 for musicians as compared to \$6,786 (annually) spent in the past. A staff band of 14 men is planned. WSMB on the NBC-Red network, will spend \$9,308, as compared to the \$1,092 spent each year in the past. WDSU, apparently without musician expenditures in the past and a member of the NBC-Blue network, is budgeted for \$7,980.80. Evidently WBNO and WJBW, both 100-watters, will not be bothered very much by the AFM.

Richmond, Va.—WRVA, WMBG and WRTD, have agreed to spend a total of approximately \$15,000 annually for the next two years on staff musicians, according to the Richmond Musicians Association. Stations are to pay extra for musicians employed for single performances.

WRVA, will spend \$11,779.34 a year; WMBG, is down for \$2,999.25, and WRTD, will add \$8,811.14 to its annual payroll.

Springfield, Mass. — WMAS will make an annual expenditure of \$7,378.90 for musicians, and WSPR \$1,837.50, according to Edwin H. Lyman, secretary of the Hampden County Musicians' Union.

WSPR made a suggestion to the union that the station hire enough musicians to give a small symphony concert, which would be broadcast once every other week for the next two years and thus employ more musicians than the WSPR allocation called for. This was turned down by the union which said it would rather have men hired steadily, each week. WMAS, on the other hand, preferred the plan of putting a few musicians to work on a steady basis, according to president A. D. Moffat of the station. On a 12-month contract basis, WMAS would spend \$145 weekly, and on a 9-month basis the expenditure would be \$210 weekly. WSPR's 12-month contract basis would mean an expenditure of \$35 weekly and \$50 weekly under a 9-month contract.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

NEW PROGRAMS—IDEAS

Thanksgiving Services

Only Thanksgiving services in which three cities of Rock Island, Moline and Davenport take part, airs for third time this season over WHBF, Rock Island, Ill. Full hour morning broadcast from LeClaire Theater in Moline features choir of 80 voices, wins interdenominational good-will through support of tri-city Ministerial Alliance (Protestant, Catholic and Jew). Proceeds from a special collection are turned over to organizations of all three faiths for Christmas charity purposes.

Barber Shop Quartets Vie

Old-time harmony, more than faintly reminiscent of the bygone shaving-mug days, once more prevails in Milwaukee in a fifteen-minute Sunday morning series over WTMJ, bringing "Barber Shop" quartets to the mike in an elimination contest, with cash prizes awarded. Excellent response has encouraged big promotion.

Havana Group Approves Short Wave Study Plan

(Continued from Page 1)

all countries in the central zone having an area of more than 750,000 kilometers for standard broadcasts. This will be recommended at the 1938 Cairo conference by the Pan-American bloc.

It is also recommended that this 300 kc. band be placed somewhere between 4200 and 5500 kilocycles. Smaller countries are not to be included for the obvious reason they can cover their territory on standard broadcast bands without too much static interference.

Accompanying the report was the recommendation that the use of directional antennae be studied by these countries to further reduce possible international interference, along with a study of minimum power which will cover the territory during night broadcasts.

Paul Kregg Joins WNEW

Paul Kregg, formerly of Benton & Bowles, has joined the production staff of WNEW, working under Wm. McGrath, production manager.

3 a.m. Man-in-the-Street

WHB, Kansas City, hits the air Sunday with what is thought to be a new slant on the "man-in-the-street." Sending announcer Bob Caldwell and recording engineer Vic Damon to the corner of 12th and Grand last Sunday morning at 3:00 a.m., they took a recording of answers to queries put to the night owls encountered there. Strangely enough, they found that some of those quizzed were going or coming from work, though many were making the rounds of the night spots. Caldwell thinks this program reaches the ultimate in street quizzes, airing the words of the man in the gutter.

Library Hour on KFRU

KFRU has completed arrangements with Columbia (Mo.) board of library directors for twice-monthly broadcasts on library activities, including instruction on proper use of book facilities. Discussions, interviews, and dramatic sketches by members of library staff will complete program, which is to air second and fourth Thursdays.

Guest Star Schedule Is Set by Chevrolet

(Continued from Page 1)

as follows—with three weekly programs of two guests each:

Week of Dec. 5, Arlene Jackson and James Wilkinson, Patti Chapin and Jack Arthur, Willie Morris and Ray Heatherton; Dec. 12, Irene Beasley and Conrad Thibault, Phil Duey and Shirley Howard, Ruth Carhart and Walter Cassel; Dec. 19, Lucy Monroe and Barry Wood, Virginia Rea and Ross Graham, Alice King and Ralph Kirbery; Dec. 26; Lois Bennett and Morton Bowe, Doris Kerr and Walter Cassel, Dorothy Dreslin and Jan Peerce; Jan. 2, Josephine Antoine and Larry Taylor, Helen Morgan and Howard Price, Evelyn Case and Phil Duey; Jan. 9; Annette Hanshaw and Stuart Churchill, Jane Froman and Howard Phillips, Ruth Carhart and Robert Weede; Jan. 16, Willie Morris and Hal Gordon, Josephine Huston and Ray Heatherton, Lois Ravel and Robert Steele.

ATLAS RADIO COMPLETES RELEASING PLAN FOR ETS

(Continued from Page 1)

Chicago, will be under L. Daniel Blank, veteran newspaper and advertising man, who will establish branches in Minneapolis and Detroit. Southern zone will be supervised by Claude C. Ezell, pioneer film distributor and former sales manager for "bank night." Western zone will be under Ray Coffin, also of the movie industry. Herbert R. Ebenstein, president of Atlas, heads the home office in New York, which will set up branches in Boston and Pittsburgh. Complete sales staff will consist of 24 members.

Atlas plans to market its transcriptions on a brand new showmanship basis, and will maintain vast publicity campaigns in connection with each ET series sold to a client, whether sponsored or used as a sustaining. Sales plan, it is understood, will allow the station to recoup the purchase price (through disks going commercial) for a certain length of time before Atlas is fully paid for the series in question.

While some of the Atlas product has been used commercially on numerous stations and found successful, an investment of over \$400,000 is said to have been made in building a transcription catalog which now includes 28 shows.

STATION



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and New Jersey



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Write Box A-119, RADIO DAILY, 1501 Broadway, New York City

GUEST-ING

JOHN and ELAINE BARRYMORE, EDDIE GREEN and MAREK WINDHEIM, on Rudy Vallee program, Nov. 25 (NBC-Red, 8 p.m.).

JIMMY DURANTE and HARRY SAZ, on Fred Allen program, Dec. 1 (NBC-Red, 9 p.m.).

MAREK WEBER's ORCHESTRA, EDWARD DAVIES, ART VAN HARVEY, BERNADINE FLYNN and BILLY IDELSON added to "Magic Key of RCA", Nov. 28 (NBC-Blue, 2 p.m.).

BUDDY FISHER, "Ambassador of Fun," on Pepper Uppers program, Nov. 28 (Dr. Pepper-Dixie Network, 5:30 CST).

GINA VANNA, soprano, on Carnation Contended Hour, Nov. 29 (NBC-Red, 10 p.m.).

MILTON HERTH and ANDREWS SISTERS, on Buddy Clark show, Nov. 25 (CBS, 10 p.m.).

EDWINA EUSTIS, on "Rising Musical Stars," Nov. 28 (NBC-Red, 10 p.m.).

LOIS BENNETT and TERRI FRANCONI, on "Hammerstein Music Hall," Dec. 3 (CBS, 8 p.m.).

MARGARET MATZENAUER, on Bing Crosby show, Nov. 25 (NBC-Red, 10 p.m.).

PERCIVAL DOVE, baritone, JOHN CARTER, tenor, and FLORENCE KIRK, soprano, on "Metropolitan Opera Auditions," Nov. 28 (NBC-Blue, 5 p.m.).

MYRNA LOY, SOPHIE TUCKER, JUDY GARLAND, BETTY JAYNES, ALLAN JONES, C. AUBREY SMITH and MICKEY ROONEY, on "Good News of 1938," Nov. 25 (NBC-Red and WHN, 9 p.m.).

ARTHUR SHIELDS, director of Abbey Players, interviewed by Charlotte Buchwald, Nov. 26 (WMCA, 1:15 p.m.).

LEE TRACY and JOAN FONTAINE, in "Hospitals Are For Sick People," on Silver Theater, Nov. 28 (CBS, 5 p.m.).

SINGIN' SAM, on "Songshop" Dec. 3 (CBS, 10 p.m.).

MERRY MACS, on Al Pearce broadcast, Nov. 30 (CBS, 9 p.m.).

KAY THOMPSON, JACK JENNY and LES LEIBER, on "Swing Club," Nov. 27 (CBS, 7 p.m.).

CHARLES KULLMANN, on the Lucky Strike "Hit Parade," Dec. 4 (CBS, 10 p.m.).

BEATRICE LILLIE, on Al Jolson show, Nov. 30 (CBS, 8:30 p.m.).

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 27 Scripts—\$20.00!
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● ● ● Thinking Out Loud (and sometimes talking out of turn!): The few lines here the other edition regarding Paul Munroe getting the coveted berth on the WB-Lucky Strike show—has this important sidelight... Deal had been pending for a few days prior to Thursday. At exactly 7:15 p.m. (45 minutes before the Kate Smith show took to the air) word reached Paul that he'd got the job... Munroe, hesitantly walked into Miss Smith's dressing room where Ted Collins was reclining. He stuttered the good news—because Collins had him under personal contract—for which he was to kick in with 20 per cent of his outside earnings... Kate and Ted listened to him. The latter rose from his lounge and wished the fellow "good luck, Paul"—the same from Miss Smith—as Paul's "unbreakable contract" was thrown into the waste-basket—just like that!... A similar thing occurred when Vick Knight had an opportunity elsewhere and he was released without a harsh word... How many would do that with a commission of 20 per cent in sight?

● ● ● Jimmy Shields goes on the Schaeffer Beer Show tomorrow night with Leo Reisman's crew... The WBIG, Greensboro, N. C., publicity department, of which Virginia Wilson McKinney is director, has cause to celebrate Thanksgiving. For the station last week attained its high peak of publicity. Two leading N. C. newspapers started carrying WBIG programs daily; several civic groups gave station credit for cooperating with their work; Reidsville Tobacco Market ascribed big sales to WBIG's Tobacco Market News Report, etc., etc.... Johnny Green, ork leader, and Betty Furness, film actress, are preparing to wed Friday.

● ● ● Tomorrow being a Day of Thanks-giving, we'd like to say "Thanks A Million" to Bill Lewis, CBS v.p. in charge of programs—who has given the audience via the sustainer some of the best entertainment available, disregarding budget, etc.... If the idea sounds radical and hard-to-do, Bill Lewis will try to do it—even if it isn't according to Hoyle's rules on radio. It might be good, he figures!... Jessica Dragonette will conduct the orchestra at Macy's famous Thanksgiving Day Parade tomorrow... Graham McNamee rejoins the Rudy Vallee show when it comes east Dec. 2... John MacPherson, the "Mystery Chef," and Ben Grauer, the word-slinger, have been renewed for 26 weeks on Regional Advertisers' show... Chipso has renewed William Meeder, organist, and Stuart Metz, announcer, for 13 weeks on the "Road of Life" show... Don Johnson, who is "Prof. Figsbottle," has become a long distance father of a baby girl. His wife adopted it in Saskatchewan Province, Canada—and phoned him about it... The airlines are so busy today and tomorrow because of the holiday rush—that if C. R. Smith, president of American Airlines wanted to go to Boston—he'd have to book passage on a TRAIN!

● ● ● Jack Bregman, now head-man of Feist and MGM insofar as music is concerned, is trying so hard to be pleasant to everybody. He is anxious to retain old friends and gain new ones... Do something nice for him—and promptly you'll receive the sweetest note of thanks... Buddy Rogers yesterday bought Frank Dailey's band intact and will use it as his own... The Ritz Brothers are said to be going into the French Casino with Abe Lyman Christmas Nite... That Holiday feeling: Last year there weren't any Social Security Taxes!

AGENCIES

N. W. AYER & SON INC. will handle the advertising for two new Colgate-Palmolive-Peet Co. products, Halo and Vel, shampoo and washing products, respectively, it is announced by E. H. Little, v.p. of C-P-P. National advertising of these products is planned for the near future.

DOREMUS & CO. will absorb Gamble & Co. Ltd. in Chicago on Dec. 1. Thomas S. Gamble, president, will take executive post under new setup.

REINCKE - ELLIS - YOUNG-GREEN & FINN agency, Chicago, has landed the National College of Education account.

JERVIS J. BABB, formerly manager of sales research department of Standard Oil of Indiana, has joined the Booz-Fry-Allen & Hamilton business survey company, Chicago.

KENNEDY & CO. has been appointed advertising counsel for Sunny Hill Wineries, Chicago.

GRANT ADVERTISING CO., Chicago, has landed the Gage Bros. account, Chicago millinery concern.

SAN FRANCISCO

Helen Sawyer, KSFO dramatic artist, returns this week from a short vacation in L. A.

Chief Engineer Paul Schultz of KYA went pheasant hunting a few days ago and bagged the limit.

John Marley, after a two-month absence, has brought his scrapbook "silhouettes" back to KSFO on Tuesday evenings. Clem Kennedy furnishes theme music.

CBS Choral Talent Quest

CBS, in conjunction with Columbia Concerts Corp., will start a new talent quest over a coast-to-coast network beginning Jan. 8 at 6 p.m. Choruses of 40 voices and under will be asked to compete, and winners will be given contracts. Lucille Singleton, director of auditions at CBS, will be in charge of new series, and judging will be handled by Deems Taylor, Davidson Taylor, Ward French, Frederick Schang Jr. and Dr. Finley Williamson. Program will be presented weekly.

WOR — MUTUAL IS PROUD TO PRESENT JOSEF CHERNIAVSKY



"The Musical Cameraman"

8 P. M. EST.

Thursdays

COAST-TO-COAST

**ORCHESTRAS
MUSIC**

GEOURGE HALL and singer Dolly Dawn put in their seventh recording date in less than a year last week. For Vocalion Records, under Master Record supervision, they recorded "I've Hitched My Wagon to a Star," "You're a Sweetheart," "Let's Pitch a Little Woo," "How Many Rhymes Can You Get" and others.

Byron Ray, continuity writer at KSL, Salt Lake City, and Mary Hale Woolsey of "Springtime in the Rockies" fame, have 30 new compositions ready to submit to major publishing houses soon.

Skeeter Palmer and his Orchestra opened Friday at the Seneca Hotel, Rochester, N. Y., for an indefinite run, booked by Meyer Davis office.

Rockwell - Okeefe has booked Woody Herman and his ork to open Dec. 2 at the Nicollet Hotel, Minneapolis, and Ben Pollack and his crew for the Adolphus Hotel, Dallas, starting Dec. 4.

Duke Ellington and his ork Dec. 2 at the Orpheum Theater, Memphis, playing to a white audience.

John Philip Sousa 3rd, who resigned from NBC program department to form his own ork, which has been booked for the winter at the Whitehall Hotel, Palm Beach, will lead an NBC orchestra in a special Thanksgiving Eve broadcast over NBC-Red tonight at 7:30.

Irving Mills has about cornered the market on modern composers and arrangers with the recent signing of Bert Shefter, Joe Usifer and Morton Gould. Mills already had Will Hudson, Raymond Scott, Duke Ellington and others.

Universities in various parts of the country have invited Vincent Lopez, the piano-playing leader, to continue his teachings on the scientific side of jazz. The orchestra leader launched this unique portrayal of popular music recently when he conducted a music class session at the University Heights Center of New York University. The next lecture invitation to be accepted by Lopez will be that of Northwestern University, where he will appear before he concludes his current engagement at the Drake Hotel, Chicago, Nov. 18.

CRA bookings: George Hall and ork, heard over CBS from Taft Hotel, will double into the Central Opera House the night of Jan. 29 . . .

NOW YOU CAN BUY A COMPLETE PRESTO SOUND RECORDER FOR ONLY . . . \$149⁰⁰ PRESTO RECORDING CORP. 133 W. 19th St. New York - N. Y.

Program Reviews and Comments

"Mark Kelly Sports"

Mark Kelly, onetime sports editor of the Los Angeles Examiner, was heard in the first of his "Mark Kelly Sports" commentaries for Rio-Tan cigars over the CBS Pacific Coast net Wednesday night at 6:45. For many years, Kelly's trenchant and sometimes vitriolic pen made the sports pages of the Examiner quite as necessary to the early morning well-being of the cognescenti as the matutinal cups of Chase and Maxwell coffee, and in his air debut he again demonstrated that the Irish always and also have words for it.

Choosing for his theme song the current storm raging about the head of Howard Jones, mentor of the ex-champion Bachelors of Gridiron Arts and Sciences at the University of Southern California, Mark said: "It is my opinion that Howard Jones definitely has outlived his usefulness as head football coach at U.S.C. and that his major reverses in the last four years make a new deal at USC mandatory." Five years ago that statement would have been lese majeste in the first and all subsequent degrees, and even today it must have caused gasps up and down the Pacific Coast approximating in aggregate volume of sound one of our minor California earth tremors. To Kelly's intimates it proved only that the old maestro retains his instinctive aversion to calling a spade an implement employed in agricultural pursuits, and to those who know him only by his byline it proves that it behooves them to listen in next Wednesday night, when the subject of his discourse will be "Why Joe Louis is on the Skids."

"Grand Hotel"

James Ameche, co-starred in the "Grand Hotel" drama last Monday night, not only is the brother of Don Ameche, but he sounds so much like his older and more famous brother that it sometimes is hard to

Barney Rapp plays Hollywood Theater, Atlantic City, Dec. 4-5 . . . Husk O'Hare booked for Randolph Hotel, Eldorado, Ark., Nov. 24, followed by Johnny Hamp, Dec. 11, and Barney Rapp, Dec. 27 . . . Clyde McCoy, enroute from the coast to an engagement at Beverly Hills Country Club, Newport, Ky., is playing many one-nighters . . . Bands set for New Penn Club, Pittsburgh, include Bubbles Becker, currently; Harry Hesser, Dec. 17, and Carl "Deacon" Moore, returning Jan. 13 for extended stay.

"Big Apple" Lessons

Recordings by outstanding swing bands provide music for "Big Apple" rhyming radio dance lessons, written and staged by John Clark of the staff over WATL, Atlanta. Show, on twice weekly, has done much to increase popularity of the dance, and local hotels are now featuring "Big Apple" parties.

tell the difference between them. Which means that Jim, too, is headed for big things.

In Monday night's offering, "The Perfect Servant," by George Vandal, he displayed plenty of acting spirit, delivering his lines with both punch and clarity, yet holding within the bounds of naturalness. Opposite him and doing herself equal credit was Betty Lou Gerson. They sounded like a swell team.

Playlet dealt with a young man who posed as a butler to win the hand of a girl being courted by a bogus lord. Program is sponsored by Campana. Agency is Aubrey, Moore & Wallace Inc.

"One Act Play Parade"

Overweight with social and philosophic implications, two initial productions of WNYC's "One Act Play Parade" moved slowly and somewhat bombastically in series debut Sunday noon.

First, "This Earth Is Ours," by William Kozlenko, was based on recent newspaper accounts of foreigner fighting abuses of large utility company. Thoroughly well-acted by Radio Playhouse Company, show suffered from overdrawn lines of soap-box variety and tendency of script to exaggerate each character as well as story itself.

Second play, "Sacrifice," by Allen Noblston, concerned astronomer about to photo comet which appears only once every 300 years. Escaping murderer, seeking refuge in observatory, and popping off the professor's assistant, ruins the experiment, providing artful piece of irony. It was a good story, ably written, but presentation, entirely in verse, seemed stilted and somewhat hard to follow.

Series has commendable purpose, to devote one full hour to liberal type of production.

"La Boheme"

Lucy Monroe, Susanne Fisher, Armand Tokatyan, Sidney Devris, Louis D'Angelo and Eugene Lowenthal with the support of the Philadelphia orchestra, Alexander Smallens conducting, last Monday night turned in a good radio version of the opera "La Boheme."

This is the first time the program, under the sponsorship of a group of American banks, has broadcast

BURT SQUIRE

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NEW BUSINESS

Signed by Stations

WFIL, Philadelphia: Remington - Rand, news; Quaker Oats, participation; through Arthur Kudner Agency; Brown-Williamson Co., news, through BBD & O.

WMAS, Springfield, Mass.—National Biscuit Co., announcements.

KDYL, Salt Lake City—Plymouth, spots, through J. Stirling Getchell; Coca Cola, programs, through D'Arcy Adv. Agency.

WBT, Charlotte: Shell Oil, temp. reports through J. Walter Thompson; Plymouth, announcements, through J. Stirling Getchell; Rumford Chemical Works (baking powder), announcements, through Atherton & Currier, Inc.; Benj. Moore Paint Co., program; The Barron Co. (Carillon perfume), announcements, through Loeb Advertising Agency; Musterole & Zemo, ETs.

an opera. Show was well paced with plenty of good singing. And singers are not exactly lacking for musical support when they have the Philadelphia orchestra behind them.

With a few improvements in pick-up, operas will be a good bet for this hour show. Program is heard on NBC-Blue network, 9-10 p.m.

"Three Cheers"

Previously heard on various programs from San Francisco, the "Three Cheers" (Hale, Derry and Hanna) on Monday evening, 7:15-7:30 EST, started a new series of their own on NBC-Blue, dispensing a batch of vocal harmony that was quite pleasing to the ear. They took such popular numbers as "When You Dream About Hawaii," "Have You Got Any Castles, Baby," "Moonlit Paradise" and other popular tunes and vested them with streamlined brightness. Helpfully in the musical background was Jack Meakin's orchestra, a pleasure in itself.



we hung out our shingle. Brinckerhoff: Recordings. Today our business has grown from one room to nearly two floors . . . our original equipment has quadrupled. Our clientele includes leading agencies, leading program builders. Reason: good records. Pete Frutchet, our engineer, has done a good job. Need recordings? Call PLaza 3-3015.

BRINCKERHOFF

29 WEST 57th ST. NEW YORK



CARL HAVERLIN, KFI-KECA sales manager, and Dr. Ralph L. Power, radio veteran and authority, have been chosen by the California History and Landmarks Club as guest speakers on a radio day program Feb. 10. The Club later plans to unveil a bronze plaque marking the spot from which the first local broadcast was made.

Admirers of Ann Jamison have organized a fan club to boost the stock of their favorite.

KMPC now has an anonymous baritone, "International Troubadour", who sings everything "from cowboy laments to Grand Opera in 8 languages." The versatile gentleman may be heard each Saturday afternoon at 3:30-3:45.

Principal Dwight W. Curtis of the Emerson school in San Luis Obispo is having each classroom in the school equipped so that radio programs may be utilized in class work. Move was made following success of a special broadcast by Fletch Wiley from KNX recently.

Edward Everett Horton and Bill Counselman, 20th Century-Fox writer-producer and creator of the cartoon "Ella Cinders," are two additional motion picture figures who are soon to have shows of their own, if present plans materialize.

Eddie Cantor had a two-year contract with Vyola Vonn, 19-year-old minor, approved in Superior Court. Miss Vonn has been with Cantor-Texaco on last few programs.

Knox Manning has been signed to do a 15-minute commentary on KNX and KSFO for the Euclid Candy Co. Will be heard at 5:30-5:45 Tuesdays for a minimum of thirteen weeks. Sidney Garfinkel agency, San Francisco, handled.

The Clairol talent search conducted by Owen Crump on his KFVB "Let's Go Hollywood" has resulted in Warner screen tests for Edwina Spence, Marjorie Young, Marilyn Lund, Marjorie Burns, Sara Berner and Venice Fisher, all local gals.

Isabel Draesemer has been signed by KMPC to write, direct, and play in productions of the station's "Eleven O'Clock Players," heard each Tuesday night at 11:00-11:15.

Peter Van Steeden Jr. fired the entire musical crew which had been contracted for him prior to his arrival, and hired new men the following day in time for the Fred Allen broadcast.

"Uncle Bill" Sharples has returned from a trip to his native Oklahoma and brings back with him Shelton

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

WBIL—New York

1100 Kilocycles—5,000 Watts

JOHN IRACI, General Manager

ASIDE from being the sister organization of the leading foreign language station in America, WOV, and also functioning as does WOV under the management of International Broadcasting Corp., WBIL has another claim to importance in New York City. It operates on a power of 5,000 watts, a power exceeded only by the local outlets of the major networks.

At the present time WBIL programs alternate between serving the Italian audience in its native tongue and in catering to connoisseurs and lovers of good music. "Symphonic Moods," a nightly presentation over WBIL, is an example of the latter. Public service is emphasized. Fan letters are received daily from professional people of all types, artists, lawyers, teachers, doctors and such.

WBIL employs the same studios as WOV, which have been described as resembling "a miniature radio city." Modern in every respect, the air-conditioned studios as well as the executive offices are located on the 6th and 7th floors of the WOV building, in the heart of the Times Square section at 132 West 43rd Street.

The WOV-WBIL Engineering staff has installed new recording equipment by means of which an audition library is being prepared for the convenience of prospective sponsors. Singers, orchestras, comedians, dramatic companies, announcers, and special program ideas will be recorded. From these records a variety of program suggestions may be offered the prospective client on short notice without the actual work of assembling and producing each individual audition.

Stone, ventriloquist, who has a nautical, hard-boiled relative of Charlie McCarthy named Jerry in tow. The trio will be on "Listen, Ladies" with George Irwin over KEHE on Wednesday.

Sam Hayes switches his football prognostications over KHJ from Thursday to Wednesday night, 7:15-7:30, so he can call the turn on the big games of the following day, Thanksgiving.

Major F. T. Steel, in charge of Marine recruiting in this district, peruses in advance all scripts for the KHJ-Don Lee "The Marines Tell It to You" to insure historical accuracy.

George Jessel has been appointed to the Entertainment Committee for the New York World's Fair by Grover Whalen.

Fanchon, only feminine picture producer, and Ben Blue, featured in her last Paramount picture, "Thrill of a Lifetime," will be on "Hollywood in Person" on Wednesday.

James McKibben has been appointed to the transcription department berth vacated by John Heistand, who was moved up to assistant production manager at KFI-KECA, Harrison Holliway, general manager, announces.

Al Jolson played Santa Claus early this year by presenting Ben Larsen and Bill Gay, producers; Bob Niller, engineer; and Tiny Ruffner, announcer and headman of Ruthrauff & Ryan, with expensive wrist stop watches following last week's show.

Irving Berlin will do a guest appearance with George Jessel on "30 Minutes in Hollywood" next Sunday.

Stoopnagle and Budd planned in over the weekend. Are set for a couple of guest spots, but also reported dickered on a couple of picture deals at an asking figure of \$30,000.



DON MCGIBENY, NBC commentator for several years, will be featured in "Don McGibeny's Question-Aire," quiz show being launched on WMAQ by Salerno-Megowen Bisquit Co., through Schwimmer & Scott agency.

Quin Ryan turned over his broadcast of Northwestern-Notre Dame game to Bob Elson because of a bad cold. Jim Fleming relieved on his sponsored news commentaries.

The Irish Program on WHFC is rounding out six years this month. Patsy Montana, cowgirl singer of the WLS National Barn Dance, in quarantine with her daughter Beverly Paula Rose who has scarlet fever.

