Gerald L. K. Smith on 75 Stations

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 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

Five Gen. Motors Units Sponsor Series on WHIO

Dayton, O.—Five General Motor divisions here—Frigidaire Marine 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 commenting.

Campana Back to "Hotel"

Chicago—Though it still has several weeks to run on its 15-week NBC sta--"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.

Shouse Is Joining WLW; Merle Jones Promoted

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

WSM Airs 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.

The West in Radio

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

The National Daily Newspaper of Commercial Radio and Television

Vol. 2, No. 68

New York, N.Y., Monday, November 1, 1937

FIVE CENTS

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 4:30 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-

(Raw text continues on page 7)

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." Studebaker & Scott is the agency. Show is heard on a six week basis.

Airing Workers

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

(Continued on page 2)
Vol. 2, No. 86
Mon., Nov. 1, 1937
Price 5 Cts.

JOHN W. ALICIOATE -- Publisher

DON CARLE GILLETTE -- Editor

MARYLIN KIRCH -- Business Manager

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FINANCIAL

(New York Stock Exchange)

Net High Low Close October 30

Am. Tel. & Tel. 1561/2 1541/2 1541/2 1541/2
CBS A 201/2 201/2 201/2 201/2

Walters Appointed

W. Va. Network Manager

WPAR, Parkersburg, and WBLK, Clarksburg, all owned by the John A. Kennedy interests. Watters will make his headquarters in Clarksburg.

Before coming to WCHS, Walters 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, production manager, and sales manager. His best-known shows are the "Old Farm Hour," in which he plays the leading part of Grandpappy Jones.

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

Other AFM activities include suit-

ing to the local union of the AFM

expended in accordance with the

IRNA plan, but which must also

meet with approval by the AFM

locals. Also an signing of contracts

with the network key stations.

After trying for a long time for a

while, CBS decided to allow trans-

missions on WABC until 9 a.m.,

also allowing the transmitter at an

earlier hour... NBC followed suit

almost immediately... considerable

additional revenue is assured.

Harold B. Thomas was made chair-

man of the board, and Paul B. West

continued as president of the ANA

at its annual convention in Hot
n
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

will not be able to afford a one-

third of total time on the air to such programs... FTC reported that it had read

over 400,000 commercial radio scripts

in 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 A. Smith, attorneys accused of unethical

practices before the FCC, it was

indicated that Commissioner George

Henry Payne might also be dis-

qualified from sitting when the case

of Powell Croyce comes up.

James W. Baldwin, managing di-

rector of the NAB, will represent

the organization at the parley in

Havana. J. Walter Thompson Co.

gets the radio portion of the Zenith

Radio account.

Ralph Watters, vice-president in

charge of station relations for NBC,

was moved up to be assistant to

President Lenox R. Loeb. William S. Hedges takes the NBC station

relations post... RCA and ATT

were awarded degrees in patent suit

against the T. S. Philco for the

U. S. upheld the FCC in denying a

permit for a new station... John S. Young,comma

head of the network, announced

that NBC's network announcer is

made up of the N. Y. World's Fair

directors of the network department.

an adjunct of the regular

press department.

Shouse Joining WLW:

Mere Jones Promoted

(Continued from Page 1)

KMOX. Paul S. Wilson, now sales-

man for Radio Sales here, succeeds

Mere Jones, who goes to St. Louis im-

mediately for a month's work under

Shouse. The appointments were

announced by Leslie Allis, CBS mid-

west v.p. Hedges, who was vice-presi-

dent 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 mel-

odies and banter, started a new series

over KOBH last week after a sum-

mer lapse. The program is produced

by Bernie Barth, youngest member

of the KOBH family, who also does a

man-in-the-street idea with the pro-

gram "Answer Me This."

MacMillan to Conduct

Sir Ernest MacMillan, conductor of

the Toronto Symphony Orchestra, will

wield the baton for next Mon-

day night's Philadelphia Orchestra

broadcast-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 broad-

way producers, who will make a

preliminary appearance on the New

York Theater, speaking over CBS from

the New York end in an interview

with Cecil B. De Mille on the coast.

His lines are for permanent air spot

starting in January.

WPN Going on Full Time

(Continued from Page 1)

crease up to 1,000 watts, and station

engineers are preparing to broad-

cast on full power within the next

days. George Lasker, who has been

appointed manager, plans many

improvements, including a balanced

schedule of English and foreign-

language programs. The call letters

WRX will be silent for the first time

in many years.

"Quizmaster" on WMCA

"Quizmaster," new audience par-

ticipating show, originating from the

WTAL, will be heard Tuesday in New

York... Frank Eckert, announcer, will

host the half-hour show.

Jerry Mason Reinjined

Jerry Mason, associated with Rob-

ert S. Taglinder and Tom Findele 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, includ-

ing dynamic microphones.
THE HOUR OF CHARM
MUSIC THAT LINGERS ON

PHIL SPITALNY
Residing at
PARK CENTRAL HOTEL, NEW YORK
AIRCRAFT NEWS

WORLD WAR II

New Stations for Ohio
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 Joe 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 network. 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.

BIRTHDAYS

Greetings from Radio Daily
November 1
Al Ross
Son Show
Ray Snera
Barry McKinley

RADIO DAILY

Monday, November 1, 1937

GUEST-ING

LYNN MURRAY CHOIR, on Al Pearse 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. 1 (NBC-Red, 9 p.m.)

BURGESS MEREDITH and MAR-GALO 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-ÖKKEE
PROGRAM REVIEWS

MARY JANE WALSH
Barbados
WIN—WLW Line, Fridays, 7:45-8 p.m., also WOR-Mutual, 8:5-9:25 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 did not sound harmonious to these ears. Building up a "Cinderella Girl" character around a vocalist who typifies the porch-singing class makes one wonder if the other is mis-step number one. And Brusiloff's gagging about being the "Prince Charming" who ladles out stooie in a Yiddish dialect—adds further incongruity to the picture.

On the singing score alone, Miss Walsh is out with "The First Time I Saw You," "Remember Me," and "How Much Do I Love You" in very fine style. Brusiloff kept nothing to be desired musically, but he should not have been required to stooie 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 sustaining 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 out over "The First Time I Saw You" changed it to mimicking 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 appearances 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 a New York episode, two new 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, 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 comic talent as an emcee while coast-to-coast. Morton down the coast he used the same script he used they night he made his first appearance over 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 had 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 is presented to William A. Schulte Jr., general manager of the station, at a luncheon last week.

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

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

ORCHESTRAS MUSIC

JACQUES RENARD will continue to operate over both Red and Blue networks of NBC, starting his show at a new downtown Los Angeles spot, The Vogue, on Saturday night.

Bob Crosby, now playing a Palomar 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 Fola and Al Sendry, recently published by Exclusive Publications Inc., is winning popularity in the small ballad category.

Johnny Johnson and his orchestra will open at the Village Barn next Monday, with a network wire, replacing Julie Witz'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 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 Austrian Singer as vocalist. "Dance with Dantzig" musical periods are heard over NBC.

After a short lay-off, Ray Block resumes his variety show this Wednesday at 3 p.m. via WABC-CBS.
WENDELL HALL motored to New York last week to attend session of ASCAP. He has moved his family from Chicago to Evanston.

Harry, who is known to all WLFS artists bureau receiving condolences on death of her mother.

Everett Mitchell and Bill Drips will visit Bryant's for new casts from Union Stock Yards during the livestock Exposition the week of Nov. 29. Mitchell arrives 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 Dr. Harold W. Kent. Six Chicago stations will carry the programs.

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

Spencer Bennett, 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.

Edward Roes, who has been conducting "Hog and Harmony" and "Vagabond Trail" at WAAF, has just joined 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 Kears, Bruce Payne and others.

Phil Kalar has a new morning feature 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-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 Flour Mills contract extending the run of the popular Scandinavian dialect program, "Cars and Lena," to 39 weeks. The program, conceived, written, directed 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.

Complete "Thrift" Waxings

West Coast Bureau, RADIO DAILY

Los Angeles — Dave Ballou has completed work on episodes of the series "Thrift Behind the News" at the Aerogram Corp. plant. The program is featured in the series and such newsreel veterans as Al Brick of Movietone, Sanborn Graham, Hearst News, B. C. Johnson of Paramount, Sam Saviitt of Universal, Don Stephens, Willard Vandiver, George Lancaster and Larry Fyfe are among the thrilling chapters from actual shooting experiences around the world.
Gerald L. K. Smith Going on 75 Stations

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, has devoted 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 solo 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 Figgbottle of the Senator Fishcake and Professor Figgbottle program, has leased a completely furnished home at Long Beach, L. I.

Maureen O'Conner, 14-year-old west coast singing star, will be making her film debut in Monogram's "Boy of the Streets," starring Jackie Cooper, and has been signed by Monogram to play the part of a 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 program which originated in the studios of the KGM Saturday night. Young Holden, recipient of an honorable mention award in the NBC Music Guild awards last June, submitted his most recent composition, a quintet for piano and strings, to Ernest LaFraise, NBC director of musical education, with the New York Hitch that his fiancée, Margaret Harold, of Cleveland, play the piano part in the radio premieres. Walter Logan, musical director for WTM, heard Miss Harold and assigned her Golden Strings quartet to her every 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 Home-makers" will be started by Charles Premmac, gourmet and music lover, on Mrs. Ida Bailey Allen's "Home-makers of the Air" over WHN at Governor Browning using radio as 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 is heard daily 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 fee of two hundred dollars, and the Baltimore Sunday Bulletin for two hundred dollars. 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 WELI, New Haven, will hereafter be featured in her own daily program.

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

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

Radio Call to Order

Nashville—Though there was much talk about the constitutionality of the Federal Communications Commission (WSSM) 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.

Form Music Publicity Firm

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

Radio Daily Goings

Coast to Coast

Through the kindness of WIBC, Chairman of the Indiana State Advisory Committee, will talk to Weber on the closing details of the trade agreement and signature of same.

Jerald L. K. Smith has been increased weeks by WRBC.

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 that AFM headquarters whether or not the ET situation would be set in the subscribed two weeks time.

WIBC in addition to INSA's own outlets not affiliated with networks, WEBC stated that the AFM did not plan to bother such stations whose gross on the network mind not exceed $15,000 or so. He explained that 5½ per cent of such small sums would not very well result in many musicians being hired by the station in question. Where, however, a profit of such a sum was indicated, it was possible for a few musicians might have to be hired. It did not appear from Weber's conversation that the squeeze move would be put into the network's national outlets which did not show a saleable profit.

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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 1922. 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, each with a separate roof, each with seating hundreds, 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 two 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 studio in cooperation with the Austin Co., which will erect the plant.

COLUMBUS

Johnny Nebbett, WBNS inquiring reporter, now sponsored by Cusins & Pearson 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,” a new novelty septet trio, is rapidly winning a large audience over WHKC, having first been heard during the Ohio State Fair.

Remotes Cause Mike Shortage

Ohio 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

“Collegeans do more than any group to dictate the vogue in popular dance music. But the most important thing is that band leaders must do is to make ‘dig’ preference selections from authentic sources. Much of the information which is at public command is not accurate, and the task of the orchestral head is who is on the search for true information. Some students who does not have a leadership position is finding the vogue spreading to the lower class men and finally to the home towns.”

BUFFUM ASSISTING RUFINER

West Coast Bureau, RADIO DAILY

Los Angeles—Ray Buffum, formerly with the Taplinger public relations and who recently joined the Rautheff & Ryan agency in a similar capacity, has been tapped to be a berth as assistant to “Tiny” Rufner and will have the Edward G. Robinson show as his charge assignment. The new producer already has turned in some scripts for Robinson which have been okayed for early airing, as the new producer is said to be highly satisfied with the ex-publicist in the scripting class with such notables as Arthur Caesar and Courtney Ryley Cooper.

NEW PROGRAMS—IDEAS

“Tune Twisters”

KHJ, Los Angeles, has premiered a new show built to replace “Script Pussers,” which was grabbed up for NBC’s last show for Lack-Starr, a hit show over NBC with the new show is labeled “Tune Twisters” and, like its predecessor, the show will be heard by a large number of the audience, in this instance to those who recognize tunes from the past but are unfamiliar with the arrangements played by Lou Bring and his orchestra.

Kenny Allen and The Playboys, male quartet, are featured. Also has a novel, good-will-promoting angle incorporating a radio set giveaway and the hamper of groceries to a needy, unrecorded 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 half-hour show for the General Electric Radio Hour that 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

“Quizzler Court,” question-and-answer program, sponsored by six local merchants, is a new offering over KKBN, Kansas City. Show is broadcast from the 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 Sledging

When winter comes—WCLE, Cleveland, will start to work on a new novelty broadcast, in behalf of safer sledging for youngsters. Idea of Program Director Menda Jones, show will find Jones, an engineer, an announcer, and a representative of the police safety squad plowing along snow-covered streets with a mike and advice on coasting with safety. They will interview the kids, giving suggestions. Then, as highlighted, 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 radio schools have a Walter Winchell of their own these days in the person of Owen Balch, among a scholastic gossip feature over Station KCKN. Who’s got a date—who’s going with whom—who’s throwing a party this Saturday evening, and other similar missives. The feature is a daily ten-minute series.

Travelogue Musical

A new Travelogue program featuring the Allen Orchestra in Travelogue shows in today over WJIN, to be heard thereafter at 2:30 p.m. every Monday, Thursday and Friday. Show spotlights a different type of music each week, 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 seasonal broadcasts on WOC, Davenport, is today “Sunday School of Things.” Neighboring churches have been invited to send different Sunday School classes to the studio each week, for prearranged 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 popularised 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 the title “Kitchen Kritic,” 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 Lammont du Pont will speak, a group of 20 leaders in the 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 Miller, and Peter R. Frazik of General Baking, James H. Rand of Remington-Rand and William A. Irvine 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 service these wire 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 Ave., 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 3,000 words will be supplied in the New York section, at the start.

Christie, who will direct operations of Continental, was formerly news editor of the two Heart 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 KMBZ “Happy Kitchen” airings this week after an operation.

E. E. Horton, who conducts the Airmail column in the Daily Kansan, is on the air five times weekly for KCKN as the Movie Man. George Cooper, KXYB sales manager, signed Regal Shoe store for 26 weeks.

M. F. (Chick) Allison, KMBZ 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 machine. Moreland Murphy, KCMO special events man, was recently made president of his neighborhood Parent-Teacher Asso.

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.
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, to 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 equipment. (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 heard about the RKO organization as a producer and supplier of radio programs. (Continued on Page 1)

Crosley Profit Lower

Cincinnati—Crosley Radio Corp. reports net profit of $103,281, 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 $2.94 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

By George W. Mehnert, RADIO DAILY Staff Correspondent

Chicago—NBC and World Wide Broadcasting Co. looked horns before the FCC yesterday to gain control of Pan-American frequencies. Walter S. Lenmon of Boston, appearing on behalf of the 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 campaign for local offices. Never before in local history has radio been used to 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 telephone 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."
**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 list is a regular Tuesday feature in RADIO DAILY.

<table>
<thead>
<tr>
<th>Selection</th>
<th>Publisher</th>
<th>Times Played</th>
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<tbody>
<tr>
<td>Remember Me (Wimark &amp; Son)</td>
<td></td>
<td>33</td>
</tr>
<tr>
<td>You Can't Stop Me from Dreaming (Remick Music)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Vieni Vieni (Wimark &amp; Son)</td>
<td></td>
<td>27</td>
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<tr>
<td>Blossoms On Broadway (Famous Music Corp.)</td>
<td></td>
<td>26</td>
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<tr>
<td>Roses In December (Living Berlin Inc.)</td>
<td></td>
<td>23</td>
</tr>
<tr>
<td>So Many Memories (Shapiro Bernstein)</td>
<td></td>
<td>22</td>
</tr>
<tr>
<td>Goodbye, Jonah (Robbins Music Corp.)</td>
<td></td>
<td>22</td>
</tr>
<tr>
<td>That Old Feeling (Feist Inc.)</td>
<td></td>
<td>22</td>
</tr>
<tr>
<td>You and I Know (Robbins Music Corp.)</td>
<td></td>
<td>22</td>
</tr>
<tr>
<td>Getting Some Fun Out of Life (Donaldson, Douglas &amp; Gumble)</td>
<td></td>
<td>21</td>
</tr>
<tr>
<td>I Still Love to Kiss You Goodnight (Leo Feist Inc.)</td>
<td></td>
<td>21</td>
</tr>
<tr>
<td>If It's The Last Thing I Do (Crowdwell Music Corp.)</td>
<td></td>
<td>20</td>
</tr>
<tr>
<td>Mission by The Sea (Shapiro Bernstein)</td>
<td></td>
<td>19</td>
</tr>
<tr>
<td>Moon Got In My Eyes (Select Music Corp.)</td>
<td></td>
<td>19</td>
</tr>
<tr>
<td>Have You Got Any Castles? Baby (Harms Inc.)</td>
<td></td>
<td>18</td>
</tr>
<tr>
<td>Once In A White (Miller Music Inc.)</td>
<td></td>
<td>18</td>
</tr>
<tr>
<td>Whispers In The Dark (Famous Music Corp.)</td>
<td></td>
<td>18</td>
</tr>
<tr>
<td>Farewell My Love (Harms Inc.)</td>
<td></td>
<td>18</td>
</tr>
<tr>
<td>It's The Natural Thing To Do (Select Music Co.)</td>
<td></td>
<td>18</td>
</tr>
<tr>
<td>When The Organ Played Oh Promise Me (Joe Morris Music Co.)</td>
<td></td>
<td>15</td>
</tr>
</tbody>
</table>

**WFIL Waxing Program For Taylor Packaging Co. (Continued from Page 1)**

Discs are to be spotted mornings over the station and also on WRC, Washington; WBWA, 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 physics and 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 Falckner 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.

**ANICE IVES’ “EVERYWOMAN’S HOUR”**

WMCA Mon., thru’ Fri., 11:15 to 11:45 a.m.

*There’s nothing she can tell.*

**Benton & Bowles Opening Separate Unit in Chicago (Continued from Page 1)**

quotte, vice-president, and Edward Aleshire, vice-president.

**WFIL to Celebrate 9th**

Olsen, N. Y.—WFIL 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 Binkley, 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 WFIL on Thursday by interviewing the lion touring with a movie roadshow.

**JOE WIEGERS, press agent for the True Story radio shows, is making a tour through the South, including Atlanta, Birmingham, New Orleans and Memphis. He will appear as "True Story of Human Relations." True Story has recently added WSB, WAPI, WSM and WMC in those cities to its other stations on the NBC-Kod. He will visit Chattanooga and west coast cities in the interest of “Good Will Hour.”

**GEN. HUGH S. JOHNSTON goes to west coast 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. VOELKER, president of FIT's productions and the Sedgwick-West agency, plans to leave for Hollywood to work on a two-week stay on radio deals for Fox.

**OSCAR STRAUS sails tomorrow aboard the Queen Mary for Europe.

**CONNIE DRAKE, a Ray Campbell soloist, leaves Montreal for Hollywood to fulfill a night club appearance.”**

**AL HALE of WSN, Milwaukee, is in town on business.

**JOHNNY D'ONORI arrives in town tomorrow, and BICKLE ALPERT and his orchestra leave for Boston this week-end to begin an engagement there.**
Rockefellers Increase Gifts to Radio Field

(Continued from Page 1)

Rockefeller Foundation has announced that it will purchase an additional $300,000 worth of equipment for the broadcasting industry. This latest contribution brings the total amount given by the foundation to nearly $1,000,000. The foundation has already made substantial gifts to major broadcasting institutions, including Columbia University, New York University, and Stanford University. The funds will be used to purchase new equipment and to support research and educational programs in broadcasting.

New Studies of KMTR Will Be Coast Showplace

West Coast Bureau, RADIO DAILY

Los Angeles—Continued work on the new KMTR studios on La Cahuenga 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 "robe wall," now being constructed by adobe masons brought up from Mexico for the purpose. The offices, audience studios and various departments are grouped around a typical California ranchito, 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 a transmitter actually within the geographical boundaries of Hollywood as recently defined by the Board of Supervisors.
**GUEST-ING**

BOBBY BRENN, 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, 6 p.m.).

OLIVIA de HAVILAND and BRIAN AHERNE, in scenes from "Great Garrick," on "Hollywood Hotel," Nov. 12 (CBS, 5 p.m.).

**Lucky Strike**

presents

"Melody Puzzles"

with

**RICHARD HEMBER**

WOR-MUTUAL

Every Tuesday 8-8:30 P.M. EST

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**RADIO DAILY**

**MAIN STREET O'SCOPS DAIN**

**FAMILY, RETIREMENT, DISABILITY IN ONE SIMPLE PLAN**

**JESUS HAMBERG INSURANCE**

- John 4:12,800 833-978
- 80 JOHN ST., NEW YORK

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**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 actual 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 fans. No exhibits of 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**

Los Angeles—Ruthe Marx must pay $1,000 for their radio use of material which Carroli and Garrett Graham had submitted to them, which was rejected. Federal Court yesterday dismissed the fine, following trial of the case last week. The Marx Brothets will appeal.

**Gene and Glenn on Coast**

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" did 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 station has added a 12-piece orchestra under Joseph Franzosia. John Fraci is owner of the station, with George Laker as manager and Harry Potter as head of foreign language department.

**CBS Governors Re-elected**

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

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Crosby In Dramatic Role

Bing Crosby will be heard in a dramatic role next Monday night on the CBS Lux Radio Theatre. He will star opposite Joan Blondell in "Still She Loves Me Not."
HILLTOP HOUSE
with Bert Johnson
Colgate-Palmolive-Peet Co.
WABC-AM, Monday through
Friday, 5:45-6 p.m.
Benton & Bowles, Inc.

WARM HUMAN INTEREST SERIAL WITH ORPHANAGE LOCAL. WELL WRITTEN AND ACTED.

Bert Johnson, long known as the voice "Lady Esther," has a new 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 stage; its amusing immedi-ate listener interest and sym-pathy. Both the script and the acting stood out as well above the aver-age 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 insists on the commercials, which are not overdone.

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

SERIAL PACKING ACTION AND EXCITE-MENT 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 Bowery's Inc. (Dari-Rich chocolate—flavored drink), started off with a bang as far as action and excitement is con-cerned. In fact, there was so much excitement going on in the opening 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.

Adventures of Capt. McBayde
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 pirate spots with savage villains and jungle drums. Each chapter opening with a young boy and girl begging the old salt to take them along. After having 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 great grief to the wife, widow, father and Charles Martin, authors and direc-tors, made a very interesting presenta-tion out of "Sweep's," a Colum-bia Workshop program, over CBS last Sunday night. Production and good acting distinguished the offering.

Earlier the same day, on NBC-Red, the "Radio Romance" and in 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 Sun-day 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.

Ella Landi and Vincent Price, in scenes from "The Lady Has a Heart," supported the highlight of "Magic Key of RCA" on NBC-Blue last Sunday afternoon. Here's a couple of voices worth having on the radio more often.

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

BIRTHDAYS

**1937**
- 24: Clyde Scott
- 25: Margaret Reeser
- 26: Grantland Rice
- 27: W. Reeschen
- 28: Stan Shaw

Greetings from Radio Daily
November 2

FROM NOW ON

COLONEL

JACK MAJOR

WILL BE HEARD

3:30 ON TUESDAYS
Los Angeles

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. Since their inauguration in 1927, the weekly concerts have presented concert, which annually have been broadcast by the Pacific Co. st's most noted orchestras and conducted by such renowned musicians as Alfred Hertz, Bernardino Molinari, Arts Rodzinski, Otto Klemperer, Basil Cameron, Issay Dobrowen, Willem Alph, Harty, Misael 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 Orchestral Concerts, which plays exclusively for these radio concerts. In order to further develop programs for small communities, the Standard Symphony Hour also has introduced 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 listener, a number of local stations 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 "highbrow" works not generally liked are 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 the musical interest of the numbers to be played during the evening broadcast.

BOSTON

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

WHBF, Rock Island, Ill.

Station's artists bureau supplied Dorothy Lee Mason, Joy Miller, Jacqueline Greenwood, Don Sweet and Lucille 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." The program has had its popular use by hiring a 14-piece orchestra directed by Carrie Bruckmann of Davenport.

Dale Coles, Doris Rigdon and the Rashid Sisters are supplying entertainment for the local dealers in the area by hiring a 14-piece orchestra directed by Carrie Bruckmann of Davenport.

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

San Francisco

THOUGH John Nesbitt, "Passing a Parade" commentator for Duart Broadcasting's "Farms of Milk" farm cruising, had moved 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.

"Broadcasting 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 loss of network shows of eastern origin, which had been a regular collar of the show, here for opera engagements.

Mort Werner, KBJS’s “singing announcer,” flew to UCLA in Los Angeles on Friday to officiate at a football rally.

BOSTON

A five-piece string ensemble, playing for dinners in the main dining room of the Royalton Hotel on Sunday evenings, will be aired by KFOS over the Pacific Northwest stations. Al White, director of the KFOS studio ensemble, will lead the group. Keith Kerby to do the announcing. Helen Sawyer, off to KFOS air-planes 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 KKL, Oakland, and KROW, by the announcer’s post at Krekenau, Berkeley.

Vicki Vola, Vernon Wilson, Helen Klee, Carl Kroenke and Kenneth Davis, who is playing in Peter Pan, are second contrib to the "I Want a Divorce" series aired by KPO for Sunday.

Leon Churchen, former manager of KIYI, left for Pittsburgh, to indulge with WCAE execs.

W.LW, Cincinnati

Joseph Reis, educational director of the Crosley stations, plans to special series from Cuba over WLW. starting Reis with his present series, "the conference on radio in education to be held late this month, after which he plans to visit Cuba. Jane Gills, mezzo-soprano, recently joined the WLW-WSAI vocal staff.

Willa Hinkle, WLW character actress, has been trying her hand at directing and producing.

Charlie Wayne, hillbilly character, is now heard over WLW with a short broadcast, "the Saturday Night Show," on the last hour show over the "The Jack Arnold" shows.

Dave Conlon, chief remote control engineer, recently became the father of a girl.
Tuesday, November 2, 1937

RADIO DAILY

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


2,095,758—Dynamic Multiplier with Automatic Tone Control, Frederick L. Turner, Berlin, Germany, assignor to John Hays Hammond Jr.


2,095,762—Antenna—George H. Brown, Hadfield, N. J., assignor to RCA.

2,095,817—High Frequency Oscillator, Louis Blumer, Oaklyn, N. J., assignor to George A. Merton, Houston, Tex.


2,095,862—Gaseous Discharge Device, Percy L. Spencer, Knickerbocker, Mass., assignor to Raytheon Production Corp.

2,095,863—Photophotocell Tube System, Percy L. Spencer, Knickerbocker, Mass., assignor to Raytheon Production Corp.

2,095,874—Automatic Volume Control System, George L. Beers, Collinswood, N. J., assignor to RCA.


2,095,902—Door Operating Mechanism, Anthony H. L. Lathrop, Washington, D. C., assignor to Weston Electrical Instrument Corp.

2,095,909—Means of Electrical Discharge Tube Circuits, Harold W. Farnsworth, Millersville, Pa., assignor to Westinghouse Electric Porcln Ltd.

2,095,910—Remote Control Device for Radio Receiving Sets, Edward L. Barrett, La Grange, Ill., assignor to The Utah Radio Products Co.

2,095,962—Deflecting Voltage Generator, More particularly for Television Receivers, Karl Schlesinger, Berlin, Germany.

2,095,965—Television, Manfred von Ardenne, Berlin, Germany, assignor to Radiokleinengesellschaft S. L. Hoeve.

2,095,967—Tube Man, Manfred von Ardenne, Berlin, Germany, assignor to Radiokleinengesellschaft S. L. Hoeve.

2,095,987—System for Energizing a Cathode Ray Tube, Manfred von Ardenne, Berlin, Germany, assignor to Radiokleinengesellschaft S. L. Hoeve.

2,096,083—Braun Tube, Bruno Wienceke, Berlin, Germany, assignor to Radiokleinengesellschaft S. L. Hoeve.

2,096,093—Braun Tube, Manfred von Ardenne, assignor to R. D. C.


2,097,010—Transmitter Assignment for Guiding Airplanes, Michael Lock, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose m. H.

2,097,100—Temperature Actuated Electrical Devices, Alfred A. Lineb, Bracknell, England, assignor to RCA.

2,097,107—Automatic Power Regulating Apparatus, Owen E. De Lange, Elmhurst, N. Y., assignor to Bell Telephone Laboratories, Inc.


2,097,258—Electron Discharge Tube, Alexandre Defernez, France, assignor to Compagnie Générale de Télégraphie sans Fil.

2,097,270—Thermionic Valve, Arthur H. Cooper, English, assignor to Electrical and Musical Industries Ltd.

2,097,286—Automatic Volume Control Switch, Kenneth W. Warner, New Rockville, N. Y., assignor to RCA.

2,097,361—Vacuum Vapour Discharge Device, William L. Miller, Arlington, N. J., assignor to RCA.

2,097,362—Cathode for Discharge Devices, G. C. Harter, Falls City, Neb., assignor to Telefunken Gesellschaft für Drahtlose Tele- graphie 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 for an engagement 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 Pag- ianeri 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-com- poser, had a song of her own 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.

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

Mark Warneke took a 15-piece or- chestra, with Holloin Shaw and that Tots Boys up to the New York School for the Blind, Farham Road, in the Bronx, and put on a concert that had the sightless children wel- ling. The feature of the show was a jam session.

Emil Colema is introducing a new

NEW Revives Class A
A new WNEW rate card, which will go into effect on Nov. 15, will revive its Class A rates, which 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 Ber- styn and Bud and others will write a book for a new show to be delivered the first week of Jan- uary, 1938.

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

Mystery Chef" Signing Off
The "Mystery Chef," sponsored by a group 6 gas companies under the name Regional Advertisers, signs off the NBC-Red network on Nov. 23. Program is a quarter-hour, and twice weekly.

WMPM, Memphis
Paul Hodges is emceeing a new evening variety show, using Herb Sommerville and his orchestra and Igor Van, bartender.

Erna Deegins, Oklahoma singing cowgirl, will call from CBS, WKRC and WSAZ has joined the staff here.

Igor Van, who recently joined here, is doubling as singer and an- nouncer.

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

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

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

WKRC, Cincinnati
Smillin' 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 & Stelbous, 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 cooperat- ing with the Shut-In-Society to pro- vide instruction for shut-ins. Two weekly broadcasts are planned as a start.
SAN ANTONIO

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

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

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, former WBNs, Columbus, has joined the continuity staff here, as has Lewis Alck, also of Columbus. Both are graduates of Ohio State University.

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

Gene LaValle, director of dramas, 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 McClure and Bill Spargrove have been chosen to do the Auto Show broadcasts, Nov. 8-13.

ONE MINUTE INTERVIEW

GEORGE JESSIEL

“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 art directors, studio audience, vaudeville tours and short film appearances have made it possible for present radio stars to continue in power when television is initiated.”

NEW ORLEANS

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

Tying in with WSBM here, WJDX of Jackson, Miss., was able to attract the Miss-Tulane football game.

Harry Genung, now on the air as Harry Arthur, is WSBM’s newest announcer — a really high talent. He is making the football trips out of town.

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

International Football Airing

Grand Forks, N. D.—An international broadcast of football occurred last week when the North Dakota University team played in Winnipeg. Through a special permission of Canadian Broadcasting Co., Regan’s Holsum Bread, sponsor of NDU games, sent up a remote 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

Winnipeg, Radio Daily

Elliott Roosevelt—weekly talks to be made by Elliott Roosevelt on the networks will be transcribed and made available to sponsors in Canada 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 1014 N. Las Palmas.

KENNY KANDID KAMERA!

Joan Brooks...Naoyi’s “Girl With the Dark Blue Voice”...born in Kansas City, Mo.,...married to Oklahoma City where Joan was two years old...father was a veteran for the Government...she majored in music at University of Oklahoma...has B. A. degree...studied voice...her contralto made her the idol of the college...taught music and Latin in a little red school house at Hansey, 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...Miss Austin was member of the trio joined Phil Spitalny a year ago last January...Joan left the trio this year to solo and has been given places alone ever since under the management of Consolidated Artists...has her own programs on stations in the Northwest...is tall 5 feet 11 inches...weighs 155 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 “Lolli.”

Imperial Tobacco resumes airing on a trans-Canada hook up Nov. 5 with a 45-minute 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 scheduled.

CCFC, Montreal, represented by Weed & Co., will key the programs for the account which is handled by KABC, Los Angeles; KXNO, Dallas; and Sanborn, Ginger Rogers on Baker’s and Lux; Adolphe Menjou with AI Jolson; the “preview” of “Damsels in Distress” and appearances of Frances Dee; Fred Astaire with George Murphy; Mickey Mouse; Poland’s Communist and Allen and Ray Noble on “Hollywood Hotel,” Nov. 5; Bobby Breen with William Taber and cast on “Tennis — Love Pons” (Vicks’); Nov. 14; Ann Neagle, star of “Victoria the Great,” on Chase & Sanborn; Smith Ballew on “Holly- wood Restaurant,” Nov. 14, and Andrews Leeds on Chase & Sanborn, Nov. 28.

East KABC—weekly talks to be made by Elliott Roosevelt on the networks will be transcribed and made available to sponsors in Canada 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 1014 N. Las Palmas.
Billings Continue Uptrend

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 shots planned. Agency is Neisser-Meyerhoff.

Follow Coffee Using ET's on 17 Stations

Chicago — Recording at World Broadcasting here, the J. A. Folger Co. (coffee), Kansas City, is putting its serial "Judy and Jo" on 17 stations. They are WOW, KPRC, WOC, WTM, WDAY, WDAF, KFM, KVVO, WKY, WIBW, WURB, KCRC.

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 boards. (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.

Great Western's Test

Chicago — Great Western's Test Life Insurance, which started a five-a-week Thesaurus transcription program on WENY, will switch to six or eight midwestern stations if 13 week test is successful. Schwimmer & Scott handling.

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 its short-wave station, WEXPD.

Guldens Mustard Plans Twice-Weekly CBS Show

Guldens'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.

Alyfa general fault with guest star programs is that the entire 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 — Ruby Newman, vocalist on the new WATL show, "Petree Presents," does double duty for her sponsor. When she is not on the air every Friday morning promoting sales of Roy H. Petree Seafood products, Miss Newman is serving them to her many satisfied patrons at her popular restaurants in this city.

Havana Radio Conference May Run Beyond a Month

"Hollywood Screen Scoops" Title of Old Gold Show

"Hollywood Screen Scoops" will be the title of the twice-weekly quarter-hour program which P. Lorillard Co. (Old Gold cigarettes) will start Nov. 16 at 7:15 p.m. on CBS. Program will feature George McCall as gossiper. Havana. More than a month may be required to complete the work of the Inter-American Radio Conference, which opened Monday in the salon of the House of Representatives, it was indicated yesterday.

Countries represented at the parlory include the U.S., Canada, Argentina, Brazil, Mexico, Panama, Guatemala, Colombia, Chile, Haiti, Nicaragua. (Continued on Page 2)

October gross revenue for the combined NBC networks totaled $3,339,-780, 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 $54,333 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 9.6 per cent for the month.

In other words radio business from regular advertising channels is still

(Continued on Page 2)

Horace Heidt and the Alemitie Brigidier 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, 9:30 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 7:15 p.m. Speech will originate from WJSV, Washington, D. C.

Sponsor's Voice

St. Louis — Sponsor's voice hones 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.
Radio Daily

WmnF—Plattsburg, N. Y.
1310 Kilocycles—250 Watts Full Time.

THREE years ago, the enterprising Bragg Brothers, who operate one of Plattsburg’s largest stores, figured they might increase their advertising in the radio field, 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 25 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 baker firms 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, Vene-
zuella, Peru, Newfoundland and Cuba.
In addition, quite a few representatives of radio manufacturing com-
panies, 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 connec-
tion with channels and the different broadcasting requirements of the vari-
cious 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 Caballero, who urged a 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 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 Braggy Baxton CDS.

Guest soloists for these spots will be announced later. Program is 9-10 p.m.

Heller to Baltimore

Jackie Heller opens Nov. 10 at the Hippodrome Theater, Baltimore, booked by the Herman Bernne office.

Gen'l Mills Underwrites

WMCA Six-Star Program

General Mills is active in the cap-
acity of underwriter in the continu-
ce of the three-hour afternoon variety show on WMCA, and as ad-
pated.

Talent setup of the show now includes Mae Murray; David Burnstine, bridge expert; Waite Hoyt, baseball pro-

Two Spots for Gambo

Gamba, radio and concert violinist, was presented with two new NBC sustaining programs on his birthday yesterday. She will be heard every Tuesday at 10:30-11 p.m. on the new NBC-Blue “Singing Strings on the Violin,” and every Sunday at 7:30-8 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.
AGENCIES


McCANN-ERICKSON has been appointed advertising counselor for Richman Brothers, clothing stores. 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. Knap, resigned.

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

EUGENE W. PARSONS, formerly advertising manager of the Chicago Tribune, has joined a newly formed advertising agency in Miami titled Parsons, Dorr & Humen 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." Shows will consist of round table talk by New York University professors and dramatizations of special episodes by Federal Theater actors.

First show airs Tuesday over WHN from 9:30-10 p.m. and will consist of 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 has 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, O., brings through 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-KRTN 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.

SUBMITTING AFM PACT TO INDEPENDENT AFFILIATES

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Folger Coffee Using ET's on 17 Stations

(Continued from Page 1)

KASD, WMC, WNAX, WFIA, 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 SOUVAINE
INCORPORATED

30 ROCKEFELLER PLAZA
NEW YORK CITY
Tel. Circle 7-5666
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 COURTENAY, on Philip Morris program, Nov. 9 (NBC-Red, 6 p.m.).