Fort Pearson picked to broadcast the Notre Dame-Southern California game at South Bend for NBC.

Gunard Hjertstedt's "Broken Melody," with Les Tremayne and Barbara Luddy, to be vehicle when Campana's "First Nighter" starts its eighth year on Friday. Only personality who has been with the show throughout its entire history is Eric Sagerquist, orchestra leader.

Hugh Studebaker has gone musical in a big way, having installed an electric organ and grand piano in his home here.

Kenneth Fry, NBC special events director, who thought up the singing mouse stunt last season, is now making a roundup of chattering parrots preparatory to a national gabfest over NBC.

Pat Flanagan, WBBM sportscaster, addressed annual Fathers and sons night banquet at the University club.

Leonard Erickson, western manager CBS here, addressed Chicago Federated Advertising club on "Radio Salesmanship" on Monday.

WBIG Line to School

Greensboro, N. C.—Leading story in current issue of Greensboro Senior High School paper devotes full-column of thanks to Major Edwin Ridge, managing director of WBIG, for providing direct station line to school, from which two programs will originate weekly. Publication makes special note of Major's other educational contributions which include Greensboro college and parent-teacher series.

Radio Tax Receipts Up

Washington Bureau, RADIO DAILY
Washington—Tax receipts on radios and phonograph records in October were \$885,862, against \$836,136 in October, 1936.

WCLE, Cleveland

Larry Roller, special events director, and a group of WCLE artists attended the opening of WICA, C. A. Rowley's new Ashtabula station, and were heard on the air in a neighborly salute.

Mayor Harold H. Burton was honored in a special program tracing his life history Tuesday, the first of a series honoring prominent Clevelanders.

Thousands of entries are being received in the Secret Celebrities contest. A special staff has been employed to handle the mail. The contest will last until Dec. 15, and \$1000 in prizes will be awarded Christmas day, to the winners. Contestants attempt to identify prominent Clevelanders who broadcast anonymously.

WOPI, Bristol, Tenn.

Station is starting a series of health talks which will be given weekly by Dr. R. W. Pannell.

A new daily feature is the early morning devotional services from the City Mission in Kingsport, Tenn., with Thomas A. Williams in direct charge.

A new studio feature that has proven popular from the start is "Marie At The Key-board," 15-minute broadcast given three times weekly.

A new commercial program is the "Radio Camera Club," sponsored by Photo Craftsmen. As a result of this broadcast Candid Camera Clubs have been formed in Kingsport, Elizabethton and Johnson City, as well as Bristol.

WSPR, Springfield, Mass.

Wayne Henry Latham, program director has been appointed to the local committee on National Unemployment Census, by the Mayor.

Milton W. Stoughton, station manager has been appointed to the speakers bureau of the Community Chest.

50 QUESTIONS A WEEK

for "Vox-Pop" "Man on the Street" or any kind of quiz program cost you \$1—exclusive rights. Audition script for the asking.

KARL ZOMAR SCRIPT SERVICE

P. O. BOX 150
SPRINGFIELD, MISSOURI

For a successful drive for special holiday sponsors, order

"The CHRISTMAS TREE OF 1937"

Complete in 25 Scripts
STAR RADIO PROGRAMS INC.
250 Park Avenue New York City

PROMOTION

Tieup with Film

A beauty contest staged by radio and tieing up with Paramount studios in a plug for "The Barrier" was new promotion stunt marking the appointment of Eddie Rivers as promotion handler of KRSC, Seattle. Idea found sponsor in Bon Marche department store, and good space outlet in Seattle Daily Times.

Object was to pick local girl to appear in forthcoming Paramount picture. Entire contest, beginning with five elimination contests and ending with selection from among daily winners, was conducted in store windows of the sponsor which were designed to present a replica of a set from Paramount's "Barrier." Cinema-minded beauties tied up traffic in the business district, and for benefit of listeners who couldn't see them, told in thirty words "Why I Want to Be in the Movies." Winner of event was picked by Producer Harry W. Sherman, in town with stars Jean Parker and James Ellison for world premiere of the picture. To station went concrete plaques, presented by the movie people in appreciation for success of the promotion.

WHIO Loose Leaf File

Market information, coverage maps, information on the station's various departments and services, and an assortment of promotion pieces are contained in a folder being sent out by WHIO, Dayton, O. Entire contents of the folder are in loose form, so they can be taken out separately for reference. Folder is of the filing type.

KLZ Broadside

A flashy and colorful broadside just issued by KLZ, Denver, emphasizes the "box-office" attractions of the station, listing 29 of the best bets from the 400 weekly shows and giving lists of current network sponsored programs, national spot accounts, sponsored local programs and sponsored local announcements. It makes quite an impressive presentation.

Deep River Boys Signed

Rex Ingram's Deep River Boys quartet has been signed under the management of Columbia Artists Inc. and are scheduled to make their radio debut the week of Dec. 5 over CBS. Ingram was signed to four-year contract by Columbia Artists last week.

JOAN BROOKS SINGS TONITE

AND EVERY WEDNESDAY
10:15 P.M. WJZ-NBC Blue
Management
CONSOLIDATED RADIO ARTISTS
30 Rockefeller Plaza New York City

RADIO PERSONALITIES

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

EARL H. GAMMONS

ONE of radio's pioneer executives. Earl H. Gammons has been with station WCCO, Minneapolis, since 1924. The son of a Methodist minister, he was born in northeastern Iowa on July 23, 1893, attended public school and was graduated from Cresco, Iowa High School in 1911.



Pioneer executive, 13 years at one station

He was graduated from Cornell College in Mount Vernon, Iowa, in 1915 with an A.B. degree. He participated in baseball, basketball, and for two years was the editor of the "Cornellian," the college newspaper.

Upon graduating from college, Gammons went to work as a reporter for the Cedar Rapids Republican and Times, and later became associated with the Minneapolis Tribune.

Gammons served in the World War in the 8th Machine Gun Battalion, 3rd Division, of the regular army. After the signing of the Armistice, he was a member of the Army of Occupation on the Rhine for eight months, spending most of his time as editor of the "Watch on the Rhine," the weekly newspaper of the 3rd division.

On his return to the U. S. in the fall of 1919, he returned to the Minneapolis Tribune. Two months later, he joined Washburn-Crosby Co. to start a house organ for the employees.

In 1924, when Washburn-Crosby bought radio station WLAG, and changed the call letters to WCCO, Gammons joined the staff to handle publicity, in addition to his work for Washburn-Crosby. In 1925, he discontinued his work at the milling firm to devote his entire time to radio. Gammons has served as sales manager, vice-president and assistant general manager, and he was made general manager in 1933.

ST. LOUIS

Five Pappy Cheshire hillbillies are doing their stuff in a new KMOX morning show, "Melody Spinners," for Altorfer Furriers of Peoria.

Miss Clark Harris of WEW obtained Paul Lukas, film star, for an interview while he was appearing here.

Al Sarli and his KWK "Jam Session" is expected to be on a network basis soon.

Ray Schmidt, after a year of sports-eventing on KWK, is taking a rest, with Johnny O'Hara subbing for him. On Ray's return, John will visit New York.

Bob Convey, KWK boss, is getting in some hunting.

WESG, Elmira, N. Y.

Program Director Hal Wagner has included a fem voice on his "News and Notes" program, which gives info of radio and movies, biographical sketches, reviews, etc. Wagner reads headlines, Florence Lundgren reads news. Both read commercials included.

Bill Pope's Rotozol (gasoline) contest (pick the football winners) resulted in slightly less than 10,000 pieces of mail in six weeks. Contest with weekly prize of 50 gals. of gasoline for first, closed last week.

Clara Shaw, fem voice on commercials, suffered painful scalp wounds recently when attacked by would-be robber. Five stitches closed gashes and Clara is back doing Ford locals.

Special events department took a word's-eye view of the opening day at the Elmira Auto Show. Fifteen minute program by Glenn Williams and John Newhouse was sponsored by local auto association.

OKLAHOMA CITY

Maxine Clark promoted to front desk information evenings and Billie Speed presiding at information desk on Sunday for WKY.

Neal Barrett, KOMA g.m., has been elected a vice-president of the Oklahoma City Kiwanis club. Barrett previously turned down nomination for the presidency stating the necessity of his taking frequent trips out of town would prevent his giving the office adequate service.

Sybil Wharton, traffic department KOMA, on temporary sick list.

Wilbur S. Lukenbill, production manager KOMA, married Marjorie Eslick last week.

Neal Barrett, KOMA g.m., told journalism students at Oklahoma City University all about radio advertising in a talk before them as guest speaker.

KDYL, Salt Lake City

Floyd Farr, announcer, active in Junior Chamber of Commerce, is high man in Community Chest drive. Station staff signed 100 per cent on Chest campaign.

Jack Gregson, announcer, and Myron Fox, salesman, sporting new cars.

Interviews with sportsmen from Mullett-Kelly Co. store is a new 5-minute commercial remote, titled "Knotty Pine Sportsroom."

THE MAGIC KITCHEN OF THE AIR

Monday thru Friday
Available for Food Accounts
W C O P BOSTON

Philadelphia

Benedict Gimbel Jr., president of WIP, has been appointed to the Radio Committee of the President's Birthday Ball.

George Lilley is tentatively radio editor of The Record, following death of Joe Grafton.

Jane Froman will appear on WIP's "Melody Express" while in town.

Horace Feyhl, production manager of WCAU, back at his job after six-weeks illness, is also receiving congratulations on becoming a grandfather.

Lester Joy, manager of KYW, was elected a member of the Orpheus Club.

Joan Barrie is the newest addition to WIP's vocal roster.

Bill Lane, KYW announcer, is doing a new newscast called "Spotlight of the World."

Murray Arnold, WIP's director of publicity had to cancel his "Tom Rodcap" program because of illness.

Ben Alley, WCAU tenor, is doubling on two other shows.

Dave Tyson inaugurates a new series over WFIL called "Headline News."

WFIL features Ken Ardley in a new series called "Hollywood Snooper."

Dick Thomas is now heard over WIP.

Martha Lane is now conducting the WFIL women's club.

Rodger Williams, heard nightly over KYW, is in the hospital with appendicitis.

Ralph Schaeffer is now a member of the KYW staff band.

A. T. Hild is now being starred in a romantic serial over WFIL.

Leonard Matt is celebrating his 5th anniversary as commentator over WDAS.

James Allen, WIP program director, has taken on the added chore of emcee on "Answer Me This."

Ted White is scheduled to return to KYW next week with his songs.

Samuel R. Rosenbaum, president of WFIL, was re-appointed to the State Banking Board by Governor Earle.

UNIVERSAL PORTABLE RECORDING MACHINE

Records in either direction at 33 1/3 or 78 RPM. 90, 110 or 130 lines per inch. 110 v. AC. Leatherette carrying case.



Recording Division
UNIVERSAL MICROPHONE CO. LTD.
424 Warren Lane Inglewood, Cal., U. S. A.

Atlantic Refining, Socony Bid for N.Y.-Pa. Games

(Continued from Page 1)
which will be discussed at the Milwaukee meeting on Dec. 1.

Atlantic had the rights to the 1937 league play-off and is supposed to have a first option on the 1938 games, but the Albany management refuses to be a part of the agreement. They have a deal with General Mills for the 1938 games with Doc Rand at the mike.

Reports emanating from the executive session indicated that six of the clubs favored broadcasting, with two opposed. Radio broadcasting was credited with attracting the largest attendance at the games in the league's history. Paid customers were 173,285 greater in 1937 than last year. It was also stated that more women attended games than heretofore and that "women supporters make male fans."

MPPA Opposed to Deal With SESAC on Rights

(Continued from Page 1)
queried Harry Fox, MPPA general manager, about also clearing for its copyright owners.

MPPA has decided that it would not align itself or represent a performing rights society, but will stick to publishers exclusively.

WICC, Bridgeport

"First Offender" program is now carried by WINS and several other N. Y. state outlets besides Colonial net.

Mack Parker, New Haven WICC manager, appeared as vocalist at Hillhouse High School dance in that city.

Grace Donovan, New Haven, starts a series of song recitals today.

Fay Merlin is singing with Jimmie Barton's ork from Belmont Showboat.

All-Canada House Organ

All-Canada Radio Facilities Ltd., under Calgary dateline, has issued Vol. 1 No. 1 of "All-Canada Radio News," tabloid sheet devoted to the interests of the stations represented in Canada by All-Canada. Weed & Co. is the U. S. rep for the group.

ONE MINUTE INTERVIEW

JOSEPH J. WEED

"The commercial announcement is best when it stands out alone and unattached to the entertainment side of the program. Advertising lines injected into the action of a dramatic program often cause the listener to feel as if something's being put over on him. And the listener—the prime factor to be pleased in radio—must always feel that he's being looked up to and not slighted."

★ Coast-to-Coast ★

WOODY WOODS, publicity director of WHO, the Des Moines 50,000-watter, rises to call attention to the fact that Governors of Iowa have indulged in weekly fireside chats to their constituencies for many years. Gov. Clyde L. Herring, now U. S. Senator, used the facilities during his regime. Same courtesy is now extended to Gov. Nelson G. Kraschel. Broadcasts originate in the Governor's office and are carried by other stations in the state. It's a Corn Belt Wireless feature.

Vivian della Chiesa and Joseph Bentonelli will be heard in the lead roles of "Faust" when the last act of that opera is aired from Chicago Civic Opera House on Dec. 2 at 11:15 p.m.

Jean Ellyn, for three years in WMCA's stock company featured in "Five Star Final," is now playing in the Broadway stage comedy, "Having Wonderful Time," but continues her radio work.

The Saturday night Scavenger Hunt conducted by Garry Morfit and Walter Linthicum at WBAL, Baltimore, has grown to such proportions that studio can't accommodate crowds arriving for second half of the program.

Ronald Dawson, dramatic director and script writer at WOL, Washington, on going through his files the other day, found that he had a network of his own—some 30 stations that have either bought or are buying his scripts.

Frank Parker, according to word from Boston, is getting a big fan turnout for his personal appearance there.

Bide Dudley, radio drama reviewer and author or co-author of eight Broadway plays and musical comedies, is turning his attention to writing for the films in his spare time. Among other things Darryl F. Zanuck of 20th Century-Fox is considering a Dudley original about old-time minstrel shows, and Grand National has a Dudley play, "Meet

WFBM, Indianapolis

Sid Jerome is on the air mornings and afternoons as Santa Claus for fifth consecutive year.

Mrs. Dell Sharbutt (Mari Bell) returns to scene of earlier vocal triumphs, visiting friends in local studios.

Station grads Ken Ellington, Durward Kirby and John Holtman coming from Chicago to visit families and friends over Thanksgiving.

the Kid," submitted with Jimmy Cagney in mind.

A Thanksgiving Letter is being sent out tomorrow by Major Edney Ridge, director of WBIG, Greensboro, N. C., pointing out that his station is thankful because it's located in the tobacco section, which is well-nigh depression proof.

Nino Martini will be the soloist with the Hartford Symphony Orchestra concert over Colonial network on Dec. 14.

Grace and Eddie Albert yesterday started a new Tuesday and Thursday series titled "Rain and Sunshine" over WEAJ at 12:45-1 p.m. for R. B. Davis Baking Powder. Charles Facer made the deal for NBC Artists Service.

KFVS, Cape Girardeau, Mo., recorded the recent championship game between Southeast Missouri Teachers College of that city and Northwest of Maryville, in which there is keen sectional interest, and gave a rebroadcast on the night of the game, thus gaining a lot of favorable comment.

Another RCA experimental television demonstration will be given tonight for members of the American Radio Relay League by NBC, using both a film and actual studio presentation. The League also attended a demonstration last night.

Songstress Ruth Carhart, a protegee of the late Roxy and Mme. Schumann-Heink, is now being heard four times weekly via CBS. She is heard on a thrice weekly morning series with Lyn Murray's orchestra and also on the Tuesday night "Songtime" series.

Betty Roberge Weir, concert pianist and wife of Sneed Weir, studio manager of WOKO, Albany, has been signed for a series of Saturday evening recitals.

Phelps Phelps and his "Editorially Speaking" will hereafter be heard Tuesdays at 6:45 and Sundays at 8:15 p.m. over WBIL.

KSL, Salt Lake City

Lee Neff Taylor, KSL engineer, recently admitted to Utah Bar, has won his first major Federal Court Criminal Case.

Barbara Ross, discovered by Program Director Gene Halliday in a talent audition for a successor to Dorothy Kimball, who is now in the east studying, shows potential radio timber. She sang in the L.D.S. Tabernacle programs on CBS.

Radio Execs to Speak At Educational Parley

(Continued from Page 1)
Broadcasting, to be held here Nov. 29-Dec. 1, in the Drake Hotel. Conference has support of 104 organizations, representing almost all phases of social and educational life.

Among radio leaders who will attend as speakers, or participants in discussion groups, are: William S. Paley, president of CBS; Sterling Fisher, CBS director of radio talks and education; Franklin Dunham of NBC; H. W. McCarty, president of National Association of Educational Broadcasters and manager of WHA, U. of Wisconsin; Paul F. Lazarsfeld, in charge of Princeton Radio Research Project; Frank N. Stanton, CBS research manager; Mrs. Harold V. Milligan, chairman, Women's National Radio Committee; Lambdin Kay, director WSB and WAGA, Atlanta, Ga.; Philip L. Barbour, specialist in short wave program construction; Arthur G. Crane, president, U. of Wyoming, and chairman, National Committee on Education by Radio; Irving Reis, director, CBS Workshop; Raymond Gram Swing, radio commentator; and Commissioner George Henry Payne of the FCC. George F. Zook, president of American Council on Education, is chairman, and Lyman Bryson of Teachers' College will lead all discussions.

Song Writers, Publishers Still Apart on Contract

(Continued from Page 1)
agreement are a few publishers who seek individual assignments from the writers, rather than a blanket waiver from the Song Writers Protective Association members. Another angle unsettled is what to do about a television clause, one that will hold during the 12 years of the term of the contract, without hurting the rights of either side.

Oboler Quits Irene Rich Show

Chicago — Arch Oboler, who has been writing the Irene Rich scripts for Welch the past two years, quits in three weeks. He's now in Hollywood writing for both films and radio. H. W. Kaston & Sons is the agency for Welch.

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

Greetings from Radio Daily

November 24

Alice Remsen
Joan Brooks
Eileen Barton
Don McLaughlin
Guy Bonham
Vee Lawnhurst
Irene Wicker



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 104

NEW YORK, N. Y., FRIDAY, NOVEMBER 26, 1937

FIVE CENTS

Radio Probe Being Put Off

Looking On ... AND LISTENING IN

AT RANDOM Musical tastes of radio listeners have been developed to the point where a sufficient number of persons would like to hear classical works in their entirety instead of just excerpts and selections. This includes both symphonic compositions and operas.

The 46 per cent increase in traffic resulting from a bus line's test campaign over WCLO, Janesville, Wis., suggests that radio ought to get a lot more business than it does from transportation companies. There should be a campaign among carriers, hotels and resorts to induce more people to "go places."

Radio stations down in the southwest complain that their great need at present is for good comics. Now that the subject has been brought up, the same complaint exists among stations in all other points of the compass.

Watch for a trend toward some kind of music and entertainment other than dancing stuff in the late night hours. There is a public demand for it, and this demand is beginning to voice itself.

Radio artists, as a class, are a very conscientious bunch; and this despite the abuses and discouragements that they encounter in their chosen profession.

As the radio grows in age and stature, the legal side of the industry becomes more important. This phase, in language that anyone can readily understand, will be among the many subjects covered in the forthcoming Radio Annual.

—D. C. G.

Writing Since 12

Chicago—Speaking of young scribes, Lillian Gordoni, local radio producer, has a little artist. June Hansen, just 13 years old, who has been writing scripts for Mrs. Gordoni's "Junior Players" since she was 12 years old. June also is a talented blues singer and plays leading parts in her shows.

JOHN IRACI IS DEAD OF A HEART ATTACK

John Iraci, president and general manager of WOV, and general manager of WBIL, both in New York, and president and owner of WPEN, Philadelphia, died of a heart attack Wednesday. He was 52 years old.

Iraci began his radio activities with

(Continued on Page 3)

New Sales Plan on Toys Gets WTMJ Load of Biz

Milwaukee—A new idea for merchandising Christmas toys resulted in a heavy schedule of announcements for WTMJ.

John Jessup, staff salesman, recommended addressing advertising to parents for a change, instead of to

(Continued on Page 3)

Rev. Wagner is Elected Head of Wisconsin Chain

Green Bay—Rev. James A. Wagner, managing director of WHBY Inc., Green Bay, owner and operator of WHBY and WTAQ, was named president of the League of Wisconsin Radio Stations at a special meeting

(Continued on Page 3)

Rumford Renews

Rumford baking powder has just completed the mailing of renewals to its 26 stations airing spot announcements, weather reports and time signals. Renewals run until mid-June. Atherton & Currier Inc. has the account.

Adam Hat Stores Buy NBC Fight Broadcasts

Enlisting Aid of "Hams" In Television Activity

West Hartford, Conn. — James J. Lamb, technical editor of QST, American Radio Relay League publication, reports thousands of licensed amateur radio operators are being enrolled by the League for participation in a planned program of technical cooperation in the field of television.

Congress Favors Giving FCC Chairman McNinch Chance to Straighten Things Out Before Inquiry

Immune
Philadelphia—Pat Stanton, boss of the WDAS "Merry-Go-Round" program for five years, can't even hum its theme song.

CAMPBELL CEREAL CO. IS READING NEW SHOW

Chicago—Campbell Cereal Co. has switched its Malto-Meal account from Mitchell-Faust agency to Ruthrauff & Ryan, which is readying a new juvenile serial, "Jack Westaway Under the Sea." Previous show was the MBS "Rube Appleberry," which folded.

"Westaway" will be released in a dozen cities shortly after first of year. These include Chicago, Kan-

(Continued on Page 3)

Sale of Sets in Canada Already Tops 1929 Peak

Toronto—Canadian radio set business this year is reported already over the 1929 peak. B. A. Trestrail, vice-president in charge of sales and advertising for the Canadian Radio Corp., states that while total radio sales for 1936 exceeded the 1927 rec-

(Continued on Page 2)

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent
Washington—That any probing of the radio industry should be delayed until Frank R. McNinch, new FCC chairman, has had a chance to see what can be done about straightening out matters at the Commission is the predominant sentiment on Capitol Hill, a check-up shows. Even Senator Wallace H. White,

(Continued on Page 3)

CHEVROLET CHANGING TALENT ON LIVE SHOW

Chevrolet is understood to be dropping Seymour Simons' orchestra, Sally Nelson and Basil Ruysdael from its CBS show when the 13-week cycle is completed next month. Time is expected to be retained with another line-up to be announced soon.

It is also said that General Motors will not renew its Sunday, 8-9 p.m. symphony concerts on the NBC-Blue

(Continued on Page 3)

Improved Radio Antenna Is Patented by Collins

Washington Bureau, RADIO DAILY
Washington—Collins Radio Co. of Cedar Rapids, Ia., has been granted U. S. Patent No. 2,099,671, for Antenna System. The invention, already in use at KOVC, Valley City, N. D., has proven highly efficient in broadcast station operation. High frequency energy is directly radiated

(Continued on Page 6)

Far Cry

Montreal—Radio was put to use the past week by Chief Goulais of Garden Village, near North Bay, Ontario, to issue a call for a gathering of the chieftains and members of the Nipissing tribe of Indians. They were wanted to attend the funeral of George Cockburne, former agent for Indian affairs at Sturgeon Falls, Ontario.



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DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, Nov. 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	143	141	141½	— 2½
CBS A	18½	18½	18½	— 3½
Crosley Radio	8	8	8	— 1
Gen. Electric	37½	36½	37¼	— 3½
RCA Common	6½	6½	6½	— 1½
RCA First Pfd.	49	48¼	49	— 3½
Stewart Warner	9½	9½	9½	+ 1¼
Westinghouse	92¾	89	91½	— 1
Zenith Radio	18	17½	17½	— 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	14¾	15	+ 1
Nat. Union Radio	1	¾	¾	+ ½

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	7	8

2GB Staff Changes

Sydney, Australia—Following resignation of A. E. Bennett, managing director, George Bennett, assistant manager, and Evelyn Bennett of production staff, Fred Daniell is temporary director of 2GB until H. B. Horner, formerly of Australian Broadcasting Commission, takes over the post Dec. 20. Dennison Estates, of which Sir Hugh Dennison is president, own the station along with 2UE. Don Service, solicitor for Dennison, is en route to Los Angeles to confer with Grace Gibson, head of 2GB transcription department, and Dr. R. L. Power, American rep.

Zomar Adds 42 Accounts

Springfield, Mo.—Karl Zomar, who conducts a script service and supplies weekly questions for vox pop and quiz shows, added 42 accounts in the past week. Zomar says he has at least one station in every state and three in Canada using his material.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.
10 TO 11 A. M. 6 TO 7:30 P. M.

★ Programs That Have Made History ★

DR. PEPPER "PEPPER UPPERS"

THE "Pepper Uppers," largest variety program in the South, heard over the Dr. Pepper-Dixie Network, largest independent commercial network in the world, not only has made radio history, but is still riding across the airwaves.

The program originated in Dallas over WFAA for the Texas Quality Network in April, 1935, where it was an immediate success. Having proved the show's listener appeal, the problem, then, was to carry it to the Dr. Pepper states clear across the South and to find a spot on the dials and in the time-table that would give the program a "ready-made" audience. Neither NBC or CBS offered acceptable facilities permitting origination of the program in Dallas, so Tracy-Locke-Dawson Advertising Agency attempted an unprecedented expedition in building an independent hook-up.

The Dr. Pepper-Dixie Network was originally composed of 18 major radio stations, virtually all NBC affiliates, with 5 others being added at a later date. The network was inaugurated on the anniversary date of the Texas Quality Network program and was

hailed with great fanfare by newspapers, trade journals, magazines and the radio industry.

The Pepper Uppers are heard every Sunday afternoon at 5:30 CST, a particularly valuable time in that it heads the big parade of hit shows to be heard on Sunday evening. During the half-hour period there is comedy, modern and semi-classical music, and old and new songs by Ludi Maisen, contralto singing star; Loti Loftin, soprano; Ruth Salter, whistler; the trio, quartet and singing ensemble. Jimmie Jefferies, the South's popular comedian, is master of ceremonies and Roy Cowan is the announcer who is famous for his dialect stories. Leading luminaries of the stage, screen and radio have appeared on the program as guest stars.

The show is produced by Tracy-Locke-Dawson Inc., Dallas. The public performance from the Crystal Ballroom of the Baker Hotel has a weekly audience of approximately 800 people. Surveys indicate that people of the South rate the program among the leaders in radio entertainment.

WRJN, Racine, Opening New Studios and Offices

Racine, Wis.—Complete new studios and offices will be opened by WRJN shortly after Dec. 1. The new quarters will be located on the entire third floor of a large bank and office building in the heart of the business district.

With construction work nearly completed, there are three studios, one being large enough to accommodate a studio audience of over 100. In addition to the studios, there will be a control room with full vision of all three studios, client's room, audition studio, reception room, news room and nine offices for the staff.

Decorations will be in the modern trend and indirect lighting will be used throughout. Special attention was given to the studios where latest type insulation has been installed.

Present studios and offices of WRJN are in the Hotel Racine, a block distant from the new quarters.

P. & G. Cancels Two

Procter & Gamble is cancelling two of its disk shows off WOR, effective Dec. 3. Programs concerned are "The Gospel Singer" and "Judy and Jane." Both are heard Mondays through Fridays. P. & G. has no plans for replacing these shows.

Holland Furnace Dickering

Chicago—Holland Furnace Co., Holland, Mich., reported on verge of buying a Hollywood transcribed show. Ruthrauff & Ryan is the agency.

Sale of Sets in Canada Already Tops 1929 Peak

(Continued from Page 1)

ord by more than 27,000 sets, he expected that the present year would show sales totalling close to 300,000 sets; which not only would surpass the 1929 total, but exceed the 1927 record year's total.

Signs 21 Canada Stations

Toronto—Associated Broadcasting Co., Limited, Toronto and Montreal, has completed agreements with 21 Canadian stations to represent them for a period of two years. These stations are located in strategic positions from coast to coast.

WCNW to Fete Chris St. James

Personnel of WCNW, Brooklyn, tonight will give a testimonial dinner to Chris St. James, director of sports activities and member of the studio staff, in observance of his fifth year with the station.

CBS Options "Nero Wolfe"

CBS has taken a 90-day option on the "Nero Wolfe" stories from Donald Peterson, radio producer, who has the rights.

More Power for Your Job!

WABY

NEW EQUIPMENT...
NEW PUNCH!

ALBANY, N.Y.

COMING and GOING

DR. JAMES ROWLAND ANGELL, NBC education counsel, arrived back in town yesterday aboard the Manhattan. Angell has been studying European educational broadcasting methods for the network.

JUSSI BJOERLING, EYINO LAHOLM and ADOLF BUSCH, concert talent, also arrived on the Manhattan.

SIDNEY STROTZ, NBC program and art service manager in Chicago, is in New York for a two-week vacation.

C. L. MENSER, NBC production manager in Chicago, was in New York for a short stay.

AL ROTH, NBC conductor, returns today from St. Louis after spending the holidays with his family.

HENRIETTE K. HARRISON, national radio advisor for YMCA, leaves Sunday for Chicago, where she will represent her organization at the Second National Conference on Radio in Education.

TOM BELVISO of NBC's music department planned out Tuesday from the Coast for Denver, then to Chicago for a few days, then to New York.

PHIL COHAN, CBS producer on the Chesterfield show in Hollywood, is in Chicago discussing with Paul Whiteman details for the latter's new Chesterfield series.

BILLY and ELSA NEWELL are en route to Chicago from Hollywood for a guest appearance on NBC's National Barn Dance tomorrow and Dec. 4.

JAMES W. BALDWIN, NAB managing director, who returned this week from Havana, spent Wednesday in Baltimore conferring with John Elmer, NAB president.

EMILY HOLT, executive secretary of the AFRA, has arrived on the Coast.

CBC Toronto Additions

Toronto—Canadian Broadcasting Commission, through George Taggart, manager of CRCT, reports new announcers on the CBC Toronto staff as follows: T. O. Wiklund, from CKOC, Hamilton; Raymond Mackness, from CRCV, Vancouver; G. Earle Whittaker, from CFGH, North Bay, and William J. O'Reilly, from Ottawa. Personnel here also will include Charles Jennings, chief announcer; Herbert May, from Ottawa, and Herbert Walker. Ernest Morgan and George Temple have been placed in charge of the daytime programs originating in the Toronto studios.

TRANSCRIPTION & RECORDING SPECIALISTS

INTERNATIONAL PRODUCTION STUDIOS
33 W. 60th St., N.Y.C. COI. 5-7366-7

FOTOTONE SOUND SYSTEM

BURT SQUIRE

SAYS: Pick your own New York City station and crack "A" lines to reach 16,000,000 people in the primary coverage area of

MOHAWK VALLEY BROADCASTING SYSTEM,

29 W. 57th Street, New York

Telephone: PLAZA 5-3269.

Rev. Wagner Is Elected Head of Wisconsin Chain

(Continued from Page 1)
held in Milwaukee. Other officers named include H. S. Mann, WRJN, Racine, vice-president; Wayne T. Cribb, WSAU, Wausau, secretary; Hiram Born, WHBL, Sheboygan, treasurer.

Stations affiliated with the League of Wisconsin Radio Stations are: HBY and WTAQ, Green Bay; RJN, Racine; WCLO, Janesville; EMP, Milwaukee; WHBL, Sheboygan; WOMET, Manitowoc; WSAU, Wausau; KFIZ, Fond du Lac; WIBU, Poyntette; WKBH, La Crosse; WEAU, Eau Claire.

The next meeting is scheduled for Dec. 14 in Madison, Wis.

Delaying Radio Probe To Give McNinch Chance

(Continued from Page 1)
who introduced the bill for a sweeping investigation of the radio industry, says he feels it would be doing McNinch an injustice to demand that the probe be conducted immediately. White will confer with Chairman Burton K. Wheeler of the Senate Interstate Commerce Committee with a view to further delay on the measure.

John Iraci Is Dead Of a Heart Attack

(Continued from Page 1)
the purchase of WOV in 1928. The three stations in the present group, known as International Broadcasting Corp., specialize in covering the Italian foreign language market.

Iraci was active in civic affairs, and overwork in connection with the recent campaign of Mayor La Guardia is said to have impaired his health. Funeral arrangements were being completed yesterday.

ST. LOUIS

Jane West has returned to her regular stint with Pappy Cheshire's KMOX hillbillies after a few weeks' absence.

H. Leslie Atlass, CBS v.p., and his aide, J. L. Van Volkenburg, both from Chicago, and Howard Meighan of Radio Sales in New York were here the other day for a party given Merle S. Jones, new KMOX head.

Syl Binkin, WEW's "Nite Watchman," is now a member of the sales staff under Ray Fleming. Jimmy Sims took over Binkin's office duties.

Backstage interviews on opening nights of legit shows here are proving a popular KMOX feature. It's the idea of Jerry Hoekstra and The Playgoers Ass'n, with Josephine Halpin and Marvin E. Mueller handling broadcasts.

Expand Femme Program

"Let's Talk It Over," woman's program, will get under way in expanded form Nov. 30 over NBC-Blue, Tuesday, Wednesday and Thursday, 2:15-2:30 p.m., with June Hynd, Alma Kitchell and Lisa Scrgio presiding on the respective nights.

NEW PROGRAMS—IDEAS

KSTP "Editor's Round-Table"

"Editor's Round-Table," aired on KSTP, St. Paul and Minneapolis, each Friday night, with rural editors from all parts of the state participating, has resulted in good, statewide publicity for the station, for each editor presented "goes to town" in his own publication. In addition, metropolitan political editors have found kernels for their columns in the words of the small-town scribes, long considered the sages of American journalism. One particularly well chosen was J. R. Landy, recently ousted as internal revenue collector for Minnesota, who as veteran editor of the Olivia Times was invited in for one broadcast and loosed a blast or two on party leadership.

Purpose of the program is to weld rural and urban audiences into a more unified whole by bringing to the attention of the Metropolitan listeners the problems of the country. A different editor is heard each Friday night, commenting not only on basic local problems but national issues as they affect his community.

The broadcasts are non-political, with Farmer-Labor, Democratic and

Republican editors rotating on the series, which is conducted by KSTP's Mr. Editor, Val Bjornson.

Audience Takes Over

"Everybody's Invited" is the title. And "everybody" runs the show—which is to say, the audience. Program, a creation of WFBC, Greenville, S. C., packs 'em in the studio every Monday night at 9:30. They consent to interviews by Eber Lineberger, and make up the cast of a hair-raising mellerdrama which tops every broadcast. A laugh, mail, and telephone call producer, according to Program Director Frank Blair.

Window Shopping by Airwaves

As a goodwill gesture to KFOX commercial accounts, Hal Nichols has inaugurated a thrice-weekly "Window Shopping" program, in which gossip and bargains of the Long Beach, Cal., business district are brought to value-seeking shoppers. Continuity takes the form of conversation, with Rolly Wray, staff pianist, offering vocal and piano interludes. Particular notice is given to items for sale by sponsors.

Columbia to Represent Sam Jaffe Productions

Sam Jaffe Radio Productions, Hollywood, has closed contract with Columbia Artists Inc. whereby latter will handle the direct sale of Jaffe accounts for radio in the east. The Hollywood organization now has under contract not only radio and film stars but also writers and producers. Jaffe has already turned five completed radio programs over to Columbia Artists for selling purposes. Shows are "Hollywood Weekly News," "Candid Camera of the Air," "Radio Fashion Prevues," "Behind the Date Line" and "After Such Pleasures." Stars to be offered include Richard Arlen, Dorothy Parker, Mischa Auer, Fay Bainter, Tallulah Bankhead, Joan Bennett, Jackie Coogan and others.

2 CBS Shows Winding Up

Two CBS seasonal accounts, J. B. Ford Sales Co. and Chesterfield football broadcasts, will terminate Dec. 9 and 11, respectively. The last Alemitte show, which switches to NBC, will be heard Dec. 20.

L. B. Wilson to Florida

Cincinnati—L. B. Wilson, president of WCKY, leaves next week for his usual winter siesta in Florida.

GIVES INTELLIGENT MERCHANDISING SERVICE

WBIG IN GREENSBORO N. C.
CRAIG & HOLLINGBERY, INC. *Mail Reps*

Chevrolet Changing Talent on Live Show

(Continued from Page 1)
when the present contract expires Dec. 26. Program is running opposite the Charlie McCarthy-Chase & Sanborn program which has the top rating of all hour shows.

Form Equipment Firm

Tacoma—Radio Communication & Motion Picture Engineers Inc. has been formed here by Morley Brotman, Arthur O. Ostenson and Edward Olswang to deal in all kinds of radio equipment.

Campbell Cereal Co. Is Readying New Show

(Continued from Page 1)
sas City, Minneapolis, Seattle, Portland, San Francisco, Los Angeles, Cleveland, Detroit, Philadelphia, Pittsburgh and Cincinnati. Coincident with the launching of the show, R. & R. will place sound trucks with a man in diving outfit in streets of various cities ballyhooping the show.

New Sales Plan On Toys Gets WTMJ Load of Biz

(Continued from Page 1)
children, and promise substantial discounts in view of business recession.

With the theme, "Christmas toys at discounts of 20 to 40 per cent," the campaign caught on quickly for Kunzelmann-Esser, furniture dealers, with a toy inventory covering an entire floor.

Frances Langford Holds Over

Originally booked for one week in person at the New York Paramount Theater, business was so big the first seven days that Frances Langford has already been set to remain for a third week with possibility of a fourth. The songstress, who had to skip her "Hollywood Hotel" broadcast last week, will rejoin the program tonight, being piped in from CBS Playhouse No. 1, accompanied by Bunny Berigan's orchestra which is appearing with her at the Paramount.

Martha and Hal for Humphrey's

Martha and Hal with Andy Sanello's orchestra are set for the Humphrey's MBS show which begins Sunday over eight stations, 11-11:15 p.m. The Wednesday and Friday program will be heard at 9:45 a.m. The Biow Co. is agency.

SMOKE
CAMELS
FOR DIGESTION'S
SAKE

USE
WHN
FOR PROFIT'S
SAKE

At surprisingly low cost (just ask us about details) you're able to reach the richest market in the world with your message. And WHN's famed showmanship bongs it over for extra soles!

ORCHESTRAS MUSIC

JACK KAPP has signed the Roy Campbell Royalists, a choral group of seven vocalists, for a series of Decca recordings. The first of the waxings is a two-sider of "When the Organ Played Oh Promise Me" and "Once In Awhile."

Jack DeMar is airing over KYW, Philadelphia, from the LaCase Ballroom.

Six bands are now remoting over WDAS from the Harlem Hot spots of Philadelphia. They are Clarence Harman, Lonnie Slappey, Jimmie Saxe, Les Randolph, Frankie Fairfax and Bill Daggett.

Billy Arnold's Henry Grady Hotel ork is airing dinner hour dance music over WATL, Atlanta.

Lanny Ross has included the song "Heavenly," written by pianists Al and Lee Reiser, in his "Song Treasure Book," which is being published by the Stasny Lang Music Co. The Reisers have used this song as a theme on several of their programs.

The *Rhythm Kings*, an instrumental and vocal trio, are providing the entertainment and music for dancing at Jack Stutz's Game Cock Cafe.

A rarity in the music publishing business takes place next Thursday when the "song pluggers," the boys who are largely responsible for writing hits, are given a party in their honor by Jerry Blaine in celebration of his first year at the Coconut Grove atop the Park Central Hotel.

Buddy Harris and his crew are now broadcasting from the Parisian Room of the Hotel Bristol over WOPI, Bristol, Va.-Tenn.

Copyright Treaty Approved

Washington Bureau, RADIO DAILY

Washington — Foreign relations committee of the Senate has reported favorably on international copyright treaty, signed in Rome in 1928, guaranteeing American writers the same copyright protection in foreign countries afforded to foreign writers in this country.

Alex Gray in Opera

Chicago—Alexander Gray, baritone now appearing at Palmer House, made his debut with Chicago Opera last night in "Pagliacci."

PHOTOS—SOLVE THAT

XMAS PROBLEM

COSMOPOLITAN STUDIOS INC.
14th WEST 45th ST. NEW YORK



● ● ● **Little Shots About Big Shots:** Harry Hershfield phoned Mayor La Guardia at City Hall on Wednesday to be a guest at the Hershfield-McCosker Cardiac Foundation dinner at the Waldorf-Astoria, Dec. 5.... Hizzoner listened to Harry and said that he would be only too happy to come, especially because of Louis Nizer—but that La Guardia's doctor's permission must be obtained first.... He then gave Harry the MD's phone number and told him to proceed in acquiring the necessary O.K. Hershfield called the doctor, inviting the doc to also appear.... The doctor, however, refused to commit himself on the grounds that on that particular nite he may have to be in Boston.... Hershfield took the cue and immediately wired the Mayor: "If your doctor can go to Boston you can't be so sick that you aren't able to come to our affair!"

● ● ● **Down in New Orleans;** where the USS Mallard is in port acting as chaperon to four navy submarines, Henry Dupre reports that WWL prevailed upon the Navy to give a deep sea diving demonstration which was done after the station set up loudspeakers on the ship's deck to describe the happenings to the spectators.... Also, the diver down at bottom of the Mississippi, spoke with WWL's announcer through a mike he had in his helmet.... WTMJ, Milwaukee, recently showed a good account of itself—and radio in general—when Leslie J. Dietz, prominent automobile dealer, was killed in an auto-train crash. Survivors sought vainly to reach his sister, traveling through Florida by trailer. Station got on the air with announcements, which were picked up in Jacksonville, thus enabling her to arrive in time for the funeral services.

● ● ● **Haven MacQuarrie's "Do You Want To Be An Actor,"** which was sponsored last year from the coast by Chase & Sanborn, having replaced A. L. Alexander's "Good Will Court," returns to the airwaves Sunday nite via NBC-Red at 10:30 p.m. as a sustainer from N. Y.... Rosa Rio's show on MBS for Rolls Razor fades Sunday—so she'll repeat her grand arrangement of "Star Dust".... Terry Lawlor will be feted at Leon & Eddie's on Sunday.... Famous Door on 52nd Street won't open until Tuesday with Louis Prima's crew.... Buddy ("I definitely don't sing like Crosby") Clark goes into the Paramount on Dec. 8.... Did you hear about the radio executive who became practical the other day? He's using the skeleton in his closet as a COAT-HANGER!

● ● ● **A committee representing 20 charitable organizations** stormed into Bobby Feldman's office at WMCA the other dawning and insisted on giving him a testimonial dinner at the Astor on Jan. 9 for having been the instigator for obtaining talent for some 1000 benefits in the past 20 years of his career in show business. He will also celebrate his 15th year in radio.... Feldman was reluctant for a while about having this affair—because he thought he'd be asked to BRING gueststars.... Vice Pres. John Nance Garner, the Nation's Forgotten Man, may be the toastmaster.

● ● ● **Leslie Lieber** of CBS publicity department had just been assigned to do work on "Saturday Night Swing Session." His first assignment was to publicize next week's guestars—and heading the list of names is "Leslie Lieber, Swing Flutist"!.... Sid Gary last Friday nite was having dinner at his dad's house prior to going to Madison Sq. Garden for the Henry Armstrong bouts. He was rushing through his meal, gulping the food down in his usual hurried manner.... Gary Sr. asked his Sonny Boy why the rush, to which Sidney replied: "Papa, I'm going to the fights".... Without batting an eyelash and in all earnestness, Gary Sr. said: "Remember, Sidney, DON'T MIX IN!"

AGENCIES

RUTHRAUFF & RYAN, Chicago, has opened a new Radio Sales department, bringing its radio divisions to four, others being production, script and facilities. Ros Metzger is radio director. Ward Webb, formerly associated with Air Adventures of Jimmy Allen in Kansas City, salesman in new department. Several others to be added shortly. Now 23 persons in radio department. Three years ago there were only two. Total billings of radio dept. last month equal to those of the entire year of 1935.

BEAUMONT & HOLMAN INC., Chicago Office, is now cutting transcriptions for use in the advertising of Strongheart Dog Food prepared by the Doyle Packing Company of Newark, Mومence, Kansas City and Los Angeles.

GUEST-ING

BASIL RATHBONE and **LOUISE FAZENDA**, on "Seein' Stars," Nov. 28 (NBC-Blue, 7:30 p.m.)

LAWRENCE TIBBETT, on Ford Hour, Dec. 5. (CBS, 9 p.m.)

ARTHUR CREMIN, on "We, the People," Dec. 2 (CBS, 7:30 p.m.)

MARJORIE WEAVER, with Tyrone Power in "Singing in His Cell", Nov. 28 (NBC-Blue, 9 p.m.)

FLORA CAMPBELL, lead in "Many Mansions", on "Theater Guide", Nov. 27 (WINS, 12:15 noon)

KDAL, Duluth

A. H. Flaten, commercial manager, covering New York and Chicago on station business.

Sam Levitan, publicity and special events director, taking a postman's holiday over the Thanksgiving weekend. Went down to the Twin Cities with the frau and heir, spending the time visiting around the St. Paul-Minneapolis stations.

Everybody in town had a chance to see the huge birthday cake that was prepared for KDAL, when the station celebrated the end of its first year of operation.

The four-foot cake, topped by a two-foot radio tower made of fancy icing, was displayed in a downtown store window for several days prior to the birthday celebration. In addition, there was a large panel with photos of all staff members.

For Those Vacations from 55
On—Make Reservations Now!

Jules Hamburg
—INSURANCE—
JOHN 4-2800 BEekman 3-0375
80 JOHN ST.. NEW YORK

PROGRAM REVIEWS

Johannes Steel

Here is an ex-newspaperman who appears to have forgotten the who, when, where and why angles of a news story. Steel is heard on WMCA every Thursday, 8:45-9 p.m., under the title of "The Truth Behind the Scenes, As I See It."

Last Thursday's program dealt with the nine-power conference, Belgian neutrality, "inside story" on why the Duke of Windsor went to Germany and an item about Italy taking its larger merchant ships out of service to be converted into troop ships.

Steel has a decided accent which makes some of his words difficult to catch. But when he fails to round out a story by telling all the dope, that is inexcusable. The "why" about the Duke of Windsor's trip to Germany was vague. Steel said that the Duchess wanted to go to Germany but that still doesn't answer the question which Steel himself asks.

All items in the broadcast had been discussed in the press days before. Script is over-written.

"Big Town"

The stuff being aired on this Tuesday night CBS program lately is rather outlandish melodrama, pretty gruesome and weird at times. Though an attempt is made, in a curtain speech, to justify the heavy dramatics with the explanation that it is an expose of widely practiced rackets, we fear many listeners don't wait to hear the explanation—because their jangled nerves cause them to turn the dial before that. Seems a shame that with a couple of sterling headliners like Edward G. Robinson and Claire Trevor, plus the upper bracket writers who are authoring these scripts, there must be a resort to such trite and rough theatrical devices.

"Aunt Martha"

Producer Charles Urquhart of the KDKA staff really has something dynamic in the cast of "Aunt Martha," a play written by Alex McLaughlin, Pittsburgher, and currently being aired Wednesday, Thursday and Friday at 10:30 p.m. over KDKA. Aunt Martha does a lot of worrying about her niece and her niece's husband who, out of work, has secretly turned to pugilism to earn a living. The niece's husband is guided in his training by his former high school coach, a Scotsman, well played by

RADIO PERSONALITIES

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

JOHN W. SWALLOW

JOHN W. SWALLOW, just appointed program manager for the Western Division of NBC, entered the radio field by way of the newspaper profession. Swallow was born in San Diego, Feb. 19, 1899. His first job, after he had completed high school and junior college, was covering a beat for the San Diego Union, later becoming sports editor. He moved to Los Angeles, joined the old L. A. Express, and soon became one of the first radio editors in the west. For two years he conducted the radio column of the Express, studying the subject to keep his page interesting. The knowledge he gained through that section he soon put to use in developing radio programs.

In 1928, after leaving his editorship to join an advertising agency, Swallow planned and developed the Dodge hour, a transcontinental show which attracted the attention of national radio executives. Motion picture stars were presented on that show in a manner never before attempted.

Planning to make radio his sole activity, Swallow deserted the advertising field, and for more than two years he managed KFAC in Los Angeles for E. L. Cord.

When Don E. Gilman, vice-president in charge of the Western Division at NBC, looked for a manager for NBC's Hollywood studios, he selected Swallow. In his position as studio manager, Swallow built up the NBC staff, staged new programs, and created a spirit of co-operation between motion pictures and radio that has had important effects. He is married; has a son, Charles; plays golf and handball, and is a Shriner.



A pioneer in movie star radio programs.....

Dale Jackson, versatile character impersonator.

Florence Henry as "Aunt Martha"; Bud Neyhart as "John," the husband; Olivia Kelly as "Joan," the niece; Charles Webster as "Smithers" and John Shiliano as the fight manager comprise a formidable cast, just about the best to be assembled for a Pittsburgh radio production.

The plot is good, too. Why this production goes along unsponsored is beyond your humble reviewer.

"Harlem Hi-Jinks"

All-colored show from stage of New West End Theater in Harlem features a good band and mostly amateur vocal talent. Show is to be a regular Tuesday night program on WNEW, 11-12 p.m. Handling the proceedings is one "Pigmeat," who is ably assisted by other emcees. First prize is a week's engagement at the theater, under a \$40 minimum, with several lesser prizes.

Although the opening spiel was rather long, the subsequent entertainment was mostly good singing. Theater patrons who took a bow and spoke a few words before the mike included W. C. Handy, famed composer of "St. Louis Blues." For listeners who like a lot of varied amateur entertainment with the usual natural abundance of negro talent,

vocal and instrumental, this hour will prove a late-hour lift.

Carhart and Perry

Ruth Carhart, contralto, and Bill Perry, tenor, are a couple of radio regulars who need no introduction. Their vocal efforts have provided plenty of joyful moments for radio listeners, particularly those dialers who like music in its genuine form instead of mangled with over-arrangement or mutilated by swing. A check-up on the team in their "Songtime" program over CBS at 6:45-7 p.m. last Tuesday brought the customary pleasure.

WMC, Memphis

Station established another local precedent when it staged a backstage broadcast of the "Ziegfeld Follies" during its engagement here.

John Cleghorn, program director, aired quite an interesting interview with Lucia Chase, premier ballerina of the Mordkin Ballet.

PROMOTION

Studio Display by Sponsor

A complete display of Esso products, tying-in with Esso broadcasts over WBZ-WBZA, has been installed by sponsor in Studio D of WBZ, Boston. It features two Esso gasoline pumps on opposite sides of the entrance, a cardboard cutout, life size, of the Esso Reporter at the mike, and two small displays of Esso Motor Oil in quart cans. Studio background of black velvet and Esso color scheme of red, white and blue, make nice looking for studio visitors.

Free Dog Book

A free book on dog training is drawing plenty of response from kid listeners to nightly "Bad Pennies" program over KFOX, Long Beach, Cal. Book, written by Captain Harold Brooks, famous trainer of canine movie stars, is given to each youngster who sends in letter about his dog. Best letters are read over the air.

Reward for News Tips

Until-Christmas offer of free Packard Lektro Shaver to person submitting best news tip of the week, has pepped up listener interest besides providing station with news beats, in Packard program over KCMO, Kansas City. Newscaster Tom Kelly reports that in first week of offer, thirty tips resulting in spot-news stories, were submitted by listeners.

WHO, Des Moines

King Lem and his Royal Revellers being sponsored by Royal 400 Oil Co. of Fort Dodge, Ia.

Al Clauser, manager of Oklahoma Outlaws, has sent another composition to song publishers. It's titled "The Land of the Joshua Trees."

Dutch Conn is traveling in the south, so his wife, Louisiana Lou, has moved to an apartment near the studios.

LUCILLE & LANNY

LINWOOD GREY

"2 voices and a pianny"

Six NBC Television Broadcasts this week
Arrangements by Lanny Grey
Management NBC Artists Service

CARL BIXBY

Creator, author, director or producer of successful network radio programs—
DANGEROUS PARADISE
CLUB ROMANCE
GRACE MOORE'S OPEN HOUSE
BIG SISTER
HELEN MENKEN'S "SECOND HUSBAND"
P. O. Box 84, Manhasset, L. I., N. Y.

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AND HIS ORCHESTRA

Admiracion Shampoo
Sunday 6:30-7 P.M. MBS—WOR
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Announcer and Popular Ace News and Sportscaster

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Sponsored for Three Years on Two of New York's Leading Stations
Write Box A-119, RADIO DAILY, 1501 Broadway, New York City

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Pierson-DeLance Inc. Making Receiver Sets

West Coast Bureau, RADIO DAILY

Los Angeles—Manufacture of the Patterson Radio Co.'s PR-15 receivers, known to thousands of radio amateurs all over the world, has been taken over by Pierson-DeLance Inc., 2345 West Washington Boulevard. The new firm is headed by Karl Pierson, who operates amateur transmitter W6BGH as his hobby, and who designed the PR-15 while connected with the Patterson company. W. B. Delaplain and L. B. Abbott are associated with Pierson in the new firm, with Delaplain acting as general manager. Charles Weinberg has been appointed sales manager, also coming from the Patterson organization.

Network Demands Bring WOV-WBIL Expansion

Expanding network operations have necessitated the addition of a master control room and teletype communication system for WOY-WBIL, it is announced by the International Broadcasting Corporation. The control room is now being constructed and probably will be ready for operation on January 1. Two other New York stations, WEVD and WFAB will use the new control as central office for piping programs to out-of-town stations. The teletype system will function between central office and all affiliated stations, as well as serving publicity department in notifying newspapers of special news events.