ROY SHIELD, MARLOWE and LYON, GERTRUD WETTGERN, 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 Glenn 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
Spieater Fred Winter joined the married ranks by tying up with Alyce Arnold, actress and singer. Lillian Burke is in New York on vacation and gathering fashion ideas.

FCC ACTIVITIES
APPLICATIONS RECEIVED
Garden Island Publishing Co., Ltd., Honolulu, Hawaii, CP for new station, 1490 kc., 100 watts, 250 watts L.S., unlimited.

John D. Saba, San Jose, Cal., CP for new experimental station, 4797.5, 6425 kc., 750 watts, unlimited.

WQAQ, Broadcasting Co., Cuyahoga Heights, Ohio, CP for new relay station, 1520 kc., 250 watts, unlimited.

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

EXAMINER'S RECOMMENDATIONS
Centennial Broadcasting Corp., Dallas, Tex., CP for new station, 1590 kc., 100 watts, daytime, be granted.
N O V E M B E R 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 serial 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, she trained 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-producer-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 industry, 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 for only 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 PATENTS

Radio and Television

Compiled by
John B. Brady, Attorney
Washington, D. C.

2,097,306—Discharge Tube with Bema Forming Grids. Horst Roth, Werner Klein, and Walter Grußendorfer, Berlin, Germany; assigned to Telefunken Gesellschaft für drahtlose Telegraphie mbH.


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


WATR, Norfolk

Lee Chadwick has been signed for a year to write, produce and announce the Watson-Texaco Revue for 69 service stations on Virginia's eastern shore.

Irene Lucas of sales staff is now Mrs. John Flamming. John New, sales manager, is back from a business trip to North Carolina agencies.

John Carl Morgan spied for both WTAG and WGH, Newport News, in covering the Birthday 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

Palmotive'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 Well, Well Associates—RKO Radio. —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.

LA.TIN-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, “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 eleven 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 ballaster, 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.
**Radio Daily**

**ORCHESTRAS MUSIC**

**PETER VAN STEEDEN**, musical director of "Town Hall Tonight," will get his first look at the west coast when he goes to join Fred Allen in Hollywood upon the comedian resuming 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 Frasetto and Jack Lewis lead the two new bands at the Cafe Marguery of the Hotel Adelphi, all remoting over WIP.

Famous Music Corp. has obtained publishing rights to future songs written by Chick Webb. The Webb orch 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. 28, and Paul Specht for the Shriners' Thanksgiving Ball in Altoona, Pa., Nov. 25.

Shep Fields' orchestra bookings take him to Indianapolis today (Nov. 5); 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 Tocate's Village Brewhouse Cafe in New York.

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

**Radio Personalities**

**George W. Smith**

George W. Smith, managing director of WWVA, Wheeling, W. Va., was on hand when his concert with the holiday tour opened at the 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.

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 1938 the Ryan-Storer interests, who then owned WPFD 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 from the Rubloff-Candler-Adams-Breese, management that was so dearly close proximity to this 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 House Festival on Oct. 26, 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**

**Artega:** The versatility required of a bandman nowadays becomes more and more alarming. Beginning with the Jack Benny program, and stemming indirectly from the Benny-Chicago revue, in which someone stooged for Rubloff, orchestra leaders today must, in addition to knowing music, be able to handle dialog, flip pages and night at 9 program over WHN and WLB line.

**Ray Block:** CBS maestro and voice coach, who has developed such radio warblers as Del Casino, Benay Venuta, Jerry Cooper, and Margaret McCrae, has undertaken to coach Nan Gunn 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. Musicality speaking, at any rate, this is entirely true with the orchestrations of Eddy Duchin, Mike Alpert, Lou Blease, Al Donahue, Ruby Newman, Joe Rines and Billy's own Boston society orchestra holding sway in this city's biggest clubs and cafes, with all of them broadcasting two or three times weekly from all the local stations.

**Now You Can Have Complete Presto Sound Recorder For Only $149.00.**

**Presto Recording Corp., 149 W. 19th St., New York.**

**UNIVERSAL RIBBON MICROPHONES**


Microphone Division

UNIVERSAL MICROPHONE CO. Ltd.
424 Warren Lane, Ingledow, Calif., 95 4 A
**OHMAY**

William O. "Bill" Wisemon, former radio editor and later promotion manager of the Omaha Bee-News (now closed), has joined WOW. Bob West, former staff member, is doing a daily shopping column over KOIL.

A 15-minute program, "Eddie Pick, 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 appendix operation.

Dr. Harry B. Byer, engineer and critic of the staff announcers, took a fly at announcing the other day, and now he doesn't think it's such a pipe.

**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 Cyinic," in which he plays the title role.

At Nagler, who has had a busy sportscasting season so far, what with baseball and football, also has hockey in prospect if the pioneer sponsors for the Red Wings' 48 games come forth. Rounding up all of the available WJBK talent, Charlie Serrit is to emcee a new one-hour Saturday night show titled "WJBK Chariarvi."

Paul Frank, program engineer and critic of the staff announcers, took a fly 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 Spiegeltown" instructor, will become 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.

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**KFWZ, Cape Girardeau, Mo.**

Bob Maloney, program director of WATL, Atlanta, is to be inducted into 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.

**WBAI, 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 department.

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

**KYOS, Merced, Calif.**

Charlie Foll, production head, takes unto himself a wife on Thanksgiving. Hermon Station 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.

**KWMK, 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 (Chancey) Parsons, CBS and NBC tenor, has joined the talent staff and is featured on "Evening at Mox," sponsored by Hyde Park Breweries.

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

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**PHILADELPHIA**

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

Sam Silver, who is directing the Dorothy Dix shows on WHAT.

"Melody Arcade" is a new program on KYW, featuring Norman Sickle, Eddie Kiss, Len Scott, Ken, Bonnie Stewart and Rodger Williams.

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

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

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

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

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

Van Wallon of WDS'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 WFL.

WCAU will hold auditions for Major Bowes program.

Dave Tyson, WFL announcer, has been named night supervisor by Mr. Wiltycomb, WCAU.

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

**WHAP, Fort Worth**

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

Herman Waldman's orchestra is playing twice daily from the Blackstone Hotel's Venetian Ballroom. Leonard Snyder's orchestra is firing from the Ringside Club.

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

CBS 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. 17 at 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. Facilities are now being prepared for other frequencies. Each is new 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)

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, KWTQ, WHW. Others may be added. Vanderbie & Rubens, Chicago, is agency.

Carnation Polish Spots

Chicago—Carnation Co., in addition to NBC “Contended Hour,” is using Polish programs on WCBK, WSBC, Chicago, and WMBC, Detroit. Erwin-Wasey has the account.

Song Writers and Publishers
In Accord on Ascap 1950 Pact

Final accord between the song writers and music publishers is now definitely on the way, following a conference yesterday afternoon between the Song Writer Protective Association and publisher committees, also their attorneys, A. M. Wat-tenberg for the latter and John Shulman for the former. Of outstanding importance is the agreement that the songwriters and publishers will agree to an additional 20% profit on the 11th song, in addition to the 20% profit on the 10th song. The agreement also includes the clause that all additional income earned by the songwriters and publishers as a result of the agreement shall be distributed equally among all songwriters and publishers.

Continued on Page 3

Radio Speed

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

Even Mayor Vincent Corcoran 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.

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

Radio 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. (WIXAL), non-commercial, and NBC are seeking the frequencies. Each is new short-waving non-commercial programs on other frequencies.

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 declared a 20 per cent stock dividend.

The national daily newspaper of commercial radio and television

Vol. 2, No. 89

New York, N.Y., Thursday, November 4, 1937

Four Cents

Warners to Discontinue Supplying Air Scripts

Los Angeles—Warner Bros.—First National, effective immediately, will discontinue supplying radio script versions of its films to small radio stations. The move is precipitated on the finding that these broadcasts, many of which have been inexpensively presented owing to circumstances beyond the control of the stations involved, are proving detrimental to

Continued on Page 3

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-Be 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 today. Highly successful program is sponsored by 150 gas companies across the country and is heard Tuesdays and Thursdays, 11:45 a.m.

Continued on Page 3

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 oleomargarine. Following stations are on the list: WDAF, WJAX, WPFF, WIOD, WLNA, WIS, WSB, WJDX, WSGN and WSMR. Needham, Louis & Brorby, Chicago, handling.

Radio Speed

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

Even Mayor Vincent Corcoran 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.
CBS 9-Month Profit 20% Over Last Year

(Continued from Page 1)
clowned 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 (KFWG, KOMO, KHQ, KRKD), Tuesdays and Fridays, 9:30-10:45 p.m. (PST), Program will originate from San Francisco. Contracts signed for week 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 to identify the pattern of a group of checkers and tabulators with the station. Seven 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 4:30 strong to get results and phone 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 station. 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. Cruckshank, this week dedicated its new 100-watt transmitter. Among speakers on the occasion was R. J. Deuchman, 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 56,484 radio homes. Hourly rate will be raised 50 cents per dec. 1. Joseph Hershley McGillivra represents the station.

Lucy Monroe as Soloist
Lucy Monroe, soprano, has been chosen by the American Legion to be the soloist on their annual Day of the Dead broadcast of memorial services from the Tomb of the Unknown Soldier in Arlington National 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. Lorillard Co. (Old Gold cigarettes) 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 11:30 on Nov. 15, will be from the station. George McCall, gossiper, will be featured on show, titled "Hollywood Screenscops." Lennen & Mitchell is the agency.

Phillips Petroleum Renew
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 10:30-11:11 p.m. originates from KMOX, Lambert & Feasly 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 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 Goossen will conduct the series which are 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 on the air immediately following this week's "Hollywood Hotel" to do a personal appearance at the Paramount Theatre in Los Angeles. Frances will also broadcast from there for the next two or three "Hotel" airings.
CBS 10-MONTH CROSS 27.5% AHEAD OF 1936

(Continued from Page 1)"

ities which was sponsored by Ford. Deducting the new revenue from the October, 1936 figure of $2,754,806, leaves $2,106,003, which was derived from regular network programming. 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 importance. Next Monday for Fitzpatrick Brothers Automatic Soak Flakes in Chicago. (His present "Meet the Missus" series for Kitchen Klenzer continues.) The trailer studio will pull up to grocery stores about the city interviewing housewives as they do their shopping. These will be telecopied transcribed and aired regularly at 3:30 p.m. Handled by Nieser-Meyeroff agency.

Red Cross Sketch on NBC

"Headlines to Come," an original dramatic presentation, will be telecast from NBC's Central Station on Tuesday evening. The NBC Red Cross will be presented over the NBC 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

Admission Stamps

Saturday, 6:30-7 P. M.

MBS-BOOK

Office, CT, 4-5155

RADIO DAILY

Seek Writ to Operate WTNJ

Trenton Broadcasting Co., Trenton, N. J. will ask Justice Salvatore Ceccoli in N. Y. Superior Court today for a temporary injunction which will permit the company to continue operation of WTNJ. Trenton station which it has operated with buying license since November, 1934. The action is part of a suit by the company against Charles E. Low, Julie V. Low and WOAX Inc., in which the Trenton concern seeks to force the defendants to sell WTNJ at the option-stated price of $70,000.

CASH DIVIDENDS

SPECIAL ISSUE 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 NBC 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 in November will compare favorably with the record set when the Duke made his abdication speech. In the anticipation of world-wide curiosity on the Duke, 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 Kutzner 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 Howey, Ira Way and his own band, with 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 Klenzer continues.) The trailer studio will pull up to grocery stores about the city interviewing housewives as they do their shopping. These will be telecopied transcribed and aired regularly at 3:30 p.m. Handled by Nieser-Meyeroff agency.

This Week at

WMCA

6 NEW STARS-AUGMENT C.-ST OF SIX STAR REVUE...NEW YORK'S GREATEST DAILY PROGRAM!

All-American line-up on this 3-hour daily Sports Variety show now includes:

WAFF-BOYD-One of greatest pitchers in Yankee history, "center" baseball from the "inside" and resides at meetings of "Hot Stove League!

K. STRONG-American collegiate and pro ball player covers news of the gridiron and picks the winner!

M. MURRAY—Glamorous star of Hollywood and Broadway, advises on problems of the heart!

DAVID BURSTINE—Member world famous "Four Aces," answers queries on contract!

FRANKIE BASCH—Radio's popular crime reporter, interviews personalities in the day's headlines!

DON KERR—The airwaves most genial Master of Ceremonies!

L. GRANT—Radio's musical find of 1937, puts his 15 are musicians through their paces in jam, swing, rhumba and tango!

JOE TOBIN—Alternate "M.C."

GARNET MARKS—Your favorite newscaster!

BOB CARTER—Follows the peg-pees!

DON O'BRIEN—Interviews sports celebrities!

POWELL CLARK—Gossip about Hollywood and presents cinema stars!

SHERYL JERRY BAKER—Broadway's own tenor!

LARRY WINS—Doctor of Swing!

LORRAINE BARNETT—Songstress with a style!

HELEN YOUTH—Sweetheart of SIX-STAR REVUE!

KAY & BUDDY ARNOLD—Go to town in harmony!

HAL JAFFE—Charge d'affaires!

Inquiries on Participations Invited

WMCA

New York's Own Station

DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

Six Star Revue

Fox-Fabian Professional Parade

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PROGRAM REVIEWS

“MELODY MYSTERIES”
American Tobacco Co. WOR-Mutual, Thurs., 6-6:30 p.m.
Lord & Thomas
NEW MUSICAL IDEA HAS POSSIBILITIES BUT WILL REQUIRE SMOOTHING IN SPOT

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 puzzles on the show.

Winners receive $5 and carton of sponsor’s cigarettes. Listening audience also is given a chance to win a prize each week by an offer to award same compensation to best dramatization submitted during week.

Fred Utal enunciates show and does a creditable job, handling the contestants with finesse but attempting too much gaiety at their expense. Richard Himer 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 eneew 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 tryst in 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,” “Smartie” and “After You” in her classy style, with Will Ogden’s orchestra doing fine service in supplying the musical background. Ralph Edwards did the announcing, and the commercials were commendably handled.

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"Condolence" Card Scores

WBIG, Greensboro, N. C., conceived a novel arrester in the form of a blank bordered card that clipping on its back reads: "In memoriam for the dollars lost and the good-will ungaigned by those who are not using, and for their sales and service message. Inside is reprint of National Life and Accident Insurance Company's 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 markets of cities just launched by Admiracion Laboratories Inc., Harrison, N. J., in behalf of Admiracion Foamy Oil Shampoo. Advertisements appearing in the 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 Dr. 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 29,550 at end of month.

Nathan L. Cohn, officer and director in Majestic Radio & Television Corp., reported his holdings as 1,960 of par common and an additional 7,550 shares through a holding company which acquired 2,650 shares during the month.

Warners to Discontinue Supplies Air Scripts

(Continued from Page 1)

the company's interests and those of distributors creating its product.

The decision, however, has no bearing upon a more important promise. The Warners Bros.-First National which will continue, it was stated. Transcription programs also will be continued.

More 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." Which, to no one's surprise, 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 a high degree of quality. This has been due to lack of trained casts of players and directors, plus experience in big-time popular pictures.

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 societies, resulting in uncomplimentary reactions.

In addition to the national network, the "Mystery Chef" is heard on 20 other stations via electrical transcriptions. McCann-Erickson Inc. handles the account.

Song Writers, Publishers in Accord on Ascap Fact

(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 agreement, 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 phonograms being divided up to a 50 per cent basis between writers and publishers, including electrical transcriptions 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 2:54 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.

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GUEST-ING

PETTY 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 JEWEL 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-GOBEY 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-Hummers, Chicago, leaving the publicity dept. to Louise Rouff.

LUCKIES says "IT'S TOASTED"

WHN (DIAL 10) SAYS ITS TESTED

WHN 1540 BROADWAY

By association with the M-G-M Studios and Loew's Theatres, WHN has put to the test the greatest showmanship resources in the world—and it's or the disposal of our advertisers.

SHOWMANSHIP STA. No. 1
COMMITTEE of Motion Picture Producers Association headed by Darryl Zanuck is reporting 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 expected 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 next appearing in the series, "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 Constance Bennett, Jack Free- man, Songsmiths Quartette and the Don Vonhees orchestra. Scheduled at 10 a.m. Tuesday through Saturday.

WFBR 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 programs, as the station is 8 years old and up. Sponsor is Sweet's Furniture Exchange. George 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 20 transcriptions for DeSoto cars, starting tomorrow. Cast includes Will Osborn's orchestra with Jackie Froman, Kay Thompson, Fred Allan, Larry Starr, Lee Wiley, Irene Beasley, Jane Pickens and Annette Hanshaw as guest stars. He is on KNX at 11 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 KMPR, is incorporating a new company to be known as 20th Century International Transcription Co., with the announced objective of selling mobile recording units at strategic points throughout 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 pictures, and by the company with cast members Eleanor Whitney, Johnny Downs, Betty Grable and Larry Crabbie. Lad 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 Koly- nos tooth paste as a sponsor of two of the five stanzas.

Pauline Gayle initiates 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 C. V. Huerlin at KFI-KECA, joins the NBC sales staff.

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 Rita on the Sunday night airing of the CBS "Hollywood Melody Shop" from the Beverly Wilshire. It's the veteran composer's birthday Sunday 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 Pan- tages' program after a brief layoff due to illness.

Mildred Lager, author of "Food Facts" and well known dietician, re- joins to KFI with a new series of Monday shows through Thursday broadcasts at 4:45 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 KHA'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 pro- gram, will star in "Hollywood Hotel," will have John Lake, commentator, and Ruby Lloyd, organist, on the program with her.

STATIONS OF AMERICA

WFBR-Baltimore
1,270 Kilocycles-1,000 Watts

ROBERT S. MASLIN, President
ROBERT H. BARROLL, Executive V. P.
PURNELL H. GOULD, Commercial Manager

WFBF, 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 Murphy, the call letters were WEAR, but in 1925 the station was sold to the Maryland National Guard as 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. WFBF has consistently been first in the 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. WFBF recently obtained a deluxe trailer-radio station and truck, both equipped with the only short-wave pack sets in the state. WFBF was the first Maryland station to have complete high-fidelity equipment, using RCA throughout.

Due to the absence of the present executives, WFBF has steadily forged ahead. Last year WFBR was rated as the number one showmanship station, and a Ross Federer survey proved it was first in listeners. It is the only exclusive NBC station in Mary- land and is the basic outlet for the Red Network.

Executive, sales, promotion, special events, engineering and news offices of WFBF cover two entire states and control room. The downtown office building headquarters is a bustle of activity, every day.

WFBF's transmitter and the highest tower in Maryland located on the out-skirts of the town off the Philadelphia road.

THE "Sold Out" sign is up at WGES, WSHC, 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 WCBN as a mikeman recently.

Max Swoboda, formerly with Winker-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 KGCC, San Francisco.

Lucille Long is the new leading songstress of Alka-Seltzer's "National Barn Dance."

Dorothy Del Mer 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. 17, and broadcast her song periods from Radio City.

Norm Barry and Don Dowd to handle NBC pickups from auto show to be 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 10,296 persons at Taft Theater in Cincy in a single day.
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. Byson of England in 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 Shaddwell, “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 Shaddwell, aired daily, is having widespread repercussions. They are on the “Music Box,” “Kalamazoo,” and “Big Hopper” blast, take discussions. Shad, daily, he and Botts are taking the point here, and Sir Malcolm Campbell.

mile auto speed of the Salt Lake City, and hit the knife hopper" blast, take discussions. Shad, daily, he and Botts are taking the point here, and Sir Malcolm Campbell.

Horn, Indian Scout, has been

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, instructor, took the fatal step last week with Helen Sare 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 which 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 WAG, has added a new medium. 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 Andrews, press dep’t, were tested for voice quality by Max Arno, Warner Brothers film scout.

Mertens & Price Adds Biz

Los Angeles—Mertens & Price have sold both their "Sunday Players" and "Wide Lane’s Home Folks" to WJPD, Toledo. "Sunday Players" also goes to WBL, Lima, O., and WEEU, Reading, Pa., as well as to a 10-station network of all Canada Broadcasting System.

"GIVE ME City"

Pick up your phone and express the preference of discriminating advertisers who appreciate fine craftsmanship.
New York Stations Hold Out
Signing AFM Five-Day Week

New York Stations Got
$80,000 in Elections

Although the long-heralded
eight week for radio stations and other
spots using musicians in Chicago goes
into effect Jan. 15, no such agree-
ment is in effect in New York and
at the present time it is not con-
templated, according to an official of
Local 802. While contracts have been
signed in Chicago between CBS and

Victor Adding 2 Shows

Looking On
...and Listening In

Wcls Control Is Sold
Chicago—R. W. Hoffman, principal
owner of WHFC, WEHS and WKEI,
Cicero, Ill., reported transferring 51
per cent of stock of WCLs, Joliet,
III. to L. W. Wood of Wood & Ander-
son, St. Louis. Application for sale
of stock now reported pending be-
fore FCC.

RCA 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 commer-
cial for five-hour five-day week, but
the agreement is being accepted
by the way, whatever became
of Jack McAllister, who was the best
straightman Oswald ever had?

The Amos and Andy announcers’ long-
familiar introductory words on each
program, namely “Here they are,” are now
a part of the show. The Phil Baker show
is known as “The Amos and Andy Show.”

Kenny Baker, who was put on the
air to fame by the radio, and later
was adopted by the film 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
has the movie company as 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 halfway 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
writes such fascinating yet humanly
simple word-pictures of universally
important personalities. — D. C. G.
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. Directors tied up 40 local Maxwell House managers with a parade of announcements and salutes for the new series. Program was heard as far west as Louisville, WHN, New York, and over the Central States, dealing to air announcements and salutes for the new series. 

### Radio Script Department Opened by San Stefie

A radio script department, with Jimmy Lyons in charge, and directing capacity, and Fred Robbins handling sales, has been added to the activities of the San H. S. Steif Enterprises Inc. The new service is directed at independent radio stations seeking big-time scripts at minimum rates. Library of material already completed 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, according to Varady. 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 L. J. B. Reid and originally released this week by Whitney Blake Music Publishers. Miss George also has a new song, written by a Hungarian, "Ludwig," as Stand by for a Radio Flash; "London on a Foggy Afternoon" and other numbers, all published by Whitney Blake.

### Fimlico Honors WFBF

Baltimore—The Maryland Jockey Club, which operates the Fimlico Track in Baltimore, has honored WFBF by designating the event preceding tomorrow's famous Futurity as the WFBF $1,000 added handicap. WFBF will offer a gold cup to the winner and, as far as anyone is certain of this is the first time a leading handicap has named a race after a radio station.

### Betty Lou Gerson to Campagna

Chicago—Betty Lou Gerson, has been engaged as feminine headline of Campagna's "Grand Hotel" starting Monday on NBC Blue, replacing "Vanity Fair." Miss Gerson was used on Campagna's "First Nighter" two years ago in Hollywood opposite Don Amco. She is the wife of Joe Arney, radio production director of Aubrey-Moore & Wallace, who have the Campagna account.

**COMING AND GOING**

PIERRE MONTEUX, noted French conductor of the San Francisco Symphony Orchestra, and who will direct the NBC Symphony on its first concert debut Nov. 13, arrives in New York on Sunday afternoon. FRANKIE MURPHY, BILLY STERN, NBC sports announcer, goes to Buenos Aires to cover the Frankford Athletic-Dartmouth game over NBC-Blue. LYNN BRADSHAW, NBC sports 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 STAR goes to Boston for a personal appearance.

DR. WALTER DAMROSE is in Chicago rehearsing "The Man Without a Country," and will deliver his Music Appreciation Hour on NBC Music this week.

ALBERT SCHNEIDER of Columbia Artists Inc., is visiting CBS in Chicago on a movie scouting visit.

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 Whitmer, who starts at the Drake Hotel in Nov. for the second time.

RUTH ETTING and her husband, COL. MOE SNYDER, arrived in New York from Hollywood this week.

ROY DURSTINE, pres. of Batten, Barton, Durstine & Osborn, and MRS. DURSTINE have left town for a week's vacation at Williamburg, 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 33-1.25 per cent. Increased popularity of the participating programs, particularly of the WNEW "Rock Ballroom" and "Millman's Matinee," has resulted in the former going up one-third above the present schedule, while the "Millman's Matinee" went up 10 per cent. Various other package and spot announcement schedules went up accordingly. Discounted spot announcements above 12 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"**

**NEWark, N.J.**

SUNDAY 6:30-7 P.M. EST

WABC-CBS Network

NATIVELY EQUIPPED FOR STAY-OUTS

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.
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 roars 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, handled by NBC's "Quadrangle Octet," and the band completed the song with the Octet picking 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)

Hatch 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 Bar- stow, Miss Erickson producer, finally picked Joe Kerns and Jane Morgan for supporting roles in the Jack Hasty script for the initial broadcast. Show does a release tour for the coast at 2:30 immediately following "Silver Theater."

Edith Meiser Gets Role

Edith Meiser, script writer, of McNight & Jordan, has been signed for the leading role in Chelsei Croad- ford'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 Commends
Town Meeting of Air

(Continued from Page 1)

cooperates with NBC in sponsoring the program. The message read:

"In just such measures as "America's Town Meeting of the Air" carries on in the tradition and spirit of the "Town Meeting of the Air," it serve the purpose of democracy. We can not have too many forums for the free and untrammeled 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

WBHQ, 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 WBHQ's program to give excerpts from his lecture "The Bowdoin on Washington High-Up." He was followed on second program of the series by drum major Annie Laura Bishop, the comedy bass from Tupelo, Miss., currently starring in the stage of Orpheum Theater of Memphis, who recently created a sensation in New York, drum major for the Tupelo delegation at the American Legion Jamboree in New York.

Slated for future programs are ac-
cors and concert artists billed for performance at Ellis Auditorium in Memphis, members of Orpheum The-
ater shows, Goodwyn Institute speaker-
ers, and members of Memphis Little Theater. Cooperation of nabes pa-
pearing on programs is secured by
Ned Cronk, WBHQ 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 KFRR, Columbia, Mo. The dis-
tinction, which carries with it definite promise of recognition on Judgment Day, is awarded to listeners of the station's "Catch-As-Catch-Cau" program, who send in batch of questions and answers to one of the three Wise Guy who handle air every morning. Patron Saint No. 1, a housewife, has guested on show frequently.

Imperial Tobacco Co. Ltd.
OF CANADA
prese'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, 10:30-10:45 P.M., E.S.T.
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 MARZALA, ADRIO LONNII, TITTY 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 night (WQXR, 5:55 p.m.)

OKLAHOMA CITY
Naomi Warner, KTOK songstress, has acquired a sponsor, Freewill Motor Co.

Oklahoma Tire & Supply Co. begins a weekly series Sunday afternoon over WKY and KVBO. Coming from the Tulsa studios and titled "Sunday Afternoon Social," show includes Ed Cortney, Bowdy Wright and his Jolly Cowboys, Toby Nevis, Francis Bremen and the Wood Sisters.

Daryl McCaillister, WKY traffic manager, spoke on Radio Plays before Oklahoma Writers Club recently.

Martin Krauss, new WKY announcer, formerly at Chicago, settling down with wife and children after having visited 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.

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BIRTHDAYS

December 9

1897

1899

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-plate—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 letters from buddy hacks, 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.

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Friday, November 5, 1937

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. Blockett-Sample-Hummert handles the account.

Trio of CBS Spreads

CBS has issued a classy 14x11 brochure containing three pairs of pages real highbrow music done by the hit 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

Hortie's Malted Milk has just issued its Lum and Abner almanac 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 Salamagundi

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 artful natterings by the billed artistes themselves, popular music by artists who know how to swing it, ballyhooing by energetic folks 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 eocene on the "Six to Niners," ably assisted by Ken Regnold, 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, air- ing over NBC-Red (except WAFS) at 12:30 noon.
**GOOD NEWS OF 1938**

**General Foods**

(Malt Ball House Coffee)

WEAF—NBC Red Network, also WHN, Thursday, 9-10 p.m.

Benton & Bowles, Inc.

**KALEIDOSCOPIC AND ATMOSPHERIC COMMODITY AND 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 Columbia network, including a salutation by Harry von Zell from the “We, the People” show which is sponsored by a competitive detergent [Star]. And another by Ted Collins of the Kate Smith program. All this was in addition to the WHN, radio announcements on NBC networks.

But to get to the show produced by Metro-Goldwyn-Mayer under the direction of Bixby, whereas 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 panoplied 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 stop, but lingering more when he reached Oscar Bradley, who sub-

**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 fail to come up with a chestnut.” Compared to the comics, we bandleaders have a simple time of it. If a song is a hit, we can expect a warm reception, and if it’s a dud, we’re like—so long as it remains popular. A hit song is often played and sung 30 or 40 times a week by the various artistes—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 running over WHN, Columbia. Usually the word is “Hamilton” or “butter.”

**CARL BIXBY**

Greater, author, director or producer of interesting programs—

**DANGEROUS PARADISE**

GRACE MOORE’S OPEN HOUSE

HELEN WENKERN’S “SECOND HUSBAND”

C. T. Bow Ed. Nantasket, L. L. N. Y.
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, Arthur 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 concert performances will take place.

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.

Studied 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 rehearsal is reduced 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 77-A unidirectional 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? The company, estimates a total of 987 units in the Midwest 20-tube receiver. But each of the tubes, it added, is itself a delicate assembly of many parts. Again, the power transmission which has been subjected to the nationwide broadcasts on NBC networks. Its formal beginning will be made when it is brought to the ears of a vast audience. It will make its debut in the Midwest 20-tube receiver.

The first microphone is in a delicate assembly of many parts. Again, the power transmission which has been subjected to the nationwide broadcasts on NBC networks. Its formal beginning will be made when it is brought to the ears of a vast audience.

New WTAG Amplifier
Doubles Station Power

Worcester, Mass.—An automatically controlled amplifier doubling the power previously used, has been installed at 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 members over a wide area.

The check-up of the wire facilities linking the 140 NBC stations has been supplied by NBC 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 the NBC and CBS, together with other contemplated projects, will represent an 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 to 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 620 A 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, 128 West 13th 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-recorded 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. Outlet, 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 transmitting engineer, has been promoted to chief engineer of KGVO.

The station is making extensive improvements on its antenna system with a new Truson 220-foot shunt vertical radiator, and a new ground system consisting of 129 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 50 miles from Missoula in the heart of the Duke Ranch district.

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**ORCHESTRAS-MUSIC**

**NEW BUSINESS**

**Signed by Stations**

**RADIO DAILY**

**Friday, November 5, 1937**

**F.C. C. ACTIVITIES**

APPLICATIONS RECEIVED


**WTMJ Gets Recording Unit**

East St. Louis, Ill.—A new portable Fairchild Recorder has been installed by WTMJ, WASH, and WREG, three stations which recently reneged on their March, 1935, order for recording equipment. The station is remodeling its control and record rooms to facilitate handling of the instant recording jobs. Record work is now under the direction of Cliff Schoenhardt, former Federal Radio Line radio operator, who recently joined the engineering staff and got the assignment from Chief Engineer Thomas R. McClean.

**KGFF Remodels Studios**

Shawnee, Okla.—Remodeling of the KGFF studios on the mezzanine floor of the airport building at the Tulsa Airport 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 to dealers that it will market 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 an improved recording console as auxiliary broadcast studio. Changes were made by Chief Engineer Clark B. Snow, and his assistant, Leonard Brann.

**WLS Seeks Own Transmitter**

Chicago—WLS has filed application with the Federal Radio Commission to construct its own transmitter. Station’s contract with NBC for use of WEN New Transmitter expires next year. The two stations share time on a clear channel.

**ORCHESTRAS-MUSIC**

**Table**

- Negotables of the serious and neglected music of the first half of the 18th century will be present when Vincent Lopez, the piano-playing maestro, delivers his first lecture at New York University on Tuesday at 2:10 p.m. Lopez will make the first attempt on record to offer a scientific research into the musical works 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, “Jonnely Seltz.”

- Sammy Robbins, the diminutive maestro, auditioned for N. W. Ayer & Son, Inc., and will give a new symphonic presentation for an orchestra, combining topical news with current song hits.

- Paul Tremaine has been set by the Sam S. Stiebel 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 orchestra now being broadcast by WHN include Bernie Cuminis, heard on Wednesday nights, Little Jack Stottle, heard on Saturday evenings; and Zinn Arthur, on Thursdays.

- Ace Harris and the Sunset Royal Orchestra have been signed for a BOSTON

**WCP** 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 November 11th. Early returns indicate a hit for Ed Wynn and his new show “Hoary For What,” with Hannah Williams and Kay Thompson, now playing at the Colonial.

- Lang Thompson and his band have returned to the Commodore Perry Travertin Room, Toledo, for an indefinite stay, to be aired via WSIP.

- 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 Benson’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 beginning of this “Sunday Swing” series.

- John Kelton, lyric tenor with Don Allen’s orchestra on Sunday with WHN, was signed for a series of breakfast-food-sponsored recordings.

- Stuart Allan, featured baritone with Dick Himber’s Lucky Strike show, will have a starring role in two music playlets 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.

**SAN FRANCISCO**

Roy Russell, well-known operatic tenor here, did a guestee on KFRC’s “Pernimine 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 Stiebel appeared Monday.

Phil Hanna of the “Three Cheers” trio, did a vocal team-up with Hazel Lerner at the “Rhythm 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 betterment of radio reception in some 1500 farm homes. Out electricity, according to a survey conducted by Station KGVO. Total cost of the projects is $1,500,000.

- KFRU, Columbia, Mo.: Sterling Casualty Insurance Co., spots, through Preble, Pellers, Preble.

- WJAR, Providence: Consolidated Cigar (Harriers), spots news, through Erwin, Waney & Co.

- WBFN, Rock Island, Ill.: McKeon–McSpadden (Tastyloins—Canavan’s) spots news, through J. S. Johnson; through Campbel–Everett; through Sane Reobk (tricity—spelling) programs; Studebaker: United Drug, ETS; Charles W. Hoyt Co. (also 11 other Yankee station); announcements, through Rawson, through Joseph Katz (also WBNR station); Western Tobacco Co. (John Caver J. Walter announcements); Continental Banking, announcements.

- WSPR, Springfield: Remington Rand (Electric shaver), spots.


- WNAC, Boston: Know Gelatine Co., announcements, through Federal Advertising Co.; through 11 other Yankee stations; Western Growers Protective Ass’n, announcements, through H. W. Powers; Plympton Appliance Co., announcements, through Pedlar & Ryan; Dodge, announcements, through Rathrauff & Ryan; The Best Foods, Inc., announcements, through Boston & Bowles; R. E. Davis Co., announcements, through Chick’s, to other Yankee station; American Oil Co., announcements, through Clein Co.; through L. R. Co., through Mutual News Co., through CBS, to 11 other Yankee stations; Shell Union Oil Corp., announcements, through Thompson, through J. Walter Thompson.


- WOOD-WASH, Broad Rapid: Booth Publishing Company, through J. W. Kastor & Sons; Durkee Famous Foods (marizona); “Zodomy Kingdom,” ETS; Henry C. Wendel Murdoch & Co.; Senter Bros.; Spy, announcements, through Rathrauff & Ryan; Anacin Co., “Easy Aces,” ETS, through Blackett-Sample-Hummer; Barton Mag Co. (Dynesite), announcements, through Asfender Advertising: Gamble Stores (afternoon) announcements, through BD&D; Pitcorp, Inc. (clothing), spots, through Bradley Roth Inc.

**Start Work On New Studios**

Cape Girardeau, Mo.—Work is now under way on remodeling of another radio home of KFVS; next door to the present studio. Two-story structure will house new executive offices, and complete studio. Work will continue present location in Hotel Moderne.

**WHKC Trailer Studio Ready**

Columbus, O.—A new elaborate auto-trailer studio has just been completed by WHKC, Bob French, production manager, has announced.
AMONG programs that WHN now broadcasts 15 minutes and even two hours before the other New York outlets are "Carson Robison and His Band," "Bud Kellum" and "Jerry Byrd," "Mr. and Mrs. "Life of Mary Sothern," and "Singin' Cindarella." Features appearing in the air simultaneously with other stations are "Hollywood Mardi Gras," "Good News of 1938," and "Broadway Melody Hour." WNEF has donated time for short free minute talks for the 1937 Red Cross Drive, speakers being scheduled for several appearances in the two weeks of this year's drive.

Alois Havrilka, ace radio announcer-commentator on numerous 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 released shortly, with Havrilka as commentator.

Mel Wright, WNEW interviewer, will be heard daily in his "Man on the Street" broadcast at a new hour, 11:15 p.m. beginning Monday. Originating in front of the Paramount Theater, in Newark, this broadcast brings to the microphone passersby who are engaged in coppia one 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 the firm of Ingersoll, Norwell & Babson, will be the guest of WEIL's Public Service Forum on Sunday at 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 Reinhardt, 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 Pouls, 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 Chiereeors follow Mura into the theater the following week. Nat Abramson booked both acts.

Jack Arthur and Sid Gay have been signed to do some more disks for Chevrolet.

Don Johnson, the absent-minded Professor Figgsbottle of the Fishface and Figgbottle comedy team, will be back in the Lamb's Gambols on Sunday night.

KUA, 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 Charlotte Falls, Mass.

Clarence Henson has resigned as transmitter operator.

Bill Fairley, formerly here, is announcing at KVOC, Santa Ana, Calif.

Walter Moore In New Post

Chicago — Walter H. Moore, has been appointed director of the 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.

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 J. A. Thomas, "Bill B.]

Frank St. Leger has returned to New York after directing the Woman's Symphony orchestra here in several concerts. He will be back on "Firefly" next 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 Auker and Poetry Martin. It has proven popular on WLS.


WISN, Milwaukee

Alan Hale, sportscaster, on a two-month 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.

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 of succeeding, providing they work hard. Experience is the one thing that builds permanence on the air. So, on time is necessary to success, success. I'm glad I'm a youngster!"