Glass-Walled Offices

Glass brick walls and doors which weigh 365 pounds are two new construction features set for the new streamlined studios of WMCA, now being built on Broadway between 51st and 52nd Streets. The glass walls will be used in reception room of executive offices to assure adequate daylight and for ornamental effect. The doors are designed to isolate sound, and though almost three times the average person's weight, respond easily and quietly to the touch. They are made of paneled wood.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH
Electrical Lighting Equipment
of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Circle 6-5470-1

Station Improvements

Lexington, Ky.—WLAP has applied to the FCC for permission to change frequency from 1420 kilocycles to 1270 kilocycles; install a new transmitter and directional antenna for night use; and increase power from 100 watts night, 250 watts day, to 1 kilowatt. It is also planned to move transmitter from Walton Bldg., Main and Esplanade Streets, to N-W of Lexington, and studio from same building to Short and Walnut Streets.

Birmingham—Permit to install new WAPI transmitter and directional antenna for night use is now pending before FCC. Station also seeks change in frequency from 1370 kilo-

cycles to 900 kilocycles, and power boost from 100 watts night, 200 watts day, to 500 watts night, 1 kilowatt day.

Richmond, Va.—WRNL is planning new transmitter and changes in antenna.

San Antonio, Texas—KONO has applied to FCC for permit to make changes in transmitting equipment, install new vertical antenna, increase power from 100 watts to 100 watts night, 250 watts day, and move transmitter from Milan Bldg., Travis and Soledad Sts., to 317 Arden Grove, this city.

Improved Radio Antenna Is Patented by Collins

(Continued from Page 1)

from the antenna structure, which is completely isolated from all power line circuits normally required for feeding incandescent lamps for lighting the antenna in accordance with the requirements of the Department of Commerce for avoiding hazards to aircraft navigation. The new antenna as used at KOVC has been approved by the Department of Commerce. The antenna carries light reflecting devices at various levels. These light reflecting devices are rendered luminous by flood lights trained upon the light reflecting devices from remote positions about the radiator. At night and in fog the antenna is rendered brilliantly luminous and is readily observable by pilots at the same time that all power supply circuits are entirely removed from the radio frequency circuits of the transmitter.

Radiator can be manufactured and erected less expensively than heretofore as the structure may be of lighter weight material since it is no longer necessary to support the weight of a man in climbing the radiator to replace burned out incandescent lamps. John B. Brady was the patent attorney.

KXL Ready to Move

Portland, Ore.—KXL expects to move shortly into its new quarters at SW 11th Avenue and Washington Street. First floor, mezzanine and balcony will be used for three studios, and further plans call for fourth studio on second floor of building.

A. T. & T. Coaxial Cable Is Again Demonstrated

Another demonstration of the coaxial cable installed last year by A. T. & T. between New York and Philadelphia was given this week at the Bell Telephone Laboratories in New York, supplementing the recent demonstration witnessed at the Philadelphia end.

Though officials were reticent about making predictions on practical application of the cable, results obtained thus far were regarded as encouraging, especially with respect to the adaptability of coaxial cables to long distance transmission.

Pictures of 240 lines were shown, on a small screen, although tele broadcast via ether has developed to the 441-line stage.

Two other series of television demonstrations were given this week by NBC for amateurs, with a view to encouraging the "hams" to try their hand at the visual broadcasting art.

Changes in Mike Models

West Coast Bureau, RADIO DAILY

Los Angeles—Universal Microphone Co., Inglewood, announces that after Dec. 1 all microphone models listing at more than \$10 will be manufactured with a plug instead of connecting cable. The new device is a special locking plug developed for the purpose.

Credit NBC Engineers In Symphony Success

NBC engineers are given full credit for remarkable success of new NBC Symphony Orchestra transmissions, hailed by music critics as utmost in broadcast technique. Oscar Thompson of New York Sun reported that program sounded better through loudspeaker than in the great studio.

Technicians, in developing broadcasts, also proved helpful to orchestra, it was reported. Program required long experiments in tonal balance, microphone placement, etc., and extensive studies were made of rehearsal recordings. Engineers worked under direction of O. B. Hanson, chief engineer, and Robert M. Morris, development engineer. John Kulik, former member of famous Russian Cathedral Choir, was control engineer.

Mobile Unit Gets Test

Wheeling, W. Va.—New mobile unit of WWVA undergoes real test of its utility today in this city's annual Christmas parade. Unit, christened "Little WWVA" and carrying transmitters W8XKB and WAAH, will have prominent place at head of parade, from which announcers will describe proceedings. Part of demonstration will be aired from stationary position on line of march. Event is expected to take several hours, but station has arranged for several 15-minute rebroadcasts, so as not to interfere with commercial schedule.

THE ANSWER IS

Yes...

We can reproduce your ad with the realism and lustre that makes good engraving the final step in the creation of convincing advertising.

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PHOTO ENGRAVING CORP.
250 WEST 54th STREET, NEW YORK
Telephone COlumbus 5-6741



AL SPERRY, whose generous offer made through RADIO DAILY to supply inquiring stations or advertisers with details of his complete "Pen-Goo Day" campaign, which he originated for a department store account in New Orleans in 1934, reports that he already has given complete information to 60-odd inquirers, and hardly realized what he was letting himself in for. However, the genial Al is mimeographing 250 copies of the plan and will continue to make good on his promise while these hold out any way.

Jeanette MacDonald will be absent from the Vick's CBS program for the third week on Sunday, due to her film work. Nadine Conner and Wilbur Evans will again do the vocalizing, backed by Josef Pasternack's orchestra and the chorus.

Feg Murray, emcee of "Seein' Stars" heard over NBC-Blue on Sundays, with Ozzie Nelson's orchestra, has a son, John Frederic, who at the age of nine writes, edits and publishes a school newspaper.

Bill Hay has been signed by F. Wallis Armstrong agency to do the announcing for the new Amos 'n' Andy series for Campbell.

Joe Quillan and Izzy Ilinson have been signed to work on scripts for Eddie Cantor. Irving Lazar represents both writers and set the deal.

Jimmy McHugh and Harold Adamson will be song writing guests on Ted Fio Rito's "Hollywood Melody Shop" over KNX and CBS Pacific Coast Sunday night.

Phil Baker's show goes into the CBS Playhouse with this Sunday's broadcast, moving from the KEHE auditorium.

Gene and Glenn add a new KFI commercial Nov. 29 for Helm's Bakery, Monday through Friday afternoons.

Bradley Roberts, baritone, has been assigned a regular spot on KFAC Monday and Wednesday evenings.

Pinky Tomlin broke his arm when he was dismounted by his mount while riding at a Hollywood tan-bark ring. Pinky's from Oklahoma, too.

Mark Kelly, sportscasting expert-writer, has sold his football yarn, "Mr. Doodle Kicks Off", to RKO.

Thomas Conrad Sawyer, CBS commentator, has received the amazing total of 7,500 requests for printed copies of his Armistice Day broadcast.

DON KERR

Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Six Star Revue
Fox-Fabian Professional Parade

College Radio Activities

Educational Program of
Indiana State Teachers College and WBOW

By DR. CLARENCE M. MORGAN

Director of Radio Broadcasting, Indiana State Teachers College, Terre Haute, Ind.

FOR the past four years, in cooperation with WBOW, Indiana State Teachers College has conducted a series of radio broadcasts presented for the purpose of supplementing the work of teachers in the secondary schools of Indiana. W. W. Behrman, director of WBOW, realizing the opportunity for education presented by the station, has placed the time and facilities of WBOW at the disposal of Indiana State Teachers College absolutely free of any financial responsibility on the part of the College. This cooperation on the part of the radio station has made it possible for Indiana State Teachers College to: (1) offer a course in Radio Broadcasting as a part of its regular curriculum, (2) construct a modern studio and auditorium room in the Administration Building of the College, (3) organize a Studio Orchestra to stand by at all broadcasts, and (4) carry on a widespread publicity program with reference to the College educational broadcasts.

The course in Radio Broadcasting, under the direction of the writer, consists of a study of the history and objectives of educational broadcasting, microphone techniques, script writing, and program production. The classroom is the radio studio on the campus where the class conducts a series of daily programs to be discussed later. This course is one of the first regularly scheduled college courses in educational broadcasting.

The radio studios located on the campus represent the finest in radio architecture and engineering, being modern in design and lighting. A large audition room adjoining the studio can seat over one hundred people and amply accommodate those college classes which make observation of educational broadcasts a part of their work.

The Studio Orchestra consists of 15 carefully selected college students, many of them scholarship students. All theme and transition music by the daily broadcasts is provided by this organization in addition to their participation in the Music Appreciation Series of broadcasts heard each Friday afternoon.

Publicity for the educational broadcasts presented by Indiana State Teachers College over WBOW includes a weekly bulletin listing daily broadcasts which is sent to high schools and colleges throughout the State, eight thousand printed programs indicating the schedule of broadcasts on the Wabash Valley High School Series of the Teachers College Hour for the entire year which are distributed throughout Indiana and Illinois, articles covering regular and special broadcasts which are printed at intervals in the city and campus newspapers, advertise-

ments of the course and the daily college programs published in periodicals and special bulletins, and special features concerning the radio work issued by the Director of Public Relations of the College, John Sembower.

As a special feature of the educational radio programs, the College Director of Radio Broadcasting conducts an annual Radio Clinic. Approximately two hundred teachers, radio specialists, and patrons attend this Clinic. At the meeting, problems facing educational broadcasts and suitable techniques for programs of an educational type are discussed and demonstrations of approved methods in educational broadcasting are presented. Through the cooperation of WBOW, a special broadcast features the guests of the Clinic.

The broadcasts of Indiana State Teachers College over WBOW are known as the Teachers College Hour and are divided into four series: (1) the Adventures in Literature Series, (2) the American Yesterdays Series, (3) the Music Appreciation Series, and (4) the Wabash Valley High School Series.

The Adventures in Literature Series of the Teachers College Hour is broadcast each Tuesday afternoon at 2:00 o'clock from the campus studios. The purpose of this Series is to supplement the work of teachers in the field of English. During the Fall of 1937, students enrolled in the radio course presented the following shows: "The Gold Bug," "The Hoosier Schoolmaster," "The Taming of the Shrew," "The Legend of Sleepy Hollow," "Silas Marner," and "The Courtship of Miles Standish."

The American Yesterdays Series of the Teachers College Hour, heard each Wednesday afternoon over WBOW, seeks to assist the teachers of social studies in their work. The broadcasts presented on this Series during the Fall of 1937 included: "George Washington, the Farmer," "Braddock's Defeat," "The Declaration of Independence," "The Constitution," "Fulton's Folly," and "The Capture of Vincennes."

The Music Appreciation Series of the Teachers College Hour features the Studio Orchestra, mentioned above. Its members are under the personal supervision of Prof. W. H. Bryant of the Music Department of Indiana State Teachers College. This Series, consisting of dramatizations prepared by members of the class in Radio Broadcasting, offered, during the Fall of 1937, such features as: "Selections from Light Opera," "Compositions by French Composers," "The A Capella Choir," "Violin and Piano," "The High School Orchestra, Its Place in Radio" and "The Glee Club."

The Wabash Valley High School



Paul Whiteman is to make the awards of 10 statuettes for best local radio performances of the year at the Radio Artist Fund Costume Ball at Medinah club Saturday night. Charlie Gaylord, a Whiteman alumnus, and Fletcher Butler will provide the music. Jack Fulton Jr., another alumnus, is a member of the committee on arrangements.

Earle Ferris in town looking after Frank Black and Household Finance interests.

Frank Black, director of Carnation hour, flew to Hollywood Monday evening after broadcast to inspect NBC's plant there; will return for next Monday's show.

E. William Young, electrical transcription salesman, has returned to the employ of NBC.

Jack Baker has replaced Clark Dennis as singer on NBC Breakfast club.

Allan Grant, NBC pianist, has written the Grand March for the Radio Ball at Medinah Athletic club for tomorrow.

Jim Ameche is a mighty proud lad these days. He got a call from brother Don in Hollywood in which the elder Ameche said "You're some actor, kid. I didn't realize you were so good." Comment was evoked by his performance in Campana's "Grand Hotel" in which he has played two weeks now.

Series of the Teachers College Hour represents the effort of Indiana State Teachers College and WBOW to assist in the further development of the speech and music departments in high schools throughout western Indiana and eastern Illinois. Each year invitations to participate in half hour radio programs broadcast over WBOW from the College studios are sent to the high schools. For the year 1937-1938, forty-five high schools are scheduled to appear on this series. They will send over two thousand pupils to the College campus. The broadcasts presented by these pupils will reach over eight thousand high school pupils as they are gathered twice weekly in high school auditoriums. Variety programs featuring the work of various departments in the visiting schools constitute the general classification of their presentations. The value of this series in the motivation of studies, education of the general public, and accomplishments resulting from program participation cannot be over-estimated.

HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music
in a Modern Manner

MANAGEMENT
ROCKWELL-O'KEEFE

RADIO DAILY

☆ **F. C. C.** ☆
ACTIVITIES

HEARINGS SCHEDULED
Dec. 7: WQDM, St. Albans, Vt. CP to increase power and hours of operation to 1 KW., unlimited. 1390 kc. Odessa Broadcasting Co., Odessa, Mo. CP for new station. 1310 kc., 100 watts, daytime.
Dec. 8: William F. Huffman, Wisconsin Rapids, Wisc. CP for new station. 580 kc., 250 watts, unlimited.
W. H. Kindig, Hollywood, Cal. CP for new station. 710 kc., 500 watts, limited.
Dec. 9: WRBC, Inc., Cleveland, Ohio. CP for new station. 890 kc., 1 KW., unlimited.
Roberts-McNab Co., Bozeman, Mont. CP for new station. 1420 kc., 100 watts, 250 watts L.S., unlimited.
Gallatin Radio Forum, Bozeman, Mont. CP for new station. 1420 kc., 250 watts, daytime.
Dec. 10: WMBG, Richmond, Va. CP to increase power to 1 KW. 1350 kc., unlimited.
EXAMINER'S RECOMMENDATIONS
WBZA, Springfield, Mass. CP to change frequency, and hours of operation, be denied.

Rocke Sues 20th-Fox

Rocke Productions filed suit Wednesday in N. Y. Supreme Court against 20th Century-Fox, claiming damages for breach of contract. Rocke set forth that it entered into an agreement with the film company to supply five minutes of sound track from films as released by Fox. The sound track, intended to circumvent transcription reproduction, was to be part of a series of 26-week half-hour broadcast commercial programs.

Workshop's "First Violin"

Columbia Workshop on Sunday will present "The First Violin," adapted for radio by Sally Kussel from a short story by Norman Davey, at 8-8:30 p.m. over CBS. Program will originate in Chicago from WBBM studios. Irving Reis, Workshop director, had originally planned to do "Ninth Avenue L" next Sunday, but had to change plans due to accepting an invitation to speak at the annual radio education conference in Chicago.

BIRTHDAYS

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

Greetings from Radio Daily

November 25
Jelly Bill Steinke Will Osborne
Mrs. Paul Whiteinan Kate McComb
Charles F. Coe

November 26
Fred Astaire Igor Gorin
Frank Simon Michael Loring
Howard Schreiber

November 27
Mark Woods William Miller
Ted Husing Jack Smart
Mary Livingstone Gladys Rice

November 28
Helen Jepson Frank Black
William Lundell John O. Hewitt
Lowell Patton

☆ **Coast-to-Coast** ☆

EDUCATORS and parents in about 20 states have shown such an interest in the "Adventures That Made America" series aired over WSM, Memphis, that the time of the program will be changed Monday to 6:30 p.m. CST so that children of school age may hear the program without having to sit up beyond their regular bedtime.

Benay Venuta on Monday joins the Vic Irwin "Musical Cartoons" program over MBS.

WMBS, Uniontown, Pa., and WTIC, Hartford, Conn., are airing one of radio's oldest favorites, "Chandu, the Magician," ET series, for respective sponsors. Charles Michelson, eastern representative for Earnshaw Radio Productions, set the deals.

KRSC, Seattle, and KVI, Tacoma, yesterday started airing "The Cinnamon Bear," sponsored each afternoon on KVI and each evening on

KRSC by Frederick & Nelson, the Seattle unit of Marshall Field & Co. Program is a pre-Christmas special for children.

WBNX tomorrow night will air a dramatization on the late Harry Houdini, presented by the WPA Federal Theater radio division in its "Makers of America" series. Program is on at 8:15 p.m. Vernon Radcliffe directs.

In addition to her regular broadcasting schedule via CBS, songstress Ruth Carhart may appear in a Broadway musical comedy early next year. Inasmuch as Miss Carhart's broadcasts are in the morning and early evening, they will not conflict with the show.

Dr. C. A. J. Parmentier, noted church, concert and radio organist, played the studio recital on the electric organ last night over WQXR. Program is sponsored by Hammond Organ Co.

NEW ORLEANS

WBNO debuted with a new swing ensemble this week consisting of H. L. Wess, M. R. Wetzel, M. E. Wolden and Ernie Kolstad.

There's everything but the kitchen sink in the new announcers' period of 15 minutes which WWL, New Orleans, is running daily. The idea is for the announcers each to produce their own program while the other announcers heckle and do everything to bust it up. The first program had the helpful sidelines showing Jimmie Willson how to sing "Vieni, Vieni, Vieni," till the whole cast was in stitches. Others to present programs are: Clark Alexander, Lionel Ricau, Cleve Kirby, Henry Dupre.

WPAY, Portsmouth, O.

"For You," featuring the Romance Singer, sponsored thrice-weekly by Roberts & Co., jewelers, becomes a daily feature until Christmas. The Singer has pulled a station record in telephone requests.

Don Wakefield of City Coal Co. has switched from sponsored football broadcasts to wrestling matches.

Minralin Health Tonic is airing "Minralin Mascots" (Min, Ray and Linn, hillbillies), daily except Sunday.

KOAM, Pittsburg, Kan.

Spencer Allen, program director, back on the job after marrying Deane Steger in St. Louis.

New Hammond electric organ has been installed.

Station's organist is Romelle Fay, who appeared on both NBC and CBS networks and was personal organist for Smiling Ed McConnell for three years.

Earl Bickel in Cincinnati

Cincinnati—Earl Bickel, chairman of the Scripps-Howard Radio board, was here this week inspecting WCPO.

SAN FRANCISCO

Leo Cleary and Ken Gillum, on NBC several months ago as "Nuts and Bolts," reunited and took the airplanes Monday over the Pacific Red web in another partnership go.

"Ricardo," who is really Harvey Peterson of NBC, and his Caballeros, augmented to 30 pieces, has begun a new t. c. series of Latin melodies.

Ben Alexander, emcee of the Signal Oil show, back to Hollywood after a visit here. Ben was guest of Sydney Dixon, sales manager of NBC western division, at Bohemian Club dinner.

Leon Livingston agency, which has Bennie Walker's Amateur Hour, planning a big one-hour show soon of all the winners of Walker's show. Winner will be sent to New York by plane for a look-see.

Thanksgiving was a double holiday for Laurance L. Cross, whose "Crosscuts from the Log O' the Day" started its ninth year on the air Nov. 25.

Keith Kirby is announcing the new KSFO Palace Hotel String ensemble heard each Sunday night 8 to 8:30 p.m.

Still expanding, KFRC shoved another interesting local feature on its air band Monday night called "The Country Editor," featuring Oscar R. Morgan, veteran newsman, who discusses current happenings.

WBT, Charlotte

Clair (Old Shepherd) Shadwell and the Mrs. on a Thanksgiving cruise to Florida.

Reginald Allen, announcer, voted third best dressed man in Charlotte in a newspaper poll. Program Director Charles Crutchfield also got a mention.

Howard Meighan, Radio Sales specialist, is a guest of W. A. Schudt Jr., g.m. of station, for a few days.

WORLD BROADCASTS!

RADIO ADVERTISING ON



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 105

NEW YORK, N. Y., MONDAY, NOVEMBER 29, 1937

FIVE CENTS

Hanson, Hedges, Woods Made V.P.'s

WLAW, LAWRENCE, MASS. MAKES DEBUT NEXT MONTH

Lawrence, Mass. — WLAW, 1,000-watt station on 680 kilocycles, owned by the Hildreth & Rogers Co., publishers of the Lawrence Daily Eagle and The Evening Tribune, is expected to go on the air about the middle of December. Erection of a 300-foot tower has been completed, and work of constructing a transmitting plant and broadcasting studios is rapidly progressing.

Transmitting plant and tower are located in West Andover, about four and a half miles from the center of Lawrence. All the latest equipment will be installed in the plant, which will include a large control room, workshop and quarters for operators on duty. A small studio will also be included. Basement will

(Continued on Page 8)

Atlas Radio Sales Meet Is Under Way in Chicago

Chicago — First annual sales convention of Atlas Radio Corp. is under way here, with 24 sales executives from four zones meeting at the Hotel Stevens, Chicago. Herbert R. Ebenstein, Atlas prexy, heads the New York contingent, which includes Lou Winston, production chief in

(Continued on Page 8)

"Ave Maria Hour" Disks Going on 100 Stations

E. L. Bresson of Sound Reproductions Corp. signed a contract last week with the Reverend Father Patrick McCarthy of the Franciscan Friars of Atonement for a series of half-hour transcriptions of the "Ave Maria Hour" to be used by over 100 stations. Donald Peterson is the producer.

Knows His Groceries

Okmulgee, Okla. — Johnnie of Johnnie's Food Palace here knows his groceries, according to T. R. Putnam, manager of KHBG. He also knows the value of radio advertising. In fact, Johnnie is so sold on radio that he installed his own broadcast studio in his store, where he airs a Kiddies' Hour each Saturday morning. Kids visiting store, accompanied by adult, get a free gift. Business is swell.

MORE THAN 150 STATIONS GETTING EASTMAN SPOTS

Over 150 stations have been set to broadcast the spot programs written, produced and distributed by Eastman Kodak. Program, entitled "Radio Camera Clubs," is prepared at Eastman headquarters in Rochester, and is heard from coast-to-coast on a dealer-manufacturer co-operative basis. Station list is expected to be increased to almost twice its present size after first of year.

James Baldwin Hopeful Of Results at Havana

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent
Washington — James W. Baldwin, NAB managing director, who returned last week from the Inter-American Radio Conference in Havana, is hopeful of successful results from the parley, he told RADIO DAILY on Saturday. He added, however, that it is too early to predict anything

(Continued on Page 8)

NBC's Chief Engineer, Head of Station Relations and Treasurer Are Added to Company's List of Officers

O. B. Hanson, William S. Hedges and Mark Woods, NBC departmental heads, were made vice-presidents at the regular monthly meeting Friday, President Lenox R. Lohr announced after the session. Appointments are effective immediately. Hanson is the network's chief engineer, Hedges has charge of station relations, and Woods is treasurer.

EARNSHAW RAPS RADIO FOR LEANING ON FILMS

West Coast Bureau, RADIO DAILY
Los Angeles—Warning radio that it will have only itself to blame if it wakes up some morning to find the entertainment side of broadcasting exclusively in the hands of motion picture producers, Fenton W. Earnshaw, in his "Hollywood Nite-Letter" on Friday, took radio severely to task for permitting itself to become so dependent on Hollywood.

Earnshaw pointed out the tendency of film studios to produce their own radio shows, as already started by M-G-M and Warners, with RKO soon to follow, and said that these are just the first steps of the movie industry in taking over radio. He also

(Continued on Page 8)

ALBERT A. CORMIER JOINS HEARST RADIO

Albert A. Cormier, who recently resigned as vice-president and general manager of WIP, Philadelphia, and before that was general manager of WOR, joins Hearst Radio Inc. on Dec. 6, assuming post of general manager of WINS as his first assignment, it is announced by J. V. Connolly, president of Hearst Radio.

Bradley Kelly, who has been acting manager of WINS for the past two months, returns to his duties as associate editor of King Features Syndicate.

Garland Returns to CBS; Richardson in WHIP Post

Chicago—Charles L. Garland, commercial manager of WHIP, has rejoined CBS as member of Radio Sales, Inc. sales staff. O. E. Richardson, v.p. of Hammond-Calumet Broadcasting Corp., owners of WHIP and WWAE, supplants Garland, who will serve WHIP in advisory capacity. Garland left WBBM last spring to join Ralph Atlas at WIND and WJJD, then switched to the new WHIP in Hammond.

KXBY Will Rebroadcast WLW and WHN Programs

Kansas City—Starting about Dec. 6, KXBY will rebroadcast programs originating at WLW, Cincinnati, and WHN, New York, according to Sid Q. Noel, president of First National Television. KXBY will take about four hours' time daily. Both commercials and sustaining shows will be available, but not news periods. No cash is involved.

★ THE WEEK IN RADIO ★

... Holding Congress Off

By M. H. SHAPIRO

CAPITOL HILL sentiment last week indicated that FCC Chairman Frank R. McNinch would be given an opportunity to straighten out the FCC situation, alleged and otherwise, before the long-heralded probe of the industry would be pressed in Congress. . . . Senators interested in the probe favor this policy.

Although the independent radio network affiliates are busily going over contracts with the AFM locals,

it appears that there is no rush yet as to contracts being placed in escrow. . . . considerable resentment came from members of the IRNA Special Advisory Committee when a group of Philly broadcasters argued against certain clauses as being against the convention mandates. . . . and yet the Philly network affiliates have agreed to sign up as per Plan of Settlement. . . . Mohawk Valley Broadcasting System got un-

(Continued on Page 6)

Air Grid Huddle

Richmond—In airing the U. of Richmond vs. William & Mary game, Burt Repine, traffic manager of WRVA, carried a mike right into the Richmond huddle. It was the fourth down and goal to go for a touchdown. Radio audience heard the signals, then as the team broke up and went into formation, Repine rushed to the sidelines with his mike.

Moral is Obvious

Chicago—John Morrell & Co., packers, operated at a loss of \$700,000 last year, when the company was off the air. Morrell had previously used radio—and had shown profits each year since 1911, according to T. Henry Foster, president. Firm goes back on the air Jan. 9 with a coast-to-coast NBC program featuring Bob Becker, writer and dog expert.



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Saturday, Nov. 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	147 1/2	145	147 1/2	+ 3 1/2
CBS A	19	18 5/8	19	+ 3/8
CBS B	18 1/2	18 1/2	18 1/2	+ 1/2
Crosley Radio	9	9	9	+ 1/2
Gen. Electric	42 1/2	40 3/4	42	+ 2 1/2
RCA Common	7 3/8	7	7 3/8	+ 1/8
RCA First Pfd.	54	51	54	+ 3 3/8
Stewart Warner	10 5/8	10 1/8	10 5/8	+ 3/8
Zenith Radio	20 1/4	19 1/2	20 1/4	+ 1 5/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 1/2	15 1/8	15 1/2	+ 1/8
Majestic	1 1/4	1 1/4	1 1/4	+ 1/4

Tribute to Iraci

Out of respect to the late John Iraci, WOV was silent for two hours during funeral services Saturday, 11 a.m. to 1 p.m. WPEN, Philadelphia, also was off the air from 11 a.m. to 12 noon. Iraci was head of both stations.

WHOM presented a program in honor of Iraci at 11-11:15 a.m. Saturday. Among the notables who attended the funeral were Mayor LaGuardia, Judge Cotillo and many radio people.

McGrady on RCA Mfg. Board

Camden, N. J.—Edward F. McGrady, who recently joined RCA as director of labor relations, has been elected a director of RCA Manufacturing Co.

Stratton Joins Radio Registry

Chester M. Stratton, formerly of RKO and NBC, has become associated with National Radio Registry in the capacity of managing director. Fourth issue of the registry comes out shortly.

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

Encouragement for Radio Playwrights

Chicago—One reason for the standard of excellence maintained in Campana's "Grand Hotel" and "First Nighter" dramatic programs on NBC is credited to the assistance and encouragement extended to authors by the agency handling the account, Aubrey, Moore & Wallace Inc.

Both half-hour programs present a complete playlet each week, which means there is a steady demand for scripts, and the agency is always on the lookout for new writers with talent. Plays submitted are not merely read, but are studied for the writer's benefit, and often the agency makes suggestions which turn unacceptable material into usable plays. Printed instructions also have been issued for guidance of authors.

Quite a few radio playwrights have been developed in this way by Aubrey, Moore & Wallace, and several of them are now in top-ranking jobs in Hollywood and elsewhere. Authors get name mention on programs and in news releases—and \$100 each is paid for scripts.

NBC Sponsored Fights Also to Air Sustaining

NBC will broadcast the remaining 13 championship boxing matches recently signed in a contract with the Twentieth Century Sporting Club over 45 stations on a sustaining basis, while Adam Hat Stores sponsor the same fights in 21 cities.

Clem McCarthy will do sustaining blow - by - blow description, with George Hix doing color. Sam Taub will be in another corner doing the same fight for Adam, with Ben Grauer handling commercials and color.

Adam Hat Stores plan to increase network following first few broadcasts, but sustaining feature will remain for all NBC-Blue stations that request fights.

New WDEL Tower Site

Wilmington, Del.—WDEL has acquired 3.6 acres of city-owned land on the northeastern boundary of the city as the site of its new 235-foot transmitter upon receipt of expected FCC authority to increase power to 1,000 watts. Station now operates on 500 watts day and 250 watts night. Plans are to start the new tower before severe weather sets in.

Agency Men with Picture Mag

Picture Magazine Inc., the new corporation in which William Benton, ex-Benton & Bowles, and J. Stirling Getchell of the agency which bears his name, are directors and stockholders, will make its debut Dec. 28.

Mag, known as "Picture," will be a monthly. Other officers are J. Paschall Davis, president; John V. Tarleton, vice-president and editor; Frank L. Sharpe, general manager and J. G. Barth, treasurer. Albert L. Cole is another director and stockholder.

WBNX Jewish Commentator

Michael Brown, member of the Jewish Morning Journal editorial staff, is being heard each Sunday at 5:30 p.m. over WBNX as Jewish news commentator. Public National Bank is sponsoring.

Sixth Year for Jan Peerce

Jan Peerce, tenor, has signed for his sixth consecutive season of exclusive stage appearances at the Radio City Music Hall.

75,000 Schools in U. S. Now Equipped for Radio

Approximately 75,000 schools in the U. S. are now radio-equipped, according to "Radio in the Classroom," new book by Margaret Harrison, to be published this month by Prentice-Hall Inc., New York. The volume is devoted to effective use of radio in the classroom.

WIBM Celebrates 10th

Jackson, Mich.—WIBM has just celebrated its tenth anniversary here. Station went on the air Nov. 20, 1927, as a portable. Celebration program included a greeting from former Manager Dale Robertson, now in Utica, N. Y. Chief Engineer Charles W. Wirtanen has been with the station the full ten years, while Walter H. Johnson, engineer, announcer and publicity director, has nine years to his credit. Roy Radner is manager.

Molly Dean at WJBK

Detroit—Molly Dean, formerly of KFWB, Hollywood, is inaugurating a new feature, "Hollywood Spotlights," over WJBK at 11:15 a.m. Monday, Wednesday and Friday. Miss Dean's associates, who are connected with the major studios, will wire the latest Hollywood gossip and news direct to WJBK. Program is sponsored by Marks Furs.

F. X. Bushman Back to Chicago

Chicago—Francis X. Bushman, old-time movie star, has returned to Chicago and joined dramatic staff of WGN. He will be featured in "Curtain Time" and other dramatic shows. Formerly was associated with First Nighter here.

"Sunday Afternoon" on WOR

"On a Sunday Afternoon," Mutual show originating at WGN, Chicago, entered New York via WOR yesterday and will be heard on the eastern station each Sunday except Dec. 5 at 3-4 p.m. Program is staged by Harold Stokes and uses about 70 people.

The PERFECT MARKET'S
LOUDSPEAKER **WAKD**
ALBANY, N.Y.
Newly Equipped for Super Power

COMING and GOING

EDWARD PETRY flew to the coast after conference with Ed Voynow, his Chicago chief.

KELLY SMITH and HOWARD MEIGHAN of Radio Sales Inc. to Minneapolis and St. Paul contacting accounts.

A. J. McCOSKER, president of WOR and J. R. POPPELE, chief engineer and secretary of the same station, left last night for Chicago to attend the educational conference.

JOHNNY GREEN, orchestra leader, and his bride, BETTY FURNESS, are coming east from the coast for a month's honeymoon.

W. C. FIELDS is expected in New York after the first of the year to talk radio deal.

JACK BENNY goes to Chicago from the coast to headline the Chicago's Own Christmas Benefit on Dec. 15.

BOB KAUFMAN of WLS, Chicago, returns to that city from New York by motor, visiting Pittsburgh and Cleveland on the way. He was in New York for interview with Edward Klauber of CBS.

P. K. TRAUTWEIN, president-treasurer of Mirror Record Corp., is on a trip to Philadelphia and Baltimore and is expected back tomorrow.

ADELE GIRARD swing harpist with Joe Marsala's band, left for Hollywood yesterday to begin a career in pictures at MGM.

MRS. SAM LYONS, wife of the agent, left Hollywood Friday enroute to New York.

SHIRLEY ROSS arrives in New York tomorrow from Hollywood aboard the Santa Paula.

CHARLES A. NOBLES of NBC in New York spent the Thanksgiving Day holiday with his family in South Hadley, Mass.

BILLY and ALSA NEWELL, oldtime vaude team, are in Chicago from the west coast. They appeared Saturday on Alka-Seltzer "National Barn Dance" and will repeat next Saturday.

EDDIE GARRON, BBC soloist who appeared on the WHN "Music Box" program last Friday, sails back to England this week.

DONALD WITHYCOMB, manager of WFIL, was in and out of town on Friday.

250 Buy "Supplement"

Standard Radio's "Popular Supplement," introduced in July, reports sales in excess of 250 subscribers during the past four months. Newest subscribers are, WGNV, WKY, KLZ, Teleflash (N.Y.), WJAC, KSFO, WLAW and KFIZ. Other Standard Radio services have been sold to WLAW, WGNV, KOY and KTMS.

Ken White at WIBM

Jackson, Mich.—Ken White, announcer on a number of southern stations in the past few years, has joined WIBM. His parents have resided in Jackson for a number of years.

LEE GRANT

AND HIS ORCHESTRA

★ ★ ★ ★ ★

SIX-STAR REVIEW

MUSIC AS YOU LIKE IT

DAILY WMCA 2:30-5:30

THE HOUR OF CHARM

MUSIC THAT LINGERS ON



PHIL SPITALNY Residing at PARK CENTRAL HOTEL, NEW YORK

ORCHESTRAS MUSIC

SHEP FIELDS, who arrived in New York on Saturday from motion picture assignments and personal appearances, will return to the air next month with his "Rippling Rhythm" orchestra in a sustaining series to be piped in by WOR and the Mutual network from Chicago, where he will be fulfilling theater and hotel engagements. Broadcasts will begin Dec. 14.

Howard Woods and his orchestra have been engaged by the Frank Seiden management to play in the Mirror Room of the Laurel-in-the-Pines, Lakewood, N. J. There will be a direct wire from the Mirror Room and Woods and his orchestra will be heard every Sunday at 4:15 p.m. via WOR. Radio guest stars will appear weekly.

Benay Venuta will introduce a Tahitian song which has never been broadcast before when she makes her first appearance on WOR today at 9:30 p.m. after a radio absence of four months. The song, which she learned from the natives during her stay in Tahiti last summer, hasn't even got a title.

CRA bookings: Jack Denny's ork for Metropolitan, Boston, week of Dec. 2. . . . Harold Stern, Astor Theater, Nov. 25-27; Mike Riley doubling into Orpheum Theater from Claridge Hotel in Memphis. . . . Phil D'Arcy at Hotel St. George, Brooklyn. . . . Stuff Smith goes into Silver Grill, Buffalo, this week-end and closes Dec. 5, going to Famous Door, Hollywood, for 30 weeks. . . . Fletcher Henderson set by Bob Sanders of Hollywood office for Vogue Ballroom, Los Angeles, starting Dec. 11.

Eugene Jelesnik and his orchestra, playing at the Hotel Taft, New Haven, are now heard on WELI, WMCA-Intercity, WATR, WBRY and WNBC.

Vincent Lopez left Chicago on Thanksgiving night for Stanley theater at Pittsburgh; then he goes to the Earle at Washington; thereupon to the Gibson at Cincinnati where he will have a Mutual wire.

Anson Weeks opens at the Aragon in Chicago with a Mutual wire Dec. 3, following Freddy Martin, who goes to the Coconut Grove in Los Angeles.

Ruthrauff & Ryan has Herbie Kay in mind for a sponsored program provided he can shift scene of activities from Philadelphia to the west coast.



PETTY CASH VOUCHER

Week ending Nov. 26th

• • • Saturday... Just to be different we decide to spend the week-end between covers in an attempt to combat la grippe... This move, however, doesn't prevent our learning that Russ Brinkley of WHDL, Bradford, Pa., has gone off the gold standard—replacing two gold front teeth with white molars... Also that WMPS, Memphis, aired a real weddin' between Verne Morgan, guitar player with the Rhythm Rangers, and Martha Matlox, a fan of the "Mid-South Dinner Time" show.

• • • Sunday... While our sick room is exactly three rooms away from the radio set (bragging again) Mom switches the dials as the day's best shows take the air... After Jack Benny we fall into slumber to awaken to "Good Will Hour"—just after reading Mr. Winchell's pillar regarding A. L. Alexander—and Mom says maybe A.L. should go to Mr. John Anthony for some advice—after A.L. created that type of show?

• • • Monday... Back to the grindstone where the big news is the French Casino folding... To lunch with CBS' James Appell, who tells us the inside story of the fight between Rudy Vallee and Will Osborne, also W.W.'s start on the airwaves—plus the fine work being done by V.P. Bill Lewis and how Herbert Rosenthal will do wonders with the Artists Bureau when he takes over... Estelle Taylor, in the midst of talking "turkey" with NBC, receives a wire from the coast to come west and screen-test for the part of Belle in "Gone With The Wind."

• • • Tuesday... To dinner where we get change and discover a lead quarter among the coins which we attempt to pass off at a theater but are embarrassed at the discovery... At Leon & Eddie's, Eddie Davis doesn't appear for the show—he had gone out to view the flicker "52nd Street."

• • • Wednesday... At Dave's that yawning, Bobby Feldman is around on his rounds. Leon Janney talks about the play that did a brodie... Loew's State manager Al Rosen relates that he has been approached to air his trials and tribulations as a Broadway theater manager and is now looking for an agent. How about his own brother, Matty?... Earlier in the day Buddy Clark wants to bet 8-to-5 that a columnist wouldn't last 2 rounds with him. His challenge is accepted.

• • • Thursday... For the first time we hear Tommy Riggs on the Vallee show and enjoy the act, though not caring particularly for what John Barrymore claimed was funny!... From Muncie, Ind., word arrives that The Old Ranger on WLBC received an old alley cat in a bag during his show—and the cat dissembled the entire program.

• • • Friday... Lunch with Eddie Wolpin, Henry Spitzer and Jerry Kruger. In one booth is Mrs. Jack Pearl entertaining her two nephews with hot dogs. She hides the 14 karat ring Jack gave her for her birthday. Next to her is Donald Flamm lunching with Harry Hershfield and Bill Weisman. Flamm definitely denies having any financial (or otherwise) interest in the French Casino re opening... Hershfield adds: "It's a lie—up to \$25,000!"... An official of CBS tips off that Barry Wood will be their biggest asset in a few months after the build-up.

TOTAL EXPENSE:... 25 cents—which was composed of lead!

AUDITOR'S REMARKS: Request denied! I'll pay your Social Security tax with it—that'll just cover it!

PROMOTION

Radio Tour of New Office

Six special broadcasts over KCKN, Kansas City, highlighting a radio tour of the layout, marked opening day of Wyandotte County Gas Co.'s new building. As starter, Owen Balch and Ralph V. Nelson, announcers, went through the place, describing their impressions to listeners. Interviews with company's home-service director followed, and next was the broadcast of dedication ceremonies. Musical programs provided additional high spots. Newspaper advertising directed attention to the broadcasts.

Gift Offer by Planters'

Planters' Peanuts is sending a 32-page educational painting book on "America's Famous Men" to listeners of the company's "Mac 'n' Moore" program over WBZ, Boston. String is ten five-cent peanut wrappers, ten Jumbo wrappers, or 50 penny-bag wrappers.

KVOR, Colorado Springs

Zelle Wade of program staff is doing a 30-minute Christmas Lady show each Monday at 5 o'clock, interspersing chats for children about how Christmas is spent in other lands, with transcribed music to fit the occasion.

Ann Russell, home economist, is doing a 30-minute 6-weekly "Good Morning Neighbor" program with recipes, beauty hints, "penny stretchers" and housekeeping aids.

Household Magazine, Capper publication, is using two weeks of 15-minute programs plugging a recipe contest.

Five new C. P. McGregor shows made their debuts here to celebrate KVOR's "New Show Season." They are "Thrill Hunters," "The House of Peter MacGregor," "Eb and Zeb," "Do You Believe in Ghosts" and "Talking Drums."

Three half-hour request programs per week, using transcription library numbers, have been inaugurated to take care of growing requests. So far anything Gene Austin sings, anything Art Tatum plays, and "Vieni Vieni" lead the request lists.

Station put on a "Program of the Week" for the International DX'ers Alliance. Arbor Fuller, musical director, was emcee and introduced talks by Hugh B. Terry, station manager, and Wauhillau LaHay, program director.

Paul Hughes, new news announcer, has been sold on a twice-a-week commentary of "Twenty Years Ago."

NAT BRUSIOFF

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY

CI 6-2200

ARTISTS MANAGEMENT

Paul Whiteman topped all attendance records first week, Drake Hotel, Chicago.

17 EAST 45th ST., New York MU 2-1886

PROGRAM REVIEWS

"Do You Know?"

This new show is an informative and entertaining quarter-hour, sustaining on WNEW, Thursdays 1:45-2 p.m. Items are culled from newspaper headlines and other authoritative sources and each is prefaced with, "Did You Know?" The first one of the list was the biggest turkey dinner, one running 19 hours. Audience is left to ponder on this one and answer is given toward the close, and of course not a few have an opportunity to arrive at their own conclusion by then. It develops that this is the turkey eaten by the enlisted men of the U. S. Army, beginning at an American army post in China, actually on Wednesday our time, and following the clock around to Honolulu. Subsequent info touched on the huge attendance at National Parks, Horatio Alger characters still on tap, Dionne quins' earnings, locomotive named after Lily Pons, etc.

It is the kind of entertainment that requires no special effort on the part of the listener to take in, and the vast possibilities as to the variety of items gives every possibility for color and spice.

Joan Brooks

The Wednesday night 10:15-10:30 spot on WJZ-NBC Blue is being pleasantly filled these days by Joan Brooks, a vocalist who deserves better positions on radio schedules. With the efficient Norman Cloutier piloting the orchestra, Miss Brooks' program last week offered a selection of numbers that have not been done to death, including "Last Night When I Held You," "Good for Nothing Joe," "Now They Call It Swing," a Cloutier composition, and a medley of "Rose" numbers. Miss Brooks not only has the ability to sell a song, but she dispenses with vocal affectations and sings so you can understand what it's about.

Briefly

Ralph Brewster's vocalizing of "Make-Believe" on last Thursday afternoon's little variety show originating at WSAI, Cincinnati, and heard over WHN via the WLW Line, was a real choice bit of vocalizing, in an ingratiating style.

"Good News of 1938," M-G-M's show for Maxwell House on NBC-Red last Thursday night again was a disappointment. It cried out loud for a script and comedy.

It was a rather silly comedy sketch that John Barrymore and Elaine Barrie were required to perform on last Thursday night's Rudy Vallee hour over NBC-Red. Tommy Riggs and "Betty Lou" also had pointless material.

George McCall, Old Gold's Hollywood gossip on CBS, emphasizes the claim that he hands out "exclusive" stuff, but he reels off an awful lot of material that has appeared elsewhere.

NEW BUSINESS

KFRC, San Francisco: Chas. E. Fougere & Co., through Small & Seiffer Inc.; Peter Shoe Co. of St. Louis, through Long Adv. Service; Smith Bros., through Brown & Tacher, Inc.; Gas Appliance Society, through Jean Scott Frickleton.

KGGC, San Francisco: Alka Seltzer Co.

KGO, San Francisco: Drackett Co., through Ralph H. Jones Co.; Railway Express Agency, through The Caples Co.; E. Fougere & Co., through Small & Seiffer, Inc.

KPO, San Francisco: Signal Oil Co., through Logan & Stebbins.

WHN, New York: Remington Rand, U.P. news, through Leaford Advertising Agency; Winkeiman Shoe Co., spots, through Lewis Associates.

WLW, Cincinnati: Sayman Soap Co., "Top O' the Morning", program, through Benson and Dall; Household Magazine, "Top O' the Morning", program, through Preba Fellers & Presba; State Automobile Mutual Insurance Co., "Unbroken Melodie", program; William S. Scull Co. (Boscul Coffee), "Newspaper of the Air", with Peter Grant, program, through F. Wallis Armstrong.

WHO, Des Moines: Health Research Foundation (Vimm), "Vimm Melody Time," program, through Andrews Advertising Agency.

WGN, Chicago: E. Fougere Co., through Small & Seiffer Inc., on Jan. 7 expands its "Let's Play Games" MBS program to WGN.

CKNX, Wingham, Ont.: Templeton's Ltd., ETs, through Associated Broadcasting, Ltd.; Bayer-Semesan Co., announcements, through Thompson-Koch Co.; Bulova Watch Co., time signals; W. K. Buckley Ltd., spots; Oglivie Flour Mills, ETs, through Associated

WOAI, San Antonio

George M. Slocum, president of the Advertising Federation of America, was interviewed by Ken McClure, newscaster, while the AFA was in convention in San Antonio.

During the Tenth District Advertising Federation of America Convention in San Antonio, WOAI played host to the radio representatives in a suite at the St. Anthony Hotel. Station staged a musical revue for the dinner dance which highlighted the convention.

WOAI recently began a new early morning transcription program which runs from 6:30 to 7:45 a.m. Special features are being introduced and a contest to name the program is now being conducted. Lew Valentine is emcee.

WNBC, New Britain, Conn.

Millie King of continuity staff is recuperating after an operation.

"Man Without a Sponsor" almost nabbed one the other day, and now he's added the following line to the show: "You should have seen the one that got away."

Jerry Beaupre's organ playing and Al D'Amato's steel guitar will enliven the Sunday morning schedule.

"Adventures of Jungle Jim" and "Front Page Dramas," both Hearst features, are being sponsored by local stores.

Jack Lacy's pop tune program on Sunday mornings has met with fan approval.

Hal Goodwin will again do the Christmas Tree program twice daily.

Broadcasting Co. Ltd.; Blatchford Calf Meal Co., weather forecasts, through Industrial Advertising Agency; Longworth Milling Co., programs.

KFI, Los Angeles: Quaker Oats, "Dick Tracy" ETs; Remington-Rand, news.

KGER, Los Angeles: Currier's Tablets, ETs, through Walter Biddick Co.; Gardner Nursery of Seattle, ETs, through Northwest Advertising Agency; Remington Rand, spots, through Howard Wilson Co.

WGY, Schenectady: American Oil Co., announcements, through Joseph Katz; Dairy Association, announcements, through Hayes Agency; Domino Citrus Association, announcements, through DeRouville; General Mills, "Betty and Bob" ETs, renewal, through Blackett - Sample - Hummert, and "Hymns of all Churches" and "Betty Crocker," through Knox-Reeves; Madonna Tomato Paste, participation, through Sternfield Godley, N. Y.; Cranberry Cannery Inc. (Ocean Spray Cranberry Sauce), through Harry M. Frost; Railway Express Co., announcements, through Caples Co.; Wasey Products (Mustertole and Zemo), ETs, through Irwin, Wasey & Co.; RCA Victor, recordings.

GUEST-ING

OCTAVUS ROY COHEN, on "Hobby Lobby," Dec. 1 (CBS, 7:15 p.m.).

EZIO PINZA, with ANDRE KOSTELANETZ on Chesterfield program, Dec. 1 (CBS, 9 p.m.).

SENATOR ARTHUR CAPPER, on "Between War and Peace" series, Nov. 30 (WMCA, 9:45 p.m.).

CHARLES WAKEFIELD CADMAN, on Philharmonic-Symphony Orchestra program, Dec. 5 (CBS, 3 p.m.).

JOSEPH LHEVINNE, on Bamberger Symphony Orchestra program, Dec. 3 (WOR-Mutual, 10:15 p.m.).


Daughter for Joseph Lang

Joseph Lang, part owner of WHOM, Jersey City, is the father of a girl.

CONSOLIDATED EDISON COMPANY of NEW YORK, INC.

Presents

NEW YORK ON PARADE
... TODAY AND TOMORROW



Under the Musical Direction of
MARK WARNOW

FEATURING

- ★ JOHN B. KENNEDY... Editor and Commentator
- ★ THE CONSOLIDATED EDISON ORCHESTRA AND CHORUS
- and
- ★ GUEST ARTISTS

EVERY MONDAY • 7:30 P. M. STATION WEAF • NBC

MARK WARNOW
Contracting Manager of
THE COLUMBIA ARTISTS INC.



L. S. FROST, executive assistant to Don Gilman, vice-president in charge of the Western Division of NBC, has been transferred to Hollywood permanently. Increasing executive supervision had become necessary at headquarters here due to burden of transcontinental originations.

Frederick Stark, KHJ musical conductor, has a new Sunday afternoon orchestral program, "Matinee Promenade," on KHJ.

Norman Spencer's "Can You Write a Song" has been temporarily put in mothballs by Harry Maizlish, KFWB general manager, to conserve supply of good material in manuscript while a commercial deal is being worked out.

All Canada Radio Facilities, Calgary, Alberta, has taken Earnshaw Radio Productions' transcription series, "Crazy Quilt."

Fox Case, head of CBS public affairs department, has gone native with a vengeance and acquired a 30-acre orange grove in Orange county.

Jimmy Vandiveer, KFI-KECA special events specialist, is doing a 24-hour-a-day death watch to catch that Elysian Park million-ton landslide.

Frank DeLeet, NBC Western Division auditor, has moved his office and functions to Hollywood and will have his headquarters here permanently.

Ed Verdier contributes the script for the Dec. 7 "Big Town" dramatization with Edward G. Robinson. Lays bare all the angles of the "produce racket." The Ruthrauff & Ryan office reveals, incidentally, that the show will continue in its present format, with Robinson in the leading role, for at least 39 weeks.

Five Newscasts Daily For One WLBC Sponsor

Muncie, Ind.—Lawson's credit jewelers has increased its news schedule on WLBC to five periods daily including Sunday. Another account taking a big ride is Keller Clothing Co. with three five-minute Christmas Carol programs daily. Stillman store's "Kindly Deed Club" for Christmas season also back daily for fourth year.



Greetings from Radio Daily

November 29

Alan Courtney Lou Irwin
Florence Lake

★ THE WEEK IN RADIO ★

... Holding Congress Off

(Continued from Page 1)

der way under the management of Burt Squire . . . the stations including six in upper New York state, two in Vermont, with the N. Y. City outlet remaining optional with the time buyer. . . .

State of Nebraska filed strong exceptions to the recent temporary injunction granted Ascap against the state officials who were enjoined from enforcing the so-called anti-Ascap statute . . . U. S. Chamber of Commerce may change its mind about using radio . . . Bill Bacher resigned as producer of the MGM-Maxwell House show, with Louis K. Sidney taking over . . . Later Georgie Jessel joined Sidney in advisory capacity . . . U. S. Rubber Co. coming back to radio via CBS early next year . . . General Motors renewed its

Chevrolet transcription series on 352 stations, but it appears that its live talent shows are in for a halt . . . WFBL, Syracuse, chalked up a fast beat on the capture of escaped kidnapers, giving the first exclusive flash in five minutes after the capture . . . MPAA will not clear transcription or other licenses for Sesac, but will stick to representing publishers . . . Havana conference agreed upon a shortwave study plan. . . .

Thousands of "hams" being enrolled in a planned program of technical cooperation in the television field, and coincidentally, RCA-NBC invited hundreds of members of the American Radio Relay League to witness a tele demonstration to encourage such experiments. . . .

BOSTON

Casey Stengel, veteran of the Big Leagues and new manager of the Boston Bees will be a "faculty" member of Jack Onslow's Baseball School of the Air. Jack's interview with Stengel, to be aired over WAAB on Tuesday at 5:15, will be the first of a long line of such airchats. Incidentally, Jack has found out from his mail that not all the fans are boys—about 30 per cent are girls in their teens.

A score of prominent Boston and New England business men, nationally known in the grocery field, will take part in the inaugural program of the new series of "New England Grocery Commentator" broadcasts to be heard over Yankee network starting Tuesday at 2:45 p.m.

Metropolitan Theater will feature a "Battle of Swing" between the bands of Jack Denny and Lucky Miller during the stage show of the week of Dec. 2.

WEEI made a survey to demonstrate to prospective sponsors the value of E. B. Rideout's late weather reports at 11 p.m., and the *Herald-Traveler* news reports which follow at 11:05-11:15 p.m. In 12 successive announcements the station offered listeners a copy of "The Microphone," local weekly fan magazine, containing Rideout's forecast of this winter. They received 6,500 letters.

WIBX Safety Results

Utica—The five-minute traffic accident scare series conducted by Dan T. Burke with the cooperation of Kiwanis club since last summer has had fine results. After 50 programs, WIBX made a survey, which showed that traffic accidents here had dropped 7.2 per cent whereas New York State showed a rise of 14 per cent.

Owen Balch Promoted

Kansas City, Kan.—Owen Balch, KCKN special events announcer, has been made commercial manager by Ellis Atteberry, head of the station.

OKLAHOMA CITY

Nada, XERA mystic, is appearing at state theaters, vowing 'em in the smaller burghs.

Edgar T. Bell, WKY general manager, has returned from a two-week vacation in San Francisco.

Patent Pending, WKY broadcast of local inventors brain - children, has received a half dozen offers of backing for the inventors from listeners.

Perry Ward, chief announcer for WKY, is abed with laryngitis.

Bill Phillips is now broadcasting Dailey's Credit Clothiers program over KFXR.

Misteltone Express Company is planning a series of 15 minute shows to run 15 weeks on WKY dramatizing the acts of heroism and adventures of men on the Oklahoma State Highway Patrol.