KSCJ Market Data

KSCJ, Sioux City, this week sent out a 16-page three-color booklet with a cellophone cover. Book is devoted to data about KSCJ's coverage area and the market which it serves.

FORT PEARSON, NBC news commentator, will describe the Notre Dame-Indiana Northwestern games for WSBT, South Bend, on Nov. 6 and 20.

Jackie Hiler was amateur lightweight boxing champion of Pennsylvania.
World Radio Parley for Sydney

HANDBY-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, KYOCO’s “Handy-Ad” show is making radio advertising possible for everyone from the hamburger stand proprietor to the corner news-stand manager.

Hillie Bell, director of the program, carries an average of 50 spots a day on two quarter-hour broadcasts. No music, other than a one-minute daily appearance of “The Mystery Singer” is heard. Two announcements 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-Rays” will cover current happenings on the national and international scene. Important news events (Continued on Page 2)

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 accruals of $1.125 a share on the “B” preferred stock which is being retired, and regular 871/2 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 $4,173,528, 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.

Sessions Dealing With Various Phases of Broadcasting and Television Scheduled for April 4-14

Two Minnesota stations, WMFG, Hibbing, and WHLE, 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 hour evening. If KDAL is used alone odd rate is $195.

WMFG and WHLE are both 100 watters owned by the head of the Lake Broadcasting Co. The former is heard on 1210 kilocycles with the latter licensed for 1370 kilocycles.

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 WBSB disk series heard on 23 stations in the south and mid-west. Lenore Ulric will be starred in the (Continued on Page 3)

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 supplementary and WLW, 9-9:30 p.m. Tuesdays, the former Ben Bernie spot.

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 (Continued on Page 2)

WOPI Opens Studios In Kingsport, Tenn.

Bristol, Tenn.—WOPI is establishing permanent studios in the Homestea Hotel, Kingsport, Tenn., 20 west of here, according to W. A. Wilson, v.p. and p.m. Initial schedule, starting today, calls for three hours daily.

“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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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 members on various phases of organization. Kenneth Thomson, exec. sec. of Screen Actors Guild, will be present.

Last month meetings were held in Detroit, Montreal, and Sacramento.

National Board of the AFRA voted to approve the plan of the Theater Authority in forwarding radio artists to take part in benefit performances.

According to Emily Hott, 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 has decided 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. DurSense, wife of the BBDO president, last week launched its part of the Fund campaign over 13 national stations representing the major New York radio stations, along with Theater agencies, Young & Rubicam, McCann-Erickson, and BBDO, are handling the radio programs which run from five to ten minutes to quarter-hour periods. Programs are principally entertainment, with the hospital fund plug being added to the script as is done on regular commercial shows.

BBDO is handling all writing, production, sound and casting for the dramatized programs which deal with actual hospital case histories. McCann-Erickson concentrates on the promotion of the radio programs, while Young & Rubicam assists in the planning of the radio programs.

Composer Aired Over WHIO

Dr. Clarence Cameron White, negro composer of "Water Boy," "Nobody Knows De Trouble Ise Sean," 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 Onobry and Lawrence Lyman and conducted by the air and Henry Lang complete the musical portion of the program.

25th 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 body, attended the first AFRA "mix" (party) in Delmonico's night club Monday night.

RADIO DAILY

Vol. 2, No. 91

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Price 5 Cts.

JOHN W. ALICOTE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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AFRA. Mrs. Thomas, exec. sec., will extend her visit to the University of Sydney, and an elaborate social program is also being planned. O. F. Reardon, chairman of the Newington, Broadway, Sydney, is the series, syndication secretary.

New Guest Star Plan
In Kroger WBS Series

(Continued from Page 1)

first series entitled, "Linda's First Birthday." Miss Ulric 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. Reardon, chairman of the Newington, Broadway, Sydney, is the series, syndication secretary.

New Guest Star Plan
In Kroger WBS Series

(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. Eloy Mc- Caw is general manager.

WOR: "The Voice of the Appalachians"

BRISTOL—TENNESSEE—VIRGINIA

Monday, November 8, 1937

COMING AND GOING

KATHERYN CRAVENES will go to Philadelphia tomorrow to address two groups there.

JACK R. HOWARD, president of Scripps-Howard Radio Inc., was in Kansas City last week visiting

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 a cruise through southwest 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 North- handle in Boston last week.

DR. RALPH ALLAN will continue his CBS broadcast from New York during week of Nov. 14 while he spends his annual leave here.

ELRICK LEUNSDORF, assistant conductor of the Metropolitan Opera Co., arrives today from Europe.

MARITA FARELL, singer of the Metropolitan Opera Co., arrives today from Europe with her husband.

JACQUES FEVRIER, French concert pianist who will play a Ravel concert with the Boston Symphony Orchestra, arrives aboard the Nor- mandie today.

NEW BUSINESS

WNOX, Knoxville: Mikishaw Woods Mills, announcements through Campbell-Ewald; Renall Drugs programs; Proctor & Gamble (Carmen Soup), announcements, through Pedlar & Ryan; Royal Jewellers, programs; Stein Bros. (clothing), announcements, through Eubanks.

WPTF: Raleigh, N. C.; Pepperell Mfg. Co., Dr. Karl Rennell, inspirational talks; Menasha-Milton, ETC.

WHN, New York: Railway Express Agency, through Campbell-Ewald; Procter & Gamble (Carmen Soup), through Pedlar & Ryan; Bernard & Doherty, through WNOX, New York: through WELD; WNOX, New York.

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
PTTY CASH VOUCHER
Week ending Nov. 5

- - - Saturday...From Muncie, Ind., word comes that Otis Bouch, chief word-slinger 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 blazing—and he'd nifty E. Pierre de Nefis, news editor, who'd air the flush. Otis is now in the news dept. as "chief fire sippin'"

- - - Sunday....For a day of rest we drive out to Gabriel heater's palatial estate on L. I. and here encounter CBS singer Jerry Lawrence and his bride—and besides meeting the elite of Nassau—house-guests of the Heaters. his daughter entertains with a few Dwight Fisk records, William Galbraith how his pockets were picked of $11, his to town while Charlie McCarthy entertains—and we stop off for cigs 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 Niles 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 Sougnee....To Toots Shor's Tavern with Jack Pearl for lunch, where Cliff Hall, J. C. Flipp and Bill Corin 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, "Mayeryland," which is receiving high praise....With Shaw Newton to Leo & 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 Aridian 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 San Francisco coffee time. But both are products of General Foods....Will Youlus relates how his pockets were picked of $11, his home burglarized 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 Madco, reaches us....The four kids were enroute to Albany after receiving promotions. They were on their way to make their major plugs...last!....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!
AUDITORS REMARKS: Request denied! You couldn't have even registered—because you'd never pass a literacy test required by law!

PETTY CASH VOUCHER
Week ending Nov. 5

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- - - 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 Sougnee....To Toots Shor's Tavern with Jack Pearl for lunch, where Cliff Hall, J. C. Flipp and Bill Corin 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, "Mayeryland," which is receiving high praise....With Shaw Newton to Leo & 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 Aridian 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 San Francisco coffee time. But both are products of General Foods....Will Youlus relates how his pockets were picked of $11, his home burglarized 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 Madco, reaches us....The four kids were enroute to Albany after receiving promotions. They were on their way to make their major plugs...last!....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!
AUDITORS REMARKS: Request denied! You couldn't have even registered—because you'd never pass a literacy test required by law!
GUEST-ING

ANNA MAY WONG, on Al Jolson program, Nov. 9 (CBS, 8:30 p.m.).

JOHNNY FENEK, tenor, in second appearance on Leo Reisman’s Schaeffer 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, CORNELIUS 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 Pearl 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 Elsie 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 Pearre program, Nov. 9 (CBS, 9 p.m.).

MARIAN DAVIES in “Peg o’ My Heart,” on “Lux Radio Theater,” Nov. 29 (CBS, 8 p.m.).

WALTER GIESEKING, on Philharmonic-Symphony Orchestra program, Nov. 14 (CBS, 3 p.m.).

MARGARET ANGLIN, FRANK ALBERTSON, ARTHUR GARY, 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.”

HEARINGS SCHEDULED

Nov. 15: VENAX, West Coast Transmitter control of corp. to South Dakota Broadcasting Corp., 570 kc., 1 KW, 5 KW, LS., unlimited.


Nov. 13: KDCL, Los Angeles, Calif., increase in power to 1 KW, 5 KW, LS., unlimited.

Nov. 12: KJHK, St. Louis, Mo., increase in power to 1 KW, 5 KW, LS., unlimited.


Associated Air Newspapers, Inc., Hot Springs, CP for new station, 1310 kc., 100 watts, daytime.


WZQ, Tuscola, Ill., CP to increase power to 1 KW, 1020 kc., daytime.

Nov. 16: Children’s Broadcasting Corp., Schenectady, CP for new station, 1240 kc., 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 known as a producer of his own, “The Listener Inner,” which he inaugurated this week and will continue each Thursday over KFI. Holliday, while one of the younger radio executives, is a veteran in point of service, and probably more than any other he has been the 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 airplanes and introducing Meredith Willson, Al Pearl, 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 $500 sales increase to the show.

Bell has handled announcements ranging from monuments for sale, to duck ponds for rent.

F. C. C. ACTIVITIES


Nov. 18: West Texas Broadcasting Co., Wichita Falls, CP for new station, 1510 kc., 100 watts, 1 KW, LS., unlimited.

Faith Broadcasting Co., Inc., Wichita Falls, CP for new station, 1380 kc., 1 KW, LS., unlimited.

KPFL, Dublin, Tex. Vol. assignment of license to WFTX, Inc. and change in frequency to 1950 kc., 100 watts, unlimited.

Bud Bell, Bend, Ore. CP for new station, 1310 kc., 100 watts, 250 watts LS., unlimited.


WEKN, Lawrence, Kan. Aud., to transferred control of corp. 1220 kc., 1 KW, LS., share time.

Nov. 19: Charles F. Engle, Natchez, CP for new station, 1210 kc., 100 watts, 250 watts LS., unlimited.

Applications Received

WWOR, Cleveland, Ohio. CP for new radio show, 1622, 2054, 2136, 2790 kc., 100 watts.

Harry M. Ayres, Amston, Ala. CP for new station, 1420 kc., 100 watts.

Michael J. Minglo, Tacoma, CP for new station, 1400 kc., 250 watts, daytime.

APPLICATIONS RETURNED


EXAMER’S RECOMMENDATION

C. Frank Walker & Waldo W. Primm, N. C. CP for new station, 1170 kc., 250 watts, daytime, be denied.

Capelet Broadcasting Co., Inc., Raleigh, CP for new station, 1210 kc., 100 watts, 250 watts LS., unlimited, be granted.

40,000,000 PEOPLE ARE WAITING TO HEAR Edgar Rice Burroughs’ TARZAN

YOU ARE CORDIALLY INVITED TO ATTEND THE RADIO PREVUE

Tuesday, November 9, 1937

3 P. M. to 6 P. M.

at the studios of KASS-TOHRN, INC., RADIO PRODUCTIONS RKO Building — Radio City

CURT PETERSON, radio director of Marschalk & Pratt Inc, will be the featured speaker at the Better Speech Forum of the Jane Mann Speech and Drama Institute tonight at 7:30 in Steinvall Hall. Peterson’s subject will be “Speekh 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 a.m. Stock-Goble Advertising Agency, Chicago, has the account.

Elmore Vincent Renewed

Elmore Vincent, the “Senator Frankenstein Fishlake” of the WJZ Sunday variety show, has signed a two-year renewal contract with NBC.

AGENCIES

MR. ADVERTISING AGENCY

MR. SPONSOR

Are cordially invited to attend THE RADIO PREVUE

ARE WAITING TO HEAR

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BY ORDER: Frank Degez

89 yrnt. 9-9746

ARTISTS MANAGEMENT

Presenting

PAUL WHITEMAN

17 EAST 45TH ST., New York, N. Y. 2-1885

“TARZAN”

“ARIES DAILY”
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 photographic copy of an eye-opening check received from the L. Feibelman 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. "With one of the States," long a favorite with West Coast listeners, saluted Missouri on its return to the air via KJH on Sunday, 3:30-4:00 p.m. Arthur Shank is emcee.

Hay 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 grates and other large-caliber breeches, and Lita Hobert, Georgia Nett, 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

Mary Standish Rose, one of the first directors of The Vagabonds, just opening their 21st season here, was guest of Lydia Todd on WEAL 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. 13. The outlet, a CBS affiliate, has 5,000 watts day and 1000 watts night and is owned by Buttery Broadcasting Co. Inc. Mrs. J. Jacobson is station manager.

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 increase in musical programs were made in the radio field...140 stations were set to carry the debut of the NBC Symphony Orchestra on July 4. The Red and Blue units being combined,... Song writers and pop music publishers reach an accord in their argument on division of money from mechanical license fees,... their proposed new pact running for 12 years, it is hoped to maintain membership in Aseap for a 10-year period after the current contracts run out two years from now...AFM ordered their unit to disband to board because it does not provide for unions within the union, the AFM will cooperate with the arrangers through the regular AFM channels,... KNX is going in for a 5000 piano... Bowles & 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 its material from New York offices.... James D. House, general manager of KMOX, going with Cros- ley’s WLW on Dec. 1. CBC starts first holliday show this week, and will continue the "Thanksgiving Festival" thru the Christmas period. Another new service entered the field in Continental Radio Press.... 21 West 48th St. New York. CBC-Keowee Champion 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 Conlin have been brought in by Gerald Smith’s Committee of One Million for something or other.... AFM...has ordered the station line in Los Angeles to...and working out license agreements for transcription and phonograph record companies.

WNOX, Knoxville

Allen Ford, announcer, left for a new post in Miami.

Ted Hendrickson has joined the continuity department.

Sam Johnson of the "Monk and Suzie" show is recovering from an extended illness and will be back on the air soon.

Billy Barnes, former organist at a 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 on the air. Was invited to return to Knoxville due to serious condition of his mother.

Thomas F. O’Connell, formerly press agent with Rubin & 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 discs 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 Michael Schiullin to appear in a new "Man On the Street" broadcast to be aired over WAAT seven times weekly at 1:30-4:30 p.m. Schiullin Advertising Agency set deal. Webbe resigned from WNEW one month ago to become chief sports announcer of Pathe radio. He is at present engaged in directing football commentaries direct from stadiums.

BIRTHDAYS

Greetings from Radio Daily

November 8

James M. Seward

Ted Webbe

P. & G. Contest

Practor & Gamble will give away 750 Benrus watches in a 25-day contest on "Why I Like Chipsco," to be conducted over the radio and in newspapers starting today. The radio contest will be announced on Chipsco’s "Road to Life" five-week series, on NBC-Red at 11:15 a.m. and over NBC-Red at 4:45 p.m.

MARGARETTE SHANNA, leading lady of "Genora Mills" "real Grimm’s Daughter" and Elliott Woodruff, investment broker, married today.

Jeanne De Lee, local free lance actress, and Iras Leon middle-aged together on Sunday.

The Vagabonds, emblem of the States, tomorrow will have a WBBM line every night at midnight.

Mandelton College Radio Workshop is airing a new program on WCFL titled "The Forum," dealing with fresh activities at the Institute.

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 bowl winds up at the Palmer House Dec. 8.

John Walsh of "Court of Missing Heirs," CBS show, went to Springfield, Ill., to join the wedding of Hal Rorke’s affiliate in New Orleans, the Standish Falls, Montana, effective Nov. 13, a lady from Pope Mills’ "Arnold Balsa" will be married today.

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. D. Wills, general sales manager, WKRC, Cincy, and Dewey Long, sales manager, WBT, Charlotte, visit WBT-CBS headquarters.

Joe Gallicchio, music director for Anaos’ "Andy," visiting home folks here while the team is in the east.

FORT WORTH

Paula Fraser, WBAP songstresses and announcer Larry Bowles, 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 Roose- velt took over the station.

Virginia Witten of the WBAP Continuity Department, is adapting the "Black Night" scripts.

A College of Educational series has been launched on WBAP, using remotes from colleges in this section.
DR. KARL REILAND
Pepperell Mfg. Co. (Textiles)
WJZ—NBC-Blue,
Fridays, 7:15-7:30 p.m.
8, B. D. & O.

INSPIRATIONAL MEDITATION 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 forthcoming book, which will contain 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 an all-clay endeavor, 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 1,000, 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.

HELENA BLUE'S NOVELTY STRINGS
9 Girls Playing Modern Music in a Modern Manner
MANAGEMENT: ROCKWELL-O'KEEFE

LATEST number published by Whitney Blake, "This Isn't Love," by 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" quality and will fit in the standard class. Walter McKinney, a leading Northwest tenor, has been offered by ORJ and KALE KFOX, the Hal Nichols station in Long Beach, Calif., 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 Soblon's recordings, reports 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 Friday, and will play sustainings over WREC in addition to CBS spot on Monday nights at 11 o'clock. Hamilton's orchestra will replace Dick Jurgen's which has been at Hotel Peabody for two months.

Ed Smallie's chorus will soon be heard on a new series which will also offer Jan Peerce, Viola Philips, and Oscar Strauss as musical conductor. Smallsie'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 Hermanco, Mexico. The deep voiced maestro and his wife, Marcia Balston, left immediately after the Jack Benny show to visit the property, which Harris had bought for hunting purposes.

Jack Towne, who conducted his own bonds in several spots, is now a member of Ernie Holtsch 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 beligerent group of men and a State Patrolman with a warrant arrived, and May was arraigned May with trespassing and forgery charges for 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
NASHVILLE

For the first time in local history all the Nashville station 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 KSOU and now with 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 benefactor, 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 Jackson 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 in "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 entertain. The first group to be booked on this program, Leo Reisman and His Orchestra start a series on that date.

Paul Brenner Joins NNEW

Paul Brenner, formerly of WSYU, Syracuse, and WFBL, Syracuse, has joined the announcing staff of NNEW.

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 test of the 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.

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 WNEW starting today at 9:00 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 Sackys, recently back from a film assignment in Hollywood, were sponsored by Frank White in the new Bill Bertolotti show for a limited engagement.

A new nightly news broadcast will be presented by NNEW at 7:15 p.m. each weekday evening beginning today. It is national in scope and 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 Canadian Country Club, Ottawa, Canada, over the Canadian Broadcasting System.

VJ Mele, "The Pianistic Personality," who appeared on several CBS "Swing Sessions," has been signed for the Hotel New Yorker. Her pianoleg and songs are heard in the Terrace Room of that hotel.

Virginia Blackford Miller will be commentator, sponsored by Frank Simon Co., John G. Patton Co., (Ysban coffee), and Golden Blossom Honey, in a new program titled "Shopping for Power" to be aired tomorrow over WICC, Bridgeport.

A novel stunt that packed a real entertainment wallop was aired Halloween night by KDAL, Duluth. Built up as "KDAL's Myxomat Masquerade," the stunt had Announcer Bill Harrington and Special Events Director Sam LeVita out in the streets 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 television to 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 EPS (10) tonight, Kaufman will rate motion pictures on a "report card" system, with grades A, B, C, D, and F (equating "flunk"). He will also give a consensus of newspaper critics' verdicts on new pictures as they appear.

WSAR, which has made a trip 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 "Jolly Face" program. A "Hoppy" program nightly at 12:30 to 2 o'clock. Recent letters indicate the program has a following that is more accurate, being a 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 records over telephone request. A telephone has been placed in the studio so telephone calls may be aired during the broadcast. The program is originated by WBT's new salesman, Bill Bivens and Kirby.

KFUO Awaits Power Jump

St. Louis—Anticipating Federal approval of a time and power boost, KFUO 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 programs and talks by prominent civic leaders.

Music Damages Denied

The Federal Court on Friday denied damages claimed by Daniel L. Brown against Tamas-Timwalk Music Libraries, Select Theaters Corp. and Jacob and Lee Shubert for infringement of "Ballad of Holiday Inn," a song that opera, "Sara," charged defendants with giving broadcasting rights to stations and networks of musical programs, from the premises. An amicable settlement was reached by parties concerned following decision,
### Procter & Gamble on CBS

#### Looking On

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. 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 badly disappointed—and both movies and the radio are injured in the long run.

It is about time to cut out all this business about a merger of films and radio. They are two separate kinds of business, requiring different tactics, even if both are under the same roof. 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 worry the public with a double-dose of the same formulas? —D. C. G.

#### 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 midnight, for 43 weeks. Geyer, Cornell & Newell Inc. has the account.

#### 2-Hour WJJD Sports Show For Brown & Williamson

Chicago—Brown & Williamson for Avalon cigarettes 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 Holender. 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.

#### 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 Ale- shire, 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.

#### 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 newswise on the new local just the same and turning it over to WBAX for its "Morning News" program which has been suspended.

(Continued on Page 2)

### Contracts Are Signed for Four Quarter-Hour Daytime Periods, Five Times Weekly, Starting Jan. 3

WOHD Dual Event

Jackson, Miss.—WOHD on Dec. 7 will dedicate its new 5,000-watt 5D 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.

#### Outs

- The Avengers Weekly, starting Nov. 3, will be sponsored by Wilkens-Barkett.
- In the Major Bowes Hour, starting Nov. 3, will be sponsored by Flirt man.
- The Andy Devine Hour, starting Nov. 3, will be sponsored by Ford Motor Co.
- The Frank Zedock Hour, starting Nov. 3, will be sponsored by Alkaloidal.
- The Buddy Ebsen Hour, starting Nov. 3, will be sponsored by Colgate-Palmolive Co.
- In the Bob Hope Hour, starting Nov. 3, will be sponsored by Alkaloidal.
- In the Major Bowes Hour, starting Nov. 3, will be sponsored by Colgate-Palmolive Co.
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**RADIO DAILY**

**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>
<thead>
<tr>
<th>Selection</th>
<th>Publisher</th>
<th>Times Played</th>
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<tbody>
<tr>
<td>Blossoms On B'way (Famous Music Corp.)</td>
<td></td>
<td>30</td>
</tr>
<tr>
<td>My Cabin O' Dreams (Irving Berlin Inc.)</td>
<td></td>
<td>30</td>
</tr>
<tr>
<td>Farewell, My Love (Ernie Heerey Inc.)</td>
<td></td>
<td>30</td>
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<tr>
<td>Foggy Day (Chappell and Co.)</td>
<td></td>
<td>26</td>
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<tr>
<td>I Still Love To Kiss You Goodnight (Lee Feist Inc.)</td>
<td></td>
<td>25</td>
</tr>
<tr>
<td>That Old Feeling (Lee Feist Inc.)</td>
<td></td>
<td>24</td>
</tr>
<tr>
<td>You Can't Stop Me From Dreaming (Remick Music Corp.)</td>
<td></td>
<td>24</td>
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<tr>
<td>Vieni, Vieni (Wilmarth and Son.)</td>
<td></td>
<td>23</td>
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<tr>
<td>It's The Last Thing I Do (Crawford Music Corp.)</td>
<td></td>
<td>22</td>
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<tr>
<td>Once In A While (Miller Music Inc.)</td>
<td></td>
<td>22</td>
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<tr>
<td>You And I Know (Robbins Music Corp.)</td>
<td></td>
<td>22</td>
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<tr>
<td>How You Got Any Castles, Baby (Harms Inc.)</td>
<td></td>
<td>21</td>
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<tr>
<td>Nice Work If You Can Get It (Chappell and Co.)</td>
<td></td>
<td>21</td>
</tr>
<tr>
<td>Roses In December (Irving Berlin Inc.)</td>
<td></td>
<td>21</td>
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<tr>
<td>Everything You Sold Came True (Remick Music Corp.)</td>
<td></td>
<td>20</td>
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<tr>
<td>Mama I Wanna Make Rhythm (Santly Bros. Joy Inc.)</td>
<td></td>
<td>20</td>
</tr>
<tr>
<td>Clea Rose (Shapero-Bernstein Inc.)</td>
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<td>19</td>
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<tr>
<td>Remember Me (Wilmarth and Son.)</td>
<td></td>
<td>18</td>
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<tr>
<td>Goodbye Josie (Robbins Music Corp.)</td>
<td></td>
<td>17</td>
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<tr>
<td>So Many Memories (Shapero-Bernstein Inc.)</td>
<td></td>
<td>15</td>
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<tr>
<td>When The Organ Played Oh Promise Me (Joe Morris Music Co.)</td>
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**Modernization Program Launched at WLW-WSAI**

Cincinnati—Crosley Radio Corp. has launched a modernization program, including 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, Ohio, are part of the plans. Engineering difficulties have made it necessary to delay, temporarily, constructing 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 chain. A deal signed by Harry Maizlish, representing the Warner Bros. staff, and Guy Hamilton, general manager of the McClatchy chain...

**Middlewest-Southeast REX Center**

*Radio Newsfeatures*

KVOO sells Network Comm'n to Tulsa—"Sunday Afternoon Social," originated and produced by KVOO, has been sold on a two-station hook-up including WKOY, 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 10, 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**

(Continued from Page 1)

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 two 15-minute period 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 Kanes," 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."

**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" sound track, in color, no safety wax needed, under direct control of the recordists.
- Factory processed, surface-noiseless, records, 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 stations, with all necessary A.F. M., MPA, FCC releases.

- Remote Control—permanent lines.
- Studio Control—Recording Engineers (5) to each job.

- JEAN V. GROMBACH, INC.
  113 West 57th St.
  New York
  Established 1930
  Phone Circle 7-6980
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
CONSTANCE BENNETT and CARY GRANT, in "The Medicine Girl", on Sliver Theater, Nov. 21 (CBS, 5 p.m.)

ANNA NEAGLE, English actress, on Chase & Sonkter 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. 15 (CBS, 6 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 Hat 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, this city and Long Beach have added Mal Bratton and Tex Rickard to its sales department, while Fred Henry, formerly of KHI, 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.

BIRTHDAYS

Greetings from Radio Daily
November 9

Bill Harding—George "Stoney" Melton—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. Band leader Harry Rosenthal goes to Hollywood to open a club there in partnership with George White. Buddy Rogers has booked 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. Enrie 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 Randolph Friar Jr. into the Rits. 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 flier companies on the air—don't be surprised to hear "Bingo" or "Bank Nite"—PLUS a double-air-lecture.

- - -

At the farewell stay for Mark Hellinger the other nite at "21" a surprise read like "who's who" in America. X-Mayor James J. Walker, Jimmy Johnston, Bugs Baer, Louis Sobol, Quintin 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 hour quarter newscast, claiming that by working out his saliva glands before each airing, his mouth doesn't dry up. It's a sort of self-insulation 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-402 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 Boram is confined to his bed unexpectedly. A musical fantasy by Tony Saraf is on wax and is being offered to sponsors. Ray Perkins quills his air show this month. Vixilla program featuring Ray Shane'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 returned. Joe Chernyshevsky revives his famous "Musical Camera" show via MBS Thursdays opposite Rudy Vallee (which is a tough break) with Styva Frasers and Jack Arthur plus the Charlieeves. Barry Wood will play the sax and clarinet besides crosn on his CBSShow which debuts tonite. Harry Conn's "Enchances of 1938" auctioned twice with audiences on Friday—the evening show being piped to CBS proxy 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 WFPS, 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 38,000 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 in 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. MANS, 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 with the Chicago, Illinois, Advertising Co., is back on the New York staff.

JAMES FERGUSON's resignation as assistant to Kirby Hawkies, radio director of Blackett - Sample - Humbert agency, Chicago, has been accepted by Ferguson and departed for New York.

CAL J. McCARTHY, vice-president of Ruthrauff & Ryan, is on the coast for several days to get talks. With "Tiny" Ruffner on agency accounts, Merritt W. Barnum accompanied McCarthy and will join the Hollywood staff as contact on the Joison show.

CLARENCE A. RYERSON, formerly of BCJ, has now his office at 10 West 47th St.

KENYON & ECKHARDT INC. has been appointed by Kellogg Co. to handled the Kellogg All-Bran campaign.

GEORGE BJUR, INC. has taken additional space at 3 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 WAGL, Lancaster, Pa., has been added to the continuity staff of WCOL. Kent authored "Elihu Root" and "Mightier Than the Sword," both serialized on the NBC-Blue network from WLW.

Sadie Karnes of WHK is recovering from a tonsillectomy. Mrs. John B. Moses, wife of WHK's day studio supervisor, is the mother of a girl.
**ORCHESTRAS-MUSIC**

**CHUY PEREZ** and his orchestra, one of the coast’s finest rhythmic ensembles, is heard heard over KGER, Los Angeles, every Evening. His group has been heard three evenings weekly from the Zarape Inn. Perez was invoked by 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 and television representative for their legends. 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 Maxine Andrews, Mills’ producing unit for the American Record Corp., but was withheld pending a more suitable time for exploitation.

Billy Hughes is now leading his own band at the College Inn and remoting over WIP, Philadelphia.

**SAN ANTONIO**

KONO is offering evening newscasts in Spanish.

Louise Masse, vocalist, is a new addition to the KONO roster.

Lee Morse, appearing at the Oimos night club, warbled over KABC.

**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.

**ANICE IYES’**

**EVERYWOMAN’S HOUR**

WMAA

Mon. thru Fri., 11:15 to 11:45 A.M.

Current Sponsors

The Alkine Company (Flomola)

Emerson-Wipe-On Corp.

Nature’s Friend Magic birdfood Co.

Western Electrical Instrument Corp.

The Oregon, Washington and California Bear Bureau (Bosco)

Schatten’s Conformal Shoes

Carmoos Capsules

There’s Nothing She Can’t Sell"

**PAYNE BACK ON JOB**

Washington—Communicator 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 his disbarment of his disqualification in the Segal-Smith case before Congress.

**LUCILLE AND LANNY**

"2 vocals and a pianist" out of just conducted "RECORD-BREAKING APPEARANCE" with WALTER O’KEEFE—Town Hall Engagement

Management NBC Artists Service
**NEW BUSINESS**

**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.

Ronald Drake has been set as announcer for George M. Call, “Screenscops,” beginning 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 KEUA, 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 Dorsey, Leon Bell, Roy Hargrove, and Dorothy Studer baker, who returns to KEUA 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 Delph off for Portland and points North to huddle with executives of CBS affiliates in that territory.

CBBSites R. M. Heebner and George Abbey are in town to speed up construction work on the new studios.

**KANSAS CITY**

Arthur B. Church, KMBC prexy, back from New York, and J. Leslie Fox, director of sales, has returned from Chicago, Ray Maler, station’s chief technician, went to Rochester for the I.R.A. convention.

Jack Grogan, WBB announcer and transcription production man, has been named to assist W. Zolly Lerner, director of the Resident Theater, operating a Workshop.

Mrs. Young, proxy of the ad agency, back from Chicago.

Larry Proctor, KCMM announcer, had his appendix removed Saturday in Research Hospital.

Harry Clifford, KXBY manager, has been ordered to bed for two weeks by his doctor.

Best Buhrman, KCMM musical director, is using the Main Street Theater pipe organ for a daily program. Ruth Warrick, free lance radio actress, has gone to New York for a month.

Alene Hoyt has been added to the KCCK continuity staff, while Gertrude Wilkerson has been made staff assistant to handle women’s features.

**COMING EVENTS**


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


April 4-14: World Radio Convention, Sydney, Australia. O. F. McNay (30 Carrington Street, Sydney), Convention Secretary.

Edgar Schoewler Dead

Cincinnati — Ed’die Schoewler, popular radio singer and piano player, connected with WKRC, died last week. Station aired a special program in his honor.

**NEW SHOWS TO WHN**

Two new sowers bowed in yesterday on WIN over the WLW line. "My Boy Matt," dramatic script covering country boy, goes on Monday through Friday, 12-12:15 p.m. "Charlio’s Singing School," a musical, airs Mondays 5:45-6 p.m.
NEW PROGRAMS IDEAS

“Prof. Quiz” for Children

The wee little folk get a chance to answer current instead of asking them, in a new nightly quiz over KFOX, Long Beach, Cal. Hal Nich-ols, in the role of teacher, puts the problems in his miniature studio audi ence in the program “Bad Pennies.” Nursery rhymes and first-grade selections form the basic 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 Pedro, Santa Ana and Bellflower as well.

Local Stores Use Radio

Retail buyer drift from big city centers to community stores suggested “Community Shopping” program to Baltimore’s WFBF, affording small district store tie-up. Show, called “Community News and Views,” de- scribed a day of week to different community, with music, local news.

MIAMI

WKAT, new 150-watter at Miami Beach, opened its service with a five-hour show including Chick Endor, Charlie Farrell, Jack Nelson, Bill Jordan, Antonio Lopez, and others. Station is now on the air 7 a.m. to midnight.

American Bakeries has placed “Speed Gibson” on WIOD.

KWTU-KGBX, Springfield, Mo.

Charles Glenn, former announcer at WNAX, Yankton, S. D. has joined the staff here. He will handle two daily news broadcasts in addition to commercials.

Lonnie McAdams, bartone announcer at station, has joined the staff in New York, is another staff addition.

George Earle Wilson, program director, is back at work after a three-week illness.

Odie Thompson, cowboy artist, on the sick list.

Buck Weaver entered seven dogs and won six prizes in a recent Ken- nel Club show. Earl Harmon also had a prize-winner.

KLO, Ogden

Paul R. Heitmeyer, v.p. and g.m., and D’Otto Cozzens, chief engineer, have gone Washington for FCC hearings Wednesday on the station’s application for power boost to 5,000 watts day and 1,000 night, with di- rectional antenna. Clarence C. Dill and James W. Gum are KLO’s Wash- ington attorneys, with William Foss, junior counsel.

Testimony of some 30 witnesses from various points in Utah will sup port the station’s application for pow er increase.

Station gave an hour and a half to dedication ceremonies of the new million-dollar high school there.

OKLAHOMA CITY

Leo Morton, singer, has been signed by WKY and begins a sustaining program on Sat., with commercial due in January.

Standard Theaters, in heavy promotion of “Street of Paris,” used discs on KOMA and KFXR, and spot announcements on WKY and KTOK.

Fall and winter bookings of radio time for movie series are being 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 newlyweds daughter board the China Clipper on honeymoon.

Neal Barrett, KOMA manager, de clined nomination as Kiwanis Club proxy, 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 Fred Monroney Commercial de partment without an audition.

Happy Gadd Johnson, leader of the Jukebox Band, now has a right to that name. His spon sor, Dr. Pepper Bottling Co., has or dered new outfits for the gang.

The Bob and Lynne Show will be kept on the air for another month, in response to many letters.

Station is giving a vocal “Swing Session” every Friday, going to town with favorite ballads of yester day.

WHBC, Canton

Fred Freeland is writing and produc ing the “Hollywood Hour” and Italian program for the city’s largest Italian store. Tom McCLowery is announc ing latter program.

Vic Decker is back with the station, handling football broadcasts and a Bond Bread commercial.

Wade Barnes, chief announcer, and Dale Meyers, new program director are revising a new series of two piano concerts.

WBCG, Beoboot, program director, is ill and will be absent from his dut ies for some time.

Daughter of Gaffney

Maury Gaffney, CBS director of trade news, is the father of a daugh ter, Katherine, born Saturday at Cor nell Medical Center. This is her sec ond child.

Ticking Head on KGF

Shawnee, Okla.—KGF created unusual interest and crashed the front pages with the broadcast last fall that head that ticks like a clock. Possessor of the ticking head is Charles W. Hester, this city, and the affliction dates back to the time when he was serving in the trenches in France in 1918. The ticking is as loud and as obnoxious as it was and as frequent as a pulse beat. When a car or train passes, the ticking gets louder. Red Cross offi cials are cooperating with police 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 signed for are: 9:30-9:45 a.m. for October 16-40-11 a.m. for Ivory in the east and Oxydol in the west; 2:15-2:30 p.m. for Oxydol in the east and Drift in the west. In 4:30-4:45 p.m. for Naptha.

Time contract on CBS is a result of P. & G. extension 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

While Plains, N. Y.—WFAS experienced the usual burlesque of radio time 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 the party for a 20-minute campaign talk in German.

Demands for early returns on election night tied up the WFAS lines. The station best the newspaper's 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 "Merry 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 Weh- er as his assistant, and Frank Robinson Brown will be the commentator. Several agents of Howe's Cartoon Network accounts are reported interested in the proposed show.

Dale Mayers to WHBC

Canton—Dale Mayers, formerly of WJR, Detroit, and WKBX, 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 origins are indispensable to the sale of his 'clothes,' brain children—unique orchestrations—are the basic stock in trade of the one-time radio music maestro. Joe Glover, a former 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 story."

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 Toogany. The idea 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 Wednesdays, with Emmett McMurray as commentator and Malcolm Todd as special announcer.

Music and Poetry

A program of sweet music and poetic classics—known as "The Poet of Poets," has been inaugurated at WNL in Tulsa, and is presented every Friday night at 11:30 o'clock.

The reader of the poetry is Richard Manfield 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)

"NBC discharging numerous employees citing cost of your engagement necessi-
tates public denunciation of that organization con-
vinced that you as an artist and a liberal and

undoubtedly, understand that anyone but

confronted with the other facts and figures in the

manner to which you are accustomed and that the

employed by the Atlantic union, now in its third

Sunday evening program via WEAF 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 Froehich, 46, conductor of the weekly German Hour over WHBI, Sheboygan, for more than two years, died last week.

WRJN, Racine, Wis., has opened a studio in Burlington, Wis., with O. Hulett airing a daily feature, except Sundays, "Burlington on the Air." From 9:30-10 a.m.

Harry Eldred, new publicity director for WMJ, Milwaukee, is the proud pappy 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.

Dorotha 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 studio, frequently each day, inviting interested entertainers to appear at their convenience for audition. All 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.

Dawson Admits Audience

Washington—Ronald Dawson, dramatic director at WOL, after nine years of refusing to admit a studio audience to 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")
Josselin has a score of medals for his rifle marksmanship.
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, barns, and installed other equipment requiring electricity. All companies must follow specifications and rules set up by the Commission.

Plymouth Motors Extends
Spot Announcement Service

Plymouth Motors, in an eleven 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 Gettelle 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

Guaranteed Audience

Columbus, 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.” KFRL 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.—Lulu McLean, actress at WICC, had just completed doing a broadcasting stunt 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 in radio 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 “Tornado” series tonight, has been signed by Packard to co-star with Lanny Ross in the “Hollywood Mardi

(Continued on Page 8)

No 20th-Fox Air Show

Twenty-eighth 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.

Allotments of Monies Okayed
By AFM Executive Committee

John T. Parkerson Joins
Facsimile Organization

John T. Parkerson, business manager of Transradio Press, has joined Pultigraph Inc., one of the pioneers in the facsimile field headed by Dr. O. Fulton. Parkerson is on a leave of absence from Transradio.

Pultigraph plans to expand its facsimile broadcasting of both printed matter and pictures on a worldwide

(Continued on Page 8)

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 Camey 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. "Journey’s End" is put on, a 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.—Burl 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.

PAUL WHITEMAN ON CBS
IF COAST DATE MELTS

Deal which would put Paul White- man and orchestra on a coast-to-coast CBS network for Chesterfield cigarettes 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 Cocoanut Grove on New Year’s Eve.

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 admin- istrative committee of the Inter- American Radio Conference, in ses

(Continued on Page 8)

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 Friederich Rich are the same guys.
Am. Tel. & Tel. 195t 195s 195h 195c 195s
CBS A 195t 195s 195h 195c 195s
CBS B 195s 195t 195h 195c 195t
Gen. Electric 391t 391s 391h 391c 391s
RCA 391h 391c 391t 391s 391h
RCA First Std 54 54 54 54 54
Sabin-Warner 212 212 212 212 212
Westinghouse 95 95 95 95 95
Zenith Radio 212 212 212 212 212
Majestic 76 76 76 76 76

WILLIE HOWARD Producing Program With Old Timers

A full hour network show featuring famous old-timers of stage and screen is being put together by Willie Howard, with a number of sponsors in sight. Among names signed for guest appearances are Francis X. Bushman Sr., Kitty Gordon, Eva Tanguay, Charles Ray, Alexander Carl, Walter C. Kelly and Jack Northrow.

WHN "Amateur Hour" Renewed
WHN "Original Amateur Hour," with Jay C. Flippen, has been renewed for another 26 weeks by Procter & Gamble for Oxdoy. Show airs Tuesdays at 7-8 p.m. Blackett-Sample-Humfort Inc. is the agency.
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 "Skilky Court of Missing Heirs" for Blackett - Sample - Hummer. 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. Programs 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 Tuesday at NBC, will present Carvery 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 explained 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 Ing, and his Irish entertainers; Metter & Winter, European comedy team in first American appearance; Udo Segerti, New York's only radio magician; Kay Gorhan's dancing demons; "Moonlight Rev-eries," 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 poor 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 holiday broadcast for the more fortunate children to give their unneeded dolls to the poor.

D'arteaga Expands Band
For Eastern Stage Tour
D'arteaga, musical director and bandleader, has formed his orchestra into a stage unit, for a projected series of personal appearances throughout New York and the East. D'arteaga will be making his debut with a stage unit, having confined his activities heretofore chiefly to radio. A 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," 13 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 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-Stanford games on Nov. 26 and 27 following the conclusion of the Yale games series this Saturday, when Elmer Prunock is 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 Morit and Walter Lithicium, 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 way 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 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 must be blamed 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 concert. The first 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.

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.

"ONE WAY STREET"
Written by Bernard Dugall
Directed by Harold McGee

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

HENRY SOUVAINE
INCORPORATED

39 ROCKEFELLER PLAZA
NEW YORK CITY
Tel. Circle 7-5666
PHILADELPHIA

Howard Brown, WIP announcer, has been admitted to the New Jersey Bar.

Wayne Cody, rotund "Melody Man," returns to WIP.

Carlie 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 spotcasting in addition to his other duties.

Dave Mahoney makes 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.

New Business Signed by Stations

KFDR, Columbia, Mo.: Sendel, spots; Kea and Page Milling Co., (Maude's Flour), spots.


WIND, Chicago: California & Hawaiian Sugar, "Refining Your Voice," program; Chevrolet, announcements, through Campbell-Ewald.

WJJO, Chicago: Royal Toy Co. (Alvy Cooper), packages, through Reds Advertising; Vick Chemical, announcements, through Morie International.

KXN, Los Angeles: Botoba Watch Co., five daytime and five night-time signals daily, 32 weeks starting Dec. 1, through Blow Co., Inc.

KTHS, Hot Springs, Ark.: American Tobacco (El Bol Tan cigar), one-minute, 67's and station breaks, through Lawrence C. Gumbiner Agency.

WRR, New Haven: General Baking Co., "Baking Reporter," twice weekly broadcast from front of theater with free ticket tieup, through BRRD.

Grex 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 advertising agencies over the 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 Keillo 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 company 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 kilocycles 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 bolting, leaving 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!

Frazille lets the take's 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 spiet.

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, Joan Peerce, Josef Chemilavsky, 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 unfeeling 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 Philadelphia visiting WCAU. WIPF, WIP and KYW over the weekend: For some five years Ben Alley was starring on the CBS set five or more times weekly and then a shake-up left him on the outside looking in. A truoper, he fought the situation with plenty of "melee" 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 any network star—plus having the assurance of his sponsor that his local show is outshowing 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.
GUEST-ING

BORIS KARLOFF, WILLIAM S. HART, CAPPA BARRA and his harmonica octet, and N O V E L L O 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 Audition of the Air, Nov. 14 (NBC-Blue, 5 p.m.).

LEO CARRILLO, JEAN PARKER, JAMES ELLISON and OTTO KRUG-ELT, 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 BREN- NAN, MARY NASH and MADDIE 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 Pridy, announcer, back from honeymoon.
S. S. Fox, president and gen'l mgr., and Myron Fox, special events man, back from Coast.
George Provoll, manager of KFKA, Greeley, visiting at KDYL.

Emanuel Drucker, salesman, recently discovered himself related to fame. Seems that Drucker's matrernal 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

GUEST-ING

KENT SISSON, who has completed the 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 balto 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 musical party in the Municipal Auditorium, Kansas City, on Saturday night.

Paul Pendarvis is planning 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.

Orchestrations of Benny Goodman's latest swing opus, "Music Hall Rag," which was published in September and included in 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 by the Kake Drug Co.'s "Music Hall Rag," 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 "Extracts 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. Bag's program, which was to have been dedicated to the subject of transporation, 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 Iowa's success story, Bob Sylver 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. 2.

ADVERTISING AGENCIES

ARE YOU LOOKING FOR AN ORIGINAL NEW IDEA?
I HAVE ONE

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.

PROMOTION

Urges "Home Visits"

"Flush," the news letter of KFRO, Longview, Texas, has a punchy 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 $5,000.

Free Plugs for Advertisers

Regular advertisers over KMACK, 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.

UNIVERSAL RIBBON MICROPHONES


List

Microphone Division

UNIVERSAL MICROPHONE CO. LTD.
152 Warren Lane, Ingledow, Calif., 91541.

MRS. MARTIN JOHNSON EXCLUSIVE MANAGEMENT

CLARK H. GETTS, INC. WALDORF-ASTORIA

ADVERTISING AGENCIES

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For further information address

JAMES ETHERINGTON
97-34 221st Street
Queens Village, L. I.
WALTER JOHNSON has added another "angle" to the MCA-KHJ "Tune Twisters" by cutting in his voice for cash rewards 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, music director for the tune twisting idea.

Louella Parsons will preview upcoming "Jeannie, I'm a Beaveve" on "Hollywood Hotel" November 19, with Sally Ellers, Joseph Schildkraut, Neil Hamilton and Marcia Jones appearing. The following week brings Fred McMurray and Carole Lombard in Paramount's "True Confessions," and with Marvin 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 wheel "go round." "Listen, Ladies," the KEHE hardy perennial, has been cut out of a full hour format.

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, Tacoma City; Ted Stoebe, and Jim McEwen of WBBM, and Eddy Lyon, late of KTLU, Tulsa, all bring in unannounced guests and rib one another and themselves on this more or less ad lib session.

Burd Ernst is correlating a flock of important personalities for his interviews on KMTB's 20th Century-International News Radio. Among recent ones were: Countess Dicarpe- netto, James A. Farley, Senator McAdoo and Elliott Roosevelt.

The CBS Pacific Coast program, "White Fires," reached its first anniversary milestone on Monday. Jon Scott does the scripts. Al Leonard, music critic and commentator, has inaugurated "Concert Previews" on KHJ-Don Lee, and will discuss current musical events and interview musical celebrities each Monday. Also conducts the "Symphony of the Stars" program, each Tuesday, 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 KFWB program.

KMPC has a new Sunday program featuring the Famous Meglin Kiddies under the billing of "Stars of Tomorrow." Benice Benton handles the show, with Jack Retlaw as commentator.

KMPC has a new series of DX broadcasts which KFI arranges for listeners in Australia, New Zealand and Japan stations was presented Saturday night. Gene and Glenn, Wesley Toureltollette, Phil Lonner, Al Gayle, Neil Larson, Milton Slosser and John Martin all participated.

Gay Seabrooke may be looked for on Joe Penner's program more or less regularly from now on. Gay was the revived "Sussbelle" on last week's show and did such a swell job of it that she is likely to become a regular.

Jimmy Vandiver and his "Meet Some People" are safely ensconced at 5 p.m. Monday at KFI, where future-dial twister Robert Allen Wette- land arrived November 2. Both Al Span, head of CBS sound control, and Jon Sherlock of "White Fires," have been nominated for inclusion in the forthcoming issue of "America's Young Men," annu- al "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 night.

General Hugh Johnson now is heard on the Coast via KECA and the McClatchy stations. Two of the newer weekly broadcasts by the milit- tant 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 lent their help to 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 Symphony Orchestra, conducted by Oie Windingstad, heard over WABY, will give a series of five regular broadcasts in the Albany Institute of History and Art.

"Screen scoops" rebroadcast George McCall's "Hollywood Screen- scoops," 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, 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 Alalker'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 "the old homestead" background.

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 Aga- nite's "Kid's shows. He is cut in from Chicago.

Alice Sherrie Gootkin, who plays Mary Jane in WLS "Big Chief Gumbo," is sweet 18 this week and has been playing in radio 12 years.

Madeleine Chase, Chicago free lance actress, has supplanted Anne Seymour as chairman of the com- mittee planning Chicago radio costume ball and award of statuettes for best local radio performances of the year on Nov. 27.

Tom Fidzdale arrived here Monday from his west coast office.

"Hollywood in Person" for Gen- eral Mills has been renewed through Russell Seeds agency for 13 more weeks.

National Barn Dance Trio (Vernon, Lee and Mary) making a series of commercial recordings in St. Louis.

"The Old Kitchen Kettle," pro- gram for homemakers, is warming up on WLS. She has 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 direc- tor, has been showing "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 at Kansas Service Grocers over KCKCN.
The two episodes, only ones now character, series Kass which points the way for the wigg presentation. Show airs sighing for Louis often called "the riss airing script ter" 15-1937. Tom Rich Eustace and there Shannon. Old 3 best described comedy Colonel Wednesday, -3:30 p.m., also airing script. With We minute interlude of NBC's Versailles with a romantic fanciness, beholds Versailles with Jack. Major Uncle Eustace.) A fine poetic best described comedy, and whose work build the stunt harelip, Paducah 39. Possibility a harelip, Miss Oaks does a harelip, which makes almost (of her remains 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 Jeanine, 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 charming harmonies and fooreries, and the musical background provided by Uncle Eustace and His Paducah Singing 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, who produced interesting 18-minute interlude for opener Sunday morning of NBC's new series, "Letters from Abroad." First "letter" came from Versailles with a Terriss' airscript 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, while writing it 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. Big 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 Hardwick (Philip White) barely contrived to decipher a cryptograph, which points the way for the journey. On at 5:5-3:30 p.m.

**"Tarzan"**

With 26 episode script completed, waxings of the first and tenth in Kass-Tohner's "Tarzan" transcription series were previewed yesterday. Starter introduced Sunday. Rice Burroughs, famed creator of the Tarzan character, and whose work was adapted for radio by Rob Thompson, with Fred MacKay playing title role. The two episodes, only ones now on disk, are in the true Burroughs tradition. Blood-curdling yells with striking music balance, usher in Tarzan's adventures with the wild things of the jungle. The shows, well cast and produced, should entertain audiences of all ages.

**Barry Wood**

Backed by Lyn Murray's orchestra, Barry Wood started a new WABC series at 6:15-6:30 p.m. yesterday. A baritone with a voice that has both ample volume and smoothness, Wood warmed up quartet 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 a 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.

**Sharbut on "We, the People"**

Dell Sharbut, 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 Seeley, production manager, went east last week to act as commentator for the Marquette-Villanova game in Philadelphia. "I've just 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 WITC, Hartford, has been signed by Columbia Artists and will make his initial CBS appearance in a genre which is now being prepared for Nov. 18 at 3:30 p.m. Following this single shot, plan is to ready series featuring Hawthorne and his bovine "stooge," Bessie.
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 at least $100,000. Billings are running 15 per cent ahead of last year with the final yearly report estimated to be around $600,000. Weak link in the NBC setup is the unavailability of supplements to go with the Blue network. Web recently lost an account because of inadequate regional coverage.

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 the more vital one, next year, are the increased wages at the RCA plant in Camden, New Jersey. The television experimental contract, and the Philco 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 licensees pay. Philadelphia Storage Battery receives from Philco for its sets.

Because of this adverse decision, RCA is said to lose a large chunk of its license fees. Philco is the largest radio set manufacturer in the country, having built its 10,000,000th set last August.

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.

KDEA Talent Search

Pittsburgh—Regular audition periods for new talent have been scheduled by KDEA from 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 favorites, whereas in other countries he takes what is offered by the government and has no choice. In other words, American radio is a la carte in a variety ranging from the humbler performance to a supreme artist. Radio has brought us up to the minute in world of affairs. Everyone now knows the same things at the same time. It is the great educator."

Waveny Power's next "Hollywood Playhouse" vehicle on the Woodbury program over NBC-Blue Sunday night will be "Panama Noc-te," a radio play by a name 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 Novelties," 15-minute show over WBT, Charlotte, is sponsored by a number of local businesses. The program 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 line-up.

Lucy Gillman of the "Junior Nurse Corps," NBC-Blue network program, is a native of Chicago's busiest 12-year-old. She puts in a full day at school, getting there at 8 a.m. so she can leave on time for her daily television appearance.

It is said that she has the role she has been playing since the "Corps" started three years ago.

Keeping up to the "Variety 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 Plays the Thing" over WBNX Fri- day at 3:15, announced this past 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 Seaboard Committee of Awards for "Rising Musical Star," Sunday program of NBC-Red, has developed a new policy in the interest of fair play for the final artist appearing in each cycle. Herein, the annual awards, by the Board of Judges and announced at the completion of the 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 "Quizzzer Comedy" broadcast which is sponsored by six non-competitive firms—The day following the first broad, 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 "An Agent 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 Ozal, 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 of the area.

A program of cooperation with officers and State Courtesy Patrolmen has been added as a new feature of the program, broadcast by KLZ at 6 o'clock each morning. The recently-added "law enforcement" di- vision of the Boulder police department will give a result of the growth of cattle rustling throughout Colorado and adjoining states.

Lassies 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 funnymen and comedians fill the Pepper-Upper schedule.

In cooperation with Standard Radio Parts of Dayton, WHO 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, highlights of the Omaha social season text that will be attended by more than 10,000 persons.

Jean Ellington, vocalist who is heard twice weekly on the NBC networks, has instituted a new vogue among singers, in a song that is devoted to a famous actress as a song of salute to her coach and companion, Walter Flesher, 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 was the focal point.

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 1,000-mile wire network and clear reproductions were obtained. Pictograph claims that their system can be reliably operated 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 Pictograph 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., 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 $100,000.

WATL Backstage Program

Atlanta—Marlene C. Coleman, manager of WATL, has arranged a new Wednesday evening series in which 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.
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 dramaticated half hour, "On to Adventure," another 5-minute dramatization, "Voice of Carelessness," and "Motor Dramas" all on WBAB here. Transcriptions of these are used on a group of stations including WIND, Gary; WJBC, Bloomington; WMBD, Peoria; WROK, Rockford; WDZ, Toledo; WHBF, Rock Island; WDSA, Champaign; WCLS, Joliet; WTAD, Quincy; WFAM and WSBT, South Bend; WTRC, Elkhart, and WWAQ, Hammond. Account is handled by Junkin 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 "Miracle's," 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

Tampa—Establishment by government 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 Fogs Have IT

Tulsa—Symbolizing its name, Frouge's Department Store here has two big fogs in the store front. One of these, a recently acquired store sign with ITUL for a five-day kid program. Show, called "Old Frowie" brings supposed bullfrog to the microphone, relating children's stories. Yarns concern adventure of the little frog, Briny. And the proper setup, give-away, is a frog good-luck charm, which children may obtain by filling to the store with their parents.

COAXIAL CABLE TESTING 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. Hewett 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 act (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-Dear, 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. Commed 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, 235 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 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)

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 Bureau, RADIO DAILY

Washington—Although the FCC met on bant 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.
**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 on instrument in school and also those who employ private teachers. These also permits anyone having a piano to determine whether or not it is exactly in tune. Tuneness 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 transmitted 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 WCPX 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.

**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 CCF, 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. CRCT for the next five ETs is a 5,000 watter with a rate of $280. Within the next few days CRCT will also change its call letters to CGL.

**Special Session May Act On Gov't Radio Station**

(Continued from Page 1)

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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 430 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.

**Off The Beam**

**Lights Out** Moving Chicago—"Lights Out," the Arch Obober horror series, has been moved from WENR to WCLF because the NBC "Music As You Like It" series has been spotted on WENR six nights a week from 11:15 to midnight.

**The Magic Kitchen of the Air**

**Available for Food Accounts**

**W.C.O.P.**

**Boston**

**THE MAGIC KITCHEN**

**OF THE AIR**

**Monday thru Friday**

**Available for Food Accounts**

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**JOHN W. ALICOATE**

**Public Editor**

**DON CARLE GILLETTE**

**Editor**

**MARVIN KIRSCH**

**Business Manager**

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**Boston**

Thursday, November 11, 1937
NEW PROGRAMS—IDEAS

KDKA Western Dramas

"Under Western Skies" is the title of a new series of dramatic productions presented by Ben Lohr, KDKA, in Pittsburgh, at 9 p.m. each Wednesday, bringing to radio listeners a new type of gripping, thrilling story. 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 stuff for KDKA listeners.

Each of the stories in the "Under Western Skies" series will be complete in itself. 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 curtains, will be furnished by a 15-piece orchestra.

Variety will also mark the series. They are definitely not revivals of old "meller drammers." Instead they will run from mystery to comedy, from railroad, forestry service, ranch and kindred subjects.

Show Finds Work for 90%

Work has been found for 90 percent of the jobless persons interviewed on KZOM's "Love Thy Neighbor," by Mr. and Mrs. L. E. Douglas, owners of the station. They have a problem in finding employment for the men who have come to WHEC for jobs.

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. He spoke of the Rosenberg case, the trial of the Rosenbergs, and of the fact that the trial was conducted in a fair and impartial manner. He stated that he felt confident that the case would be won, and that the Rosenbergs would be exonerated. He also stated that he felt that the trial had been conducted in a fair and impartial manner.

Eldred on WTJX Publicity

Milwaukee—Harry Eldred, for several years script writer-actor with WTJX, The Milwaukee Journal station, has been appointed publicity director of that organization. Eldred was formerly in a similar capacity with Shubert Theor, and was at one time with J. W. Thompson Company.

Woolle Leaves for Coast

Philadelphia—Leroy Woolle, WDSB engineer, will leave shortly for the coast and a new position with a western outlet.

Seward Mentioned for Court

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.

RADIO DAILY

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 the ASCAP Bureau, Copyright 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, at least, in the event a 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 crowded to the studios to be guided personally through the entirely new layout by members of the station.

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 witnessed a different phase of Rochester life. Monday was set aside as a salute to the schools and high school students; the entire works from the president in the vice-president's chair to the 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, as judged by letters of appreciation from listeners, resulted in profitable entertainment for WHEC's ever-increasing audience.

LUCILLE AND LANNY

"2 voices and a pianino"

Just Completed Fifth Record-Breaking Appearance with Walter O'Keefe-Toon Hall Arrangements by Lanny Gray 5 times w'mly WUZ-NBC Blue 8:45 A.M. EST Management NBC Artists Service
**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 NU- GENT, 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.)

MARIORIE LAWRENCE, Metropolitan opera singer, on "Your Hit Parade," Nov. 2 (CBS, 10 p.m.)

ARTUR NIKINSKI, 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 HELNIER, 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-OLYEFE

-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 bandleader, will join CRA as a salesman....George Price will pick 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 Navarro’s crew remains at the Hollywood and Helen Morgan has a two-week contract with options there....After his knockeroo on Tuesday’s CBS show, Barry Wood was signed for some Chevrolet transcriptions...."Swing Session," with Leith Stevens beating it out on the banjo, booked into Loe’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 “Hi Parade” haten Sat. for the fourth time, will be seated at Leon & Eddie’s Sunday nite....Harry Davies and Ed Wiener will handle accounts jointly beginning today....Swor and Lubin are set for a slot on the NBC television experiment show Monday....Richard Biber 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—the with the Xool show emanating from there....asked to name 10 great men in the world, John Conning, Jr., wrote, "Chicago Cubs, 9—Charlie McCarthy, 11"...Well, it’s clean anyway.

Wally Porterfield, who handles four of KFRA’s seven daily newscasts from the Columbia, Mo., studios, is proud of the fact he’s been an honest-to-goodness "burn" for three months of each of the past five years....While at college, he spent his summers studying the life of the Ibo, 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....Adel Miller has returned from Jean V. Grumbach to handle "Dear Teacher" Medeline 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 Manns’ kid sister, is appearing at Maxie Rosenberg’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....Leon Cutter plans producing a play called "His Honor, The Judge"....Mrs. J.D.R. sent a letter of praise to Warden Lewis L. 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 on hand to depart....Henry Spitzer denies the story that Irene Gallagher is business head of Crawford.

Announcer Edward Schaugency of KDKA, Pittsburgh, gives fans trouble with his monicker. Letters arrive addressed to him as: Schauney, Chauney, Shonsy, Shantzy, Shontz, Shantsy, Shahneguy, Shatze, Chonsy, Jonsee, Shunty, Chaunchy and Chunlee.....Pity the linotype for his job on this....Alan Courtney, WNEW emcee, was presented with a bundle of boy Tuesday. Will be called "Niles Barry" even if he gets a commercial in years to come.

**AGENCIES**

MCMJUNKIN ADVERTISING AGENCY, Chicago, has landed the Lowden Packing Co. account (Dinner 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, Bridgeport, N. J., makers of ketchup, 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 via Atlantic Refining.

A new commercial program with wide civic interest, broadcast every Sunday afternoon, the Elmira Civic Choral Society composed of 150 voices, aired from a local church.

WFMF, Indianapolis

John Holtman, recent grad of WFBM, returns to announce Secretary of Agriculture Henry A. Wallace’s portion of broadcast for NBC’s "National Farm & Home Hour," from Tomlinson Hall.

Arthur Jordan Conservatory of Music broadcasts weekly series over WFBM using talented studies for entertainment. Programs are directed by Walter Hickman.

Is Your Family Worth the Price of an Old Car?

-1

John 4:12-16

Habbard 3-3575

BO JOHN ST., NEW YORK
SHEP FIELDS and his orchestra are concentrating on Texas and the South in their current tour of one-nighters. Tonight they will play 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 built up an orchestra of more than 100 members and is now playing a series of concerts in various parts of the country. The orchestra is well known for its musical ability and has been invited to play at many events.

Dave Rubinson broke his usual rule against talking on the air when he was in Des Moines the other day. He spoke to an audience over WHO. Rubinson went to Des Moines for a radio orchestra to play at the Capital Theater, in which Margaret Daum and the piano team of Fray and Braggioli also took part.

Rita Rio and her all-girl orchestra have been set by Zsa Zsa Zuckler, general manager of the KNTY, to play the KMOX Palace Theater, Cleveland, this week. Zuckler reports an increased demand for radio orchestras as a result of the success of her previous engagements. Raeby Rapp and his New Englanders play a week at Kith'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 on the Yankee Network, as they will present the "Children's Hour" program, every Sunday at 9 a.m. with WNEW's "Sunday Swing Concert" conducted by Martin Block from the Criterion Theater, N.Y., and Mr. Milti's band and guest talent.

Wheelock in Hollywood For "Hotel" Conference

Jan. 1. Currently drawing $2,200 and recruiting picture talent from various studios gratis, Miss Parsons has reported asking upped stipend to be able to reimburse actors with more talent than that of a Campbell's soup, and present arrangement gives sponsor cheaper possible big time show which will be difficult to concert with stars from two major studios now viewable because of direct radio affiliation.

Robert's as Actor-Announcer

Kenneth Roberts, CBS staff announcer, who has had the most appearances on Al Pearce's "Watch the Fun Go By," has been selected by Columbia Artists as 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 next Monday, 8 a.m. Show goes on Mondays at 8 p.m.

Columbia Artists Signs 2 Management contracts with Columbia Artists have been signed by Betty Clark, baritone, 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 radio division of RCA Manufacturing Co.

APPLICATIONS GRANTED

WDBR Inc., mobile, area of Harvard. Conn. CP for new relay station, 15 watts. Mason County Globe- Gazette, mobile, area of Mason, Ohio, 125 watts; a new CP for new relay station, 15 watts. Accident Insurance Co., Nashville, CP for new experimental broadcast station, 300, 330, 300,000 and 300,000 watts, 15 meters, 100,000 for team.

SET FOR HEARING

Y. W. Scarborough and J. W. Orvin, Chicago, amended CP for new station. WKEU, Griffin, Ga., authority to move station to Macon and make equipment changes.


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 25th anniversary program of the station. Lucy has been with WRVA the entire 25 years.

James Whitely 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 WRUD. Guild also has a Friday variety show.

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST. NEW YORK

BR 397-9746

It's a great feeling to be r e a l l y well dressed at all times. Fine imported materials, skillfully 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.
**Programs That Have Made History**

**KVOO’s “Sunday Afternoon Social”**

On Sunday afternoons in Oklahoma—first on the radio—itis the “Sunday Afternoon Social.”

This program, which is written and produced in the studios of KVOO, Tulsa, has been on the radio for more than a year, and during this time has built an enviable audience. Carried as a sustaining feature 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 Trailing Robertson, who is the director and stage manager. 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.

**NEW ORLEANS**

First meeting of the Southern Conference—a group of southern stations belonging to the AFM—will be held here Sunday, with A. M. Lasson, secretary of the Memphis Local, presiding. Problems confronting locals in the south, such as wage differentials, will be taken up, with much 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 person and is to be offered shortly to offer ad agencies as a commercial.

Henry Dupre will take to the scalfold (painter’s) shorty to interview workers in a hotel remodeling job here over WWL.

**ST. LOUIS**

Paul Phillips, KMOX continuity chief, is back at the station after a six-month leave.

Due to heavy commercial schedule, KMOX has had to shift their schedule up to 12:30 a.m., an extra quarter-hour.

Co-sponsorship of all local football games through WEEW is proving profitable to both sponsors and station. Sponsors are Hamlin Mfg. Co. (Saf-T-Shaw), Adam Hat Stores and Old Vine Products Co.

R. V. MacDonald, local appliance sales manager for Gen’l Electric, has been shifted to Dallas, with B. C. Dow, district manager of radio sales, succeeding him there.

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-l. c. shows arranged for him at 7-7:30 p.m. direct from over the network starting last Friday. “The Three Cheers” handled the vocal assignments.

Beryl Cameron, NBC continuo, has started a course of dramatic lessons. Duke Martin, KSFO cowboy star and bandleader, has moved his home to Oakland.

Elise 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.

**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 WRGO, 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 Grippi, 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 last week visiting his brother Bill (WAVE announcer) and his parents.

**WHO, Des Moines**

Reed Snyder, engineer, has been passing out cigars and candy. It's a girl.

Al Clauer, 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 news, is being prepared by H. R. Gross, news editor, sponsored by Pioneer Hi-Bred Corn Co.

Louisiana 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 businesses with a WBAL microphone. The advertisement includes a long list of the companies that have made use of the program.

**Chicago**

CECIL UNDERWOOD, producer of Fibber McGee and Molly, flew to Hollywood on business Tuesday. He expects to return Sunday in time to handle the 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 "Kaltenmeier’s Kindergarten” passed out chocolates, etc., received from a fan, Joan Crawford of Hollywood. Miss Crawford complimented her on her impersonation of "Today’s Children." They will originate in New York tomorrow. Gale Page and Irma Phillips, two headliners of the show, are in New York shopping this week-end.


Everett Mitchell, senior NBC announcer, received a telegraph from Stevens Hotel on Nov. 29.

**WFRU, Columbus, Mo.**

Program Director George Guyan is establishing regular correspondence with hundreds of foreign missionaries to obtain material for a weekly worldwide travel program.

Tonie Rainer, 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 it to the air who is traffic manager of the station.

**WHN Opens Air Debates**

First of a weekly series of radio debates will be broadcast Saturday 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.

**KDRC, Durham, N. C.**

Al Harding has left to join WCCO, Minneapolis. He recently married a Minneapolis girl.

Jack Cromartie and his xylophone and vibraphone, with Art Dowling at the piano, are being featured on the “Melody Magic” three weekly morning program for Durham Public Service Co.

“Bing Time,” popular Sunday show sponsored by Harrington & Sons, is to be reinstated for the next season, is now being sponsored by Elkins Motor Sales Co. Transcribed voice of Ted Husing delivers the commentaries.

Margaret Daum Resumes Series

Margaret Daum, Metropolitan opera soprano, returns to CBS on November 17, to resume her series of weekly concerts which was interrupted when she went to St. Louis and other cities to appear with Rubinstein.

**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 WLN Line on Tuesdays at 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 WLN 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 the 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 Compton 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.

Radio Harris
The usual movie chatter is dispensed in the new "Hollywood Newsreel" weekly program initiated by Radio Harris at 6:45 p.m. Monday 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

D'ARTEGA
AND HIS ORCHESTRA
Admission Shapooe
Sunday 6:30-7 P. M.
MBS—WOF
Office, CH + 2155

RADIO DAILY

STATIONS OF AMERICA
Highlights in the Development of Outstanding U. S. Radio Stations

K TOK—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. Its history has been without 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, WBAF and KGKO, bought K TOK 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 K TOK building.

K TOK's primary coverage embraces seven Oklahoma counties on 3 m. m. contour, wherein 15.38 per cent of the State's population is concentrated. The Primary area of the station includes 24,09 per cent of the state's retail sales and $129,104,000 effective buying income. There are 305,341 potential radio listeners in 72,700 radio families. This embraces a large percentage of the 94,300 families in the area.

As key station of the Oklahoma Network of eight stations, also affiliated with MBS, K TOK 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. K TOK and other network stations brought listeners for eight successive days from all parts 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 studies.

Harold Hough is owner of the station; Joseph W. Lee, general manager; Tom Johnson, commercial manager; Paul Buehning, 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 ad broadcasts. People listen to a radio band for its music and all idle chatter or prolonged sound 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 "full-eye." Any reference made to Gertrude Lawrence as guest star made up the program.

Miss Lawrence, of course, was the highlight of the show. She 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.

DON KERR
Master of Ceremonies
WMCA
Fox-Faban Amateur Hour
Six Star Revue
Fox-Faban 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.
**DAILY RADIO**

**Coast-to-Coast**

DONALD PETERSON, producer of "Junior C-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 John P. Farley, 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 Chord" has been heard regularly via CBS every Friday afternoon. Murray currently has three other choruses on the air besides the "Choralmen."

Rolff de Mare, founder of the Swedish Ballet, will make his only radio appearance in America in an interesting 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 to WGY, will be broadcast, Sunday evening 6-7, over General Electric's powerful short wave station W2XAF and WXAF, Schenectady.

A re-broadcast of President Roosevelt's Fireside Chat on the Unemployment Census on Sunday will be given by WNYA 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 16,389 pieces of mail in 1934 and 24,154 in 1935. American Molineus has been participating in the program for nine consecutive years.

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 WQAL, New Haven.

Bill Batchley and Jack Henry will handle a new twice-weekly street broadcast for Salto Oil Co. over WBBY, Waterbury.

Aloha Havuilla supplies the voice for the new Paramount Pictorial short film on skiing, "Skihell," 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 12:30. Ted Cott, who adapted it, and cast will include Cott, Lorene Scott, Jane Hoffman, Betty Garrett and Melvin Melset.

Rayden N. (Doc) Rand, who returned recently to WOKO, Albany, after a seven-week illness, has had a slight relapse. His son, Greenfield, is again pinch-hitting as announcer and sports commentator.

CHAB, Moose Jaw, Saskatchewan, has signed for Star Radio's "Good Morning, Neighbor" program. An Edmonton station, CKPR, has signed for the commercials. Latest station to order the "Christmas Tree of 1937" is CKKN.

Judge J. M. Brande, former Boys' Court Judge now on WJWD with "Traffic Court," will be interviewed sometime next week by Eddie and Fannie Cavanagh, 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 in Job Program

Employers are now being interviewed on the job-seekers program over KDYL Salt Lake City, airing under title "Wanted, A Job. The listeners detail personnel qualifications in their organizations. Heretofore show interviewed only job-seekers sent up by National Reemployment. Conservative estimates say 60% is the average of successful placements since the show was started one year ago.

**ONE MINUTE INTERVIEW**

BOB HOPKINS

"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 hear something funny to listen to, in contrast to the nationalistic programmes that is characteristic of some European countries. A happy, contented listener, typical of the public in the United States, is a much more useful citizen than a chap who goes about with a musket on his shoulder."

**PHILADELPHIA**

Harry Balkin, "Success Doctor," begins a new series on WFIL.

Jack Adams is preparing a series of comedy programs for KYW.

Joe Schreileman, 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.

Carles 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 God at the organ.

Murray Arnold, WIP director of public relations, who also broadcasts as Tom Rodea, was recently introduced as a new Tomcat.

C. W. Ogulbye 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 Hartt, tenor, are featured on WIP's Symphony hour.

George Haggerty, studio engineer at KYW, was recently married.

Major Thomas Coulson starts a new WAVP.

Gene Edwards, newest addition to WDAS announcing staff, is a camera addict.

Dee Willis, WFIL soprano star, returns to the airlines after an absence of several months.

Jan Savitt and the KYW Top Wartesters start a new series of programs for RCA Victor dealers.

George "Stoney" McLinn, WIP director of sport broadcasts, celebrates another birthday.
American Tobacco NBC Program, to be Produced by Studio, Transamerican and Lord & Thomas, Starts Dec. 1

PAYNE LAUNCHING DRIVE ON JUVENILE PROGRAMS

INVESTIGATION COMMISSIONS FEDERAL TRADE COMMISSION TO INVESTIGATE CONDUCT OF Advertisers

Two Regional Meetings Being Held by AAAA

Music Code to FTC

American Bankers' Ass'n Preparing Disk Series

Started Something

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)

By Miltон E. 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)

By GEORGE W. MEINTENS

Radio Daily Staff Correspondent

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Whiteman Deal Is Set: Will Air From Coast
(Continued from Page 1)

Recently in the hands of receivers. Receivers wanted $15,000 for a release of Whiteman when Chesterfield knew he have show originate in New York.

Whiteman, who is an NBC artist, will open a 26-week 15-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 protege 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 another former Whiteman artist 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 contract is reported as a check drawn 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, at MBS outlet calling for a scale of $9.50 to $92 a week, the same as recently granted by CBS. Dolphe refused to assert the operators to consider in the size of the station and its relative small earning power.

John Karrt, spokesman for the operators and employees of the station for nine years, stated that a new contract was drawn up to meet Dolphe's objections, calling for a scale of $9.50 to $92.50, 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)

omes 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 senior executives, many of whom were unable to attend the recent national convention of the AAAA held in the spring.

WBS Temporary Coast Office

Los Angeles—The West Coast Bureau of Broadcasting System's coast headquarters will be transferred tomorrow to temporary offices at 1000 North Seward St. Constructed 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 complained in the Commission. He absolved the other Commissioners of personal involve, according to authorities, but dem-anded they join with him in re-storing probity in the lower ranks.

The Chairman in particular criti-some subordinate employees' re-lationships to outside companies and associating with him by referring to the antitrust act. The Chairman also revealed that the FCC, McNinch at his press conference yesterday is-landed a major victory in requiring a com-plete report of Commission business including calls from congressmen, attorneys, or any one else requesting information pertaining to Commission business 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 in a glass house, open for anybody's inspection".

McNinch also revealed he "hoped" the Commission would reach a decision on the Mills case of September 4th, to $100,000. Craven is expected back from the Senate 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 Exam iner 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 with the Commission's investiga-tion should there be one. There was no occasion for my having to read the 'riot act' yesterday but I will say to my jobs here is not nearly half completed yet."

Gracie Barrie Held Over
Chicago—Gracie Barrie has been held over for the third time at the Chicago opera. She was booked by Herman Bernin, who has returned to New York following a visit here.

November 22nd.

JAMES C. WILSON, well known travel lec-turer 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 Alton M. Wilson of the Acme Advertising Agency. The Wilsons have a series of dramatic travel programs.

HENRY NESTOR, the "singing cop" of Washing-ton, D. C., is in New York for an appear-ance at the Metropolitan Opera.