Students in Serial on WMC

Memphis—As part of their course, students of the Speech Department at West Tennessee Teacher's College in Memphis are presenting a serial mystery drama of eight episodes over WMC each Tuesday and Thursday at 3:45 p.m. The sketch is an original composition of Professor H. F. Hincks, head of college speech department. Sound effects and production are done by students themselves under the supervision of John Cleg-horn, WMC program director.

Canada Makes More Sets

Montreal—Production of radio receiving sets in Canada numbered 71,237 in the second quarter of 1937, an increase of 74 per cent over same quarter last year.

Canadians traveling in the U. S. last month spent \$78,729 on radio sets which they brought back with them under duty-free regulations.

CJIC Coverage Increased

Sault Ste. Marie, Ont.—CJIC's coverage has been substantially increased by the recent installation of a new program amplifier, according to J. G. Hyland, business manager.



JIM AMECHE does his third week on "Grand Hotel" tonight. He has evoked many telephone calls from fans asking whether the leading male voice on "Grand Hotel" was not that of Don Ameche, his brother.

Attilio Baggione, WGN-Mutual tenor, plans a week's deer hunting in upper Michigan after a concert at Ishpeming on Dec. 1.

Virginia Payne (Ma Perkins) has a badly infected tooth but unlike President Roosevelt has managed to keep her engagements every day.

Marge Kerr, head of local Tom Fizzle office, met her husband, Phil Davis of WLW musical staff in Indianapolis on Thanksgiving day and then they went on to Evansville to visit friends.

Martin Jacobsen is new announcer at WIND. He came from WKY, Oklahoma City, and has also worked on WDAF, Kansas City.

Hazel Hopkins, formerly of WGN promotion department, in town from Kansas City, where she is now on staff of WDAF.

H. R. Makelim, salesmanager of WIND, had a housewarming at his home in Evanston for studio associates. It was also his wife's birthday.

Frank T. Bell, Bureau of Fisheries, official guest of Ralph Atlas at WJJD and WIND.

Charles Sears, NBC tenor, engaged to sing at Swedish Choral club's presentation of *The Messiah* on Sunday, Dec. 19 at Orchestra Hall.

Ray Johnson and wife Betty Caine, headliners of Princess Pat's "A Tale of Today," flew to Detroit over Thanksgiving.

Merritt R. Schoenfeld of NBC sales force is on a combined business and vacation trip until Dec. 1.

Walter Blaufuss, NBC orchestra conductor and composer, got a royalty check from Sweden the other day. He's had them from England, France and Italy.

Father of Pat Barrett (Uncle Ezra) died last week.

Another death was the father of Al Byd, WLS production director.

Kitty O'Neill, wife of Bob Hafter of WBBM production staff, getting a screen test through Columbia Artists.

Burridge Butler, president of Prairie Farmer and WLS, has gone to Arizona for the winter at KOY, which his company also owns.

Glenn Snyder, manager of WLS, went to Lawrence, Kan., for the Missouri-Kansas football game. Missouri is his alma mater.

HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music
in a Modern Manner

MANAGEMENT
ROCKWELL-O'KEEFE

**New Short Wave Series
Added by Westinghouse**

Boston—A new series of short wave programs, titled "Radio Around the Clock", has been launched by W1XX, the Westinghouse short wave station here, with John K. Gowen 3rd directing. New programs are international in aspect, designed to appeal to listeners who are interested in new developments in radio as well as in the technical end. Information about foreign short wave stations, schedules, best time to listen to them, etc., will be given.

W1XX's daily broadcasts of stock market quotations, as well as the Christian Science Monitor news programs aired for several years, have become very popular with DX fans.

KIUL Gains Continue

Garden City, Kan.—KIUL, which has been setting new business records almost regularly this year, reports October was its biggest month in the two and a half years that the station has been on the air. Cox & Tanz have been appointed representatives of the station.

Howard E. Campbell Dead

Louisville—Howard E. Campbell, 51, chief engineer for WHAS, was found dead beside his automobile last Tuesday on the grounds of the transmitter plant. Heart disease was ascribed as the cause. After connections with WWJ, Detroit, and WLS, Chicago, Campbell came to Louisville in 1932 from the Bell Laboratories in New York.

Sponsor on Own Show

Baltimore—Fred Turbyville, local sports columnist and radio commentator, who conducts an unusual type of trophy shop here, has launched his own program on WCBM. He sponsors program himself and does the sports comments, with Newell Warner handling commercials.

WAIR, Winston-Salem, N. C.

Anita Hayworth, contralto, recently started a new program, "Melodies from the Sky."

Alice Blue, soprano, is being sponsored by Anchor Co. in "Moments of Melody."

Betty Blake in "Melodies We All Love," vocal and organ program, is being sponsored by D. G. Craven Co., which also has a news period.

Jasper Dean is back singing hymns for Brown Rogers Dixson. Don Gardner announces.

Skipper George Walker is back at the helm after a tussle with the flu.

Helen Garber and her "Music Appreciation Hour" recently moved up to Saturday morning so more school children could hear the program.

NEW PROGRAMS—IDEAS

WFBL Christmas Program
WFBL, Syracuse, is again presenting a twice-weekly program featuring Santa Claus for the children and their pre-holiday interests. During this program, which has been featured during many holiday seasons over this station, Santa reads and answers letters from youngsters. Series is sponsored this year by Household Outfitting Co.

FORT WORTH
"The Country Editor" is a new early morning program on KTAT. It features A. H. Wheeler, editor of a country paper, with a string band and quartet. The "homey" rural touch is conveyed, with good reaction from listeners.
"Black Night" mystery series on WBAP, featuring Nelson Olmsted, announcer, with a supporting cast, has moved to 11 p.m. Mondays.
Bob McGrew and his orchestra at Texas Hotel's "Den" are airing over KTAT.

KWTO-KGBX, Spr'fld, Mo.
George Earle Wilson, emcee of the Sunday afternoon "Community Sing," is back on the job after a three-week absence. Music Director Al Stone staged a "George Earle Day" in honor of the occasion.
Ralph Foster, station manager, is playing host these week-ends at his new Ozarks lodge.
Tom Prophet of the business staff is the father of a girl. Mother is the former Verna Belle Elwood.
Ralph Nelms, continuity editor, married DeLacy Hunt on Thanksgiving.
Jim Simmons, former staff announcer, was a recent visitor.
Lonnie McAdams, recent addition to the announcing staff and formerly with NBC in New York, is being featured in a song and patter program for Skinner's Macaroni.

WHBF, Rock Island, Ill.
Contest sponsored by station to pick ten best bowlers in Rock Island, Moline and Davenport is still causing much talk. Latest wrinkle to the bowling tournament, to be held in February and March, is a big dance on Dec. 11 at Danceland, Davenport.
East Moline Parent-Teacher Assn. presented its last entertainment program in the form of a broadcast over WHBF. It was a surprise to Ivan Street, station production manager, who attended the meet to give a talk.

KGER, Long Beach, Cal.
A. Belden Gilbert is conducting a new civic broadcast from the Hearing Room of the Los Angeles County Board of Supervisors. Program includes interviews, highlights of important hearings and discussions of governmental functions.
Transradio Press Teletype is being put to a new use, for a nightly quarter-hour news broadcast in Italian, called "The Italian Radio Journal."

Listeners Make Up Program
Early morning listeners to the "Wake Up and Swing" show, over WCLE, Cleveland, under sponsorship of Burts, Inc., are given free rein in displaying their musical tastes. They are invited to submit list of 18 recordings in order they wish to hear them played. Lists are judged for balance, variety, and interest, and best one each day draws gold watch award.

SAN ANTONIO
Tuesday evening amateur contests featuring all-Mexican artists and sponsored by H. & H. Coffee Co. is drawing great interest among local Latin-American speaking public. Contestants vote by cards, letters and tea wrappers. Over 800,000 votes have been received to date.
Godfrey ("Fritz") Kuler is doing the "Voice of the Crowd" for KABC from in front of the Majestic Theater daily at noon.

WNBX, Springfield, Vt.
Charles Denny, former manager here but now in Syracuse office, made good on bonus offered to salesmen under his regime. Three salesmen made quota and took present Manager Bill Hoffman along to Syracuse-Colgate game, at Denny's expense.
Bess Field, auditor, spent Thanksgiving with home folks in Jamestown, N. Y.
New program amplifier now in operation has greatly improved coverage.
Families of Phil Hoffman and Lansing Lindquist, program director, both from Iowa, ate turkey together.
Dick Bath, salesman and former sheriff of Alstead, N. H., nearly had to peddle time from behind bars in Keen, N. H., when he played good smaritan to a fellow huntsman by transporting the latter's deer in his car—and the game authorities had to be convinced.

WGAR, Cleveland
Jack Parr, former announcer at WCAE, Pittsburgh, and key announcer of the Michigan Network through WJIM, is the most recent program department addition here. Parr's addition gives WGAR two of the youngest regular announcers in the industry. Both Parr and Bob Kelley are 20 years old.
"News Comes to Life," sponsored by R. G. Dun Cigars (Detroit), is fed to WGAR in addition to WJR, Detroit. Headline news of the past week is dramatized in 30-minute program. Brace Beemer, Detroit, is the agency.
Franklin Lewis, sports editor, is handling all public address announcing at the Arena, new million dollar all-sports building just completed in Cleveland. Lewis also handles complete air accounts of International-American League Cleveland Barons' home games, an exclusive WGAR broadcast, seeking sponsorship.

**New WMT Headquarters
Are Given Big Sendoff**

Cedar Rapids, Ia.—More than 8,000 persons visited the new offices and studios of WMT in the Paramount Theater building during the recent "Open House" week which marked opening of the new headquarters. Specially instructed guides, with regular station personnel assisting where needed, conducted the studio tours.
Event was preceded by heavy publicity campaign. Full page ads were taken in the Des Moines Sunday Register and the Cedar Rapids Tribune. In addition, every home in Cedar Rapids received copy of illustrated 12-page tabloid, describing new set-up, personnel, and station features.

New home is furnished throughout with latest in equipment. There are five studios, all of "floating" construction, two control rooms, eighteen offices, and a large lobby.

UBC's Fast Work on Fire
Cleveland—Fifteen minutes after St. Ann's Maternity Hospital burst into flames Friday, United Broadcasting Co. had its mobile unit on the scene with a special fire crew giving an air description of the blaze over WCLE. Engineers had to use 300 feet of lines to pipe Announcer Carl Mark's description to the mobile unit on the outskirts of the crowd.

WATL, Atlanta
Station broadcast a part of the Thornwell Orphanage Benefit Program. The WATL Scholarship Contest is now in the semi-final stage with the competition becoming keener. First three boys and girls receive prizes to be used towards their Freshman year tuition.
A new local sustaining show that has become a favorite with the young folks of Atlanta is the "Roll Up The Rugs" musical program.

WRBL, Columbus, Ga.
Jim W. Woodruff, Jr., manager, is making arrangements for an extensive telephone survey to cover certain hours for both day and night programs. Later on, personal visit survey will be made for the station by a prominent research organization. Results will then be correlated with a promotion piece to be issued telling of the findings.

KJR, Seattle
Dick Sharp, noted northwest boxing authority and assistant sports editor of Seattle Post-Intelligencer, has started a weekly series called "Between Rounds," sponsored by Pacific Outfitting Co. and handled by Ann Newman advertising agency. Sharp is a veteran fight announcer, well known to KJR-KOMO listeners.

JIMMY ALDIN
AND HIS ORCHESTRA
JUST COMPLETED
100 WEEKS ENGAGEMENT
BEN 6-4759

WALT FRAMER
Freelance originator of
RADIO SWAPS HEARD DAILY
OVER WWSW
Pittsburgh, Pa.

WLAW, Lawrence, Mass. Makes Debut Next Month

(Continued from Page 1)

house an auxiliary power plant to be used in emergencies.

Broadcasting studios will be located in the heart of the business district of Lawrence, directly across the city's main thoroughfare from the Eagle-Tribune's publishing plant. Included in the arrangement will be three individual studios, control room, reception room and executive offices.

One of the features of the studios will be a three manual Wurlitzer organ, the largest in any New England studio and constructed especially for radio broadcasting.

Opening of WLAW next month will mark the latest and one of the most important steps in the history of Hildreth & Rogers, whose newspapers, the Lawrence Daily Eagle established in 1868, and the Evening Tribune which made its debut in 1890, enjoy a combined public service extending 16 years beyond a century.

WLAW will be under the direction of the officers of Hildreth & Rogers, including Alexander H. Rogers, publisher; Irving E. Rogers, associate publisher; and George A. Mellen, secretary. David M. Kimel has been appointed advertising manager; Stanley N. Schultz is serving as program director, and George R. Luckey has already started duties as radio engineer. The national representatives of WLAW will be Weed & Company, New York. WLAW is a member of the Inter-City network.

James Baldwin Hopeful Of Results at Havana

(Continued from Page 1)

yet. Most of the meetings are strictly secret, but the conference is expected to issue a formal report of proceedings prior to its final plenary session within the next several weeks.

ONE MINUTE INTERVIEW

PERCY WESTMORE

"Eventually television will have its own staff of makeup experts working hand in glove with the iconoscope cameramen. Too many people think of make-up solely as a corrective measure — to make noses look shorter or eyes bigger. As a matter of fact, we proceed in a very scientific manner to assist technicians themselves. The Hollywood make-up man uses the camera as a microscope and the motion picture screen as a slide on which to examine his work. He is not only interested in glamour but in helping to solve technical problems. He will serve television in a similar fashion, once the medium itself has reached the necessary degree of perfection."

☆ Coast-to-Coast ☆

JACK STAPP, of the CBS production department, was able to enjoy his Thanksgiving turkey, having returned to the job after coming out winner in a long battle with pneumonia.

Lee Wiley is the guest vocal star on the current week's De Soto disk releases starring George Jessel, with Will Osborne's orchestra.

The **Mojud Singer**, monthly magazine for employees of the Mock-Judson, Voehringer Co., Greensboro, N. C., in its November issue devoted a two-page spread to WBIG typical program listings, plus a feature article on the CBS "Brave New World" series.

Kevin Foley, formerly on the WICC, Bridgeport, dramatic staff, is now connected with the New York University radio education school.

Alice Hill has joined the cast of the CBS serial, "Jenny Peabody," with Karl Way, Marie Nelson and others.

Jessica Dragonette's debut in the concert field in Philadelphia last week was something of a triumph for the popular soprano, according to notices she received in local papers.

Genevieve Rowe, on starting of a new Sunday night WOR series with

COLUMBUS

James E. Lowe has been promoted to chief engineer at WCOL.

Paul R. Glingher was appointed legislative representative for Ohio Ass'n of Broadcasters at the recent meeting, and will maintain permanent offices at 33 High St. **J. H. Ryan**, WSPD, Toledo, is new president of the association, succeeding **John F. Patt**, WGAR, Cleveland, who resigned.

Jo Moran, Radio Center's popular "hello girl," resigned to marry **Bob Daniels**.

Henrietta Brown, formerly of WBBM, Chicago, has joined the program department of WBNS.

Rose Kaye, "Society Editor of the Air," at WHKC, has switched to WBNS where she will carry on with the same program.

The **Broad Street Presbyterian Church**, recently remodeled, also installed a broadcast control room for the convenience of local stations.

A new partition just constructed at Radio Center, in the center of the entrance foyer, cuts off WCOL and WBNS into two separate units.

Al Schaub Married

Detroit—**Al Schaub**, veteran engineer of WXYZ and Michigan Radio Network married this week to **Miss Mary Zientek**. Couple left for Northren Michigan honeymoon.

Alfred Wallenstein, is being heard over the three major networks. Other two are "New York on Parade," NBC, and "Johnny Presents," CBS.

"Adventures of Ace Williams," adventure series, has been added to the schedule at KGBX, Springfield, Mo., thrice weekly.

KIRO, Seattle, is getting a good response to its "Meet the Editor" program. Speaker last Saturday was **Chapin Collins**, editor of *Montesano Vidette*.

Bob Carter and Willie Rattner are doing the announcing for WMCA's airing of the Six-Day Bicycle Races which started yesterday in Madison Square Garden.

Perry Mason, the lawyer-sleuth made popular in several books, serials and motion pictures, may soon perform some of his unusual feats of detection over the air, according to **Allan M. Wilson**, production director of *Conquest Alliance Co.*

"Songs by George Griffin," heard on the NBC-Blue network exclusive of New York for over a year, has annexed the local station and will be heard on WJZ every Tuesday night at 7:30 beginning tomorrow. This gives Griffin three network shows weekly.

KANSAS CITY

Arthur B. Church, president of KMBC, has been confined to his home this week because of illness.

Margaret Heckle, who collaborates with **Neal Keehn** in the writing and producing of KMBC's "Across The Breakfast Table," is visiting in Washington and New York.

C. E. Salzer, chief engineer at KXBY, has returned to the studios after an illness.

KXBY has installed a new Western Electric 110A program amplifier. **Frank Bailey** of KXBY's accounting department has resigned to devote his time to orchestra work.

WHB has signed the **Cochran School of Music** for a 30-minute Sunday afternoon program featuring pupils of the school. Show is being produced by **Norvell Slater**.

Rose Ann Carr, soprano, has rejoined the **WDAF** vocal staff.

WDAF has inaugurated a quarter hour weekly program called "With the Poets," conducted by **Ernest R. Brown**, devoted to the works of local poets.

Major's "Red Schoolhouse"

Colonel Jack Major, on his CBS program at 3 p.m. tomorrow, will do a "Little Red Schoolhouse," with **Freddie Rich**, **Jack Shannon**, **Nan Wynne**, **Buddy Sheppard**, **Joe Sodja**, **Jean Roy**, the **Dalton Boys** and **John Allen Wolf** heading the cast.

Earnshaw Raps Radio For Leaning on Films

(Continued from Page 1)

cited the forthcoming RKO musical film, "Radio City Revels," which will use a dozen radio names.

Radio sponsors and advertising agencies have gone completely berserk in their scramble for film names, said **Earnshaw**. "Movie producers have been taking it on the chin for a long time, and with remarkable patience, too, when you consider radio by its very nature is a competitor of the motion picture. Obviously you can't stay home and listen to your favorite film stars and go to the theater to see them at one and the same time. Therefore, it seems to me that now, if the picture people reach out and grab the whole radio business—lock, stock and barrel—their action would be not only natural but appropriate.

"In the beginning, and until the past few years, radio relied upon its own initiative. It found and trained writers and producers, developed actors, singers and directors; originated radio ideas, and studied advertising and merchandising. It felt a sense of responsibility to the merchant who used the air to sell goods and create good will. It had no history or precedents; it had to be a pioneer on an unbroken trail. It created or discovered a thousand new ways of educating, stimulating and entertaining the world in its living-room. In the past few years it seems to have lost its vision, courage, showmanship and salesmanship. It has become pathetically dependent on the stage and screen and concert platform. It is leaning on the motion picture. Perhaps instead of 'leaning' I should use the word 'tottering.'"

Atlas Radio Sales Meet Is Under Way in Chicago

(Continued from Page 1)

from Hollywood, and **Dave Davidson**. Central zone is represented by **L. Daniel Blank**, central zone sales head, with **Sam Halperin** in from Minneapolis. **Claude C. Ezell** heads the group from Southern zone. **Hal Norfleet** coming in from Dallas. Western zone brings **Ray Coffin** from Los Angeles.



Five wives of the **Horace Heidt Brigadiers** are on the payroll. They fill jobs ranging from steno to vocalist.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 106

NEW YORK, N. Y., TUESDAY, NOVEMBER 30, 1937

FIVE CENTS

Radio Leadership Urged

Looking On ... AND LISTENING IN

CO-OP RESULTS The New York Paramount Theater currently presents a typical and convincing instance of results that are possible when movies and theaters cooperate with radio instead of trying to fight it. Frances Langford, in person, is the theater's star attraction, and the audience applause plus box-office receipts attest to her popularity—a popularity that was made via radio.

Some four years ago, Miss Langford went west to divide her time between radio and films—mostly radio.

She developed quickly, helping the drawing power of her films through her radio popularity, and now she re-visits Broadway at ten times the salary she received when here before—and the theater is glad to pay it.

Radio builds up personalities into box-office attractions for movies and theaters more than the movies and theaters make drawing cards for radio—and the reason is obvious.

Listeners only HEAR radio artists, and if they like the voice they'll have curiosity to see the entertainer in person, whereas in the theater they get both an eye-ful and an earful at the same time.

That is why popular radio stars have more value for movies and theaters than film or stage stars have for radio.

Accordingly, radio can do other branches of show business a lot of good if it gets cooperation instead of opposition.

And in case it needs pointing out, the very successful engagement of Miss Langford at the Paramount also illustrates the wisdom of letting the public have an occasional look at some of its favorites in person.

It is good for the fans, good for the artists and good for business.—D. C. G.

WESTINGHOUSE SEEKING 2 MORE 50,000-WATTERS

Westinghouse Electric & Manufacturing Co., which already has two 50,000-watt stations, KDKA in Pittsburgh and WBZ in Boston, has applied to the FCC for permission to increase power of WOWO, Fort Wayne, Ind., and KYW, Philadelphia, to 50,000 watts. Both are now 10,000-watters.

Other stations owned and operated by Westinghouse include WBZA, Springfield, Mass., 1,000-watter synchronized with WBZ, and WGL, Fort Wayne, 100 watts. Company also has two short wave transmitters.

Short Wave Patent Suit Is Filed Against RCA

Wilmington, Del.—Mrs. Reginald A. Fessenden, widow of the one-time chief chemist of Edison's laboratory, has filed suit in U. S. District Court here against RCA charging infringement of patents developed by her husband involving short wave radio
(Continued on Page 2)

CBS Board Acts Today On Dividend and Bonus

CBS board of directors will meet this afternoon to declare a special dividend. William S. Paley, CBS president, is scheduled to return from Chicago today in time to attend the meeting.

It is possible that the directors
(Continued on Page 2)

Majority of Auto Firms Continuing Radio Shows

KWKH-KTBS Spot Biz Sets New High Record

Shreveport, La.—Spot advertising volume on KWKH and KTBS topped all previous records during October and the first half of November, station management reports. Simultaneously, this territory has received new stimulus in the discovery of a new oil area in South Arkansas and increased construction in Shreveport.

KWKH's two-hour Saturday night
(Continued on Page 3)

Educational Parley Tells Broadcasters to Raise Program Quality—Paley Stresses Non-Partisanship

CBS Extends Time
CBS, effective immediately, will extend its daily broadcasting schedule 45 minutes. Network will now be on the air 6:45 a.m.-1 a.m.

MUSTEROLE RECORDINGS GOING ON 24 STATIONS

Musterole on Dec. 13 will place recordings of the Carson Robinson and his Buckaroos-Mutual show on 24 south and mid-west stations. Quarter-hour disks made by WOR
(Continued on Page 2)

Revive So. Calif. Ass'n With Leo Tyson as Head

West Coast Bureau, RADIO DAILY
Los Angeles—The practically defunct Southern California Ass'n of Broadcasters has been revived and rejuvenated by the incorporation of
(Continued on Page 2)

Pond's Returning to Air

Pond's is understood to be preparing to return to the air in January with a half-hour script show to be written by Agnes Ridgeway. J. Walter Thompson Co. has the account.

Chicago—The radio industry must begin providing its own leaders to save itself from the blight of incompetency and inefficiency, declared Merrill Denison, author-critic and spokesman for the 86,000,000 radio listeners, in addressing yesterday's opening session of the National Conference on Educational Broadcasting at the Drake Hotel. The listening public wants the industry to quit blaming dialers for low quality airfare and to start a search for crea-

(Continued on Page 3)

AFM GRANTS EXTENSION ON DEADLINE FOR STRIKE

American Federation of Musicians has granted the IRNA a four-day extension of the strike deadline to Dec. 5, at the request of Samuel R. Rosenbaum of WFIL, chairman of the Special Advisory Committee of the IRNA. Rosenbaum as well as AFM locals have advised Pres. Jos. N. Weber of the AFM that considerable activity is prevalent on the contracts to be signed between the
(Continued on Page 6)

A. E. Mickel to Manage New Station in Winona

Winona, Minn.—A. E. Mickel, who has been manager of KFJB, Marshalltown, Ia., the past four years, will manage the new local station, KWNO, which goes on the air about Jan. 1.

News To Theater

Kansas City—Radio news flashes of local happenings will be piped four times daily by KCMO into the Newman Theater, to be broadcast via loudspeaker in conjunction with running of the regular screen newsreel, starting Dec. 6. A special trailer of KCMO news editor Tom Kelly will accompany the broadcast. Bob Levy, KCMO program director, made the tieup.

Statues Talk
Milwaukee—As an outgrowth of the "Charlie McCarthy" popularity, WTMJ has launched a semi-educational series in which the city's famous statues are made to talk. Bob Heiss is taking his "Around the Town" short wave truck to various monuments, where he "interviews" the illustrious personages of another era.

Of the 13 shows on the national networks, only two shows to date have indicated that they will cancel because of the recent slump in the automotive field. The CBS-Chevrolet and the NBC-Blue General Motors Symphony programs are the two shows which are cancelled. Former terminates Dec. 19, the latter Dec. 26. A RADIO DAILY survey of the agencies handling the other automobile radio accounts follows:
Packard, according to Young & Rubicam, plans to continue the NBC
(Continued on Page 3)

RADIO DAILY



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Monday, Nov. 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	148 1/2	146 1/2	147	- 1/2
CBS A	20	19 1/2	20	+ 1/2
CBS B	19 3/4	18 3/4	19 1/2	+ 1/4
Crosley Radio	8 3/4	8 1/4	8 1/2	- 1/4
Gen. Electric	41 3/4	40 1/2	40 3/4	- 1 1/2
RCA Common	7 3/8	7	7 1/8	- 1/4
RCA First Pfd	52	51 3/4	52	- 2
Stewart Warner	10 1/2	10 1/4	10 1/4	- 3/8
Westinghouse	101	97 1/2	99	- 2
Zenith Radio	20 3/8	19 3/8	19 3/8	- 7/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 1/4	15 1/4	15 1/4	- 1/8
Majestic	1 1/8	1 1/8	1 1/8	- 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	7 1/4	8 1/4

CBS Board Acts Today On Dividend and Bonus

(Continued from Page 1)

will also discuss the possibility of a Christmas bonus for employees. For the past two years a week's pay has been given all employees who have been with the company a year. CBS has no established policy on the bonus, but in view of the record earnings this year it is very possible that the directors may sanction a Christmas check for the staff.

Radio Newsfeatures
Available to only one radio station in each city
Details on Request
Represented exclusively by
Stephen Slesinger, Inc.
250 Park Avenue New York

Masterole Recordings Going on 24 Stations

(Continued from Page 1)

transcription department will be aired three times weekly in daytime spots.

Stations on the list are WHAM, WSOC, WJAX, WSB, WHAS, WSM, WMC, WTMJ, WEBC, WWL, WFAX, KVOO, KPRC, KSL, WFBM, WOA, WWVA, KWKH, WDRC, WIBA, WGY, WMBD, WPTF and WIS. WOR started to make the disks yesterday. Erwin, Wasey & Co. has the account.