A. W. HOBLE, president of Benton & Bowles, and MRS. HOBLER, have left the Coast for New York after catching the premiere of "Good News" at 12: R. B. Bennett sending the Maxwell account for General Foods, also on route East.


HERMAN BERNIN 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 re-ception 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 McFrederick.

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.

RADIO DAILY
Vol. 2, No. 95 Fri., Nov. 12, 1937 Price 5 Cts.

Published daily except Saturdays, Sundays and Holidays at 1631 Broadway, New York, N. Y., by Radio Daily Corp., J. W. Alcoate, President, and M. M. Meren- can, Treasurer and General Manager; Chester B. Bahn, Vice President; Charles L. Alcoate, Secretary; M. H. Shapiro, Associate Editor Terms (Post free) United States outside of Greater New York, one year, $5; foreign, $10. Subscriber should remit with order. Address all communications to Radiod Daily, 1631 Broadway, New York, N. Y. Phone Wisconsin 7-5336, 7-6337, 7-6388.

John W. Alcoate:
Doran Carle Gilbert:
Marvin Kirsch:

Business Manager

Fran Carle

NRTC Revising Setup For 3 Cincy Stations
(Continued from Page 1)

sic Blue and WLVW optional on either the Red or Blue.

But due to inability to clear time satisfactorily under the present sys-
tem, NRTC has decided to make all three stations optional to both webs. Since WCKY increased its power to 10,000 watts, station has become a second choice in Cincinnati with sponsors of network programs, but many a local company has not been able to get WCKY, and not OWL, to have WSAI, because WCKY was only available to Blue network sponsors, WSAI is a 2,500 watt, daytime only, 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 Clayne, announce, and "John Ster-ling," who will give talks on banking, are the featured artists.

Complete series will consist of 52 transcriptions with the suggestion that each bank broadcast the disk twice weekly.

MARTIN BLOCK'S
"Make-Believe Ballroom"
A WNEW FEATURE
1200 Kc.
10 TO 11 A.M. 6 TO 7:30 P. M.

COMING AND GOING

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WARNER-LUCKIES SIGN DEAL FOR NBC SERIES

(Continued from Page 1)

pall star of the series. Leo Forbstein, as Jerome, Jack and Dubin, Rodgers and Hart, and Kay Francis, Errol Flynn, Basil Rathbone, George Brent, Anita Louise, and Olivia de Havilland, 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, will go to the coast to work on the new show.

The program will originate at KFWB, the Warner station in Hollywood, and will be carried by this outlet as well as by the NBC stations in Hollywood. It will produce the show 17 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 Transamerica, 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

Los Angeles—Don Clark, KFI-KKEA program director, has resigned to join the H. N. Swanian agency in charge of the radio department. The agency heretofore has specialized in handling picture story material and writers exclusively.

NEW PROGRAMS—IDEAS

Air Student Activities

A new series of programs, acquainting Fall River citizens with extracurricular activities at Durfee High School, has been inaugurated by the WSBAR in cooperation with school officials and the Students' Activities Association. The broadcast was arranged by Francis J. McLaughlin, Jr., with the students 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 workmanship, development of the proper school spirit, and 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 thinner programs that are influencing the 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 Medical Society; 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 that 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."

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. Kluchensky, 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 as 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.
**PROGRAM REVIEWS**

"Your Hit Parade"
With Leo Reisman taking over the baton, and Louie Massoy 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 from 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 rhumbar 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 1936 by the Australian Radio Federation, has been brought to New York in transcribed form by Michelson & Sternberg, importers, who are now auditioning the show.

**GUEST-ING**

ALEXANDER WOOLCOTT, on NBC Blue, 11:15 a.m.

ALFRED BINGHAM, editor of "Common Sense," on "Exploring the Arts with Al Bingham," tonight (WXET, 9:45-10 p.m.).

CLIFFORD MENZ, tenor, on "Rising Musical Stars," Nov. 21 (NBC-Red, 10 p.m).

LUCIA GRAESER, lyric soprano; ABRASH ROBOSFY, 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 HARLEY JAMES, trumpet, both of Benny Goodman's band, and MAXINE SULLIVAN, vocalist, and WILLY the LION, pianist, along with MILTON HERBERT, on "Sunday Swing Concert," Nov. 14 (WNEW, 11 a.m.).

**COMING EVENTS**


Nov. 23: American Association of Advertising Agencies, Regional Meeting, Medinah Club, Chicago.


Nov. 29: Sec. 1; Second National Conference on Educational Broadcasting, Drake Hotel, Chicago.


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


April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay (30 Carrington Street, Sydney), Convention Secy.

7 YEARS LEGAL EXPERIENCE

**BIRTHDAYS**

Greetings from Radio Daily

November 15
Pat Patterson

November 13
Conrad Thibault Harold Fair

November 14
Martin Alexander Laurence Alexander

Jack Ockie Dick Powell

Bud Hallick Morton Downey
SYLVESTER GROSS has been added to the staff of KEHE in a producer-announcer berth, and Reid Kilpe, who has been supervising evening programs. Incidentally, KEHE has taken on new billing as "The Personality Station." Hal Chambers, KFWB 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 in Hal Styles' "Help Thy Neighbor" program over KJH 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 Hollway, 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 "Listened to This Week..." program this week.

Igor Gorin has been set for the next five Metro-Maxwell shows in a row, after which he leaves on a coast-to-coast 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 début in San Diego on Nov. 28.

Elwin Hughes, KPWB 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 Phonola and the London, will go into the program of both the Federal 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 KBO Building, Radio City. He plans a dramatic network show as his first offering.

New WHN Commentator

George H. Combs, 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."

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 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.

GEO FORGE H. INCLEDON, who recently embarked on new activities of promotion, publicity and personal management with offices in the Congress Hotel, has Paul Shahin, an 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 M. J. 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 10 a.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

Bruce Robertson of WIND—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. Makel, station 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 "Speck Breakfast." Previous to that time, the new WIND management was a production man and writer for WMBF, Bob Joplin, and also acted as emcee for the popular "Fiddler's Court."
Station Improvements

Wilmington—WDEL has applied to the FCC for permission 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., 1400 kc.

Buffalo—Power boost from 5 kw. to 10 kw., 1490 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 nighttime 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 w. night, unlimited time.

Des Moines—Changes in transmitting equipment and permission to install directional antenna system are sought by KSO, with boost in night power from 500 watts to 1 kw. day power from 2 1/2 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. day, 100 watts night, 250 w. day, unlimited time.

Microphone Repairs
Dynamic, Velocity, etc.

Dynamics for Studio and Remotes
Write for Catalogue

American Microphone Co., Inc.
Los Angeles, Cal.

Friday, November 12, 1937

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, usually 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 dis- cover 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.

SAY When...

You'll get your job when you want it... as you want it. Our facilities make service a matter of routine.
Friday, November 12, 1937

RADIO DAILY

EXAMINERS' REPORTS

Colonial Network, Providence, CP for new station: denied.

Geraldine Algerhauser, Pawtucket, CP for new station: denied.

Galesburg Broadcasting Co., Galesburg, Ill. CP for new station: denied.

Leon M. Eisfeld, Burlington, Ia., CP for new station: denied.

Standard Life Ins. Co. of the South, Jackson, Miss., CP for new station: granted.

O. H. Granzow, Savannah, CP for new station: granted.

Centennial Broadcasting Corp., CP for new station: granted.

Beacon of Hope, Des Moines, CP for new station: granted.

A. G. Donar, Los Angeles, CP for new station: denied.

Richard McCarthy, Providence, CP for new station: granted.

Robert Raymond McCulla, Cleveland, CP for new station: denied.

Charles Porter and Edward T. Eversole, Portsmouth, Ohio. CP for new station: granted.

General Electric Co., N. Belknap, Cal., CP for new international broadcast station is granted.

Kenneth Baker, Hartwell, Ga., A. Bernstein, Key City Broadcasting Co., Kan., CP for new station: granted.

Robert Raymond McCulla, Park Hill, Ia., CP for new station: denied.

Don M. Lidstone and A. L. McCarthy, Canton, Ohio, CP for new station: granted.

H. E. Haig, Greenfield, Mass. CP for new station, granted.

ORAL ARGUMENTS GRANTED

Dr. Wm. Stave, Jacobs Broadcasting Co., Houston, new station.

City Broadcasting Corp., Cleveland, new station.

Fall River Herald News Publishing Co., Fall River, CP for new station.

APPLICATIONS DISMISSED

M. E. Higginbottom, Mobile, Alab., CP for new station: granted.

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 “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 workroom, being laid, with call letters of station inlaid at head of stairs. Celebration is planned on job’s completion.

CARL BIXBY

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

SANGUINE PARADISE

CLUB ROWAN

GRACE MIRZA’S OPEN HOUSE

BIG SISTER

HELEN MERKEN’S “SECOND HUSBAND”

P. O. Box 84, Highland, I. I., CP for new station: granted.

KYSO’s Birthday Campaign

KYSO, Merced, Calif., 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 KYSO got busy. First, letters were mailed to sponsors inviting them to attend an “Open House” party. Then bumper signs went out to the staff cars. Soon local papers were carrying items, and Manager Wooding 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. This was the first time these were heard. In the afternoon, a two- and a half-hour variety show brought the feds. Complete devotees every artist who ever appeared there. When it was all over, a birthday mass-mailing pledged the station to another year of civic service.

COLUMBUS

Jack Price, program director of WRNS, and Ed Branson of WCOL, author of the story of Neal Bowman, presented on “Gang Busters."

Nov. 10

Jane Coffman, local soprano who was formerly a member of the Broadway Bird Trio, is reported singing with an NBC chorus in New York. "The Dance," presented on WHKC and directed and sponsored by Jimmy Rawlins before a live audience at the Rawlins’ studies, is getting a big band, both from the public and Blade 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 two or three week starting November 22nd—or daily Mondays through Fridays starting December 26th. 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

TRANSCRIPTION & RECORDING SPECIALISTS

INTERNATIONAL PRODUCTION STUDIOS 31 W. 60th ST., N.Y.C. Col. 7-7686-7

FOTONOTE SOUND SYSTEM

PROGRAMS THAT HAVE MADE HISTORY

“The Sunday Players”

MERTENS and PRICE Inc. of Los Angeles, program creators and producers have an 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 that they have a professional job. The Players were all amateurs. The playwright, Chase Varrey, 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 pios 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 Vola, 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 producer, director and newsman; KOA, in Denver; Sadie Crockett, Art Heineman, 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 Meriwether and Ollie Nelson, Charles Carroll, Don Wilson, Eric Snowden and other members of the cast. They 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 Vola has captured the firmament in the Bay City region; Glen Heisch, who directed the plays, 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 KKBX sales, has been named assistant station manager and will take over the duties of Station Manager Harry Clifford during latter’s illness.

James Fen, 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, KKBX announcer has resigned to join the staff of WIND, Gary, Ind.

WDAF will originate an hour program on the Kansas City Philharmonic Orchestra, Nov. 17, at 10 CST, for NBC-Red.
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 Mazliloff, KFWB's choreographer, has contracted Percy Westmore for a series of makeup hints, already sold to the City of Paris, San Francisco department store, for KYA, San Francisco, and has founded 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 initiating November 18. KFWB automatically took a Class A, or network rating with the new hookup, which ups the musicians' scale considerably and adds 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.—Due to the great interest in the Sino-Japanese war and the Spanish struggle, WHO will present a military commentator each Friday evening, in 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, so brash and noise in what has been referred to as my 'soft-smooth' music. I mix my numbers... popular hits of today embedded in 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."

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. Faye 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 comfortably following a: spot appearance operation Wednesday night in St. Vincent's Hospital, Hollywood.

Jack and Loretta Clemens, who recently wound up a CBS commercial series for Kirkman's Soup and are now with NBC, will three times weekly at 1:45 p.m., start work the first week in December in a three вевел musical comedy film to be made in the Warner-Vitaphone studio 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 WBHF, Binghamton, directs the series. Lee Hillery is in charge of production.

Akron, a fertile field for juvenile and student programs, is now going heavy for the newly-inaugurated "Parade of Schoolboy 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 afternoon, 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 felicitation of Baltimore as the first luxury airline enters the Chesapeake Bay. WFBF will have a plane ready for take-off as early as the "Battle of Clippes" means 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 WFBF'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 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.

ST. LOUIS

Annamary Dickey, municipal opera star, will appear the next time 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 Buchanan, WEE sports commentator and news newsmans, 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 Trahern 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 been signed by the production manager and news editor.

OKLAHOMA CITY

Oklahoma Network, through key programming, will air the first Annual Student Legislative Assembly to be held in Oklahoma City Nov. 17-19. From three to five students in each section of 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. Rea in of Atlanta to serve as station representative for the south-eastern section of the U. S. John Young, formerly of the announcement 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 and record the annual Pan-American War Sesquicentennial program scheduled for Nov. 20.

Sally and Sue, "Sweethearts of the Ozarks," are due here every afternoon for Sentor.

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. Charlotte Ross, novelist and art critic from New York, and Marion Kerby, singer of southern folk songs.

Student enrollment in the radio courses 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 program, "Streamlined Book Reviews" on Wednesday at 5:30 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 Coop, who is now in Washington with NBC.

Edmund Bunker, announcer, has rejoined staff, returning from WTOP, 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.

The transmitter of WBLR, Columbus, Ga., is housed in a kitchen 100 years old, remodeled and overhead.
FCC Hearings Are Opened to All

RADIO ENGINEERS MEET
FEB. 7-19 IN COLUMBUS

Washington—A broadcast engineers conference will be held at Ohio State University, Columbus, Feb. 7-10, 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 others.

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.

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, have organized the Appleby & Appleby Inc. in Atlantic City.

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, and KMOH. The Ralph H. Jones Co. is the agency.

SECOND AND NO DAILY

In Trade

West Coast Bar, RADIO DAILY

Los Angeles—Though Bing Crosby is drawing $7,500 for his routine or guest spot on tomorrow night's "Hollywood Mardi 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 L.A. boffet price.

Edna's Breakdown

Salt Lake City—An extensive educational service designed to coordinate radio listening with educational methods has just been prepared by Anabel Lee EKL. Traffic head. The service digested all EKL 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 to Powell Crosley Jr., president of Crosley Radio Corp., owners of WLW and WSAI, WCKY formerly.

Akerberg Finds South

New Orleans—Radio activity in the south shows marked improvement, possibly a faster comparative pace than any other section of the country, according to V. P. Akerberg, CBS vice-president, who visited Managing Director Vincent Calvert.

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

Cigarette Accounts Active

By M. H. Shapiro

WASHINGTON—March 1937

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 Transamerican whereby the account once again reverted to a full-time program, with talent, of course, to be strictly Hollywood. Chesterfield signed Paul Whitman for a half-hour on CBS, with the program to originate on the Coast for the first time at least. Old Golds recently announced its return, while Camel's continues its Jack Oakie show. Thus CBS holds three of the four leading tobacco accounts, with Lucky Strike being also on NBC currently as well as with the forthcoming reverts to Congress in 1934, and has been on the air every weekday since.

McClatchy in Control of Calif. Radio System

San Francisco—Management of California Radio System has switched its three key stations, as an AFM and with full control now vested in the McClatchy newspaper interests, thus CBS radio firms associated with McClatchy Broadcasting Co. have relinquished all its interests in the chain. Offices of CBS will be maintained here and in L. A., with operations headquarters in Sacramento.

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.

VOL. 2. NO. 96
NEW YORK, N. Y., MONDAY, NOVEMBER 15, 1937
FIVE CENTS

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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.

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 have a sufficient interest to justify his formal intervention as a party in a particular matter. It is a Commission which was the public policy 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.

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 $35 weekly increase every six months up to $45.

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Horace Conducting Contest for New Talent

Both amateurs and professionals who have never had a brethren are being given a chance in a "Can You Pick a Star?" contest being conducted by Horace with participation of his listening audience.

Each night in the Billmore'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 announced the following 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 cooperation 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 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 Cranell, concert pianist and organist, played the Prelude to Heidt with participation in the broadcast.

Hi-Speed Cancels One

Detroit—Hi-Speed gas account, on WJR for the past nine years, has been canceled and its program is reported as continuing its program on the station as of Nov. 29. Cancellation is attributed to Hi-Speed's reorganization policy. Same account, however, will continue its "Fast 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—Bob Liddell of the Drug Trades has cut its 75-minute "Lone Trail Opry House" on WGN to 15 minutes and is now piping in Charley Stokey's Ozark Minstrels with KWK, St. Louis, for a full hour on WGN. Benson & Dahl is the agency.

Voice of "Time" Unmasked

After seven years of nondisclosure, the man who says "Time Marches On" for the housewife on "Time" has decided to go back to his real name, C. W. van Voorhis.

Lawyers' Group Starts Second Season on WBN

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 WBNB. Purpose of the series is to create good will and overcome the "soor 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 Association. The 15 half-hour programs are being syndicated for radio and are also being prepared for a campaign in the mails.

MRS. PAUL WHITMAN leaves today for Chicago, where she will join the cast of the play, "The Drunk," and open another four-week engagement at the Drake Hotel.

F. J. MILLER, secretary-treasurer of Augusta Tea Co. and WGN, and Mr. Whitten, recently went to New York to take a rest.

FRANCES LANGFORD has arrived in New York and begins engagement at the New York Paramount on Wednesday.

H. ALLEN CAMPBELL, general manager of King-Trendle Broadcasting Corp., expects back from New York to Detroit, is stopping over in Chicago.

BRACK LAVIN arrives on the Coast today from New York.

JOHN BLAIR, president of John Blair & Co. Inc., arrives today. There is a wave of happiness resulting in works late last week with Vice-President George Beilin, winding up contracts to represent the Don Lee Network after Jan. 1.

C. M. ROBERTSON, Jr., radio executive of Ral. H. Jones Co., Cincinnati, and MRS. ROBERTSON were in town over the week-end to attend the Army-Navy game.

CLARENCE WHEELER, vice-president of WREC, Rochester, is in town.

SAM COOK, head of WFB, 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 Schults series.

STAN ZUCKER of CBS has returned from Tokyo, where he attended the Hotel Men's Association convention.

PETE BARNUM and CAL McCARTHY, Ruthven & Ryan radio department execs, left Hollywood on Saturday for New York after a week of wading with Tiny Ruther in various accounts.

STEPHANIE DALE left Irvington, N. J., on Sunday to take up residence in New York, 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 CLARK, chief engineer of WREX, Rochester, was in town over the-week-end to attend the Army-Navy game.

LARRY BURKE, NBC newser, 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

FIVE-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
PETTY CASH VOUCHER

Week ending Nov. 12th.

- Saturday... To Philly for a quiet weekend 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 room—

but watch from upper windows.... We watch Jan Sovitt conduct his "Top Hatters" show, fed to NBC.... Later to Lew Tender's restaurant, where the x-champ tells us the "inside" story of Benny Leonard's talk 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 Chemiovsky, Stan Zucker, general manager of Consolidated Radio Artists, and Mae Gale, who discuss "acents".... Lest that rule for a bite at Linda'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 studio 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 Hooten of Nighttime. Seems that Paul interviewed a traveling salesman during his nite 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 relays our writing that he sings like Bing Crosby. We listen attentively and decide that he's right. Crosby probably is happy.... To see the "Racket in Arms" show after its long run with Miriam Green, Ray Hebertson 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 bow to say "Yowsh, Boss.".... Ted Lewis in Linda'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 Revel'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 dray us there".... We depart and find our pockets had been picked—and theemit the chief in his attempt to get at our last dollar!... Visit the Kate Smith show where Stooge Charlie Cantor surprise the comedy spotlight while Ted Collins still portrays the No. 1 showroom.

- 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 pairs 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!

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 Polish-Army, and due off the press shortly, the treatise by the NBC musical director is written in the language and slangage 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-time-banging "hot trumpeter" in the dark, deep bass, as well as the concert meister 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 Holly- wood nighty, on a four-week ticket.

Andrew Bieniek, leader of Bieniek's Orchestra, which broadcasts over WHOM and WIBL, 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 WENR, 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

Just completed

100 weeks engagement

Ben 6-4759

STUART SHERMAN, president of Benton & Bowles, Chicago, has appointed Caroline Bonnesen as space buyer and office manager. Miss Bonnesen was space buyer at Rutherfurd & Ryan for years and before that was with Kling-Gibson agency. Jane Scott, formerly secretary to H. Leslie Allen, v.p. of CBS in Chicago, has been named general secretary of the new agency.

McPherson, radio director of the Lazard Co., Seattle agency, has returned to her office after a comprehensive study of radio station programs in the western portion of the Pacific Coast.

Don Stauffer, Young & Rubicam v.p. in charge of radio, won the Hollywood with Harry von Zell, Peter Van Steeden, William Rousseau and William 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 last week—a broadcast 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 intercommunication shortwave system, and four announcers, caught the official attempt of Capt. George E. T. Eyth to send off on an assault on Sir Malcolm Campbell's 301.3 m.p.h. Broadcast was short-waved to RBC besides going coast-to-coast on CBS. KSL engineers, under the supervision of E. T. Eyth, handled the entire broadcast after having spent three months on the salt in preparation for the coverage. Glenn Shaw and Wally Stephens, KSL 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 program newsmen and 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 Seasons

Fourth Return Engagement
WASHINGTON - WCBY, Springfield, Mass.; CP for new station.

WDZ, Tuscola, Ill. CP for new station.

WGY, Schenectady, N. Y. CP for new station.


WVLA, Cincinnati, Ohio. CP for new station.

APPLICATIONS RECEIVED

Peter J. Ciaradone, Providence, R. I. CP for new station.

University of Oslo, N. Y. CP for new experimental station, 8653 kHz., 100 watts.

Politzer Publishing Co., St. Louis. License for new facsimile station, experimental, using equipment constructed for high frequency broadcast.


KVOA, Tucson, Ariz. Transfer of control from Alber Stinefeld & Co. to KTAR Broadcasting Co.

WCKY Is Now Available To Both Red and Blue

(Continued from Page 1)

was available only to Blue network stations. Sponsor 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 waves with WSAI on the basic Red network.

Swar and Lubin Cartoon Strip

Swar 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 “Fluffs and Red,” which means that in newspapers throughout the country, will call the new series “Swar and Lubin,” the first months of the two comics, and it will depict the adventures of the two on a cartoon studio.

Lyn Murray Chorus Set

As a result of their satisfactory work on two recent Al Pearce programs, Lyn Murray’s seven-voiced 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.

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 Sponsor Program, consists in the preparation of store and counter displays, ad material, direct mail pieces 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. Klivanov, manager of Burt’s Incore, announces that his firm has become the largest local purhcase 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 shows. Hospital on the Detroit loan Hope, who appears regularly on their Rhythm at Noon show on Sundays, to this a prospective customers of man-on-the-street girls. The questions about motors, were balled, Oldsmobile, which has been the parts 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. The celebration is in honor of L. N. Marks, v.p. Firm also signed nine contracts last week for its Commercial Announcement Service.

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 spokning engagement at the Women’s Exposition was cancelled.

8 Virginia Stations Air Dedication of Carillon

Harrisonburg, Va. — Dedication of the $150,000 Northcett Carillon atLazy, Va., was aired Sunday over eight Virginia stations, with the staff of WSVA here handling most of the details of the program. U. S. Senator Wernand was principal speaker, and other stations carrying the ceremonies were WCHV, WBTM, WLYA, WGBH, WBHP and WDSL.

The 47 bells in the carillon were brought from England and assembled in the 113-foot tower of native sandstone.

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.

80 Virginia Stations Air Dedication of Carillon

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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

Los Angeles — Bob Andrews has been signed by Bill Bacher to work with Harry Kronman on the Metro-Goldwyn-Mayer house scripts. Andrews formerly was writer on "Show Boat." The M-G-M picture, "Navy Blue and Gold," with Florence Rice, James Stewart, Lionel Barrymore and Billie Burke, will be "previewed" on the November 18 airing.

Hiram Higby’s 15th Year

Memphis—Hiram Higby 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 Topka 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."
**** THE WEEK IN RADIO ****
Cigarette Accounts Active

(Continued from page 3)

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 Blow Co. for Bulova watches, with 140 or more stations in line for such contracts, American Bankers Association preparing a series of quarter-hour discs.

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 letter 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 the General’s talk on social diseases not being in keeping with the policy of NBC.

Annual meeting of the Ohio Artists Association was held Friday and Saturday in Columbus...while the Northwestern Broadcasters Association meeting in Chicago was comprised of NAB members, Coaxial cable test for television was found satisfactory, according to AT&T 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 outlet...AFM okayed the distribution of additional expenditures for musicians as worked out by the company and is 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 Thornton Fisk, 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.

THEME OF THE WEEK

GUEST ERIC BLORE, MISCHA AUER, MARGARET LEHMAN, CLAIRE TREVOR, and LUISE RAINER, Allan Young, Joe Weems, and Bob Weems, have been added to the Veteran’s Hospital cast for Sunday’s airing.

11:15 A.M. Thursday program will feature a film showing of “How the West Was Won,” directed by John Ford. NBC, 12:15 p.m. will present “The Fighting 69th,” directed by William Dieterle. CBS, 12:15 p.m. will be the premiere of “The Third Man,” directed by Carol Reed. " CBS, 1:15 p.m. will feature "The Mastermind," directed by Richard Quine. NFRC, 1:15 p.m. will present "The Phoenix," directed by Joseph Mankiewicz.

Monday, November 15, 1937
JOSEF CHERNIAYFSKY
Sustaining
WMU-Mich, Thursdays, 8:15 p.m.
MUSICAL COMEDY, COLORFUL AR-
RAY OF SONG TABLEAUX

Joe Cherniayfsky brought his "Musical Camera" to the air Thurs-
day nights in a new series that not
only is off the beaten path but is excellent entertainment as well.

With Jack Auker in the scene and barbi-
tone, Sylvia Froos and Emily Earle
holding up the feminine vocal end in
such style, if the Chanterelle quartet
adding their singing talents to the setup, the program painted
a panorama of melody that was in-
ternational in flavor.

Sentimental stuff, rhythm, a Cau-
bian rhumba, a nautical number, a
waltz and finally a stirring Armin-
ice specially gave the show both di-
versity and color. The principal
songs were worked in a musical camera
background, a sort of dramatization
that proved very effective.

Through it all, the musicianly hand of Cherniayfsky held sway, knitting
the camoEs together with his des-
terious baton.

"Good News of 1938"

Second edition of the M-G-M-pro-
duced Mother Goose series over NBC-Red last Thursday night
was quite an improvement over the
initial program. It appears that the produc-
tors of this show have got their opening night errors, and are
now on the right track.

Some attention was paid to comedi-
ey, bringing Ted Healy and his
stooges for a sequence that was very
enjoyable and can be amplified in future shows. Here, did find young
miss with an excellent voice, and
Gilbert Russell, English singer mak-
ing his debut here, did find young
stars in the air.

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 pre-
view of "Mannequin, and Robert
Young handled the emcee spot well,
though the script didn’t give him
enough to do.

Mercedes Williams’ music was good.

Show still is a little too impersonal and
diffused. To get a solid audi-
ence 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 has been a
standard high plane. With the Kate
Smith voice and personality domini-
ating, the hour always comes out
well above other similar shows,
when the dramatic portion of the
show is a letdown.

Last Thursday night skit, the "Linerman," with James Barton in
the Victor McGlaglen film role and Betty
Garde in the Margot Grahame part,
came over the air well enough, as things considered. But the new note

Akerberg Finishes South

(Continued from Page 1)

Southampton and New York, the
program host, Howard Lane, business
manager of McClatchy Broadcasting, will

KYA here remains a major link in
the web, while KFWB, the Warner
radio outlet in Hollywood, replaced
KEJE, Hearst outlet, as the southern
key station. Transamericans will rep-
resent the network, which also has
KFBK, Sacramento; KNJ, Fresno;
KKG, Stockton, and KERN, Bakers-
field.

Fourth Coast Station Gets
Alka-Seltzer Italian Show

West Coast stations—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 sev-
eral years, originated and still pro-
duced by Messrs. de Nuncio and
Greno, with the latter acting as an-
nouncer and commentator. Will be
heard on KMTR at 7-7:30 p.m. Mon-
days through Fridays.

BWT, Charlotte

Grady Cole, commentator, will
undergo a tonsil operation.

Charles Crucefield, program di-
ger, subbing for Cole meanwhile.

Mr. and Mrs. Jake Powell of Hono-
rulu visited the Charlotte area and
were struck in a recent interview
that they can get KBCT clearly out on
the island. They attended the
Midnight Dancing Party" broadcast
and presented a letter to announcer
Bill Bivens.

WWL, New Orleans

With elimination of Capt. A. L.
Prichard as assistant managing di-
ger, the post apparently will re-
still until further notice. Mr. Jack
Wilson, program director, is reported mov-
ing into his office.

The skit called "Top Sergeant Mc-
Quade," written by Russell McGuire,
was enacted over here with Henry
Dupre in all parts as an Armistice
Day celebration.

WJJ, Akron

Henrietta Yost, host 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 grantee 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

0 Girls Playing Modern Music

H. Webb

MANAGEMENT

ROCKWELL O’KEEFE
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 KCKK Kansas City, Kan., brought in 235 questions in the last week, which Ellis Atteberry, p.m., considers a definite indication of the increasing popularity of the broadcast.

Herd 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."

Josepholey 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 1-430 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 on 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 WYRC 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 Scotics 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 WILW and also was with WHKN, Columbus.

WINS "Voice of Mirror"

WINS today becomes the "Voice of the New York Mirror." Station, owned by Hearst, as is the Mirror, has successfully been the voice of the New York American and the New York Journal.

From Any Office of

Postal Telegraph

You Can Send

TELEGRAIMS

"Via Commercial" to Europe and the Orient. "Via All America" to Central and South America and the West Indies.

CABLEGRAMS

"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.
Neb. Ascap Law Enjoined

Federal Court at Lincoln, in Issuing Order, Doubts Constitutionality of Recent State Legislation

Lincoln, Neb.—Federal Court, with three judges sitting, granted a temporary order enjoining state officials and county attorneys from enforcing the state law which would outlaw such organizations as Ascap. The order was sought by Ascap, 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 Ascap of $5,000 bond for payment 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 suit.

(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.

Quaker Oats Co. Places
Campaign on NBC in East

James F. Fay Appointed

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, has been associated with Hearst newspapers.

(Continued on Page 3)

Quaker Oats Co., Chicago, (puffed wheat and puffed rice) through Fletcher & Ellis, has signed for an eastern portion of the NBC-Red network, 5-5:15 p.m., for a "Dick Tracy" series to begin Jan. 3. Program will be heard Mondays through Fridays over 12 stations.

Transcriptions will also be used on the same schedule on about 18

(Continued on Page 3)
Gerald Smith Program
Debuts in Difficulties
(Continued from Page 1)

stations was not used nor was the program handled by the Albert B. Rogers group 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 one of the broadcast outlets Smith spoke from a hotel room.

Albert B. Ross, head of the agency which was in on the program at the start told Rano Dally that he has a contract with Smith for the use of "certain stations." When asked if the report was true he intimated he intended to sue Smith, Ross said, "I have no comment to make at present."

Network used included WHN, WFIL, WFCR, WCYK, KXW, WCFL Michigan network, and colonial network. First three stations took Presto recordings on the line and aired the discs 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 Wittycomb, g.m. of the station. Stuart Eggleton is Chi. manager. Sales Manager Jack Stewart now plans a coast office.

Queries McNinch on Payne
Washington Bureau, R.A.F.D. 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 broadcasting Commissioner George Henry Payne from sitting in at the Segall-Smith hearing. MacFarlane wrote in the interest of insuring that Commissioner Payne be allowed to take his place with his fellow Commissioners in the final Segal-Smith decision.

WCNB Band Booked
Tex Baker and His Texas Ramblers, heard over WCNB, 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.

Steeninger to Furgason
Chicago—Cliff Steeninger, former ly with local office of Transamerican, has joined the staff of Furgason and Co., station rep.

Radio Daily
Two New Radio Stations
Start Construction Soon

Portland, Me.—Portland Broadcasting Co. last 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.

WRTN Makes Debut
Richmond, Va.—WRTN, newest local station, went on the air for the first time Sunday at 3 p.m. as successor to WPHR. Prominent state and city officials and the state officials in a dedicatory program. John Stewart Bryan, publisher of the News Leader and principal of the new station, presided.

Operating staff includes Earl Sowers, managing director; Walter Selden, chief engineer; C. Alden Baker, sales manager; Miss Marynette Guttridge, music director and staff announcer; 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 on Saturday with Hon. Carl V. Wyegandt, 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 WTJX
Milwaukee—Douglas Kamp, late of the Catholic Herald-Citizen, has joined WTJX continuity staff. Kamp was school classmate of "Betty" of "Betty and Bob" serials and golfing companion of "Singin' Sam." All three hail from Richmond, In.

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 C.Y.A. return to the program from WCKY here. L. B. Wilson, chief of WCKY, considers the program so important that he refuses to sell it time commercially.

Homer Griffiths to KFJB
Chicago—Homer Griffiths, writer-producer, known on air as "Friendly Philosopher", and his wife, Irene E. Griffiths, have left for Marshalltown, Ia., where they become station manager and program director, respectively, at KFJB. Griffiths will continue to Chicago on Fridays for his Mantle Lamp program and for concerts by Howard H. Wilson Co., station rep.

Another Way to Tell the HUDD Story!
assembling 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 last resort, that copies of copyrighted compositions 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 (Ascap, et al) and residents, from the threatening to enforce the penalties contained in the statute, etc.

Ascap 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 Ascap 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 Johnon by Bill Quarion, WMT commercial manager.

On invitation of Mayor Lenox R. Loth, 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 Clipper's 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 9:30 p.m. Already set for the series are Arthur Westover, Norman Raw, Dorothy O'Donnell, Arthur Siler and Gene Prince.

**NETWORK SING FAVORITES**

(Continued from Page 1)

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 is a listing a regular Tuesday feature in "RADIO DAILY."

<table>
<thead>
<tr>
<th>Selection</th>
<th>Publisher</th>
<th>Times Played</th>
</tr>
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<tbody>
<tr>
<td>I Still Love to Kiss You Goodnight (Leo Feist Inc.)</td>
<td>29</td>
<td></td>
</tr>
<tr>
<td>You Can't Stop Me From Dreaming (Remnick Music Corp.)</td>
<td>28</td>
<td></td>
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<tr>
<td>It's the Last Thing I Do (Crawford Music Corp.)</td>
<td>27</td>
<td></td>
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<tr>
<td>Farewell My Love (Hanna Inc.)</td>
<td>26</td>
<td></td>
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<tr>
<td>Getting Some Fun Out of Life (Donaldson Douglas and Gumble)</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Remember Me (Witmark and Son)</td>
<td>24</td>
<td></td>
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<tr>
<td>Blossoms on Broadway (Famous Music Corp.)</td>
<td>24</td>
<td></td>
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<tr>
<td>Once in a While (Miller Music Inc.)</td>
<td>23</td>
<td></td>
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<tr>
<td>Nice Work If You Can Get It (Chappell &amp; Co.)</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>Vienu Vieni (Witmark and Son)</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>You and I Know (Robin Music Corp.)</td>
<td>22</td>
<td></td>
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<tr>
<td>That Old Feeling (Leo Feist Inc.)</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>When the Organ Played Oh Promise Me (Joe Morris Music Co.)</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Moan Goin' in My Eye (Satie Music Co.)</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td>Bob Tide (Paramount Music Corp.)</td>
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<tr>
<td>Roses in December (Irving Berlin Inc.)</td>
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<td>So Many Memories ( Shapiro-Bernstein Inc.)</td>
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<td>Harbor Lights (Marlo Music Co.)</td>
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<td>Have You Got Any Castles Baby (Harma Inc.)</td>
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<tr>
<td>She's Tall, She's Ten, She's Terrible (Mills Music Inc.)</td>
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**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 rights, concerning radio would be largely confined to standardizing wage scales and working conditions.

**Fashion Tele Broadcast**

A demonstration of RCA television featuring apparel, accessories, costume 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 Maskie debuts Nov. 18 over WJZ-NBC-Blue, 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**

**Hearts New England Rep**

(Continued from Page 1)

prior to entering radio field. Stations to be handled by Fay include WBAL, WINS, WWHN, KOMA, WACO, KNOW, KTSN, KWA, KEKE and KEHE.

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

<table>
<thead>
<tr>
<th>Name</th>
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<tr>
<td>Ethel Lawrence</td>
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<td>Mae West</td>
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<td>Grace Moore</td>
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<td>Fannie Brice</td>
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<td>W. C. Fields</td>
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<td>Charles Butterworth</td>
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<td>Charlotte Greenwood</td>
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<td>Clinton Webb</td>
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<td>Marion Davies</td>
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<td>Harry Richman</td>
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<td>Mabel Loomis</td>
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<tr>
<td>and Claire</td>
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<tr>
<td>Willie and Eugene Howard</td>
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<tr>
<td>Nora Tennes</td>
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<tr>
<td>Hal LeRoy</td>
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<tr>
<td>Gilda Gray</td>
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<tr>
<td>Jack Whiting</td>
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<tr>
<td>Gertrude Nielsen</td>
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<td>Nick Long, Jr.</td>
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<tr>
<td>Lila Enders</td>
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<td>George Murphy</td>
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<td>June O'Day</td>
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<td>Carl Randall</td>
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<td>Patricia Ellis</td>
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<td>George Tapsia</td>
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<td>Grace Bradley</td>
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<td>Missano and Donna</td>
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<td>Melissa Mason</td>
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<td>Pierce and Roland</td>
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<td>Virginia Bacon</td>
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<td>Walter Telesy</td>
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<td>Virginia MacNaughton</td>
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<td>Buddy Raymond</td>
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<td>Ethel Vebell</td>
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<td>Gloria Young</td>
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<tr>
<td>The Five Bells</td>
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<td>Pauline Goddard</td>
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<td>and ark Hundred of Others</td>
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**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 Kenin is the amount executive, with Lawrence Holcomb supervising production.

**George Besse Seriously Ill**

Chicago — George Besse, head of the Joseph Horshey McGillivra office, seriously ill as the result of a motor accident moments ago, has been moved to Ravenswood Hospital for further X-ray treatment. George Bessler, who formerly had his own rep firm and foreign language service which he sold to Van Cronkrite Associates, recently joined the McGillivra staff on a permanent basis in charge of the office.

**Floyd O. Spicer Buried**

Newark, N. J.—Funeral services were held Tuesday afternoon 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.

**Coral Bruce Held Over**

Boston—Coral Bruce, vocalist, is being held over for an additional two weeks at the Normandie here.

**NEW 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, posture, charm and good health. Classes meet Saturdays and after-school weeks.

A 15 instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the past 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 ADMISSION and TRYOUTS WILL BE ARRANGED.**

Free consultation and courses individually planned without obligation.

Open 9:00 A. M. to 10:00 P. M., Daily Except Saturdays, until 6:00 O'clock. Visitors welcome. 625 MADISON AVE., NEW YORK Studio Between 58th and 59th Sts. Phone Wickerthan 2-4300.
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.
Shell Oil which bowed oil last spring with the Joe Cook show will return to the air. (At that the "oil" show Ben Bernie is said to have signed for over the week-end?!) Frances Longford 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 wordslinger on Old Golds gossip show starting to take from the coast called "Hollywood Screen Scrapers"... Ruby Mercer continues in the femme spot on Packard's "Hollywood Mardi Gras" for an indefinite period... Lum and Abner will finally do their quater 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 Henry Youngman on the Kate Smith series... "Flit," the French girl on the Eddie Cantor show, is Vida Vonn, former kid star in "Cabin..." 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 quit. 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 Slatyer party Sunday in Leon & Eddie's, Jack Robbins entertained Herbie Kay while Henry Spitzer had to listen to Buddy Clark. Henry Youngman was never funnier in his life... From Lord & Thomas came Monie Hellinger with James Saphier. Mizzie Rosenblum couldn't be persuaded to do his "Harry Richman." Liebert Lombardo bowed in late with the franc, while Rochelle Hudson seemed to be amused by Edward Doudling and applauded for Margot Grahame. Billy K. Wells took a bow for his "Rain" satire—a gem. J. C. Flippin coughed—but didn't say a word. The Rooneys, pupa and son, were there, while announcer Don Kerr walked about hunting for someone. Shun 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 Gull Oil show...

Union trouble may deprive Herby Kay from a network wire from the Arcadia in Philly... Abe Lyman follows Joe Rines into the French Casino in December... Irving "Irzy" Kaufman is contemplating going on the network plugging a drug product of which he is past-owner... Lynn Martin is the secret bride of the six-player in Woody Herman's crew for the past two months. Bridegroom will quit touting to manage 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 Quillian's brother, Joe, and Jilly Ellison 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 guy-man, had all his molar yanked last week... Why is Bob Hope's plan for a wedding at the coast for writers?... Al Denahue is doing a half-hour show featuring Doreelle Alexander, String Choir, Glee Club and Jack Kelly's piano-pounding... Alois Harrilla 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.
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 'Votre Psycho', Richard Strauss' '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 achieved a thoroughly 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 dramatic conductor who lacked nothing in brilliance when the occasion demanded and a leader who always had control without overdoing it. As the orchestra warmed up, it was apparent that it was out to play second fiddle to no other organization. It could and would have made Monteux virtually outbid himself on at least two occasions. The concluding selection, 'Iberia', was a concerato as much a reading on the part of Monteux that leaves no question as to his ability.

MOZART'S "Haffner" symphony, Cesar Franck's "Peyche", Richard Strauss' "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 achieved a thoroughly fine organization individually and collectively, with a very evident effort on the part of the orchestra to contribute its utmost musically.

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Harry Salter

Returning to Lucky Strike's "Hit Parade" on CBS last Saturday at 9:30-10:45 p.m., Salter deals rich 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 rhythms 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 nightiers, etc.

Usual formula was followed as to the rest of the show, with Billy Gaston, the guest, talking, doing a song and offering a personal testimonial. Facts that Salter did not happen to sing any too well on this particular occasion probably did not detract from the "Hit Parade" and theater tip. Vocalists on the program otherwise were okay. Formerly a distinct novelty, the chant of the taboulo is now a form to make used by Luckes and putting him on less often will no doubt make him more valuable when he is heard.

Walter Winchell

The slow-moving Sunday night edition of Walter Winchell's "Hassle," which is seen every Sunday night after the NBC radio broadcast of "Home," has had its filing run. Since filing run had their filing again get a snappy interlude with the return of the inimitable Winchell and his fast method of selling his wares. After a lapse of many weeks, Jergens hand lotion stepped up NBC's Blue network quarter-hour period, 9:30:45 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 filled Winchell's column from Hollywood, naturally did not attempt to compete or ape the boss, and received a tribute at the close of Winchell's broadcast.

Only trouble with those Woodbury dramatic offerings starring Tyrone Power on NBC-Blue, Sunday nights, is that the capable and likeable Polanski is the sort of man 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, KZAT program director, has a new daughter, April, and 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 Lohn and Fink, and she also has "Your Home Town" on the air, through J. Vitters. The NBC Radio Network aired over WBAP, draws about 500 fan letters weekly.

KANSAS CITY

Lester E. Cox, KCVO 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: sinuses trouble.

Bill Hazell has returned to the KCVO artists' staff.

Paul Terry, formerly at WSAI, has joined KXY 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.

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 WRWD has made under his dynamic leadership.

Among Miller's other assets, aside from innate business ability, is a keen interest in civic affairs. In fact, it is a reason why WRWD has become an important factor in community affairs, of which Miller 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 placating the morale of the police and fire departments with a high plan.

When WRWD joined CBS a fortight ago, the Augusta newspapers ran big special insert pieces on Miller's guidance. The excellent facilities now in use, able personnel, etc. have been announced plans for a new $250,000 theater.

Theater-radio showmen. with their staffs of civic interest in Augusta. announced plans for 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.

OLICELLE AND LANNY LINWOOD

GRIE "2 voices and a piano"

Arrangements by Lanny Gery

6 times "Best of WBB, WZZ, WBC, ESI, ESM. Management NBC Artists Service"
LOUELLA PARSONS compromised her demand for five grand weekly on "Hollywood Hotel" by agreeing to continue at the presently operating rate of $2,500 until expiration of the existing contract in Oct. 1938.

Kelly Anthony has been appointed program manager at KFI-KECA by General Manager Hal ballo who has been made production manager of KPI-KECA by General Manager Hal ballo. Anthony, who is well known in the concert and radio fields, will be heard in the weekly edition of the Radio Light Musicals in the Peperquette Suite of the Waldorf-Astoria for the evening of the 9th under management of Dorothy Worthington.

NBC's Washington stations, WMAJ and WRC, were called upon the WNB, Binghamton, N. Y.

Local rate card has been added 0.1% Kenneth Eccleston and Charles Hall joined the announcing staff. Jack Hall of the Binghamton S.I. is a new sports announcer, and Tom McMahon has been elevated to sports editor.

Raymond Kaplan is a new member of the engineering staff. Tom Pritchard, formerly of Syracu, 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 milt-, is at WHR.

Don Bennett and Dorothy Yeomans up to their ears in promotion, with stations airing 62 local live talent commercials weekly.

WICC, Bridgeport

Joseph Lopez for the fourth year, went in dark saber and added eight cast flowers from a plane on the city's graves.

Tom Pritchard conducts the Bridge- port Symphony next Sunday night. Robert Maguire will have a birthday Sunday.

Don Bons quartet off the schedules for a short vacation.

Chandler Cawies and Edward Lautz have been added to the dramatic staff.

WXYX on Its Own

Baltimore-WXYX, the ultra high frequency experimental station in the monumental city is being program- med independently in order to build its listening audience on the seldom used band. Programs are under the supervision of Bert Hanauer with Henry Bianchi handling the inaugur- al planned program.

New Queens Radio Firm

Queen Radio Laboratories Inc. Queens Boulevard, 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 Boulind held until he reported blow-by-blow from Madison Square Garden on Friday at 10 p.m. over WBC-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 Chico'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 annual convention 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. A regular commentator, directed by John R. Woodruff, former director of the Cleveland Playhouse, now directing the Montgomery Little Theater.

Station recently lost a veteran announcer when Louis Farrier, chief announcer for several years, moved to New York to reside. Farrier was replaced by Earl Cotan Jr., formerly with WJAI, Anderson, S. C.

Pep Up Sponsor's Employees

Sensing the necessity for store-wide interest and cooperation to provide an "up-to-date" program in "Today's News" a pronounced suc- cess for its sponsor, Malcom Brock Co., offering Bakersfield, Cal., depart- ment store. 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 clever- ly woven into the script by Lois Kolander, and community interest stories 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 here in the past year were Philips, while sales to the British Isles were much higher, the report shows.

MARTIN KRAUSS, former WIND announcer, has gone to WKY, Oklahoma City. The network's artists service has taken options on Actresses Patricia Dun- lap and Janet Logan with a view of getting picture work for them.

Ralph Atlas, president of WJWD and WIND, bought a fancy new Lin- coln Zephyr at the auto show.

Gale Blockl, Jr., salesman for John Blair & Co., made a trip to Kansas City over the weekend.

Paul Luther, WBBM Musical Clock announcer, is taking vocal lessons from tenor Wayne Van Dine.

Harry Kopy, station manager, is in Cincinnati contacting several accounts.

Robert Hall, back from New York, went to Cincinnati over week- end to look into a prospect.

Gail Page, Chicago songstress visit- ing New York, did a guest appearance with Norman Cloutier's NBC crew.

Ron Fidzale spent some time at Grand Rapids.

Cecil Underwood due in Sunday, with 70 artists before a studio audi- ence, started yesterday on WEN- MBS.

Lloyd G. (Bucky) Harris went to New York last Thursday to produce "Today's Children" there.

Port Pearson to Birmingham to port the Alabama-Carnegie Tech football team.

Ralph G. Maddux, NBC production- er, 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 "Guid- ing Light" and "Light's Out" casts new to New York Friday for the Army-Notre Dame game.

Harry Creighton, sports announc- er, has taken over Wood Holden's duties at WAAF. Holden went to Hollywood.

GREETINGS FROM RADIO DAILY

CORAL BRUCE

JOHN JIM RODRIGUE

LOUISE STONE

CAROL BRUCE

WALT BURKE

JIM ALGROE

MAY PICKARD

LOUISE STONEY

BIRTHDAYS

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Tuesday, November 16, 1937
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.

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. Hutchinson 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-Liked

Montreal—Instead of talking about a "well-read man," we will soon have to speak of a "well-listened man," Gregory Clark, Canadian author, told an audience at the Toronto Book Fair. "Radio is only in the papaya 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 300 engineers engaged in probing new radio fields.

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 the Marconi-E.M.I. Tele.

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.

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. Hoho, president. A former newspaperman, Revere came to Benton &

Alka-Seltzer Adding McClatchy Calif. Chain

Miles Laboratories (Alka-Seltzer) on Nov. 20 will add the McClatchy chain in California to its "Uncle Jimmy" 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.

Only the Start

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.

ARTA Wins Pay Boost For WPA Technicians

A 50-cent per hour increase, boosting scale to $95 a month against $90.44 at present, has been negotiated by American Radio Technicians Association for radio technicians with the National Radio Division of the Federal Theater Project here. Harold Katzen represented the technicians and Paul Edwards, local ad

Mandatory?

James Shouse, general manager of WLW-WSAI, turned down the Gerald L. Smith program when he was queried last week. Charles Melosh, publicity director of the Democratic National Committee, is also publicity director of Motion Picture Radio Corp., owners of WLW-WSAI. Melosh is looked upon as the administration spokesman.

Transamerican is Dropping St. Louis, Chi., Detroit Lines

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 sizable network.

Understood that the letter informing the stations in those three cities that the wire was being discontinued came from station WLW. According to
RADIO DAILY

This Dizzy World

Dorothy Lawrence, soprano, makes the observation that it "appears as though old rock's chair has plumped up 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 bazzolker just start Hellets on her playing of the general--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 Lombardi will give a recital of Chopin music in Carnegie Hall, Rudy Vallee will be lecturing on the modern influence of Beethoven, and Cab Calloway dazzling off operatic!"

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. Vorop, WHK-WCLE production manager, for airing over WHK. The 15-minute programs will be presented by Cleveland College of Western Reserve 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 WBBN, through Schwimmer & Scott agency. It will present impossible opponents such as Chex Piano chorus girls vs. pro-football players. Harold Isbell is spelling master. Cecil Windfield handling agency for production.

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 Seilhorn Advertising for Abelson's Jewelry Stores, Newark, featuring Betty Worth and Frances Neilson, with Louis Tappe producing. Series will run across the board from Thanksgiving to Jan. 1 on stations now being chosen.

ARTA Wins Pay Boost For WPA Technicians

(Continued from Page 1)

ARTA, minister, conferred on behalf of the WPA group. ARTA also reports that WNEW is now 100 percent organized under its banner, and WQXR 75 percent. Negotiations with WQXR are expected to be concluded in a day or so.

Pettrillo Re-Elected

Chicago—James C. Pettrillo 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 Transam-
TRANSMISSION CUTTING LINES TO THREE CITIES

(Continued from Page 1)

Aviation Lessons and Comments

Jimmy Fiddler, amateur licensed pilot, is conducting an aviation pro-
gram over WIBX, Utica. The program is also part of a week-
large audience is reported. Crowds flock to airport, where pro-
gram originates on Sundays.

Country Editors at Mike

Country editors of Western Wash-
ington weeklies are brought to the airc-
e in a series of interviews en-
titled "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.
F. Turner over KRE, Berkeley, Cal.

WNBF's New York Line

Al ready 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 commer-
ccial programs but enable the sta-
ton to pick up more sustaining service
and thus enhance its program struc-
ture.

Because WNBF is the only station in
the Binghamaon 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. Sta-
tion maintains its own offices in
New York, and Harry Treener, commer-
cial representative of WNBF's 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 WNBF line in-
stalled in their own studio so that
they may supervise a series of pro-
grams which they expect to test here.

According to WNBF's latest pro-
gram schedule, station uses only 75
minutes of transcribed sustaining
service per week, or an average of
10 minutes daily, which is considered
reasonable for a city of this size.

Lone Ranger," George Jesel

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 appli-
cation is now pending before the
FCC for permission to move its fre-
quency to 1350 kcs, install a new
transmitter and increase its power
to 500 watts. At present kTSM
divides time with the non-commer-
cial station WDAH which is owned
by the same company.

Lines are now being installed for
the feed from Albuquerque, N. M.,
250 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. Pre-
vious plans were for the move
be made by Jan. 1.

Jane Froman's Radio Recess

The appearance of Jane Froman
and Don Ross as guest stars of
George Griffen last week will be
Miss Froman's last appearance
on the air before making another pic-
uture. 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 com-
ercial now on the line.

RADIO DAILY

YOU NOW CAN BUY A COMPLETE PRESTO
RECORD PLAYER FOR ONLY $149
PRESTO RECORDING CORP.,
135 W. 19th St., New York - N. Y.

Audio Advertisements

Female secretary with 7 years ex-
pience desires change January 1st.
Box A-118, RADIO DAILY

TWO MAJOR PROBLEMS
FACE HAVANA PARLEY

in the matter of allocating commer-
cial 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 neither Haiti and Santo Domingo,
in voting on regional problems, shall
vote with the northern or central
regions. It is the contention of dele-
gates 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 tried out is the matter
of how the western delegations shall
vote when they reach the Cairo
conference in 1938—the world meet-
ing to which the present conference
is preliminary. Canadian delegates
are delaying settlement of this matter
until they hear from home.

Remembering the Madrid confer-
ence, in which Great Britain had
eight votes, it is the opinion of many
of the delegations that Britain's votes
should be confined only to self-
governing dominions and that a vote
not be given to Newfoundland, Brit-
ish Honduras, Jamaica, the Bahamas,
etc.

Canada also has made reservations
on the tentative decision to assign
the bands between 290 and 515 kc.
to radio and marine beacons. It was
the proposal of the Canadian dele-
get to assign the frequencies be-
 tween 160 and 240 to broadcasting
and they have reserved the right
for further discussion on this allo-

tation.

"The Just Can't Resist Those Clothing
Store Programs On WHB"

Radio Station affiliated with Mutual, has the
biggest feature of the year, "Helen, Helen."

John, telephone Monday 1111, morning or any time, to
DON BIVINS, President, KANSAS CITY, MISSOURI

1937

New Programs—Ideas

Wedneday, November 17, 1937

RA D I O D A I L Y

TRANSMISSION CUTTING LINES TO THREE CITIES

(Continued from Page 1)
to Transamericans officials, this was
done after a conference with the
outlets in question, and it was de-
cided that there was no use in sup-
plying 16 hours of service, sustain-
ings, etc., when the stations in ques-
tion would not be in a position to use
the amount of service Wire
charges ran into several thousand
dollars a month. Hookups, however,
will be arranged whenever commer-
cials are so scheduled and such
accounts as Lydia Pinkham will be
put through as usual.

Transamericans 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
also as a test run for a similar arrange-
ment for the California Radio System,
which is mostly the McClatchy chain
plus KFWB as a key outlet instead of
KCBS. 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 WNBF, WMAS, KTUL, KDAL,
WHBF, WHLB and KGVO to its
own "Quiz" CBS show, Saturdays,
9:30-10 p.m. with repeat at 12 mid-
night. Geyer, Cornell & Newell Inc.
has the account.

Gulden on WJZ

Charles Gulden (Gulden mustard)
on Jan. 4 will start "Gulden's Melo-
doers" on WJZ locally, Tuesdays
and Thursdays, 8:35-6:45 p.m. Spon-
or also has a show on WEIL, Boston,
Agency, Charles W. Hoyt Co., says
there is 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 Bernic.

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 re-
cord for same sponsor Dec. 6. Land
Trio and Harry Miller and Earle Von
Hampton, comedy duo, have been
set for Alka Seltzer transcription.
Ben Lipstein handled the deals.

Radio Advertisements

Female secretary with 7 years ex-
pence desires change January 1st.
Box A-118, RADIO DAILY
FAY WRAY, ALAN MOWBRAY and THE FOUR SOME, on "Kraft Music Hall," Nov. 18 (NBC, Red, 10 p.m.)

SUSANNE FISHER, LUCY MONROE, ARNOLD TOTAKYAN, LOUIS D'ANGELO and SIDNEY DE WEBER in "La Boheme," on American Bankers 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, Buddy Clark program, Nov. 18 (CBS, 10 p.m.)

DAVE APOLLON and MAXINE LEWIS, "Broadway Melody," to-night (WHN, 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, three days, will be heard over 550 stations starting today and daily thereafter until the termination of the present Unemployment Census. The 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 spot commercials for vacancies have 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 Ota, 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 McConnellsburg, O., along with his regular daily chores.

ANICE IVEy

"EVERYWOMAN'S HOUR"
WMCA
Mon., thru Fri., 11:15 to 11:45 A.M.

"There's nothing she can't sell."

GUEST-ING

FAY WRAY, ALAN MOWBRAY and THE FOUR SOME, on "Kraft Music Hall," Nov. 18 (NBC, Red, 10 p.m.)

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RADIO DAILY

MAIN STREET "OL' SCOOPS DAILY"

PROMOTION

WBIG's Aid to Commerce

Lottie of WBIG is a comely young lass, uniformed in white, who works under the aegis of the program promotion department of WBIG, Greensboro, N. C. Lottie contacts window display men, retail outlets, etc., and places window displays, posters, and other program material for the station. What's more, Lottie never fails to present a good case if you should be so misguided as to 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 WOBL, Baltimore. Read Drug Stores and Carroll Drug Co. have installed full window displays of Admiracion Smokeless Tobacco, and are planning 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 contests, scoring spots from local bowling alleys, give a new acceleration recently through station-sponsored bowling contest to select ten best bowlers. Stunt, by WBIF, 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 reading 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 Cable Film Commercials for Lehigh Valley, New York to study. Gene Halliday, music head, has been auditioning successors.

Richard Kedington, station's weather prophet, was Auerbach's choice for Santa Claus role on three-weekly kiddie show.

Salt Lake Citizens airded their views on special session of Congress in a street stunt picked up in front of the SKL building, handled by Wally Sandick, staff announcer.

Irma Bitner is writing and producing Auerbach Dept. Store's three-weeker Christmas Toy Club campaign. Studio origination features talent writing at store with animated dialog by toys.

"Operating a 35-Kilowatt" was the Americanization of an international ad and was delivered Saturday to the Pacific Northwest Broadcasters Assn's convention at Hotel Davenport, Spokane. Operations of station was the general discussion of the important Western meeting to which KSL's managing director, Earl J. Glade, was invited to speak.
RADIO DAILY

Program Reviews

"Musical Cartoons"

Victor Irwin's "Musical Cartoons," this program makes an unusually pleasing half-hour show, with a mix of straight vocal and dance rhythms plus numerous animated caricatures. The development in dance tempo and otherwise, Irwin, who has played many of the Max Fleisher cartoon accompaniments, obtains bizarre effects when transferring that type of composition to radio. The effect is greatly enhanced with the continuity and a banker when such items as Coney Island, and Jungle- Town Review are played with Syll. Symphony technique. Apart from the style, the band itself is a fine one musically.

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 de but over WHN at 7:15 p.m. Monday, has a pleasant voice and such courses 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 8:30 to 9:30 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 very strong balance. Female 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.

Options On "Five Star Final"

Community Options, Jamaica, are sponsoring "Five Star Final" over WMCA this Nov. and Dec., and the release of 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," 2:15-3:20 p.m. over WABC and split Eastern CBS network; "Kitty Keene" 2:15-3:20 p.m. over western network from KFRC; "4-10 PM" 10:45-11 a.m. over WABC and Eastern network; "Na Perkins," 10:45-11 a.m. over Eastern network from WBXX; "The Guiding Light," 4:30-5:45 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

Bowler 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 WJIS, the CBS out let here, gave a luncheon yesterday to a group of handsome men, an excellent bet for an earlier spot where a sponsor for cereal or other product seeking to attract both men and young could make good use of it.

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 or chestras will be used in the series, Larry Clinton, who also is heard on RCA's program over WEEA, started the WJZ series last week.

Fan Mail on the Airwaves

Catchy program, also a peg 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 Maurice 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 announc ing 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 tile along with change of 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 remarkings (what is 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 to give them our laboratories for a similar purpose.

"The two systems, in fact, have fundamental differences. but in so far as they are used in common, I think it is fair 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 show since she barged out and is now resting at Sacred Heart Sanitarium, Milwaukee.

"Whistlers Champions of Harmony"

KAY & BUDDY ARNOLD

Favored by General Mills

WMCA 2:30-5:30 Daily

ORCHESTRAS

W O O D Y H E R M A N


Mal Hallett and his crew, for years under management of Charles Shribman music director, receives abundant sales coverage. Also of interest is the Mooser-O'Keefe office.

Jimmie Barton's Showboat Orchestra is appearing in the Chicago "Belmont Showboat" ballroom in Bridgeport.

Fred Waring and his Pennysylvanians appear at the Circle Thea ter, Indianapolis, the week of Nov. 12.

Causar-Murdoch 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 headliners who started their units in colleges, and they are the ones who favor college tunes the most. Mark Warnow, CBS radio announcer, has a number of these headliners and their alma maters include: Johnny Green, Harry B. Crosby, Gonzaga; Horace Field, University of California; Tom Gray, Illinois Wesleyan; Buddy Rogers and Clyde Lucas, University of Kansas; Eddie Duchin, Massachusetts College of Pharmacy; George Olsen, Yale University; Charlie Kress, Yale, Northwestern; Fred Waring, Penn State; Frank Black and Ted Weems, University of Pennsylvania; Will Osborne, St. Andrews, Toronto; Red Fields, Valparaiso; Meyer Davis, George Washington; Rudy Vallee, Yale.

Frank Daley's ork, recently signed exclusively with Rockwell-O'Keefe, has been building up quite a rep in the Meadowbrook, with a CBS wire.

UNIVERSAL PORTABLE RECORDING MACHINE

Record Division

UNIVERSAL MICROPHONE CO., INC.

Recording Division

424 West Lawrence Street

Chicago, Ill. U. S. A.
Recording Men Get AFM Draft

DRAFT OF a license form of agreement between the AFM and the disk manufacturers is to be issued soon, according to information received by IRNA from two recording men by Pres. Joss. 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 after the agreements are in operation. Discussions are now proceeding seeking licenses for future use will not be commodated, until such time as they prove themselves actually in business.

It is further agreed that in the event that an appeal is first made by Affiliates co-operating with the AFM, the AFM shall not enter into any agreement with the Federal for that purpose.

In the event that a sponsored program cannot be put on the air by the AFM at the time such Affiliate receives an offer of acceptance, the program may be made by the receiving Affiliate at its own expense. The entire expense of such programs, to be put on the air in a manner satisfactory to the receiving Affiliate, shall be charged to Affiliate by musicians, provided such program is not a duplicate of a program previously made and transmitted by Affiliate, and the Federal must be advised when such records are made. Members of the Federation will not render their services to an Affiliate for the manufacture of records or recordings of public performance, unless such Affiliate is accepted by the Federation for that purpose.

The time that a sponsored program is to be averted by an offer of NBC is $90,000, Transcriptions are not to be made of a program unless such program be offered to a station by an Affiliate of the AFM. No transcription is to be made of a program unless such program is offered by an Affiliate of the AFM.

Reasonably satisfactory clauses regarding strikes and adjustment of different Clerks.

Special attention is called to paragraph 9 of the Schedule which is in effect adopted by all 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 $50,000 to the AFM for the period of 20 weeks, at a rate of $25,000 per week. This increase will be reflected in the offer of a greater rate for the period of 18 weeks at a rate of $25,000 per week.

The term "Federation" is used in the Schedule herein, same shall be deemed to mean the National Labor Relations Board, the Federal, in the event that the employment of a musician is terminated by such change of the Board, the employment shall continue to be governed by such change. The agreement shall be extended to all affiliated stations.

Any Affiliate located in the United States, National, or Local Union, as the case may be, shall have the right to use the transcriptions or recordings at its own expense, and the income from the use thereof shall be subject to the provisions of the Schedule.

$90,000 was the amount of an allocated quota, and other conditions of employment, such as those required by the AFM. The Affiliate shall be deemed to have incurred a liability for the purpose of this Article, not to exceed such amount, and shall be subject to such rate as may be in the opinion of the Affiliate, required by the Federal to make the production of music.
NOW IN WORK

The 1938 RADIO ANNUAL

Covering Radio Completely

... 1,000 pages ... Cloth Bound for permanent reference ... Complimentary to Radio Daily subscribers ... Ready for distribution shortly after the first of the year ... An annual informative and statistical guide that no executive in radio can afford to be without. . . .

Radio Daily Service as Usual
G E N E and G L E N N have added a 15-minute period on KFI at 10 p.m. Saturday to their already heavy schedule of Monday through Friday at 8:30 a.m. on the same station for Kellogg products, and a 7:30 p.m. sustaining stanza on KECA, also five days weekly.

E d d i e A l b r i g h t has a new 15-minute Monday through Friday strip on KNX for Seal-Tile Products, Contrax, and Torex.

K F W B is now carrying radio broadcasts of Joe Hernandez from Bay Meadows track in San Francisco, through KYA, the CBS station in the Bay City.

The novel "Ho-Hum" series, written by John Boylan and produced by Don Heydt, has been moved from KECA to KFI, Friday nights at 9:15. Gags up those newspaper "illiterate" which usually elicit a "so what" from readers.

J e r r y L y n t o n , director of the K F C A Playhouse, sold his Secret Service" scripts to 3HA, Melbourne, Australia, through Dr. R. L. Power, Deal includes twelve month supplements to be supplied by Linton. Corin and a group of five others will perform special arrangements of Louis Untermeyer's "Song Tournament: New Style", "Stephen Vincent Benet's "The Antipodes."

S c l e r o n s of Arlington had their weekly "All School" in the Southwest L. A. Morning Times today with Edgar Schenck's "Anthology of Oom"; Vachel Lindsay's "Dirge for a Dead President," and "Secret Songs of the Southwest."

O r c h e s t r a d e s, "an orchestral technique in which 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.

D a r i t K. W e i g e r t, co-director of the I r i d o r School of Cooking, has prepared a series of lectures on "Bach, Beethoven, and the Singing Kid," for which Miss Weigert, an experienced radio lecturer, is at present considering a local commercial.

T h e R o y I m p e r i a l , 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.

T h i s w e e k pianists A l and R e i n e r will do their 3,000th radio broadcast. Despite the fact that they have not had a "hit" in the last five years, they are setting a record for the amount of broadcasts held by a musical attraction.

L y n M u r r a y 's quartet, "The Four Clubmen," has been given an additional CBS spot and are now heard twice weekly via that network.

E d S m a l l e e's vocal group is set for another musical movie short; their next film, "The Key Club," will star Small's chorus has 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)
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A. G E R T U D E B E R G , who was appointed as the author of the full right novel of the beloved radio family, "The Goldbergs," has been engaged in the making of the film. She has done her best to make the role of the film as similar to the radio series as possible.

T h e R a d i o A r t s R e v i e w children's hour aired on Saturday afternoon, 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.

W C N V R e v i e w A f t e r S p o n s o r 
"R a d i o A r t s R e v i e w," 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.

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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 3)

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 radio

(Continued on Page 3)

NBC Production Men
Get "Director" Title

NBC's corps of production men numbering 32, will hereafter be known as "directors," the new title bestowed on them by the network in

(Continued on Page 3)

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 in "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 ratings, Gene O'er, broadcaster who operated WEMP in Milwaukee, tots out a real veteran, 71-year-old Ben Wolf. He also has a juvenile candidate, Carl Zimmerman, who is 17.

(Continued on Page 3)

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 WBDZ, Ponca City; KVSO, Ardmore; KADA, Ada; KGFF, Shawnee; and KVSC, Enid, have signed with him.

J. Harold Ryan Heads
Ohio Broadcasters Unit

Toledo—J. Harold Ryan, g.m. of WSPD here, is the new head of the Ohio Association of Broadcasters Inc., succeeding John E. Paar of WGAR, Cleveland. Other officers elected at

(Continued on Page 3)

Gen. Mills Test Show

Chicago—General Mills is using the Helen Gazahan serial, "Love for a Day," in a test campaign on Corn- Mix over WTMJ, Milwaukee. Blakett-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 accept production and television duties under John Royal at NBC, New York headquarters is announced by A. E. Nelson, manager of KDKA. Gihon came here from NBC in Chicago four years ago.

Cold Wave Coming

Kansas City, Kan.—KCKN's new "Swamp Shop," with production manager Russ Davis acting as the shop keeper, had hardly completed the initial airing when a listener called in to sweep three suites of BVD's for a suit of lounges. O. S. Seward took the hint and predicted a cold wave on his next hourly newscast.

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.

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 1500 kilocycles, 250 watts, 7 a.m. to sunset. There will be a staff of

(Continued on Page 3)

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.

Gerald Smith Program
Going on All-Life Basis

Effective this Sunday, all future broadcasts of Gerald L. 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 3)
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, 4:45:30 p.m. and 6:30 p.m. Effective Jan. 2 all stations will carry Smith's talks at 4 p.m. Since Goddard's move to Cleveland, the rest of current year is that some stations now airing the broadcast have commercial commitments with professional football clubs, and will be unable to carry time at earlier hour. The effective 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. "Transamerician will continue to handle all 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, NBC 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 WBDM, also using WQN and spots in five other cities. The WBDM 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. to act as musical director for the musical end of the program beginning Jan. 3, replacing Frank Black, who has been flying the coast for a few weeks in the 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. 26. Contract was signed through NBC in Chicago and Chicago is tentatively appearing at the Stevens Hotel, Chicago.

Jimmy Jemial Returns

Jimmy Jemial, radio's pioneer inquiring reporter, absent from the air for two weeks of 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 notice, lack of funds of the FREC forced considerable retraction by that group in the radio field. Although an undetermined amount of funds has been raised, 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 year's end. Present number of members is 37. FREC is also undetermined 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 plans to air 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 15 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. — O. E. G. Hirsch, owner of KFVS, was a speaker at the first Convention of Radio Amateurs held here the other day. Program attracted 82 "hams" representing four states.

THE MAGIC KITCHEN OF THE AIR

Monday thru Friday

Available for Food Accounts

W C P

BOSTON

Thursday, November 18, 1937

THE LIFE & ADVENTURES OF SANTA CLAUS

and

ADVENTURES IN CHRISTMAS — TREE GROVE

The two greatest Christmas programs in the country are 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-weeks starting November 12nd—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)

Wine—Wire—Phone

Kasper-Gordon Studios, Inc.

41 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 although statements are cleared up. One detail is the price to be tagged on the show. M-G-M is reported to be getting $6,000 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 Stanwyck, and all so-called stars between the lines.

Primary action of committees included the allocation of the frequency between 1,800 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 referred until he could be advised further by his government.

It was also agreed that amateur bands between 1,710 and 2,050 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 watt station in Hammon, has already had the S.R.O. sign up on Sundays though it went on the air less than two months ago. The station has a waiting list for its Sunday schedule including several national advertisers. Under direction of Charles Gerland, sales chief, former WBBM-CBS veteran, a flock of accounts have been snared for weeks also.

Garland has added Harry Russin and Whitney Clements, formerly of WBBM, and Harry Penfield, ex-WFL, to sales force. Frank Zolnai, formerly with Warner Brothers, has been placed in charge of foreign language programs. Dr. George V. Courrier is president of the Hammond-Calumet Broadcasting Co., the owners. Doris Keane is manager.

RADIO
Advertising Agencies
Female secretary with 7 years experience desires change.

Box A-118, RADIO DAILY

NEW PROGRAMS—IDEAS

Science Made Personal

Holding radio audiences with a science program of entertainment character is the difficult task essayed by Jane White of Carnegie Museum in a new program on KDKA. Yet, aired in cooperation with the station Manager A. E. Nelson, the show bids fair to cleave an important place on the radio schedule. Interspersed with facts, views, 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.

WLW “School of Air” Comes to the Rescue

Cincinnati—Due to Cincinnati schools closing a week earlier than usual for the Christmas holidays, creating the longest holiday vacation in history, Powell Crosley Jr., president of the Crosley Radio Corp., announced that the “National’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 National School of the Air is heard on WLW at 2 to 3 p.m. daily except Saturdays and Sundays. Friday classes are devoted to music study.

KSTP School Bulletin

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. Flishworth, KSTP educational director, and the Minneapolis department of education also are reading 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.

“Holiday Greetings” a New Low in Price

A special announcement: Sold to one station in a city.

ORDER NOW!
Universal Radio Programs, Inc.,
545 Fifth Ave., New York City

University Classroom Tours

With movies, books and magazines playing up the football-finals-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 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.

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 radio is to be located at Belmont, Cal., will carry many programs designed especially for short wave, according to Chester L. Lang, GE broadcast manager in Schenectady. Building of the new transmitter will start at once, with the program 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. Richmond Crooks, the program’s tenor, will be heard next on Nov. 29.

IVORY SOAP
It floats*

(MANY national advertisers use
IVORY SOAP to effectively reach
the New York market. It pays off in sales and
it’s wise showmanship that does it)

* Courtesy of PROCER & GAMBLE

P.O. BOX 1079

Listen to this spot

P & O show on WHN

The Original WHN

New York’s Hour with

Mr. and Mrs. Flippengast

Master of Ceremonies.

Tuesdays at 7 P. M.
RADIO DAILY

AGENCIES

REUBEN BARTON, now a Congressman, will retain his chairmanship in BIBO, 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 Fletch- & Ellis Inc., advertising agency, in a research capacity.

FRESNA, FELLERS & FRESNA, 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, Texas, has opened a Chicago office with Joseph L. O'Connor in charge. Agency has the Mars Inc. (candy) account. Chicago, which 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 agencies' shows and O.K.-ing things in general.


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 to sign 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 dismisal 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.

WELL, New Haven

Billy Fields and his Cowboys are back in a Friday afternoon spot. Station also has the Rocky Mountaineer 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 "Men in the Street" broadcasts weekly.

HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music in a Modern Manner

MANAGEMENT ROBERT W. O'KEEFE

GUEST-ING

FLORENCE RICE, with Tyron Power in "The Truth Game," Nov. 21 (NBC-Blue, 9 p.m.)

CHARLIE RUGGLES, WESLEY RUGGLES and MARJORIE WEAVER, on Peg Murray program, Nov. 21 (NBC-Blue, 7:30 p.m.)

KAY FRANCIS and VERREE TEASDALE, in "First Lady," on "Hollywood Hotel," Nov. 26 (CBS, 8 p.m.)

ANGELO PATRI, on "Magazine of the Air," Nov. 26 (CBS, 11 a.m.)

OSCAR SHAW, ARTHUR CARON, LILLIAN LAWRENCE and DURRELE 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.)

CHETTE STUCCI, singing for Lotte Lehmann who has throat trouble, on Andre Kostelanetz program, Nov. 24 (CBS, 9 p.m.)

J. Harold Ryan Heads Ohio Broadcasters Unit

The Columbus meeting included Warren P. Williamson Jr., WKBN Youngstown, vice-president, and C. Robert Thompson, g.m. of WOOL, 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. The show is known as "In the Looking Glass," and interprets modern furniture in the light of historical personalities who shared 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. Mrs. Hulst was on the KSTP payroll as control operator.

Ruth Wentworth, original Martha Lampson for Formay and formerly with KFRC in San Francisco, now acting as Polly the Shopper on KSTP. Edith Stueckel, playing gaber on the show, now in Gotham.