Short Wave Patent Suit Is Filed Against RCA

(Continued from Page 1)

transmission. Mrs. Fessenden alleges that her husband was the first man to show the radio industry that short radio waves could be used successfully for long distance. Three patents are involved in the complaint, which is before Judge John P. Niels, and it is claimed the patents had been valued by RCA and a group of other organizations at \$1,500,000 in 1924.

Broadcast from KTFI Tower

Twin Falls, Idaho—To bring to its southern Idaho radio audience details of its expansion now under way, KTFI recently staged a novel remote broadcast from atop its new 437-foot vertical self-supporting radiator located four miles west of here. Franklyn Cox, chief technician, did the announcing from the top of the tower, interviewing the steel workers while they tightened up the last bolts. Jay Spracher, chief announcer, was at the studio end in a two-way conversation between tower and studio, all of which was aired.

KSTP News Dept. on Wheels

St. Paul—In order to put its news department "on wheels" and make complete on-the-scene coverage of news events and news features possible throughout the metropolitan area of Minneapolis and St. Paul, KSTP has installed two more receiving locations and will put in at least two more for its mobile short-wave unit and pack transmitter. Station is equipped for almost instantaneous coverage of spot news events of major calibre. Unit, in operation now for several years, is the only one in the area.

Les Tremayne in Hospital

Chicago—Les Tremayne, "First Nighter" leading man, is in Passavant Hospital with a gunshot wound in his left hand, the result of a target practice accident Sunday. He may be out of next Friday's broadcast.

NEW YORK'S FASTEST GROWING STATION
INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

Revive So. Calif. Ass'n With Leo Tyson as Head

(Continued from Page 1)

Southern California Broadcasters Ass'n as a non-profit corporation with Leo B. Tyson, general manager of KMPC, Beverly Hills, as president; Lawrence McDowell, commercial manager of KFOX, Long Beach as vice-president; Calvin Smith, manager of KFAC, Los Angeles, as secretary-treasurer, and member stations, owners and managers on the directorate. Original parent organization was formed in 1928 and Tyson promises that the new organization will aggressively function in future in full cooperation with Northern California and National associations.

Lineup for Lucky Strike

West Coast Bureau, RADIO DAILY
Los Angeles — On Lucky Strike's "Hit Parade" tomorrow night, Dick Powell will officially announce the forthcoming Warner - Lucky Strike "Your Hollywood Parade" and the cast for the initialer on Dec. 8. Definitely set for this date are: Bette Davis, Olivia DeHaviland, Patrick Knowles, Basil Rathbone and Eric Stanley in a tabloid dramatization of "It's Love I'm After," and Gary Cooper in a specially prepared bit. Regulars in the cast include: Rufe Davis, Rosemary Lane, the Dudley Chambers choir, the Lucky Seven choral group, and, of course, Dick Powell as emcee, and Leo Forbstein's orchestra. Tom McAvity, Lord & Thomas production chief here, got final okay on set-up and cast from sponsor and agency heads in the East yesterday.

"Good Will" Twice Weekly

WMCA's "Good Will Hour", sponsored by Macfadden Publications for True Story Magazine, is now being heard twice weekly, Sundays and Tuesdays. WMCA has been feeding the show to ten other stations, including three Mutual outlets taking half of the show, on Sundays at 10-11 p.m. WORK, which has been using recordings of the show on Tuesdays, will pick up the original show starting next Sunday. WDEL continues recordings at 8:30-9:30 p.m. on Tuesdays.

Changes in Arden Show

Felix Knight, tenor, and Lyle Van, announcer, have been signed for the Elizabeth Arden show on the NBC-Blue, Wednesdays, 8:8:30 p.m., effective tomorrow.

Understood the show, which has Eddy Duchin's orchestra, will sign off Dec. 22, which is the end of the first 13-week cycle.

Order Trial of RCA Suit

Suit filed by Abram J. Engleman against RCA Victor, RCA Communications, RCA Radiotron and E. T. Cunningham Tubes Inc. for alleged share of profits in the sale of equipment suggested by plaintiff, was ordered to trial yesterday when Federal Judge John Knox denied defendants' motion for a dismissal. Plaintiff is asking \$250,000.

COMING and GOING

EARL J. GLADE, managing director of KSL, Salt Lake City, and EUGENE PACK, the station's chief engineer, are in New York for a few days.

TED ALLEN, of WCHS, Charleston, W. Va., has arrived in town and will remain for a couple of weeks.

JACK ALICOATE, publisher of RADIO DAILY, is back from a Florida jaunt.

PURNELL GOULD, commercial manager of WFBR, Baltimore, is in New York for business conferences with Edward Petry & Co., station reps.

ALICE KING of the King Sisters, recently of Horace Heidt programs, has arrived in California after a stop-over in Salt Lake City.

TOM REVERE, radio head of Benton & Bowles agency, gets in New York this week from the Coast, followed by CHESTER McCracken, business manager of the Los Angeles office.

JACK LAVIN returned yesterday from the Coast, where he spent the past two weeks on business.

JOS. N. WEBER, president of the AFM, leaves Thursday for Washington to attend an AFL conference and thence to Tampa for several days on additional business.

BILL HAWORTH is back after four-day business trip to Philadelphia, where he handled opening of Jimmy Melton at Earle Theater.

JOHN CHARLES THOMAS flies to Hollywood on Friday night and will appear as guest on Vick's Open House Sunday night.

HARRY ELLIOTT, CBS San Francisco publicity representative, is in New York.

JUDGE KENDALL, radio attorney for a number of stations, is a New York visitor.

MERALD WHITE, commercial manager of WGBI, Scranton, is doing a little contact work around town.

Atlas Operation Methods Disclosed at Chicago Meet

Chicago—Branch operation methods of Atlas Radio Corp., producers and distributors of transcription shows, were disclosed yesterday by Herbert J. Ebenstein, president, at the first annual sales meeting of the company.

Pressings of the productions released by Atlas will be delivered from and collected by each branch, and each branch will be a complete and independent unit of service to station within its territory. Field organization will be controlled from the New York home office, where sales management, exploitation, service and other departments are located.

Bulleitt WAIM Program Chief

Anderson, S. C.—James Bulleitt has been named program director of WAIM, replacing Graeme Fletcher. Wilton E. Hall is station owner.

Another Way to Tell the KVOO Story!

KVOO
Tulsa, is the most powerful station between St. Louis, Dallas and Denver, covering the heart of the Triangle. More population, more radio sets and more spendable income than any other Oklahoma station! 25,000 watts. N.B.C. Edward Petry and Co., Rep.

RADIO LEADERSHIP URGED AT EDUCATIONAL PARLEY

(Continued from Page 1)

tive minds to improve it, Denison said. Of 17,000 daily programs, 75 per cent are regarded by listeners as tripe and only two dozen daily done as well as they should be.

Improvement would not be accomplished by eliminating advertising, Denison declared, as that would only eliminate the best performers. What is needed, he said, is better writers, producers and performers with adequate pay instead of the present dime a dozen type.

William S. Paley, CBS president, pointing out that the power of the radio has caused all sorts of persons to want to use it for all sorts of purposes, declared that "broadcasting as an instrument of American democracy must forever be wholly, honestly and militantly non-partisan, not only in politics but in the whole realm of arguable social ideas."

"We must never have an editorial page, we must never seek to maintain views of our own, on any public question except broadcasting itself," said Paley. He defined freedom of the air as the right of a speaker to express any views he may hold on any question of general interest, regardless of how the station operator feels on the subject, so long as the speaker is not libelous, indecent, provocative of religious or social hatred.

Dr. Harry Woodburn Chase, chancellor of New York University, defended the American system and opposed movements to get the government into broadcasting. He said it is just as important to preserve freedom of the air as freedom of the press and universities, and that radio must resist all efforts to regiment it.


George F. Zook, president of American Council on Education, presided. Prof. Lyman Bryson of Columbia led group discussions. Monday night speakers included Lambdin Kay of WSB-WAGA, Atlanta; Dr. Walter Dill Scott, Northwestern University; Prof. T. V. Smith, University of Illinois; Philip L. Barbour, short wave program expert, and others.

Barbour reported that listeners in other lands are tired of propaganda and welcome American broadcasts when they can understand them.

More than 350 are attending the parley, which runs through tomorrow.

Fred McGhee at KBTM

Jonesboro, Ark.—Fred McGhee, formerly at KWTO, Springfield, Mo., has joined KBTM here in charge of local news department.



COLONEL JACK MAJOR

"School Days"
Today 3-3:30 p.m. EST
WABC-CBS Network

The Colonel From Kentucky

NEW PROGRAMS—IDEAS

Vocations for Women

KNOW, Austin, has inaugurated new series, under auspices of the Altrusa Club, discussing occupational opportunities for women. Arrangements have been made with Austin public schools, municipal library and the University of Texas dept. of education, for special facilities to enable school children, teachers, and other interested persons to hear the broadcasts. Printed copies of the talks also will be available. Program was originated by Carolyn Lane, creator of station's "Meet the Lady" airings.

Unscientific "Science"

Scorning the extravagant apparatus employed by meteorological experts and no doubt most of their rules, a street car motorman has taken to the airwaves with a series of weather predictions almost as accurate as they are unorthodox. He throws in a little astrology also, and a bit of harmonica. Program airs over

WMBQ, Memphis, and is attracting considerable interest. Burlesque slant is heightened by building pseudo-rivalry between the motorman, Coston F. Whitaker, and F. W. Brist, official meteorologist. In special morning feature, supplementing the Whitaker airing, the predictions of both are put on the airwaves, giving listeners a chance to choose and check for themselves.

"Little Theater" Playlets

Two sponsors are now reported angling for weekly half-hour playlets, written and produced by members of the "Little Theater of the Air," WROK, Rockford, Ill. Miss Kaye Kreamer of the station's staff directs, and is the only "outsider."

"Meat Market of the Air"

WIND, Chicago, has new commercial, sponsored by the Butcher's Bulletin and featuring tips and interviews on meat buying.

KWKH-KTBS Spot Biz Sets New High Record

(Continued from Page 1)

dance program has been bought by Gulf Brewing Co. (Grand Prize Beer) through Rogers-Gano Advertising Agency, Houston. Ted Andrews is emcee of the show.

Bulova has increased from one to five time signals daily on KWKH, and other national business includes Buick, Baume Bengue, Chevrolet, Hudson, Camay soap, Quaker Oats, Plymouth, Monarch Foods, P. & G. Naphtha soap, Musterole, Chilean Nitrate, Chesebrough, Colgate-Palmolive-Peet, Pet Milk, Gardner Nursery and Old Golds.

KTBS has Chevrolet, Plymouth, P. & G. Naphtha, Gruen, National Ice, Maxwell House Coffee, Brown & Williamson and other accounts.

Series on Foreign Lands Is Inaugurated by WHTT

Hartford, Conn.—An unusual and timely program was started over WHTT on Sunday when station aired the first in a series of 12 interviews with foreign students or instructors at the Hartford Seminary Foundation. The half-hour broadcasts will present informative pictures of China, Japan, Manchuokuo, Africa, Near East, Tunis, Egyptian Sudan, Ukraine, Dutch East Indies, India and Philippines.

DOES YOUR "MAN ON THE STREET" quizzier need something to pep up his broadcast? 50 different questions each week cost you only \$1—exclusively in your territory. Audition gladly sent.

KARL ZOMAR SCRIPT SERVICE
P. O. BOX 150
SPRINGFIELD, MISSOURI

MAJORITY OF AUTO FIRMS CONTINUING RADIO SHOWS

(Continued from Page 1)

hour show as scheduled. Walter O'Keefe has already been signed to join the show in January.

Pontiac's agency, MacManus, John & Adams, Detroit, declared that modifications of the Pontiac general budget were under consideration but that no decision had been reached. Pontiac has shows on NBC and CBS.

Ford apparently will continue both the Sunday Evening Hour and the Al Pearce CBS programs, though trade gossip insists the Sunday program will be cancelled. Pearce has been re-signed for another year and a new 13-week contract effective Jan. 2 has been signed with CBS for the Tuesday half-hour spot.

Hudson "Hobby Lobby" will continue on CBS. Agency, Brook, Smith & French, says plans already are being made for 1938.

Chrysler will have to stay on the air. Major Bowes has a 52-week non-cancellable contract with Chrysler which makes it cheaper to keep the show on the air. Program is an hour show on CBS. Ruthrauff & Ryan has the account.

Nash has renewed "Prof. Quiz" on CBS. Inquiry of Nash's advertising agents, Geyer, Cornell & Newell, brought the response that they had no plans for suspending the show.

RADIO'S GREATEST ONE-MAN SHOW

TUNE IN WOR
Monday to Friday
4:30-4:45
EST



MUTUAL NETWORK
6-6:15
EST

JIMMY SCRIBNER

AND HIS

"JOHNSON FAMILY"

Jimmy Scribner writes his own script, does all the twenty-two characters including male and female, and supervises the entire production including sound effects.

WILSON, POWELL and HAYWARD

JAS. V. PEPPE, Gen. Mgr.

444 Madison Avenue

New York City

ARTISTS' REPRESENTATIVES — RADIO PRODUCERS

GUEST-ING

IAN HAY, author-playwright, on "As I See It," Dec. 7 (NBC-Blue, 4:20 p.m.).

JOE RINES, interviewed by Nellie Revell, Dec. 7 (NBC-Red, 5 p.m.).

FRANCES FARMER, on Jack Eigen's "Broadway Newsreel," tonight (WMCA, 6:45).

SHEILA BARRETT, on the "Magazine of the Air," Dec. 2 (CBS, 3:30 p.m.).

AL SHEAN, interviewed by Myra Kingsley, Dec. 8 (CBS, 11:30 a.m.).

NORMA TALMADGE, BEN BLUE and GEORGE RAFT, on 30 Minutes in Hollywood, Dec. 5 (MBS, 6 p.m.).

CLARK GABLE in "Detour to Love", on "Silver Theater", Dec. 5 (CBS, 5 p.m.).

New WQXR Series

A new vocal group including Arthur Filippi, tenor, Emile Renan, bass-baritone, and Sonia Essin, contralto, plus string ensemble, will be heard at 6-6:25 p.m. Monday through Friday during December over WQXR.

Other new series on the station include "String Classics," devoted to rare music, Sunday and Wednesday evenings; concerts of the N. Y. Women's Symphony Orchestra conducted by Antonia Brico, with first program to be heard at 8:45-10:30 p.m.; Paulina Ruvinska, pianist, Saturdays at 6-6:25 p.m.; Frances Shapiro, violinist, Fridays at 9:30-10 p.m., and daily programs of Christmas music during December.

Quick Work for KBTM

Jonesboro, Ark.—Though an order was placed in the usual manner by KBTM for installation of telephone lines for coverage of the annual Jonesboro-Paragould football game in Paragould on Thanksgiving, 45 minutes before start of game it developed that the telephone official to whom order was given had "forgotten" to order the lines set up. By fast work, a 400-yard line was put in within 20 minutes.

Herschel Williams to Speak

Herschel Williams of Ruthrauff & Ryan producing staff will address the Speech Club of Columbia University at 4 p.m. today on "Broadcasting Technique."

1	9	3	7
4	5	7	
10	11	12	13
17	18	19	20
21	22	23	
25	26	27	28
29	30		

Greetings from Radio Daily

November 30

Larry Nixon

Frederick William Wile



● ● ● Jimmy Durante won't appear on "Town Hall" tomorrow nite as scheduled... Walt Disney will do a turn next month on Lux Radio Theater... Rose Marie Brancato repeats on the Jean Hersholt-CBS "Dr. Christian" show... Because the Warner Bros. show moves in on the "Hit Parade" schedule with Leo Reisman on NBC before his time, Reisman will follow Harry Salter on the CBS show until expiration of term, with Richard Himber set to follow... Maxine Sullivan gets the coveted vocal spot with the "Swing Session" at Loew's State Dec. 9. Shaw and Lee with Noble Sissle follow the week after... Judy Starr will return to her old haunts within two weeks... Paul Conlon has been set to write the scripts for Rufe Davis on the WB-Lucky Strike sista... Frank Black's "mysterious" trip to the west coast last week was to complete negotiations for taking up the musical head-man's post at RKO... Phil Baker says Sam Goldwyn saw the rushes of "Goldwyn Follies" and yelled to send Charlie McCarthy in to him with the notation: "I want to talk with him!"

● ● ● At Leon & Eddie's Sunday yawning, where Eddie Dowling of the Shuberts, Sidney Piermont of Loew's and Monie Hellinger of Lord & Thomas were helping Teddy Powell celebrate and to view Eddie Davis and Iris Adrian in their howling satire of "Gone With the Wind," it remained for the sedate and aged W. C. Handy to tie up the proceedings with a trumpet solo of his "St. Louis Blues" ... Lou Martin's crew there, apt at picking up cues for guestars, have an organ with the outfit now... KVOR, Colorado Springs, celebrated its first anniversary under the management of the Out West Broadcasting Corp. last week with a staff show entitled "Suppressed Desires" using the welled-up ambitions of the help on the half-hour show... Show began with a serious talk by Hugh B. Terry, station manager. He was interrupted by Wauhillau La Hay, program director, who insisted that the show belonged to the staff—and from then on it did. Gilbert Hodges, newscaster, read poetry backed by "Twilight in Turkey" music. Leon Marshall, salesman, did a Crosby. Fred C. Mueller Jr., commercial manager, told of his life—20 years hence—and other zanies. Station was flooded with wires, letters and calls to repeat stunt more often.

● ● ● Leighton Noble succeeds Herbie Kay (Dot Lamour's spouse) into the Philly Arcadia on Thurs.—after only two weeks there... Weekend romance in our own backyard: Beulah (Boots) Oppenheim, the sweet voice you hear when calling RADIO DAILY, was engaged to Charles Edward Gettleman, who has a mink farm in Jersey. She quits this week to wed during Xmas. We know plenty of guys who'll stop calling US now.

● ● ● Telling Santa Claus what to say, when to say it and how to say it became the job of staffers at KSTP, St. Paul, last week when the station was picked to broadcast and emcee the arrival of Santa Claus, carried out there each year by a leading dept. store as a civic event... While carpenters, electricians, tile setters and plumbers pound, drill and hammer behind false partitions during the process of building new studios and remodeling the WJBK (Detroit) lay-out, announcers there must talk above the rebuilding noises... Jimmy Hendrix, announcer at WCOA, Pensacola, has a fan in Ohio who is bedridden with tuberculosis. She wrote requesting a song from Jimmy, saying she always listened to him because she can't go to sleep early. Jimmy not only did her request, but, with station manager Henry Wells and staff, got up a collection for oranges which they sent the girl.

AGENCIES

A. M. BUSCHAGEN has been named manager of the National Classified Advertising Agency, Youngstown, to succeed Leo J. Nurrenbrock, who resigned effective Dec. 1, to accept an executive position with the Pittsburgh Institute of Aeronautics. Buschagen has been treasurer and secretary of the agency since it was formed over three years ago.

BURNS LEE, publicity head of the Benton & Bowles office, Los Angeles, is taking a belated two weeks vacation at Palm Springs. Pat Patterson, assistant, is sitting in the swivel chair during Lee's absence.

THE GILLHAM CO., Salt Lake City advertising agency, is releasing the Mertens and Price "American Kitchen" series in inter-mountain territory for the American Packing and Provision Co., Ogden, Utah. Program is a transcribed version of KFI's "California Kitchen," featuring Agnes White, nationally-known home economics expert, as "Martha Lane."

CLARENCE ANDERS of the N. W. Ayer agency in Philadelphia has resigned as of Dec. 11. Arthur G. White has been named to executive position in the Ayer Toronto office. White was formerly with McConnell, Baxter & Eastman agency.

JOHN BENSON, president of American Association of Advertisers, will address the Poor Richard Advertising Club, Philadelphia, Dec. 7, followed by William A. Thompson, director of the Bureau of Advertising.

WILLIAM ESTY & CO. INC. is handling the account of the Tea Bureau, which is currently conducting a "Turn to Tea" sales week in various types of publications.

WALKER & DOWNING INC., Pittsburgh, will place the advertising for American Fruit Growers Inc., producers of Blue Goose fruits and vegetables.

SCHWIMMER & SCOTT, Chicago, has been appointed by Lea & Perrins Inc. to direct its advertising.

MAURICE NEEDHAM, prexy of Needham, Louis & Brorby, Chicago, and of western council of AAAA, went to Minneapolis over Thanksgiving weekend.

TOM REVERE, Benton & Bowles radio head, and Chester McCracken, business manager in the Los Angeles office, have headed for New York. McCracken's former duties will be assumed by William Baker and Betty Buckler, production assistant.

Annuities Have Saved Many a Headliner From Being a Breadliner

Jules Harberg
- INSURANCE -
JOHN 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK

PROGRAM REVIEWS

"EARACHES OF 1938"

Sustaining

WABC-CBS, Sundays, 8:30-9 p.m.
PROGRAM OFF TO WEAK START DUE TO NEED FOR GOOD COMEDIAN.

The new Harry Conn show, offered by CBS in an effort to pull some of the listening power of the Chase & Sanborn Hour to that web, made a poor showing in its initial airing last Sunday. Conn is one of the best gag writers in the business, but he assumed too much when he tried to also be the show's star comedian. Though some of his lines were excellent, others not so good failed to register at all, due to poor delivery.

Program, a musical variety, has a slim thread of story interwoven, but is essentially written for a good comedian. Musical end of the performance is handled by Mark Warnow, who gave his usual fine performance despite the fact that there was poor balance when program came over the air. This, however, was the fault of the production man, and not Warnow. In the vocal end, Barry Wood didn't get a fair chance in the setup. Beatrice Kay was good in vocal and comedy business; also Billy Jones, a comedian on the Judge Hugo Straight order. Bert Parks was announcer.

All-in-all, program is in need of plenty of work.

"MARTHA AND HAL"

Humphrey Co. (home remedies)
WOR-Mutual, Sundays, 11-11:15 a.m.
Blow Co.

PLEASING QUARTER-HOUR OF MUSICAL BITS AND CHATTER.

Martha and Hal, who have been doing their cheery chatter and vocalizing as a team for sometime past, have the support of Andy Sanella and his orchestra in this new series. Pattern of the program is much the same as the gay and informal stuff dispensed in the past by Martha and Hal, with Sanella adding a good deal to the entertainment in the musical end, including some of his excellent guitar playing.

"Do You Want to be an Actor?"

Haven MacQuarrie's show which succeeded "Good Will Court" under Chase & Sanborn sponsorship last year, and which then gave way to the present Sunday C. & S. series, returned to the ether Sunday night via WEAf-NBC-Red at 10:30-11 p.m. as a sustaining program from New York, giving a half hour presentation in place of its hour predecessor. The same formula, that of rehearsing young folks in short sketches, aided and abetted by MacQuarrie's tomfoolery via a quick tongue, and then having the applicants perform the

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

Nov. 29: W. H. Hartman Co., Waterloo, Ia. CP for new station. 1400 kc., 500 watts, daytime.
WSJS, Winston-Salem, N. C. CP to change frequency and increase power to 900 kc., 1 KW., 5 KW. LS., unlimited.
Nov. 30: Arlington Radio Service, Inc., Arlington, Va. 1140 kc., 1 KW., daytime.
Dec. 2: Food Terminal Broadcasting Co., Cleveland. CP for new station. 1500 kc., 100 watts, daytime.
WBOW, Terre Haut, Ind. CP to change frequency and increase power to 1290 kc., 500 watts, 1 KW. LS., unlimited.
Glenn E. Webster, Decatur, Ill. CP for new station. 1290 kc., 250 watts, daytime.
WSPA, Spartanburg, S. C. CP to change frequency and increase power to 880 kc., 5 KW., daytime.
John C. Hughes, Phenix City, Ala. CP

for new station. 1310 kc., 100 watts, daytime.
Dec. 3: Young People's Assn. for the Propagation of the Gospel, Philadelphia. CP for new station. 1220 kc., 1 KW., unlimited.
Cumberland Broadcasting Co., Fayetteville, N. C. CP for new station. 1340 kc., 250 watts, daytime.
Sherman V. Coultas, Milton Edge, Hobart Stephenson, Jacksonville, Ill. CP for new station. 1310 kc., 100 watts, unlimited.

APPLICATIONS RECEIVED

Star-Times Publishing Co., St. Louis. CP for new facsimile station. 31600, 35600, 38600, 41000 kc., 100 watts.

EXAMINER'S REPORT

Smith & Mace, Saranac Lake, N. Y. CP for new station. 1290 kc., 100 watts, daytime, be granted.

sketch without interruptions, was employed in the shorter version.

The performers were all New Yorkers, this being the only varying point from the old show. However, cut to a half hour, program moves faster and permits relaxation for both performer and audience.

Ed Herlihy handled the announcements which introduced and concluded the show, plus MacQuarrie's invite to listeners throughout the vicinity of New York to participate in the program.

"Epic of America"

Dr. James Truslow Adams some time ago granted the radio rights to "Epic of America" to the Federal Radio Theater and last Sunday the series was started on WOR-Mutual.

Premiere covered the period when America was first being settled by white man. Majority of half-hour was devoted to the story of the Pilgrims sailing from Holland on the Mayflower and landing at Cape Cod. Miles Standish and Master Carver were alive once again.

Whole program was well cast and the script was paced nicely. History without a doubt adapts itself most readily to radio dramatizations.

Program is a natural for grammar school children and it is a mistake to place the program opposite the "Charlie McCarthy" hour, another favorite with the kids.

American Legion Women's Auxiliary is sponsoring a contest in conjunction with the program.

Linton Wells

In his solo quarter-hour last Saturday at 8:30-8:45 pm. over NBC-Blue, Commentator Linton Wells gave a graphic and highly interesting account of restrictions and suppressions practiced on foreign newspaper correspondents by dictatorial nations abroad. The proscription applies even to radio in some countries, which carefully plan programs and propaganda fed to the populace, who are told only what the dictator wants them to hear, Wells declared. His expose of the censorship tactics were very illuminating.

Sunday, on the "Magic Key of RCA," Wells did a two-way talk with Jack O'Brine, correspondent of the N. Y. Herald Tribune, on conditions in Cuba. O'Brine gave a pleasant report about the island.

"Golden Age of Song"

Voices of scores of the greatest operatic and concert stars of the past 50 years, many of whom have passed on, are being brought to the mike via a valued phonograph record collection by WBNX on Sunday at 11:30-12 midnight. Collection and biographical data, anecdotes, etc., belong to Edward Hill, actor, who acts as narrator on the show. Initial program included Caruso, Tetrizzini, Schumann-Heink, McCormack and others.

"Golden Age of Song" as put forth by Hill is 1880-1910. During the latter part of this period, many of the singers, now dead or in retirement, were considered at their best. As announced by WBNX, there is no ulterior motives or "stunt" proposition in back of the broadcasts, beyond the fact that most present day listeners are being given an opportunity to hear for the first time, or once again, authoritative performances without the trick and modern arrangements so prevalent now. Program makes for fine entertainment.

"On a Sunday Afternoon"

New Mutual full-hour musical show, originating at WGN, made its debut over WOR last Sunday at 3-4 p.m. and proved to be fast moving with good audience appeal. Program is staged and under the direction of Harold Stokes, who has the faculty of concocting a well-rounded musical offering that appeals to all types of listeners.