For Those Vacations from 55 On—Make Reservations Now!

Jules Neubroog INSURANCE

John 4-2830
80 John St., New York

INSURANCE
**RADIO DAILY**

**PROGRAM REVIEWS**

**“HOLLYWOOD SCREENSCOPS”**

with George McCall

P. Lorillard's Old Gold cigarettes

WABC-CBS, Tuesdays, Thursdays

7:15-7:30 p.m.

LaGrand-Adams Inc.

ANOTHER HOLLYWOOD Gossip Program, Initial Airing a Disappointment

Debut airing of “Hollywood Screen-scops” 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 hearing some hot news.

Items that John Montague resigned from its program only included the opening sequence and Rudy Vallee is seen around town with Gloria Youngblood, that Jack Oakie paid $250 to see a complete Screen Actors’ Guild strike tape before Eddie Cantor put on an opening of his own antique shop, etc., could easily come from press agents.

Latter piece A of show news was given to a preview of “True Confession.” McCall called it a bull’s-eye and had sound quality of material, but 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.

Commendations again make you believe you are going to hear hot news. Opening plug was “Freshest Hollywood news by the freshest cigarettes.”

**KSTP’s Novel Armstice Stunt**

A novel stunt in connection with Armistice Day was broadcast by KSTP. It was held only the opening, and stead 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, had the opening, and close. For the show, the vets passed the mike from wheelchair to wheelchair, telling about their adventures in the war. Show was highly effective, displaying gallantry, patriotic 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 Parades

**NOW THEY DO Wake Up**

If they don’t wake up when Big Ben tells them, or even after even more urgent promptings, WTVM 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 are chosen. And four out of six last week responded, drawing a hosier award.

Program director Woody Klose acknowledges that this sounds rather difficult, but nevertheless the figures indicate that 50 per cent of the area’s listeners are diarists 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 WFLF 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 WHB, is now in the broadcast shop, at WHAT, hopes it’s a boy.

Marjorie Evans is now featured weekly over WIP in her own program “Song Stories.”

Anne Taylor, heard every morning over WILF, is making a series of disks for out of town station use.

Dick Thomas, heard over WIP, formerly sang under the name of Dick Goldbahn.

Gerald “Jerry” Moore has relinquished as director of WIP sales promotion to join the newly organized Continental News Service.

Andy Acari is now heard regularly over KVKW with his program “Taylor Grant.”

Bill Ware, WCAU announcer, is to head a new feature, “4.”

Betty Philon, former member of the Uncle WIP hour, is now in Hollywood.

Dick Thomas, heard over WIP, formerly sang under the name of Dick Goldbahn.

**KANSAS CITY**


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 Company program on WHB, making three commercials for the firm.

George Grum, free lance announcer, has been signed for the three daily broadcasts.

John Dillon, formerly at KEGO, Dodge City, Kan., and KPH, Wichita, has joined the KCKN announcing staff.

Paul Henning, KMBC announcer and continuity man, has resigned to join a Los Angeles firm.

**ORCHESTRAS**

Louis Prima, whose hot swing band was the first to hit the airwaves as the result of his initial success two years ago, has returned from Hollywood picture work to open a new WABC, New York, which promises to be a big hit. Louis will have Tuesday, Nov. 24, when he opens at the smart Beverly Hills Victor Hugo supper club. These broadcasts will supplement Prima’s regular commercial program heard Sunday nights.

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, Des Moines and Detroit, and Leonard Whitmier. The Larry Clinton arrangement of latter number has made a hit. It is now being issued "You Started Something," melodic fox-trot by Emery Deutsch and Jimmy Rogers. The Luciana writes, "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 Rubinoff, sponsored by Chevrolet and now heard over 58 stations from coast-to-coast. The program features Victor Arden, the Songsmiths quartet, Graham Mcnamee and guest stars.

Ernesto Luccioni, 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

**ADMISSION: $5.00-7.00**

TUES. & THURS., 9:00 P.M.

440 South Michigan

**OFFICE, CHICAGO 4-3155**
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 "Fifie" 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, one-time sports editor of the Examiner and now a movie sceneartist, is going on the air with a weekly sports cast over KNX and the CBS Pacific Coast net each Wednesday night.

KMPC now has a "Better Music Hour" of recorded music from 12 midnight 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 Mackay, Bruce Paine, Beatrice Benedoret, Edwin Max, Frank Nelson, Alvia Alman and Charlie Lung in the cast, is aired Monday through Friday at 7:45 p.m.

CRAIG CAMPBELL, Manager
RALPH ROGERS, Program Director

KCRC—Enid, Okla. 1,350 Ke.—606 Watts

KCRC, 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 radio installation is the 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 Sunny "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.

WMMF, Plattsburg, N. Y.

Plattsburg's radio station, "The North Country's Own Station," operated by Plattsburg Broadcasting Corp., has the call letters of WMMF; 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 made chief announcer at KTSA, according to Tommy Holland, Tol Ware leaves for Dallas to join Interstate Circuit of theaters.

Joe (Uncle Bob) Luther is back on KABC, wordinglists for Joske Bros. Co., representing Santa Claus and Toyland.

KONO is airing a series of English recordings under the caption of "Britain Swings It." WLBZ, Muncie, Ind.

Ken Williams and Henry Marks, announcers, were selected to handle the special 11th Anniversary program of WLBZ.

Don Russell, local salesman, busy booking talent for personal appearances.

Bill Craig, commercial manager, working hard for Lions Club Milk Fund Drive.

E. Pierre deMillier, 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 & Eisenbury, 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 WCN and KMOX.

Bill Sherman, WGRG chief announcer, managed the mike for Amistice Day parade, and played part of auctioneer in YMCA drive.

Mother of Bill Bond, WAAS announcer, underwent operation. Bond, NBC saider, in town for a few days until his mother is out of danger. George Patterson and Burton Blackwell, WAAS 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 WGRG 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.

Thursday, November 18, 1937

Expansion

Announcer Ben Greuer's sign-off 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. Stilh Getchell.


KSFQ, San Francisco: Van Camp, coin, through Raymond X. Morgan.

KJBS, San Francisco: Alka-Seltzer, spots, through Walter Bidick.

WFIL, Philadelphia: Lever Bros. (Spray), spots, through Rusthoven & Ryan; Brown & Williamson Tobacco Co., announcements, through WBBDO; Procter & Gamble (Lava Soap), spots, through Blackett - Sample - Hummert; L. C. Remley, talk, through Harvey, McCann, Co.; John C. Baker Co. (cold beer oil), Exxel Oil Co., Somerset; Colgate - Palmolive (Sudafed), spots, through Benton & Bowles; American Oil Co., spots, through Joseph Katz, Cheever's ETs, through Campbell-Ewald; Taylor propane Co., through James K. Linke & Associates; Agency; A. Schoenhut Co., interviewed, through Carter Thompson Co.

WBAP, Fort Worth: Bit Products, ETs, through Earle, Smith, & C. Peet Co.; John Wesley White, through Getchell.

WNAC, Boston: Quaker Oats, ETs; Rit Products, ETs; Brown Bros. (Lava Soap), through Carter Thompson Agency; Auerbach Co., through Joe Lookin Co., John Forrest Cooke.


LIB, St Louis: Bush Bros., announcements, through J. Walter Thompson.

KSL, Salt Lake City: Auerbach Co. (1929); Chicago Engineering Works.

KVOD, Denver: Grove Lab.: Brown & Williamson.


KTSM, El Paso: Razzoli; Log Cabin Syrup, spots; Magnolia Petroleum, spots; Omega Oil, spots; White King Soap, programs.

WGN, Chicago: Smith Bros. (soups), Quin Ryan's News Commentary, through Brown & Tashier, Inc.; UFE Drugstore, announcements, through Retailers' Mail Box, through C. Wendel Muench Co.

WMAQ, Chicago: Chrystie, Railway Express Agency, weather reports; Hill Colby, spokes, announcements.

WENR, Chicago: RCA Victor, ETs.

KMBK, Kansas City: Al izee Daily, "Perry and the Pirates," ETs, through Steak-Gate, Madonna Tomato Paste, Zeke Manners, ETs, through Valentine 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 our 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.

P Tim, Milwaukee
Myrtle Spangenberg, soprano, is back on "Morning Melodies" following a severe cold. Ditto George Comte, announce.

Don Chase, night operator, has his non-commercial pilot's license. Helen and His Grenadiers, invading Cicero, Ill., were greeted with an S.R.O. sign at Olympic balcony.

Rus Winnie, ace sportscaster and all-around mukie man, did five diversified "special" shows, most of them at remote spots, the other day, taxi-cabbing from spot to spot.

Bill Evans, announcer, chosen to emcee the new early morning "Top O' the Morning," is infanticipating. Harry Eldridge, the all-around mike man, did "Top O' the Morning." Eddie Thompson welcomes as guests on his "Behind the Mike" show, Deborah Keith, acting star of "Junior Nurse Corp."

Jack Fulton, "Poetic Melodies" and Paul Skinner, WTMJ tenor star.

Jean 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.

WSPR, Springfield, Mass.
The Radio Workshop class of Commerce High School has begun its 1937-38 series.

Billy Fields and his Radio Cowboys, sitting over the station, are swapped 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.

WSPD, Toledo
Otis Taylor, 11-year-old accordionist, will be featured with the Trick Brothers Accordion Band in a new show.

Reta Ray, swing singer, is recovering from an operation. Alma Cooley is pinch-hitting.

If you are in radio you will find the coming 1938 RADIO ANNUAL indispensable as an authoritative and informative Guide throughout 1938.

... distributed complimentary to Radio Daily subscribers as part of Radio Daily service.

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An agency serving a N. E. clientele. Specializing in radio broadcast advertising.
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Commonwealth 0466

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

ALBERT W. MARLIN

ALBERT W. MARLIN, manager of WMAS, Springfield, Mass., 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.

Left in his last year to serve two years as Deputy County Clerk of Crawford County, Kan. Decided politics was no game for him, and went back to college studying voice. Sang with the male quartet and was active in dramatic work. Bill Farr, manager of WHAM, Rochester, first interested him in radio.

In 1923 he followed Farr's advice by joining WHIC in Rochester as an announcer and later took charge of the continuity department. He stayed a year and then went to WOCO 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 WMAS.

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.

Married, has twin sons (but hopes they won't be radio announcers) interested in civic work and is thinking of going back to sing.
Coast to Coast

NADINE CONNER and Wilbur Evans again team their vocal talents next Sunday night on WICH's "Open House" over CBS. Jeannette MacDonald is still busy on her film.

Clay Swarthout will interrupt his music playing to appear on the Ford Sunday Evening Hour over CBS on Nov. 28. Miss Swarthout's forte will be "The Magic Fishbone."

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' worldlumper, is often heard rushing through the CBS corridors saying, "Clear the way! The Junior G-Men are coming! If anyone stops him, Jerry Lawrence swears he'll send 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 on 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 creative and script writing from Emerson Smith, production manager, under the instruction of university radio managers 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 WGR, Cleveland; WJW, Akron; WHBC, Canton, Ohio, and WKYM, 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 Thin Game," romantic comedy by Ior Novello.

"How Wives Share Their Husband's 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 11-11:15 a.m.

Doris Jenkins, a Ray Campbell soloist, is currently vocalizing at "The Place" in Hemstead, 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 new 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 Friddy, announcer, recently moved to town, and is wondering about his new hobby—and found it, in philately. Ted Kimball, announcer, for years identified with children's programs, now "Maty Ed" on S. S. Santa show.

John Blair of John Blair & Co. has been named manager of the New York office, and Lindsay Spight, John Blair's San Francisco exec, all in visiting KDYL, station they represent nationally.

Frank Austin, sports commentator, on flying trip to Denver.

Teresa Keane, spending week-ends rabbit shooting.

PITTSBURGH

George Fischer, "Hollywood Whispers" gossip milkman, staying here at the Palace Hotel while visiting from Florida.

Harry B. Smith's "Sport Headliners" show moves back an hour to 9 p.m. on Thursdays.

KFRCapers: The KFRC Players and wrestling artists are at the Titan Recording studios to satisfy demand for the program "23 Years Ago" on various stations throughout the country. Producer Max Graff has to keep several disks away... 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 Conners to this post, production manager at KOW, San Jose, Dick de Angelis has taken over the KJBS newscasts.

Walter Rudolph's ork on K-YA has been augmented to 20 pieces for his "Chez Rudolph" program over CRS.

Elton McGeen, harmonica player with Duke Martin on KSFO, is teaching mouth-organ pupils at Sherman Clay Music Co. store.

CINCINNATI

Al Eland, 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 got off to a flying start over WCKY Dec. 1, with Larry Kitchell as Santa in a nightly broadcast sponsored by Almas & Danko store.

Frankly Stewart is singing hymns in a twice-weekly program for Kentucky Sales & Service Co. over WCKY.

"News for Executives" is a new WKY 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, so often ineffective, should be specific and the recent criticisms made should offer something to improve the shows 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 "which seemed to be sufficient."

PITTSBURGH

Ed Rowland, advertising manager of W. W. Lawrence Print Co. and who adorns 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 10 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 27. Called "A Night at the Inn" and featuring Earl Truxell's Orchestra, The Three Little Maids, Tom Tershak, Bob Carter and Announcer WDFW, their heading a dramatic troupe, roster is the biggest ever used on a local show encore. It is assisted by Carl's 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 puckering on the Stanley Theater stage and Fred has included him in coming radio auditions.

The director of the first orchestral conductor, originator of the "Little Symphony" idea on KDKA in 1920, was started on the Pittsburgh Symphony program this week, playing Ravel's "Bolero" under the direction of Mexican 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 orchestra on the Stanley Theater stage and Fred has included him in coming radio auditions.

The director of the first orchestral conductor, originator of the "Little Symphony" idea on KDKA in 1920, was started on the Pittsburgh Symphony program this week, playing Ravel's "Bolero" under the direction of Mexican Chavez.

KIRO, Seattle

Johnny Forrest, The Man from Wyoming, has passed his 5,000th newscast broadcast.

"KIRO Louie," who takes to the air at 6:15 a.m. every weekday for 45 minutes of "Hits, Misses and Hisses," sense and nonsense plus music, has attracted quite an audience.

Dr. Karl Baldwin is the only clergyman with network sponsorship by an industrial corporation, Pepsicell Mfg. Co.
Looking On

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 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 wide-spread adoption of Judge Hugo Black's precedent in choosing radio for his talk, the public would get its 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 sustaining.

— D. C. G.

Profit-Sharing for Hearst Group

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 (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 cigarettes, 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 contract becomes effective Jan. 1, according to E. K. Cargill, president and manager of the 1,000-watt.

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)

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 wares. Magnesia product will get the benefit of three

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 appointed 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, the company, in 1929.

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

Ottawa City—KOMA has leased the entire 24th floor of the Baltimore Hotel here and is remodeling entire floor into new quarters. In past, station has been using half floor.

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)

WSYR Scores Beat

Syracuse—Breaking into a commercial program, WSYR flashed to its listeners the story of the capture of kidnappers John O'Leary and Harold Crowley, less than 15 minutes after catch was made, scoring a radio beat. Later WSYR announced interview one of the arresting officers, James J. Heller, a full hour ahead of opposition.
Radio Does Sell Groceries

Kansas City, Kan.—Following success of the Amateur Contest programs on behalf of 110 Kansas Service Grocers, which commissioned KCNO 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 so good,” he declared, “we are now to prove conclusively that local radio can be used to sell groceries. I am frank to admit that I had no idea 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 amusements with each $1 purchase.

Warner-Luckies Show

Adding More Stations

(Carried from Page 1)

larger list of stations to carry the broadcast.

John Clark, president of Trans-american, together with Don Becker, program chief, and Herman Starr, Warner v.p., have arrived from the east in connection with the program.

D.A.R. Allegiance Campaign

Dorotha 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 spot for 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 Lawler Scharff, with Sam Serota as director and Milt McLaughlin handling production.

Gov. Hoffman on WIBL

Governor Harold G. Hoffman of New Jersey will be heard for the first time on Sunday at 4:30 p.m., over WIBL, making his appeal to the station’s Public Service Forum. Governor H. Ingersoll will introduce him.

Seebeck Joins WJGL

Charles E. Seebeck, who recently resigned from WCHA-WSAN, Allison, to join the staff of WLEU, Erie, has taken up new duties at WJGL, Lancaster, Pa.

Harry Conn Signed by CBS

Harry Conn, radio script writer, who will appear as star of his own show, “Baraches of 1938,” beginning Nov. 28 over CBS network, 8:45 p.m., has been signed under management of Columbia Artists, Inc.

Admiral on Zenith Music

Chicago—When Zenith’s telepathy series shifts to CBS on Dec. 5, Lou Adrian will provide musical settings. Admiral is director of Chicago The-ater, owner of one of the country’s orchestras and was used last season on Bowman Milk’s “Fireside Theater,” also handled by J. Walter Thompson.

Adkins Joins WOP1

Bristol, Tenn.—Roscoe Ray Adams, formerly with WSIX, Nashville, has been made manager of the WOP1 studios in Kingsport. Four regular daily schedules are maintained from there daily.

COMING and GOING

Friday, November 19, 1937

F. E. FITZMINDS, manager of KFR, is in town for the rest of the week.

DON SEARLE, manager of WBO, Omaha, and Major, Clay Center, Kansas, is in Holly-wood vacationing and browse.

FENTON JEFFERS, station manager of KTUL, To’a, left for Chicago a few days ago and will be back until Dec. 1. This is a postponed vacation.

F. C. FICHEMEY, manager of KGLO, Mason City, Iowa, is in Chicago to book spots.

HERSCHEL HART, conductor of the “Air Congress Duo,” the Detroit News, is in Hollywood for a three weeks’ material gathering.

PETER VAN STEEDE, JR., JOHN BROWN and RICHARD COSTELLO, all Free Allinets, have arrived on the Coast.

JIM W. WOODRUFF, Jr., general manager of WREL, Columbia, S. C., and his wife return to Columbia today after spending several days in Washington and New York.

KATHRYN CRAVENES flies to Texas tonight.

JAMES MELTON returns to New York from his personal concert tour.

BENAY VENUTA has returned from a three month vacation, mostly in Tahiti, and will remain with his radio orchestra in New York.

ROY CAMPBELL AMBASSADORS leave Al- bany, N. Y., tomorrow and go to Cincinnati for two week engagement.

RUDY VALLE Y leaves Hollywood by plane Tuesday 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. 25, Heinz will use the 11:10-11:30 a.m. period, Mon- days through Fridays, and a half-hour on Thursdays, 8:30-9:00 a.m. beginning Dec. 2.

Channing Pollock and Mark Warnow and his orchestra go into the latter spot. Heinz is dropping a four-quarter-hour period on Wednesdays and Fridays.

Admiral on Zenith Music

Chicago—When Zenith’s telepathy series shifts to CBS on Dec. 5, Lou Adrian will provide musical settings. Admiral is director of Chicago The-ater, owner of one of the country’s orchestras and was used last season on Bowman Milk’s “Fireside Theater,” also handled by J. Walter Thompson.

Adkins Joins WOP1

Bristol, Tenn.—Roscoe Ray Adams, formerly with WSIX, Nashville, has been made manager of the WOP1 studios in Kingsport. Four regular daily schedules are maintained from there daily.

SOUND REPRODUCTIONS CORP.

17 W. 46th St., N. Y. C.

SYNTHETIC STEREOPHONIC RECORDS

147 RADIO STATIONS

COAST-TO-COAST

ARE USING OUR TRANSCRIPTIONS

Let us show you why
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 in the Snowman program 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 Director, presents his editorial each morning, and as the class recitations will be picked up and relayed, thus bringing the "families at home" 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 KFRE lilting ball 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 Snowman 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, KFRE Farm Activity Editor, presents his editorial each morning, and Hazel, soprano of the program’s girl-duo, Texas Blue Bonnets, has her page in interest for the listeners.

Americanization committee of local district American Legion starts new patriotic series Dec. 5 over WIBG, Glaston, Pa. Spot, logged as “Your Land and My Land,” and designed to build up good citizenship, will be directed by Calvin R. Fagley, radio chairman, and Dr. Charles E. Soil, chair 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 “The Case of Books,” show, now in sixth year, is under guidance of Dr. L. Wendell Fiftield, minister of Plymouth Church. During year, some thirty-six publishers send ore reviewer some 400 books for his summarizations. He finds time to speak about 150.

“School of the Air”

Fort Wayne School of the Air, weekly over WGL in that city, acquires public with work of the Fort Wayne public schools. Scripts by teachers are enacted by students. Typical, not prepared down tourist by school class, with teacher spotting architectural niceties.

Philosophic Interludes

Reflective listeners get new break in philosophic “A Glance at the Stars,” sustainer of WATAR. 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 ZCM1 department store, is now going over KDYL, Salt Lake City, with toy department manager conducting interviews. Store also sponsors “Santa” half-hour programs.

Sterling Products Signs On 11 Canadian Stations

(Continued from Page 1)

Sterling products will be heard daily weeks 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; CKL, Kirkland Lake; CFYC, Charlottetown; CFRB, Toronto; CHNS, Halifax; CKCO, Ottawa, and CHSJ, St. John.

Sterling Products account is handled by Blacklett-Sample-Hummert.

John Swallow Appointed NBC Coast Program Mgr.

(Continued from Page 1)

and at handling at this time "Hollywood on the Air," first regular NBC network program to originate in the film capital.

Femme Bowling Classes Click

Baltimore—WFIR’s newest invention, 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 200 ladies the finer points of this ageless art during the past month and has over five hundred on the waiting list.

Scoony’s Yale Serenade

Scoony-Vacuum this Saturday will sponsor a half-hour program, 12 noon to 12:30 p.m., on 13 Yale network stations for a Yale University band serenade in honor of the 50th annual Yale-Harvard football classic. Bill Slater will be the announcer. Scoony-Vacuum also sponsors all Yale home games this fall. J. Stirling Gettchell 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?

"BONUSERS"

Sensationally New and Different!

13 Scripts $10.

STAR RADIO PROGRAMS INC.

250 Park Ave. New York City

Radio Daily

1937 Radio Set Sales Running Below Year Ago

(Continued from Page 1)

volume as well as number, says Sayre M. Morris, in charge of sales for Philco Radio & Television, after a study of the industry.

Philco will store more sets this year due to large auto contracts, but dollar volume will be lower, Ramsdell stated. Last year the company marketed 413,888 of the dime 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 will be filed with the FCC, possession of all the facts in the case, dealing with alleged unethical practices by its lawyers, but record 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 Carson Brand Ad agency is 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, product of the American Hygienic Corp., Plymouth spots, through J. Stirling Goshell; Cranberry Canners, Minnesota, through Stuhlman & Co.; J. C. Penney, through Duyan McClure; Baume Bengeau, spots, through Wm. Eddy Co.

WAGM, Presque Isle, Me.: Blackstone Products, spots; L. F. Neuwiler’s Sons (beer), spots; Pilbury Flour Mills, program; Crosby Dealers, news.


Radio Advertising Agencies

Female secretary with 7 years experience desires change.

Box A-118, RADIO DAILY

R D I O  

Advertising Agencies

Staff Changes at WRJN

Racine, Wis.—Richard Shireman has resigned as commercial manager of WRJN to join WOMI at Milwaukee. Wis. Bob Venn, formerly with NBC in Chicago, has been added to WRJN’s commercial department.
**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. Calvin Hawes writes the script.

ARTHUR KUDNER INC. has been appointed by two General Motors divisions, Electro-Motive Corp., of LaGrange, III., 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 Beach 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.


**WCKY, Oklahoma City**

The Arkansas aviators, morning hillbilly 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 Freda Fant new stars plucked by WKY from its amateur hunt, to be given Sunday spot.

**GUEST-ING**

**LADY'S HOME JOURNAL**

WASHINGTON, D.C.—Sara Delano Roosevelt, wife of the late President, is checking on the operations of the women’s division of the Red Cross.

**WLBG, 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 Creditors show.

Ken Williams, announcer, back after trip to Cincinnati.

Bill Craig, program manager, winding up Lions Club Milk Fund Drive.

Donald Burton, owner, scheduled for 117 basketball play-by-play broadcasts.

Fred Packhouse Ayer, merchandising director, reported ready to do a movie gossip sustainer.

Otis 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.
HORCHELT

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, La.; 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 Rose 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. Jeno 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. The studio's downtown, disc director, 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 his third year, became an afternoon feature this week.

Weather forecasts will be carried at 8:35 a.m., daily except Sunday, hereafter, by coming remote control direct from the weather bureau.

Heidi Offers Prize for Slogan

On his Wednesday night network program from the Biltmore Hotel, Horace Heidi 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 bandsmen 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 Heidi.

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 or so to catch up.

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 the week. Norton is assisted by Ken Wright at the organ.

Wayman Ramsay, program director, and Noel 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 entire line for this season.

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, and commercial manager; Ted Coffin, control operator, announcer, local and commercial manager. R. W. MacIntosh, transmission operator, announcer, chief engineer, general manager and treasurer.

KABC, San Antonio

Pearl Sohn is the new continuity editor, replacing Mrs. Doris McLean, resigned.

Walton K. Blanton, formerly of KABC, is now on the KMAC announce staff.

Studio Manager Gene Cagle is on a deer hunting expedition. Charles Belf is acting skipper pro tem. Vic and Jody are 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 Co. Inc. (McCoy Milling Co.) over KRNT and WMT.

The show, with Program Director Ranny Daly as emcee, featured station talent, including The Northwesterns, Uncle Twid, and Betty Jean and Freddie, movie shorts and an 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

Darby Sproul, who was brought here by J. E. Nelson, new KDKA manager, is acting program manager of the station following departure of Jack Gilson, who is now in the 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 Whitley, whose vocalizing with WVAU, is now in the Seventeenth 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 Pittsburgh, Mass., for KDKA, WDR, WMAS, WORC, WPRO. Helfer announced many Tech games while on the staff of WWSW in Pittsburgh.

"Wiltens Amateur Hour" enters its third year on WJAS this Tuesday, remaining on the announcer, and the announcers until December 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.

Oille O'Toole's new program sponsored by Shahan 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 Violinist--Conductor

At Radio City Music Hall

Sunday W1Z-NBC-Blue

12:30 P.M.

MANAGEMENT JOSEPH BLOOM

19 W. 44th St., N.Y. 3-8550

Imperial Tobacco Co. Ltd.

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.
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-foiled 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, will 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 northern 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 northern 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 expected 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—5,550 kilocycles, and 15,550 kilocycles and 15,560 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.

NEW PATENTS
Radio and Television
Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

2,096,950—Vacuum Tube Circuit. Harold S. Black, Elmhurst, N. Y., assignor to Bell Laboratories, Inc.

2,097,049—Relay, Allen Weaver, Port Washing-

2,097,155—Automatic Frequency Control for Direc-

2,097,494—Carrie Wave Modulation and Sup-

2,098,556—Aeriodic Antenna. Philip S. Carter,

2,098,652—Midget Tester Production
Production of the new Philco Model 668 Tube Tester has been announced after some weeks interrup-

tion to permit the introduction of improved circuits in order to obtain uniformity between different testers when testing the same tube, it is announced.

Midget Soldering Pliers
Ideal Compressor 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 inter-

Equi 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 direct-

Add Western Elec. Equipment
Cicero, Ill.—New Western Electric equipment, including transmitters, antennas, 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 Padve Vaeth. The new 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-

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.

Car Card Advertising
Card cards advertising principal broadcasts of WAAAF, Chicago, have been placed in Chicago busses. Cards give titles and time of programs, but do not mention sponsors.

NEW DEVICES
and
IMPROVEMENTS

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. L. Kracke, Commiss-

H. R. Braintree, assignor to General Electric Co., assignor to Telefunken Gesellschaft fur Drahtlose Telegraphe m.b.H.

2,098,950—Electronic Discharge Device. Carl

2,099,303—Rectifier-Ballast Electri, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphe m.b.H.

2,099,533—Magneto, Dietrich Prinz, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphe m.b.H.

2,099,579—Vacuum Tube. Warren G. Taylor,


Seeking improvement in transmitting for 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 antenna towers on site of old Greenpoint ferry in Brooklyn, where Mayor La Guardia, in new station dedication speech, first suggested the proposed expansion.

New KFYR Steel Tower
Bismarck, N. D.—KFYR expects to have its newly built steel tower in operation by the middle of December.

Hoyden in Los Angeles
Los Angeles, Leonard Hoyden, formerly of WPG, Atlantic City, has been added to the technical staff here.

IN Any EMERGENCY...
...we pick up work quickly...
...we make haste carefully...
...we deliver promptly.
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
Los Angeles

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 Becton, 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 Lori Doris Donaldson and James Farrell. Another scene, from "Stage Door," will be identified as a dancer, and Putti 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. The interest has been built in this event broadcast throughout the 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. She was taken for a serenade to the radio in Tahiti when the beach boys came around every evening to serenade you under the stars. She is staying temporarily at the Essex House.

Dr. Ronald, hand expert, is being sponsored three times weekly by Astring-O-Sol over stations in Bufalo, 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.

The 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.

KTSF, San Antonio

Ted Ware, player, 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.

Protagonist 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 8:15 a.m. Monday through Saturday. The Drifter's, a new Hillbilly unit, will appear two or three times a week, now broadcast daily at 5:15 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 House, 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 Theater Guild's annual Radio Gala, 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 Corte.

Elizabeth Rethberg, Josephine Antione and Mario Cozzi will sing at Carnegie Hall tomorrow at a benefit for the Christie Street Settlement.

Tim Ramslad, former "Voice of the Minneapolis Journal," on KSTP-Journal shows, has joined station's announcing staff.

KS, St. Louis

Dick Stapp, 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 WL, WRB, KWK and KMOX tomorrow at 6:15 p.m. Frank Eschen is producing the show, with Robert Weede and Jolly Gillette as singers, Don McNeill 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.

Moll Dodson is heard thrice weekly as the "Good Gulf Gossip." Annual Christmas Seal Sale will be launched with a broadcast Nov. 24 under direction of Mrs. R. Elwood Evans.

RADIO DAILY

Friday, November 19, 1937

Paul Whitteman arrived in town with his 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, pinching for Don McNeil on the Breakfast Club today while McNeil 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 Strauss, 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 Weber, 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 National 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 series of programs sponsored by McConnon Co., Winona, Minn.

Kay Neal did 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 Clauer's Oklahoma Outlaws on the station. He is subbing for Slim Phillips, who's laid up by scarlet fever.

BIRTHDAYS

Greetings from Radio Daily

November 20

Virginia Verrill, Judy Conaway, Fran Allison, Art James, Allen Elvin

Bill Bober
8 Stations in New Mohawk Web

PAY HIKES 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 plan is reported in Oklahoma City, as 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 also

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

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-Lefters

Chicago—WASO 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 shared by WCSC, which is preparing to air the opening of Charleston's $300,000 reconstructed Dock Street Theater, a revival of the theater of 1758, first to be erected in America. Edmund Bunker will handle production and the elaborate remote, with many notable 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

Canadian Church Group Asks Sunday Restrictions

Montreal—A Sunday ban on professional and commercialized sports, spot advertising, and commercial calls to "this program is sponsored by 

UP on CBS Coast Group

West Coast Bureau, RADIO DAILY
Los Angeles—Union Pacific Railroad has signed a 22-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.

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 manager, with

Wrigley Auditions Again

Chicago—Wrigley gum, which recently renewed "Pictorial Melodies" on CBS for a year, is again auditioning talent for a possible variety show. Wm. Morris agency brought out Shaw and Loe as likely headliners. Neisser-Meyerhoff is agency.

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, "A Tarnished Stiletto," over NBC-Blue on Jan. 4 at 10:30 a.m. Script show is creation of Carl Weber, NBC salesman, and is setting up its own radio production office, and was written by Jim Peas and Inna Phillips. Agency is Needham, Louis & Brown. 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 Packard Co. (Strongheart dog food), whose entire advertising is now being handled by the Beaumont & Hohman Inc. office here. H. C. Vogel is account executive.

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 Rosenbaum and greatly aided by committee member Emile Gough of Hearst Radio, have worked early in the week, laying the cards on the table. It was, to the unaffiliated outlets as well... slowly revealing all of their dealings and the proposed trade agreement.... Whether or not enough contracts between the affiliates and local unions will develop between now and Dec. 1, remains to be seen. At that date the Plan of Settlement will either be declared operative, more time given due to a fair showing, or the AFM may threaten a strike.

Temporary injunction issued by Federal Court in Nebraska gives somewhat of a setback to the state

Ether Alienation

Greensboro, N. C.—Though Marjorie Ridge, Mrs. Michigan director of WABG, a CBS affiliate, Mr. 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.
RADIO DAILY

JOHN W. ALLOCATE  ::  Publisher
DON CARLE GILLETTE  ::  Editor
MARVIN KIRSCH  ::  Business Manager

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Monday, November 22, 1937

COMING and GOING

Garnett Marks
Announcer and Popular Ask News and Sportscaster

New Freelancing
Sponsored for Three Years on Two of New York's Leading Stations
Write Box A-119, RADIO DAILY, 1301 Broadway, New York City

FINANCIAL

SATURDAY, Nov. 20

NEW YORK STOCK EXCHANGE

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New Show for John Nesbitt
San Francisco — After dickerer 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. 1. Howard S. Howard, sales chief of the 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 Right "I AM" Presence, Mrs. G. W. Ballard, and a vocal fiscilit Live shows on WMCA, WAAB, WIP, CKLW, KJKF, KWBN. Transcriptions on KYA, KOLL, KFAC, KGB, WIND, WJBK, KCBY, KFXD, KOMA, KFXF, WOL, KGER, KMBC.

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

COVERS THE CAPITAL DISTRICT  LATHAM, N.Y.

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.

Consideration was given to avoid duplication of contacts between agencies and the various Columbia interests. Henceforth WBBM local salesmen will not only service local accounts but represent owned and operated stations WABC, KMOX, WCCO, WMEF, WOR, WRB, 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 solid out. Setup gives CBS staff 10 salesmen here.

NFC 'Frisco Changes
San Francisco—Lloyd Yoder, NFC chief here, announces the following changes in the local staff: Alexander Petry, former Radio City Manager of the Library Department, custodian, replaces Russell McNell, re- signed to go in new business; resignation of Helen O’Neill, of the Pro- gram Department; transfer of Vio- nette Spigelman of Music Rights Department to the Program Depart- ment of Marv Gross; Jack Lymann, formerly of Radio Depart- ment of San Diego and Dallas and alone to the staff as a Pro- ducer, Nov. 24; Memory Roberts ("Marlorie Gray") from the staff to Weste Advertising agency, where she’ll write the Martha Meade air scripts; Lew Frost, Don Gilman’s as- sistant, to L. A. to take up headquarters there.

WLBG’s "Perfect News Beat"
Muncie, Ind.—The "perfect news beat" on the radio or fac- simile to make it a 100 percent perfor- mance, was scored recently by WLBG in a news department test di- rected by E. Pierre de Water. The complete story of Citizens Finance Co. holdup was on the air while police were still investigating, and a bul- letin 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.

Pepsondeks Seeks Later Spot
Chicago—Pepsondeks, which will air Walt Disney’s Mickey Mouse starting in January, is seeking a late Sunday afternoon or evening spot instead of the present Tuesday night time occupied by Bicycle Traders’ 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 come 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 experi- enced 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 with the approach of Christmas. Among recent new business is a participation program signed by a group of merchants in Fayetteville, three weekly; Chilean Nitrate and Southern Auction Furni- ture Co. also are additions to the staff.

WPTF fan mail this year will far surpass last year’s record. Part of the 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 Jobiah will be first.

WMCA Spook Program

A series based on the exploits of the late Harry Houdini in 22,000 years of fake spiritualist mediums is being prepared by WMCA for airing this winter. Dr. Joseph Kraus is writing the scripts.

WNYC One-Act Play Series


CITY SCHOOLS START SERIES

New York City Board of Educa- tion 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 Homoeopathic Medicine Co., through The Blow Co., next Sunday will start an unmanned program on eight stations (WSPR, WNAC, WBAL, WSYR, WFIL, WOR, WQ, WNIE). 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-ends. 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.

ATTENTION!

STATIONS — AGENCIES — SPONSORS

GARNETT MARKS

Announcer and Popular Ask News and Sportscaster

New Freelancing

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 of W.B. T. REX KING, head of Cockfield-Brown agency, Toronto, was in Chicago last week. Agency handles Alka-Seltzer, Marine 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. Reports from Hol- liday Finance. Reports that Dale Carnegie would succeed Guest are denied.

I. F. WALLIN & STAFF, Los Angeles, has placed Eddie Albright, philosophic commentator, on KNX for Seal-It Products of L. A. (vanish and cleaner). This marks first advertising venture of any kind for Seal-It.

SIDNEY GAFNINKEL 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'Neill.

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 Kir-oland-Engel agency, Chicago. Milton M. Mendelsohn is radio director.

Fred S. Liggett Dead
East St. Louis, Ill.—Fred S. Lig- gett, chief engineer of WTMV, who died last week in Lee Memorial Hospi tial, 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.

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 writing via WIP. The broad way 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...WGCP, Albany, Ga., has made plans to air the messages of Charles Zimny, 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 Black is there enjoying a banman's holiday-listening to these torrid bands....Past dawnning we attend Leon & Eddie's party for Harry Saltzer.

Monday......Dinner in Dover's with Zeke Monmas 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 sicker career because of Uncle Sam's unfair taxation. This, of course, 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" map and another on 6th Ave.....To dinner at some Russian place on Steng Alley—22nd St. called the "Yar" with Kelvin Keogh and Singer Jerry Krugger who relates her intention of wedding a COLUMNIST within a few days!