Jess Kirkpatrick is a smooth emcee and works easily with the rest of the cast, which includes Arthur Wright, tenor; Edna O'Dell, contralto; Three Graces; a quartet called Three Men and a Maid and a glee club. All told cast numbers approximately 70 persons, but there is no confusion or unnecessary motion.

One portion of the show, entitled "Opportunity Knocks," features guest stars recruited from professional

ORCHESTRAS MUSIC

ERNO RAPEE will conduct the Radio City Music Hall Symphony Orchestra in a gala radio celebration in honor of Jean Sibelius' 72nd birthday next Sunday at 12:30 p.m. over NBC-Blue.

Vincent Lopez, playing at the Stanley Theater, Pittsburgh, was special guest of Evelyn Gardiner on her KDKA "Home Forum" yesterday.

Wayne King and Bert Bivens, his sax player, have pitched up the new tune "Just Josephine."

Isham Jones, one of the first composers to turn maestro, gave a musical salute to Jerry Livingston, youngest and latest composer to become a band leader, by introducing Jerry's new tune, "Sweet Stranger."

Horace Heidt and his Brigadiers have just recorded, for Brunswick, Nick Kenny's latest song success, "There's a Gold Mine in the Sky", and "Rosalie" from the forthcoming movie of the same name. "Rosalie" features the voices of Lysbeth Hughes, Larry Cotton, Bob McCoy and the entire vocal ensemble.

Victor Lombardo of the Lombardo band is the father of a boy, born Sunday at Doctors' Hospital. This is the second child, both boys.

ranks of show people. First guests were actors, and presented a short one-act play. Program is a welcome newcomer to regular Sunday fare.

"Ave Maria Hour"

Though the new setup of the "Ave Maria Hour", heard Sundays at 6:30 p.m. via WMCA, is not as elaborate as the recent productions, program continues to have a certain inspirational quality. Last Sunday a new policy of dramatizing lives of major biblical prophets was started, with Isaiah as the first. Cast was good, with James Kirkwood, veteran stage and screen star, heading the group.

Starting next week, broadcasts will originate in the WMCA studios, instead of St. Christopher's Inn at Garrison.

ASK BURT SQUIRE

About the MOHAWK VALLEY BROADCASTING SYSTEM which, with New York City, has in its primary coverage area

3,406,700 radio equipped homes.

Select your own New York station.

Call PLaza 5-3269

LUCILLE & LANNY

LINWOOD GREY

"2 voices and a pianny"

Six NBC Television Broadcasts this week
Arrangements by Lanny Grey
Management NBC Artists Service

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

KANSAS CITY

A. F. Schliecker, KCMO sales manager, has added Jack Neal to the sales staff to replace Jimmie Johnson, resigned.

Marjorie Jean Turner, WHB vocalist, is now Mrs. Bruce Parker Hull. She will continue radio work.

Les Jarvies and Dick Smith, WHB announcers, were signed by local Oldsmobile distributors to handle their exhibit at the auto show.

Larry Sherwood, KCMO manager, back from Pittsburgh, Kan., where he assisted the KOAM program department.

Hazel Hopkins, WDAF continuity writer and producer of several programs, back from two-week visit in Chicago.

Leonard Brann, KCKN chief engineer, was recruited for mike duty to describe the mechanical features of new cars at the auto show.

KWK, St. Louis

Martin Bowin has been in Cleveland for a week as star witness in an auto accident that happened a year ago.

Bill Cook is now reading funnies to the kiddies on Sundays.

Station will broadcast a program of old melodramas from the Showboat Golden Rod over Mutual network on Thursday, but will not air it locally. Harry Owens of special events department is handling.

"Candid Camera of Radio" is to get a feminine touch with Allen Anthony assisting Meredith Mason.

Ray Schmidt is back on the air after a week's rest at Excelsior Springs.

WTMV, East St. Louis

Irene Miller, staff actress, is back on the job after becoming Mrs. Myron Atwood.

Wedding bells also are in the offing for Belva Altman, hello girl, who has resigned to go to Texas.

William H. West, g.m., and Thomas R. MacLean, chief engineer, are back from Atchison, Kan., where they acted as pallbearers for the late Fred Liggett, chief engineer.

KALE Rackets Expose

Portland, Ore.—Weekly broadcast each Wednesday evening over KALE by Portland Better Business Bureau, warning business men and housewives of latest "rackets" being worked in the city, is estimated to be saving citizens thousands of dollars annually. Program has been highly lauded here.

Bright News on WWJ

Detroit—"The Brighter Side of the News" is a new 15-minute Sunday program of unusual happenings started this week on WWJ. C. C. Bradner, newscaster well known for his humorous style, is featured, with China Kiln as sponsor. Food Advertising Inc. is the agency.

More Stations for Devine

WHBI, Newark, and WFOR, Hattiesburg, Miss., have been added to the stations being represented by J. J. Devine & Associates. Another recent addition was WMAZ, Macon.

NEW BUSINESS

WOR: De Forest Training, ETs, through Presba, Fellers & Presba; International Vitamin Corp. (I.V.C. Pearls), "Uncle Don" and announcements, through Bisberne Advertising Co.; Ironized Yeast, through Ruthrauff & Ryan.

WNEW: Consolidated Drug Trade Products, "Make Believe Ballroom", through the McCord Co.

CKTB, St. Catharines, Ont.: Robin Hood Milling Co., "Magic Island," programs; Maple Leaf Milling Co., "The Plainsman", programs; Wells Garage & Motor Co. (General Motors agents), wrestling matches.

AFM Grants Extension On Deadline for Strike

(Continued from Page 1)

locals and affiliates in the respective jurisdictions, but due to the short time allotted and the numerous details to be ironed out no contracts have been placed in escrow as yet. It is expected, however, that between now and Dec. 5 an appreciable number of contracts will be forwarded to both the AFM by the locals and to Ernst & Ernst, accountants for IRNA.

Contracts are scheduled to be definitely signed today between AFM and the key stations of the networks. Situation regarding the transcription and phonograph disk manufacturers will be held in abeyance for at least a week or 10 days.

Delay on the disk situation is aided by the fact that Weber has been suddenly called to Washington by William Green, president of American Federation of Labor. Weber plans to leave Thursday afternoon to take part in the conference at the capital involving the AFL and CIO peace parley. From Washington, Weber will go to Tampa on AFM business for about three days.

New Orleans—Demand for a six-day week, which does not exist in other fields using music here, has been made upon radio stations by the musicians' union in its conferences with managers of WWL, WSMB and WDSU over employment of musicians under the national network agreements and the AFM. Union is also demanding closed shop on directs and remotes where anything commercial is concerned and would bar non-union dance combos from the air.

The union once forced the principle of a six-day week through on theaters here, despite managerial opposition, only to have it break down as the members themselves found reasons to circumvent it.

Dawson Handling WRC Show

Washington Bureau, RADIO DAILY

Washington—By special arrangement, Ronald Dawson, dramatic director of WOL, Mutual outlet, will produce the "March of the Washington Post" over WRC, NBC station, on Saturday at 9 p.m. This is one of Washington's biggest script undertakings. Dawson is writing the script.

WMCA: First Federal Savings and Loan Ass'n, announcements, through Grant, Wadsworth and Casimir.

WHO, Des Moines: Morton Salt Co., "Musical Clock," through Wade Advertising Agency; Horse & Mule Ass'n of America, announcements, through Rogers & Smith; Union Pacific Railroad, through The Caples Co.; Earl Ferris Nursery, through Lessing Advertising Co.; Pfaff Baking Co., news, through R. J. Potts & Co.; Idaho Fruit & Vegetable Advertising Commission, announcements, through Botsford, Constantine & Gardner.

WDEV to Seek Outlets For Winter Programs

Waterbury, Vt.—Several series of special winter sports programs are being prepared by WDEV for prospective tieup with other stations or networks. Programs, all remotes, will come from the base of the Nose Dive ski trail on Mt. Mansfield, the mammoth ski jump in Stowe and the ski tow on the last pitch of Mt. Mansfield's toll road. Special events to be aired during the winter include National Down Mountain Ski Championships, a National Ski Ass'n of America event.

Mutual's New Year Show

Mutual has set its New Year's Eve broadcast schedule, to run 11:30 p.m.-3:45 a.m. Pick-ups will be made from New York, Chicago, Los Angeles, London and Hawaii. Dance bands set for the broadcast include Horace Heidt, Benny Goodman, Guy Lombardo, Tommy Dorsey, George Olson, Shep Fields, Leo Reisman, Anson Weeks, Kay Kyser, Vincent Lopez and others.

Martin Block's Ork Poll

Martin Block, conductor of WNEW's "Make-Believe Ballroom," has started his annual poll to determine most popular band leader. Poll, which is considered one of the most significant and one of the most popular of its type, is handled entirely by Block and his listeners are asked to cast votes daily.

Converted to Radio

Kansas City, Kan.—KCKN sold the Wyandotte County Gas Co. on the idea of using radio to publicize a new location for the gas company's business offices. This is the first time any part of the Gas Service Co., a Cities Service subsidiary, has used radio in this territory. Attendance exceeded expectations, company reported.

Carolyn Urbanek Gets Prize

Carolyn Urbanek, lyric soprano, on Sunday night won the \$500 award as the outstanding professional artist chosen from vocalists and instrumentalists appearing in the second cycle of "Rising Musical Stars," Seal-test program, heard Sundays at 10 p.m. over NBC-Red.

SAN ANTONIO

KTSA is now first on the air and last to sign off among local stations. Schedule is 6 a.m. to midnight, except Sundays.

Ted and Bill, troubadours, with Paul Girard at the mike, are now being fed to KNOW, Austin, through KTSA. Their mail is setting a station record.

Elliott Roosevelt of Hearst Radio was a recent visitor. He goes on the air as a commentator after Christmas.

Wrestling matches at the Walkathon Arena are being aired over KABC, with Guy Savage, special events commentator, and Charley Belfi, program director, at the mike.

Tom Dickey's ork is on KMAC nightly.

Walton K. Blanton, announcer, is a benedict.

KSL, Salt Lake City

Ted Rosvall, heard on song sessions, is marrying in California. His father, longtime staff member, leaves for the event.

Jane Cook, songstress, takes a movie test at Universal in Hollywood this week. Bob Saunders still trying to fill her spot with his ork.

Sunday Variety Show, produced by Francis Osborne, pianist, with staff talent selected by Gene Halliday, music head, has returned, bucking part of Chase & Sanborn Hour.

First Search for Talent show, with Desert News promotion tieup, goes on air Dec. 4.

Gordon Owen, former staff man, now of KYA, San Francisco, a visitor. Also Alice King of King Sisters, en route to California.

WRTD, Richmond

Station has installed permanent facilities in the auditorium of Thomas Jefferson High School for weekly broadcasts of the school band.

Dorothy Warner, 8-year-old radio commentator, interviewed Edith Lindeman, movie critic, and Jean Carter, Children's Club editor, on her weekly program over WRTD last Tuesday.

Frankie Basch Lecturing

Frankie Basch, featured as WMCA's sob sister, is now being engaged for a series of personal appearances at women's club functions under the direction of Charles Wilshin, director of the WMCA Artist Bureau. Miss Basch's series is being billed on these appearances as "Inside of Radio."

Stanley Lomas Joins CBS

Stanley Lomas, ex-N. W. Ayer, Philadelphia, yesterday joined the CBS sales promotion department as assistant to Edwin S. Reynolds, sales promotion head for CBS managed and operated stations.

Silver Dropping Canada

International Silver on Dec. 26 will discontinue all Canadian outlets on its CBS "Silver Theater" program. Sponsor was using the stations to catch the Christmas trade.



LEW FROST, assistant to Don Gilman, NBC vice-president, is back from New York and ensconced in his new quarters at NBC.

Bert Horton, every-so-often member of "One Man's Family" cast, flies down from San Francisco each time the character he portrays, gentleman-farmer husband of Hazel, joins the family group.

Bing Crosby and Connie Boswell will be heard with Bob Crosby's orchestra from the Palomar over KNX and CBS tomorrow night. Farewell tribute to Bob on the occasion of completing his highly successful Palomar engagement.

Billy Artzt, whose Rose Room orchestra at the old Waldorf-Astoria will be remembered by Broadwayites, will re-create the music and mood of that day for Mertens and Price transcribed "Dining with Dad" show, which features Ward Lane and Leone le Doux, musical comedy troupers of a decade ago. Scores will be musical montage of all the years from 1915 to '30. Artzt has supplied the music for "The Goldbergs," "Myrt and Marge," "House of Glass" and many other transcontinentals, as well as compositions heard on Philco, Royal Gelatin, Lux and others, and is in Hollywood to set the music on a new network program.

Wilbur Evans, baritone of Vick's "Open House," will make concert appearances at Mormon College, Provo, Utah, on Dec. 1; Ponca City, Oklahoma, Dec. 7, and Port Arthur, Texas, Dec. 9, with other dates now being set.

Gene Fowler will do a guest routine with Mark Kelly on his "Man to Man" CBS Pacific Coast sports cast, Dec. 1, and will lead with his chin by picking an all-time All-American eleven.

Arvin Dale, former vocalist with Larry Kent's orchestra, now has a program of his own over KEHE, Tuesdays—6:30 p.m., with musical director Claude Sweeten and orchestra supplying the musical accompaniment.

KFAC furnished an all-feminine slant on football with Nova Lee, femme gridiron authority, commenting on the U.C.L.A.-Missouri game at the Coliseum.

"Modern Miracles," Don Lee-Mutual feature originating at KOL, Seattle, now is heard on Friday evenings over KHJ at 8-8:15.

WHO, Des Moines

Norman Moon, tenor, returns to New York for network broadcasts and to be soloist with Ernie Holtst's ork. He will also appear at the El Morocco night spot.

Program schedule has been extended an hour to 1 a.m.

H. R. Goss, news editor, is airing a new thrice-weekly news program sponsored by Pfaff Baking Co., Ft. Dodge.

☆ PROMOTION ☆

New Fashion Feature

Special promotion, producing new business from seasonal or spot advertisers from Milwaukee's specialty shops, sends Nancy Grey, fashion commentator over WTMJ, Milwaukee, on a flying tour of Arizona's smart resorts and dude ranches. Six Milwaukee firms and American Air Lines are cooperating. Merchandising tie-ins include daily letter to sponsors by Mrs. Grey, and a daily diary, for use on her program which is conducted in her absence by Announcer George Comte. Upon her return, Mrs. Grey will present her impressions in more elaborate form in special programs called "Sun Country News."

Model House Promotion

A building promotion aired over WKY, Oklahoma City, in the in-

terest of a new development by local builder combined interview and dramatic media. Announcers toured the neighborhood, asking residents how they liked it. Then came dramatic sketch from newly-built model house. Perry Ward, chief announcer, and Eleanor Naylor Caughron, put on a skit as "The Honeymooners", looking for a home.

Merchant Cooperation

Stunt to stimulate Christmas buying in Muncie, Ind., is now being broadcast over WLBC in cooperation with local merchants. Series of announcements informs public of 22 per cent gain in area's retail sales during reported declines elsewhere. Surveys conducted by station and School of Business Administration, Indiana U., provided the figures.

OKLAHOMA CITY

W. E. Robitsek, former commercial manager KTOK, Oklahoma City now commercial manager, KVSO, Ardmore.

Perry Ward, WKY chief announcer, back at the mike after throat trouble.

Lloyd and Thelma (Mr. and Mrs. Lloyd Brodgen) celebrated their 1,000th daily program for Shawnee Milling Co. on KGFF, Shawnee.

Pat Perrin, late of WBAP, Fort Worth, added to announcing staff of KVSO, Ardmore.

WJR, Detroit

"Household Musical Clock," with Ralph Patt as emcee, has been renewed for fifth consecutive year by Household Finance Corp. through BBD&O. "Bud" Guest Jr., son of Edgar A. Guest, does a 20-minute news shot on the one-hour program six days weekly.

Jimmy Stevenson, news reporter, is completing his second year on the "Rival Dog Food" program, just renewed for 1938 through Charles Silver & Co. Show is three-a-week. Three other days taken by Health Research Foundation (Vim).

Crowley-Milner Co., large department store, has renewed its six-weekly program for third year and will observe second anniversary Dec. 4 with gala show. Mary Gray and Gordon Castle handle program.

WIOD, Miami

Frank Malone, daddy of the station's daily programs, has completed two years of service with his "News Is on the Air."

S. W. Matthews, city editor of Daily News, is presenting a program of local news and comment as a new Sunday noon feature.

Different dancing schools in this area are taking turns producing a weekly children's program on Saturday mornings, sponsored by Palmer Shoe Store.

PITTSBURGH

Recent poll of the Pittsburgh Symphony revealed that a third of the musicians are swing-minded. When not occupied with their classical concert work, these boys "swing out" with local bands!

Paula Kelly, studying drama under Stephanie Diamond at WCAE, often gets special permission from her boss, Dick Stabile, to skip to William Penn luncheon sessions early to take in Nixon Theater matinees.

Jimmy Joy playing one nighters in this territory.

Ken Martin appointed director of staff band at WWSW. Ken led first danceband on WCAE while still a kid in knee breeches.

Harold Lund of Ross Federal Service was Dick Powell's counsellor on many matters during the star's recent visit in Cleveland.

WTMJ, Milwaukee

Russ Winnie, sportscaster, did a direct-from-the-field job on crucial Bears-Lions football game in Detroit Thanksgiving Day.

Bill Evans, emcee on the new show, "Top O' The Morning," is father of an 8-pound boy.

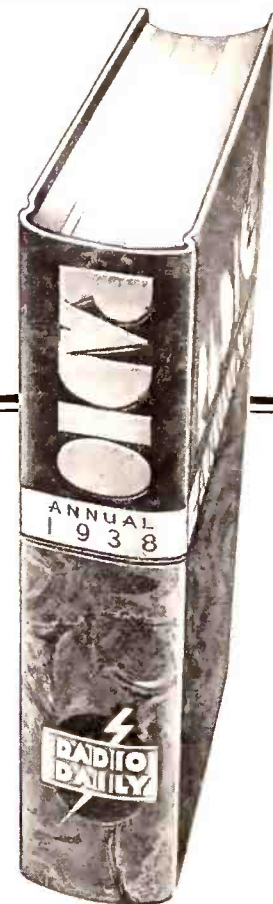
Frank Behrens, former station star, now acting on webs in Chicago, spent Thanksgiving Day in Milwaukee.

Eddie Thompson announces Uncle Ezra and Lulu Belle as forthcoming guests on his "Behind the Mike" series. Both got their start on WTMJ.

Heinie and His Grenadiers are busy preparing for annual Christmas party which raises money to bring Santa to underprivileged youngsters.

Clarence Berlin, leader man on Johnny Olson's "Rhythm Rascals" shows, looks for the stork in time for Christmas.

A national client is angling for Billy Sixty, sports authority of national bowling fame.



Throughout 1938 you will find RADIO ANNUAL on the desks of busy executives everywhere. A ready reference work covering radio completely.



... distributed complimentary to Radio Daily subscribers as part of Radio Daily service.

LOUISVILLE

Bobby Hutzell is new director of WHAS staff ork, replacing Harry Currie.

"Stumpus" program, after brief vacation from WAVE air lanes, has resumed.

Mr. Fixit, who has been helping folks in various way over WAVE, adding Fridays to his broadcast schedule.

Sam, Gil and Louie, for six years on WHAS, guesting on air programs in Cincinnati and Chicago.

New ork setup at WHAS has Bobby Hutzell in charge of full orchestral combination and brass groups, while Chuck Hurta will take over string units. Plan is to break staff ork into smaller units, and use often under various names throughout daily schedule.

Skeets Morris' Band making first p.a. in several years at local Savoy, with Lucile Hodges, vocalist. Band is now airing over WHAS.

Strietman Biscuits sponsoring Joe Wheeler as the "Street Man," thrice weekly from Oertel Radio Theater lobby over WHAS.

Both WHAS and WAVE aired Army-Navy game.

O. B. Carpenter, local "man of many voices," playing Santa Claus role in behalf of leading department store for sixth season over WAVE.

KGVO, Missoula, Mont.

Texas Oil Co. is now sponsoring the 12:15-12:30 newscast period six times weekly. Station also carries network show, "Texaco Town."

"Sport Slants," five-minute feature, has become very popular with the youngsters of Western Montana. Show is locally sponsored by Yandt's Clothing.

In its policy of promoting greater Community Service, KGVO presents "Club Calendar," which gives publicity to all local organization activities.

"KGVO Barn Dance" is getting big mail response—is heard in seven states.

ONE MINUTE INTERVIEW

SAM TOWNSEND
Manager WJW

"The public isn't ready for pictures with its favorite parlor entertainment, and the engineers know it. How many people are going to darken their living rooms for hours at a stretch to look at a television screen? The modern tempo won't allow it. The radio listener now takes his air entertainment along with his evening newspaper and other activities going on in the home at the same time. He can wander away to any part of the house and still hear it. With television, it would be a matter of doing nothing else. I don't believe the public wants to darken its homes for a continual movie performance."

★ Coast-to-Coast ★

MASON TAYLOR, who joined WIBX, Utica, N. Y., in September to vitalize the local news service, has built the feature up to the point where the city's news-hungry listeners are now radio-minded. On important stories, such as a recent jury trial, many people call the station for latest info.

Robert E. White and his bride (Josephine E. Tierney), both formerly of WBZA, will live in Boston after their wedding trip. White has been transferred to WBZ, Boston.

Sam Stiefel office reports that its new script department has already signed more than 25 independent stations for weekly script service. A new series, "Musical Court," is being added to the library for release tomorrow.

Leonard Warren, baritone, tomorrow joins the "Brokenshire Varieties" on WOR at 12 noon. Joan Merrill and Leo Freudberg's orchestra also are in the program.

Martin Gabel will be starred in Friday's "Grand Central Station" on NBC-Blue at 8 p.m. Rosaline Green, Alice Frost, Richard Gordon, Ray Collins and Charlie Cantor also are in the cast.

Vyola Vonn, the young "Mademoiselle Fifi" of Eddie Cantor's program, is the latest to be picked by Cantor for future stardom. He has placed her under two-year contract.

Tommy Riggs and his phantom Betty Lou will be cut into the Ohio State University Alumni program in Columbus on Friday over Mutual at 9:30 p.m.

Brian Michie, giant BBC variety director, has resigned to take up a stage career.

BALTIMORE

Jean Abbey, the Woman's Home Companion shopping guide, begins a new series of programs over WFBR as she enters her seventh year of broadcasting in Baltimore. Presentation, which has a tie-up with the city's four major department stores, is getting plenty of local ballyhoo as WFBR acquaints listeners with Miss Abbey's switchover from WCAO.

Lydia Todd, who has conducted a woman's participating program on WBAL for almost three years, announces her temporary retirement from radio because of ill health.

KYA, San Francisco

Nan Goforth Hamilton, who was for seven years a member of the staff, is the mother of a boy. Papa Russell Hamilton doing nicely.

Agatha Turley, soprano, recently chosen to record for the movies, is back in town for a rest between films.

CKTB, St. Catherines, Ont., recently pulled 4,847 letters as a result of only three spot announcements in one day, according to J. B. Mitchell, program director.

The "Makers of America" series on WBNX is put on by the local WPA radio division, not the Federal Theater radio group.

Cap, Andy and Flip, singers of oldtime music and hymns, were given a big farewell party in the WCHS Auditorium, Charleston, W. Va., on the occasion of their departure after a successful year of daily appearances on WCHS.

Paul Carley, formerly heard at 9:15 a.m. each morning on WNEW, now broadcasts at 4:45 p.m., heard Tuesday through Saturday.

Fahey Flynn and Lynn Fairbanks, KFIZ sports announcer and station manager, respectively, were roughed by Rowdy Pocan, wrestler, when the latter took exception to Flynn's broadcasting description of a match over the Fond du Lac, Wis., station. Pocan has aired matches himself on various occasions over WRJN, Racine, Wis.

Donald Weeks, a leading Chicago juvenile actor, has had regular parts in more than 20 serials, but has kept up his school work and now at 15 is a junior in high school. Last year he won a place on the honor roll. Donald has been in the NBC-Blue "Sunbrite Junior Nurse Corps" since show started.

Dorothy Barstow, now producing the "Dr. Christian" show, with Jean Hersholt, heard Sunday afternoons on CBS, has quite a radio record. She produced "Real Folks," which ran five years, and "Death Valley Days," which started seven years ago and is still going.

LINCOLN

Reg Martin, KFAB-KFOR manager, had a 10 station hookup on the Nebraska-Iowa game. Was assisted by Gene Shumate of Iowa net.

Link Lyman, of KFAB and WOW for Standard Oil with football chats, had a neat change of pace the other night when he lured Ruth Etting to the mike with him.

WSPR, Springfield, Mass.

Irma Serra, song stylist, has recovered from an attack of the gripe. It caused her to break a record of over two years without missing a show.

Ruth Batchelder, sec to Milt Stoughton, station manager, has returned after an illness.

Political time is all sold out for the forthcoming elections in neighboring towns and cities.

PHILADELPHIA

Hal Simonds, WFIL sports commentator, has been renewed by Brown & Williamson for 52 weeks.

Martha Lane's half-hour daily "Woman's Club" on WFIL will be sponsored exclusively by Quaker Oats, through Arthur Kudner Agency, N. Y.

Though no agreements have been signed yet, WFIL and the ACA are understood to have come to terms on engineers.

WCAU plans to open its own New York office in the CBS building in January.

WPEN, which until recently carried mostly foreign language shows, is expanding in other types of programs. The "920 Club", starting soon at 2:30-4 p.m. daily, with Angelo Palange handling it, will have no foreign material.

KVI, Seattle

Mrs. Vernice Boulianne, president and manager, is en route to New York via Panama Canal. During her absence, Dorothy Doernbecher, her sister, is managing the station.

Complete remote facilities have been installed in the offices of Tacoma News Tribune, allowing Len Higgins, Tribune newscaster, to avail himself of late news flashes. A weekly fashion column, "Sue's Style Silhouettes", also has been added from that end.

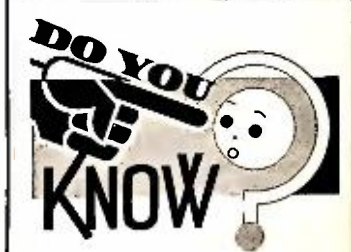
Station's "Interview Corner", catching prominent visitors in the famed Olympic Hotel, has developed strong listener interest.

"The Cinnamon Bear", ET series, has been placed on station for holiday season by Frederick & Nelson store (Marshall Field management).

WCKY, Cincinnati

Elmer H. Dressman, continuity chief, married Sidney Christie on Saturday. They met several years ago at an International Radio Club meeting, and will spend their honeymoon attending this year's Radio Club trip to Havana.

Station has acquired space in Cincinnati's Hotel Gibson for sales and promotion staff headed by Lloyd G. Venard. Besides its building in Covington, where studio and transmitter are located, station also has studios in the Netherland Plaza, Cincy.



WHN has broadcast more rounds of boxing than any other station around.