Wednesday.....Our reports about Hannah Williams and Kay Thompson being out of the EJ Wyman show are confirmed—by the sign painter on Broadway—who points out their names from the large Winter Girden 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 house in Ted Collins' dressing room. Dinner at the French Casino, where Joe Rines plays "That Old Feeling"—our No. 1 hearthrober. 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 Gemaent, 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 1923 edition....We hear that this week's winner of the Pilot Radio Award is the Hudson Motor's "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 RETOUCHEO before he threw them into the waste-basket!

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 Mu sic 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 Her sholt, Nov. 28 (CBS, 2:30 p.m.).

GRETIE STEUGCKGOLD, 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 vaudeville 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 Englebard, former dance maestro. Gordon Hefen, 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 cal- ories per pound in product than in oranges, lemons, pears, vinager, or buttermilk; that the beverage is "packed" with energy, helps to keep for 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 avail- able or that employment will be offered to those who answer advertisements.

NAT BRUSILLOFF
MUSICAL DIRECTOR
New York's Famous Station WMCA

"AT THE TOP OF THE Dial"
Ew Gogoty and his orchestra recently returned to WBIG, Greensboro, N.C., after a vacation in the West, where they have been swamped with invitations to play elsewhere, but the boys say 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 Municipal Room of Hotel of Santa, San Francisco, starting tomorrow night. Grace Joyce is the band’s tocai 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 remote. Fourteen bands are now heard regularly on this program.

Wally Credic’s orchestra was the first to be heard via WHN from the Studebaker 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 to the grand dining room of the Schroeder Hotel, Milwaukee, until Dec. 8 with daily broadcasts over WMJ.

Jack Wright and his orchestra are conducting Hawaiian “jam” sessions at Nick Tocce’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 the Piercen College at Yale.

Cooker Back to KOIN-KALE Portland, Ore.—“Ted” Cooker, associated with KOIN, Astoria, until recently, has returned to KOIN-KALE here. Cooker, who will assist with traffic and continuity, was in the KOIN production office prior to Sep., 1936.

**ARTISTS MANAGEMENT**

**“Sensational” is the word everyone is using these days.**

**17 EAST 57TH ST., NEW YORK**

**TEL: 2-1883**

**NEW PROGRAMS—IDEAS**

A Collection of “Boners”

Star Radio Programs, Inc., is releasing 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. Garlind is handling promotion.

Key Stations and AFM Agree on Rough Draft

(Continued from Page 1)

In the next few days, final instructions and advice to the IRSNA 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.**


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.

**NEW PROGRAMS—IDEAS**

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 time. The announcements are handled by Bill Holst of the WAGM office, who uses only about 50 words for its own announcements. Sponsor benefits greatly by offering free services to the organization. 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 WFBC 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 abroad 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 show, "The Early Morning Variety Time." The Freshman, as he’s called, averages 150 cards and letters daily.

Jimmy 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 41 remote control broadcasts on the two stations for the week of Nov. 21-27, a record high number for this type of program.

**F. C. C. ACTIVITIES**

**APPLICATIONS RECEIVED**

WQX, West New York, New Jersey, application for power to 250 watts, 1450 kc., unlimited.

**APPLICATIONS DENIED**

KXY, Jemez, New Mexico, application for power to 250 watts, 1540 kc., unlimited.

**APPLICATIONS GRANTED**

**T. Roosevelt jr. for Radio**

Theodore Roosevelt Jr. may soon join the ranks of radio commentators according to Allan M. Wilson of Concerned Alliance Co., representing the Colonel. A sponsor is now being sought.

WMV, East St. Louis

Una Paley 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
RUSSELL HUGHES, producer and director of KFWB's new "Experimental Theater" program, is devoting fifteen minutes of his Friday night shows to re-playing scripts he wrote and aired eight years ago—then, to emphasize that "radio in 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 baton of Frank Gorin of the Los Angeles Symphony Orchestra and the director of Karl Hajas, at the Figueroa Playhouse, with all the accompanying developing scenes of NBC's "Streamlined Shakespeare" 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 wheelchair temporarily due to a broken ankle received in an auto accident.

KFWB has a new "Experimental Theater" program set for Friday nights at 7:00-7:30. Written and produced by "Russin' the operas being sung by the San Francisco Opera Company during the current engagement at the Shrine Auditorium with Lipkin's musical background, is Bert Fiske and his orchestra.

Tom Becilno, 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. 3 and 4 as a part of his concert tour of ten weeks starting Jan. 1. Technicians at KFJH are now organized within the CIO-affiliate, American Radio Transmitters Association.

Bob Wright and Chet Forrest 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 1932."

"March of Time" filmed Jack Benny and his writers, Bill Morrow and Ed Bebin, with wrinkled brows, working on script for the Benny program.

Kent Lescouel, 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 Trottetolle, staff organist, headed the "Morning Serenade," an aesthetic activity, barred....WOL strike settled after a one-day walkout by ARTA members....ARTA also won parole 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 Warner and MGM. General Mills will double its 1938 baseball schedule. Lindstrom Products invade as "Canada" with ET series live five times weekly.

ST. LOUIS

George Sutherland, formerly at WISN, Milwaukee, has joined WED in mixed and copyman, Bill McIntosh from BBC, London, and KLZ, Denver, has joined to handle program details. The KWW is making its plans and will be in charge of arrangements for the season. The Joe Henderson will be at the mikes. Each day's program also will be re-created by Hernandez and Don Billings.

Clarence Hayes, NBC tenor, is being featured in a new two-weekly Morning show sponsored by the Oxo Company (Oxo Beef Cubes). Miss Mary Griswold does the house-wifely talks. Roy Russell, KFRC tenor, off for Edwards, appears in two current operas. Betty Kelley, NBC songstress, did a guestee with Jack Meakin's orchestra. Toby Reed of the KFRC announcing staff, vacationing in L. A. and Ann Cren's Bob Benco home with flu.

WLBK, Muncie, Ind.

Jimmy Fiddler, weatherman, to start daily program.

Happy Apple, The Old Ranger, continue their daily radio programs, etc. Miss Claire Harris is the new female commentator on WED.


**NEW BUSINESS**

KFRU, Columbia, Mo.: Staley Feeds, spots, through Potts-Turnbull.


The Comics, through R. J. Post, Reed-Murdoch, announcements, through Rog-ers & Smith.

Ascap's allegations, to be considered at the annual renewal meeting.

KOIL, Omaha: Don Lawrence is now on the announcings staff, coming from the Iowa network.

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, PBOX operator, has left on a three-week vacation through the east.

Radio stations have started tearing down its old 135-foot twin towers at the Hilltop transmitter in Council Bluffs.

The new Chicago Herald and Examiner program "Uncle Don Reads The Comics," is going over great with kids in this territory. Members of the KOIL dramatic staff under Arthar Guest and Don Kelley dramatize the Herald and Examiner funnies every Sunday morning.

WSPD, Toledo: Lang Thompson and his orch are back at the Commodore Perry Hotel.

**PROGRAM REVIEWS**

"Under Western Skies"

Although Jerome Derby Sproul, new program boss at KDKA, Pitts-burgh, says that he has not experienced any of the adventures he dramatizes in this series, aired Wednesdays at 9 p.m., the series has already given plenty of realism. The title is quite ex-planatory, 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 interest 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 gone for a week and had excellent support in a cast consisting of Delle Gillis, Charles Weber, Leon Ogden, Carlisle, Alice Cornett, Reed Kennedy and Gus Haenschen's orchestra features a comedy, "Peaches for Ham." The series has excellent possibilities.

Briefly

Loretta Lee, subbing for Frances Langford on last Friday night's "Hol-lywood Hotel" over CBS at 8, 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 WJW Line, with Don Albert's or-chestra, 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 Crumil, 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 again for another run in the Shim Sham, where Prima is a part owner. Lineup now consists of Prima, Mel Torme, Godfrey Hirschk, drums, Frank Pine-ro, piano; Louis Mushter, bass; Frank Perretto, guitar. The outfit will go to the new Famous Door, New York, from here.

Amanda Barnes' "Home Folks" quarter-hour has been continued with Scott Products of Chicago buying the period for five days a week over WWL.

**Exceptions Are Filed In Neb. Ascap Ruling**

Lincoln, Neb.—Strong exceptions and objections were filed by the At- torney General's office in connection with the temporary injunction grant- ed Ascap against enforcement of Nebraska's Anti-Talks 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.

The Nebraska programs as set forth the recently enacted law will remove the right 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 is requested that every point of the temporary injunction granted last week be denied.

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U. S. Commerce Chamber Again Considers Radio

For the second time in its history, radio will come in for serious consider-ation 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 agencies and also due to the reluctance of the department to study the value of presenting educational and cultural programs as a set part of radio stations' schedules.

It is believed that findings of the studies will be acted upon at the an-nual meeting of the Chamber in 1938. The policies and allotments 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 re-gard to radio is to be changed, it was learned, due to rapid growth of the industry, plus the fact that Cham-ber of Commerce has been besieged with inquiries from associated outfits nationally.

KFRU, Columbia, Mo.

"Chet" Thomas, g.m., in St. Louis on business the past week-end, while Dave Frederick, in charge of transcrip-tions, 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 see'y to Barry Holloway, NBC special events chief, here to produce hour network show for Stephens College.

Chief engineer Arthur Rekert on a two-week's vacation with family in Indiana. Robert Haith, transmitter engineer, in his place.

**HELENA BLUE'S NOVELTY STRINGS**

9 Girls Playing Modern Music in a Modern Manner

MANAGEMENT

ROCKAWAY, NY
not clear due to commercials until 7:15 p.m. and the Heart out-
let, WINS, offered to take it for lo-
cal 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 permis-
sion for the station to remain on the air an 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 WMAQ, Mucor, 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 ofL Augustus. Figures, cov-
ing typical corporate data that over 16,000 calls came in for the pro-
gram; 39 operators could answer only 60 per cent of them; 43 com-
plaints were received from custom-
ers who "couldn't get the operator."

WBIG Christmas Billboards
WBIG believes that it has employ-
ed the greatest salesman in the world, especially at this particular season of the year, for 29 billboards carrying 24 sheet posters, will be scat-
tered over WBIG's area, portraying Santa Claus. WBIG's partner in pro-
motion of Christmas business in the Greensboro, N. C., regional 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, birth-
day greetings and daily events of importance, is new starter over KIRO, Seattle. Marjorie McPherson handles the broadcasts, scheduled Monday-through-Friday.

Shiteman Managing WOMT
Manitowoc, Wi.—Bob Shiteman, formerly with NBC and CBS, is new-
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 pictures of motion pictures which surpassed it in entertainment val-
ue. 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 recog-
nized by listeners as the ideal method of supplying fool-proof radio entertainment and universal-
ly accepted.

Coast-to-Coast
RALPH CARROLL, poet and phil-
osopher of WATL, Atlanta, yest-
erday celebrated his first an-
iversary on the station.

Baritone Stuart Allen has been re-
noved for 13 weeks on the Wednes-
day "Hobby Lobby" show.

Stanley Worth, NBC baritone, has com-
pleted 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, Kan-
sas 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 an-
iversary as an NBC comedy team on Sunday's "Bicycle Party" com-
mercial.

Barry Mahool, Broadway stage and radio actor, will be the guest star in the WFAA Federal Theater Radio Division's production of "Sal-
ty," in the Oscar Wilde series over WQXR tomorrow at 9-10 p.m. Don-
ald Maclelane directs this series.

KSTP Educational Manual Goes Into Second Edition
St. Louis—Published originally for its northwest educational broadcast-
ing conference held last month, KSTP's manual of "Radio Production for the Educational Broadcast," al-
ready 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 improve 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 mu-
sic 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 edu-
cation 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. McDonal, 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 Thursday, featuring her original in-
terpretations of modern and classical tunes.

Federal Theater Radio Division, for its Dr. James Truleola Adams "Epic of America" network series starting next Sunday, will have Al-
fred Wallenstein and his Sinfonietta Orchestra providing musical back-
ground. Lee Fontaine is director of the series, with Beitz Turtles direct-
ing.

Josephine E. Tierney, acting man-
ger of WBZA, Springfield, Mass., will wed Robert White, former man-
ger, at 3 p.m. 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 renewed for an additional 13 weeks on the Vick's program with a 50 per cent pay in-
crease.

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 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 or-
ganization, with vast increase in radio time granted given credit for its success. Practically without ex-
ception, the combined forces of radio accepted scripts and announcements and the Nat'l Tuberculosis Ass'n campaign, then majority of listening power was tuned in.
Looking On

...AND LISTENING IN

NO CLICK Even the most substantial and showmanly outfit in the film industry, M-G-M, is having plenty of headaches with its radio show for Maxwell House. Producer of the program, Bill Bacher, quit after three weeks on the air—the reason having something to do with the alleged difficulty of getting enough stars away from their movie-making chores long enough to appear in the air show. That, however, is only a minor detail. The impracticability and folly of trying to make Hollywood produce films and movie shows at one and the same time goes much deeper. But if smart showmen can't see it for themselves, they won't heed the constant repetitions aired here. They'll have to learn from costly experience. Just like years ago the Shuberts, kings-pins of the legit theater, found out they couldn't also run vaudeville.

COAST COSTS One item in particular militates against the possibility of Hollywood ever achieving a monopoly in the origination of radio shows. That item is—cost. Only a few of the programs can afford the high prices asked by coast talent. What's more, these expensive stars, who are busy in films and regard radio as easy sideline gravy, infrequently give performances that are inferior to unknown regular radio actors who know their lines.

INCONSISTENT A final word touching Hollywood, this time voicing a recent thought among movie scandalmongers. Does an advertiser really gain goodwill for his product when he sponsors a dirt-digging piece whose chief delight is to damage reputations?—D. C. G.

**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 shows. Mort Harris also joins staff this week to supervise scripts.

(Continued on Page 8)

KVOX, Moorhead, Minn. Debits 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.

Nanny 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 & Zahrndt Inc., St. Louis agency which

(Continued on Page 1)

Morrell on NBC-Red

Chicago—John Morrell & Co., Othmaw, 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 a.m. Blair Wallace of WGN will write and produce. Henri, Hurst & McDonald is agency.

**PENNA. STATIONS PROTEST NEW 44-HOUR WEEK LAW**

Harrisburg, Pa.—A committee representing 13 independent Pennsyl- vania broadcasters is here this week to present to the State Legislature formal objections to new 44-hour

(Continued on Page 8)

**PHILADELPHIA GROUP CHARGES CLAUSES IN AGREEMENT WITH THE AFM WERE NOT AUTHORIZED AT CONVENTION**

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 20 to 29 tubes, and bulk of its foreign sales are in the 16, 18 and 20 tube models.

(Continued on Page 7)

**CHEVROLET IS RENEWING ET'S ON 352 STATIONS**

Detroit—Chevrolet Motors on Dec. 6 will renew its WBS "Musical Moments" transcriptions for another 19 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 or- chestra, 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, F. L. Toles, announces plans for a nation-wide radio campaign. Spot announcements and short talks will carry the substance of the advertising program. Bruce Beemer Inc., Detroit, is the agency. Bromley House is the account executive.

**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)

U. S. Rubber is definitely set to start over coast-to-coast CBS network Jan. 12, with talent as yet unsigned. Ben Bernie and his or- chestra understood to have the inside track, with at least one other show being auditioned.

Program will be heard over CBS weekly at 9:30-10 p.m. Campbell- Ewald is the agency.

**ANONYMOUS TEASER**

St. Louis—Anonymous advertising is the novelty of "Evening Serenade." KMOX Sunday shows sponsored by Hyde Park Breweries. Program has no commercial sponsor other than sponsor identification at start and finish. Newspaper ads and engraved notices to symphony orchestra subscribers urge tuning in, but omit sponsor's name.

**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 3,200 employees will benefit. A loyalty bonus based on length of service will also be paid Dec. 20.
Pinkingham Goes All-Live
On 56 Stations Dec. 27
(Continued from Page 1)
be independent, using CBS lines, and WOL will be the key station. WMCA also is included in the out-
lets. Agency is Erwin, Wasey & Co.

CBC Governing Board
Conferring in Ottawa

Montreal—Canadian Broadcasting
Corp. governing board is in confer-
ence at Ottawa, with sessions ex-
pected to last until Dec. 23. The
board will consider revision of po-
litical broadcasting, and on the
technical side, the question of re-
struction of broadcasting facilities
for Western Canada and the Mar-
itime Provinces, as well as opening
of new stations.

Cardinet Renewing
Cardinet Candy Co. on Dec. 5 will
renew “Night Editor” on 16 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 re-
signed from NBC to form his own
orchestra. He has been signed to appear at the Hotel Whitehall, Palm Beach.
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 9-8080 - New York, N. Y.
ORCHESTRAS

E LIO REISSMAN 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."

Enro Raper will conduct the fifth broadcast of the widely discussed American premiere radio series of Jeno Szentus' 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 nights 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 live shows 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, "Hurry 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 Oogie 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 at 9 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
3:30-3:50 P.M. E.S.T.
WABC-COLUMBIA NETWORK

MAIN STREET "OL' SCOPS DAILY"

- - 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 live-fore weekly trek to thirte 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....Bill Cosby isn't available. Freddie Martin will succeed Benay Goodman into the Pennsylvania....Beatrice Lillie is slated for a shot on the Al Jolson show....Bobby Breen will do an international broadcast Dec. 8....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-epans 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 Gussie Lombardo and Tommy Dorsey ensembles, Mary Small, Robert Chisholm, Irving Kaufman and others, with Tex O'Rourke as emcee....Louise Helton, 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 Willes series this week—playing a role with this title: "Lend me your ears!"...Last nite'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 Benny Youngman, Jack Miller and Ted Stroger 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 live-time weekly show beginning in Jan....Sid Gary auditioned a one-man show for Gem Raror in which he portrays the part of "Dad" giving young shavers advice....Phillips H. Lord appears as a GUESTSTAR of Gabriel Heather on "We, the People" (which Lord created) next month....Bing Crosby is supposed to be dickered for the buying of a A. T. Harl'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 hinging 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, Jacky Day and Charlie Day) have been renewed by Columbia Artists Inc.

AGENCIES

ALVIN DEARING has joined N. W. Ayer & & Co., as publicity director, succeeding Budd Malloy, who resigned to free lance. Dearing comes from Arer's Detroit office.

ALBERT R. CALLIES has been named director of media for Hoffr-aufl & Ryan, Chicago, by Paul E. Watson, v.p. It's first step in merging media and marketing division.

BENTON & BOWLES office will handle all Colgate-Palm-olive-Peet advertising on Tooth Powder, Rapid Shave O' & Brushless Shave Cream, after Dec. 1.

ROS METZGER, radio director of Routhruff & 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 in 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 Ad- vertising Agency in Salt Lake City.

JEROME B. GRAY & CO., Phila- delphia, has been named to handle the advertising of Hershey Machine & Foundry Co., Allentown, 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'Doole 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 L. 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 $300 Weekly In Event of Total Disability Due to Injury or Accident and All Medical Expenses up to $1,000.

Jules Nassberg
INSURANCE

80 JOHN ST., NEW YORK

John 4-2000
Reedman 2-3735

Tuesday, November 23, 1937
“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 tyr's tune-smiths discover that the program is not another one of those “write-your-lyrics-to-music” rackets, there undoubtedly will be a further uncovering of talent.

Program formula is to play in the best of the submitted numbers and have listeners vote on 1-2-3 placing, with winning writers awarded $50, $25, and $10 respectively. Three 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 tune-smiths 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 coughing good entertainment by local listeners in the six weeks since its inception.

“On Broadway”

This Sunday afternoon program, heard at 3:30 p.m. over NBC-Blue, independently did its bit for the Red Cross on its last program by presenting a playlet of romance and rescue work in the South area. It was the first accepted script of Howard Merrill, young radio actor, and it revealed writing talent in words 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 KVOE, Bellingham; KOL, Seattle; KXRO, Aberdeen; KMO, Tacoma; KMO, Olympia; KFQ, Wenatchee; KIT, Yakima; KALE, Portland; KSLM, Salem; KONE, Eugene; KSSR, Roseburg, KJEM, 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. 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 & Brobror. Recordings of interviews with Long shoppers will form basis of discussion by John H. Jameson, copy chief of McCann-Erickson; Marie Dahake, director of Home Economics, Kraft-Pheenix Cheese Co. and others.


Frederic, executive, publicity sec- retary, and George Link Jr., counsel for AAA, are coming from New York. Homer Havermale, director of McCann-Erickson here, is local secret- ary.

J.O.ULVISE

Emra Kruse, who airs with University of Kentucky Little Symphony over WHAS from Lexington, was recently pledged to Phi Beta, honor and professional musical and dramatic society for women.

Helen Noble is new receptionist in front office of WQRC. Formerly aired over WHAS.

WAWE picking up high school as- semblies exercises from local institu- tions of learning, Fridays at 10 a.m., with aid of mobile unit manned by Jack Starks and our own WQRC group.

Plugg 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.” The show, weekly, in lobby of Oertel's Royal Theater. Joe Wheeler, WHAS sports spiker, 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.”
"Memory Man" Songs

An anonymous "memory man," who is actually a well-known radio singer, has provided programming on WKBW, 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 WBT, NBC, for re-allocation of frequency of WPG, this city, to 1130 kcs. instead of 1100 kcs. without directional antennas if required. Bulova would pay $75,000 if government approves. Resolution provided that Bulova must apply for abandonment by WOY of New York of present wave-length of 1130 kcs. and withdrawal application for authority to operate WCOF, Boston, on 1130 kcs. If this goes through, the WPG transmitter equipment at the Airport will be donated to the Army Air Corps. If it is not signed, Bulova at this time 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 8; WTCN; 6; WMIN; 5; WDGY, 3. The University of Minnesota's station, WLB, trails with one.

WKBW Moves Transmitter

Youngstown—WKBW 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-foot 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.

W verfügbar

Chicago

Tuesday, November 23, 1937

Betty Winkler, versatile NBC actress, has been signed by S. C. Johnson Co. as a permanent member of the Fibre-Matic Company. Sponsor recently signed 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 headline 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 Hour 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 week morning broadcast on WJAF.

Harry Croighton will report the polo games from the 13th Field Artillery armory over WAAF this winter.

W. F. Long agency has a transcript of March's series on WTMJ, Milwaukee, for Carpenter's bread.

Tenor Frank Wilson rounding out sixth year as Voice of Romance for Evans Fuels 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, Jim Cline, organizer, has taken over his periods temporarily.

Everett Mitchell, senior NBC announcer, to Columbus tomorrow to work the 14th Field Artillery broadcast from the campus of Ohio State University.

Don McGilvery, 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 Kenohe 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 house manager called for volunteers from audience to lead in group singing for "about 15 minutes," as high tension lines were being fixed. Only one to respond was Bert Robertson, WAGM singer on Pillsbury hour, who worked until power was restored—nearly three hours later! Bert has even chance of recovering.

Los Angeles

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 at ballyhoo on the "Silver Theater" program after Jan. 1, at which time Mills is supposed to take over musical direction of the Peepshow-Mickey Mouse show.

Vera Van has been set for a guest spot on the "Singal 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.

Dinny Durand was signed for a role in RKO's forthcoming "Broadway After Midnight."

For the first time since its inauguration three years ago, the CBS Pacific Coast "White Fires" will do a dramatization in three episodes. Excitation being made to cover the life of Edgar Allen Poe.

KHJ has a new transmitted Monday through Friday series in "Lucky Girl," heard at 12:45 p.m. on the five-weekly schedule.

Zeke Morgan and his Hill Billies have a new show on KEHE each Monday, Wednesday and Friday at 2:45 p.m. Contrary to reports 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 Vernois missed out on planned birthday parties because of an ulcerated wisdom tooth. Was due to celebrate her 21st birthday on the 21st.

WFBG Signs WBS Service
Altoona, Pa. — WFBG 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 WTBZ by carrying a story regarding its application for a power increase. The paper reported James H. Hapran, director of the Baltimore Community Fund, as endorsing the application and stating WFBZ had a "most liberal and outstanding proposal, and gave full cooperation to civic enterprises."

Paper also listed other prominent citizens who appeared in favor of the application.

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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 authorizes.”

Specifically, the objections are based on the second clause of Chapters 6, and Section II 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 AFRM of the sole right to cancel and terminate all agreements for Affiliates in 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 cancel the contracts upon 14 days notice.

Meanwhile, numerous stations are going ahead with their negotiations with local unions.

WJMS Deer Hunters’ Service

Ironwood, Mich.—A special service provided by WJMS will be featured during the open season now under way in the Upper Peninsula of Michigan throughout the month of October. The Michigan Conservation Department and the State Police report to the station daily any emergency calls they have for the 19-car 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, and to WJMS and hunters feel they are within easy call. Only the most urgent news of extreme 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 technique to 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 30 weeks over WDAS. Mail order house has obtained excellent results from its foreign language air campaign.

WASHINGTON, D. C.

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

Dec. 1: Carl Lansten, Archon, Kan. CP for new station. 1420 kc., 100 watts, daytime.

KFRO New York Press, Inc., Portland, Wash. CP for new station. 1500 kc., 100 watts, 250 watts, 7-10 a.m. Dec. 2 Radio Terminal Broadcasting Co., Cleveland, CP for new station. 1500 kc., 100 watts, 250 watts, 7-10 a.m.

Glen E. Webster, Desatur, Ill. CP for new station. 1740 kc., 250 watts, daytime.

John C. Hughes, Phoenix 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. 1490 kc., 250 watts, daytime.

HEARINGS COMPLETED

WAVY-WAVY is heard from Norfolk, Va. CP for new station. 610 kc., 500 watts, daytime.

WFBJ—According to Karl Knutson, manager, WFBJ has just completed its 38th week of operation. It is the only station in the state of Iowa to have been on the air that long. The station’s programming is a mixture of the news, music, and sports that is well received by the local audience.

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, is credited with 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% increase in business in 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 ’58,” 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 13-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.”

WFBL Chalks Up Beats In Kidnappers’ Captures

(Continued from Page 1)

and capture of Oley, Geary and Crowley, convicted kidnappers, the records show. WFBL flashed news of the first of two captures within five minutes, and the second within 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. Mira 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 WAXE weekly starting Nov. 29, 5:50-6 p.m. In addition to the recording, Bob Trout in person will air last minute world news.

GROMBACK PRODUCTIONS INC.

113 West 57th St., New York

Program ideas, presentations, direction, material, adaptation, talent negotiation, casting, doctoral, 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 auditions.

Permanent staff—private studio—Recording facilities.

Talent, Casting and Program files begun in 1928.

Phone Circle 7-2678

Exclusive Representatives for outstanding free-lance writers and directors.
Penn, 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; WFBV, Altoona; WEX, Easton; WJZ, Erie; WKOQ, Harrisburg; WABL, Hazelton; WJAC, Johnstown; WGAL, Lancaster; WRAW, Reading; WGBI, Scranton; WOKK, Wilkes barrier; WOR, 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 Mortens and Price Inc. transcribed series of Wade Lane's "Home Folks" for a run of 26 weeks, starting Jan. 2, on CIRG, Winnipeg; CJRJ, Regina; CFGC, Saskatoon; CKBY, Prince Albert; CFCN, Calgary, and CFCF, Winnipeg, which coverage blankets the entire Canadian Northwest. The local producers also report Paquin's Ltd., using the same feature over CCRW, Toronto, and CFCF, Montreal. New business was placed through All-Canada Broadcasting System, which organization also has placed the Mortens and Price "Sunday Players" on stations across the Dominion from Moncton, N. B., to Vancouver.

RADIO DAILY
Tuesday, November 23, 1937

KVOX, Moorhead, Minn. Debuts on Thanksgiving

(Continued from Page 1)

of the station, with Robert Schulz as chief engineer; Alfred Monk- konen and Willard G. Hartho, trans- mitter operators; E. Duran Hansen and Emery Putnam, announcers, and Beatrice Grandour, 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 KKBY, 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 KFUR, 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.

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 es- tablishes between the listener and the speaker. The habit of church-going is not as strong as it was in my youth, but radio doesn't mean people today don't want ethical direc- tion. They seek it eagerly, but it must come to them in modern packages. Radio is the answer.

Coast-to-Coast

ATTENDANCE at Baltimore's auto show was boosted to record fig- ures 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 instru- mental quartet, are scheduled to make a talkie short for Montene Studios.

"Big City Parade" returns to the Boy's Club 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 sta- tion in the Alabama Sports Network, is the outlet that fed the recent talk 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 WWHQ. 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 100 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.

Neel's Recognition for Pinney

Salt Lake City—Radio Writing Lab- oratory, syndicating scripts for Gladys Wagstaff Pinney, KSL writer, is negotiating with J. Walter Thompson Agency of L. A. for engagement of Mrs. Pinney's shows. Use on Chase & Sanborn-Don Ameche hour is contemplated. "Manhattan Milky" and "Touch of Scarlet" are the offerings. These have been released by the KSL Players, Radio Playhouse presentation, over KSL here.

Radio's Greatest One-Man Show

Mutual Network
5-9:15 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
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. (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 Broadcasting. (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 commentary over CBS.

Up to Nature

Salt Lake City—Something different in programming is a stunt broadcast sold to a local department store by KDLY. 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 trip 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. (Continued on Page 3)

Guest Star Schedule Is Set by Chevrolet

Guest star schedule in the Chevrolet "Musical Moments" series transmitted by WBS, with Victor Arden's orchestra and Songsmiths quartet, is (Continued on Page 2)

Hollywood Program Quits

West Coast No-no: 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.

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.

Stations Are Still Mulling Over Plan of Settlement—Cross-Section of Negotiations in 3 Cities

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 & Farcher 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 and most popular sporting events in the country, possibly the first of its kind, has been started at XDEA. It is a Morning Sports Review, aired every morning except Sunday, and conducted on the principles that the radio can be of the same service as newspapers to the sport fan.

Radio Increases Milk

Columbus—Already reported as a stimulant to egg-laying, then's egg-laying 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 term duties, put radios in the barns, with aforementioned results.

Atlas Radio Corp. Completes Releasing Plan for ET Shows

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)

Salt Lake City—Something different in programming is a stunt broadcast sold to a local department store by KDLY. 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 trip for store's toy and sporting goods dept.

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. (Continued on Page 3)

Guest star schedule in the Chevrolet "Musical Moments" series transmitted by WBS, with Victor Arden's orchestra and Songsmiths quartet, is (Continued on Page 2)

West Coast No-no: 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.

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., 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 & Farcher Inc. has the account.

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)

It is a Morning Sports Review, aired every morning except Sunday, and conducted on the principles that the radio can be of the same service as newspapers to the sport fan.

Already reported as a stimulant to egg-laying, then's egg-laying 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 term duties, put radios in the barns, with aforementioned results.

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)
2 New England Stations Sign With Weed & Co.

(Continued from Page 1)

2 New England Stations Sign With Weed & Co.

and WLV, Lacombe, N. H., a long established station.

WLA will be operated by Hil- drich & Rogers Co., publishers of the two local newspapers, the Eagle and the Tribune. Outlet will operate on 690 kcs. with 1000 watts power.

WLH is a member of the Mutual and Columbia networks and is owned by Northern Broadcasting Co. and managed by Edward Lord, formerly of WEZL, 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 St. Louis University and Washington U. On Thanksgiving Day, 6:30-7: Today’s Winners will be devoted to a Columbia series in the form of the radio program that will have all the action of the two teams and will make a complete record of the history of the two teams. Bill Dunney will interview the coaches of both squads, the Captains and the public for representatives of both schools. The WIL station will serve the public for the next two weeks. The WIL station will serve the public.

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 the annual Football Dance at the Kappa Alpha House.

Tomorrow afternoon Neil Norman and Bill Dunney will complete their record of the day of having broadcast every minute of every college game played in St. Louis when they describe the Bilikins and Bears until.

Tomorrow evening, this series of broadcasts will be climax ed with the pickup of the music of Herbert 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 is far ahead of last year according to Star Radio, which supplies the Holiday shows in a series of 26 half-hour scripts, scheduled to run daily from Dec. 1 to Christmas Day.

Voices of Past on WBNX

“T he Golden Age of Song,” presenting the great voices of the period 1890-1910 from phonograph records, makes its debut Sunday at 11:30 p.m. on WBNX. Caruso, Destinn, Scotti, Caruso, Caruso, Caruso and other famous vocalists will be heard. Edward Hill, owner and operator of a vast collection of phonograph records, has made the complete catalog at WBNX’s disposal.

Pettity in Charge at WHN

With Sidney Set on Coast

(Continued from Page 1)

assumed charge. Pettity, with title of associate director, will work with Frank Roehrenbeck, general manager.

Mort Harris, who leaves to fill 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 producer manager of KFWE, has been appointed western manager of Transamerica 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 Mervin Stepper, Transamerican production head.

Harry Maizlish, KFWE’s showman, general manager, has been appointed Mervin Stepper to the post vacated by Ray, and added Bob Bennett, formerly of WEZL manager production, 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., Inc., Dallas, Chattanooga, and Pankow, Ark.

List of publications of these concerns will be available through the Society Program Service Department.

Swenson Joins Audio-Video

Waller J. Swenson leaves the WNW program director to become the Recording Engineer for Intercontinental Audio-Video Corp.

After many years in radio, Swenson became the Washington representative of the Paramount News in 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.”

FINANCIAL

(Tuesday, Nov. 23)

NEW YORK STOCK EXCHANGE

High Low Close Net

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FCC ACTIVITIES

APPLICATIONS RECEIVED


Radio Service Co., Inc., Brunswick, Ga., for new station 100 kc., 100 watts, 250 watts LS., unlimited.

New "School of Air" Director

Eloise Dauclenspeck yesterday was named broadcasting director of the CBS American School of the Air, replacing Helen Johnston, who recently resigned to marry.

Legion Sponsors Contest

American Legion Auxiliary is cooperating sponsors 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

Under One Tent

FAMOUS MARKET POPULARITY

Albany, N.Y.

superior to any other station.
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 $7,000 in yearly salaries from three radio stations here, as a result of the recent negotiations. WLL, a CBS outlet, tops the list with $18,760 (annually) spent in the past. A staff band of 14 men is planned. WSMB on the NBC-Red network, will spend $9,036, as compared to the $1,092 spent each year in the past. WDSU, apparently with the union's expenditures in the past and a member of the NBC-Blue network, is budgeted for $7,380.00. Evidently WBNO and WJBD, both 100-watters, will not be bothered very much by the AFM.

Richmond, Va.—WRA, WMBC 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. WRA, will spend $11,770.24 a year; WMBC, down for $3,999.25, and WRTD, will add $8,911.14 to its annual payroll.

Springfield, Mass.—WMAS will make an annual expenditure of $7,378.90 for musicians, and WSPR $187.50, according to Edwin H. Lys, secretary of the Hampden County Musicians' Union. WSPR made a suggestion to the union to 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 $300 weekly under a 9-month contract.

First in local accounts in Chicago

WGSE
(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, are 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 20-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 book selections by members of library staff will complete program, which is to air second and fourth Thursdays.

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-149, RADIO DAILY, 1501 Broadway, New York City

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-149, RADIO DAILY, 1501 Broadway, New York City

ATLAS RADIO COMPLETES
RELEASING PLAN FOR ETS

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. Kregg, engineer film distrib-
John and Elaine Barrymore, Eddie Green and Marek Wind-Heck 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 Irving, Heart 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. 1 (CBS, 9 p.m.).

Margaret Matzenauer, on Bing Crosby show, Nov. 25 (NBC-Red, 10 p.m.).

Percival Dove, baritone, John Carter, tenor, and Florences 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.).

Singing 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.).

**Holiday Greetings**

A New Low Price! $29.00

Sold to one station in a city

ORDER NOW!

Universal Radio Programs, Inc.

545 Fifth Ave., New York City.

---

- - - Thinking Out Loud (and sometimes talking out of turn!)

The few lines here are all that is available regarding Paul Munroe getting the coveted berth on the W3-Lucky Strike show—has this important sidelight? Paul 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 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-paper 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 Schaefer Beer show tomorrow night with Leo Reisman's crew....The WBG, Greensboro, N. C., publicity department, of which Virginia Wilson McKenzie is director, has cause to celebrate Thanksgiving. For the station week attained its high peak of publicity. Two leading N. C. newspapers started carrying WBG programs daily; several civic groups gave station credit for cooperating with their work; Reidsville Tobacco Market ascribed big sales to WBG's Tobacco Market News Report, etc., etc., Johnny Green, orch 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 Hoyte's rules on radio. It might be, he goods, Jessica Dragonette will conduct the orchestra at Macy's famous Thanksgiving Day Parade tomorrow....Graham McNamee renews the Rudy Vallee show when it comes east Dec. 2....John Markham, the "Mystery Chef," and Ben Grauer, the wordslinger, have been renewed for 28 weeks on Regional Advertisers' show....Chips has renewed William Meeder, organist, and Stuart Metz, announcer, for 13 weeks on the "Road of Life" show....Don Johnson, who is 'Prof. Figgsbottle,' 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!
ORCHESTRAS/ MUSIC

GEORGE HALL and singer Dolly
Dawn put in their seventh re-
corder performance in the past
week. For Vocation Records, un-
der Master Record supervision, they re-
corded "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
Wooley of "Springtime in the Rock-
ies" fame, have 30 new compositions
ready to submit to major publishing
houses soon.

Skeeter Palmer and his Orchestra
opened Friday at the Seneca Hotel,
Provo, Utah, for an indefinite run, booked by Meyer Davis office.

Rockwell-Okerefe has booked
Woody Herman and his ork to open
Dec. 2 at the Nicollet Hotel, Minne-
apolis, and Ben Pollack and his ork
for the Adolphus Hotel, Dallas, start-
ing Dec. 4.

Duke Ellington and his ork Dec.
2 at the Orpheum Theater, Memphis,
playing to a white audience.

John Phillip Sousa 3rd, who re-
signed from the Navy Depart-
ment to form his own ork, which has
been booked for the winter at the
Whitehall Hotel, Palm Beach, will
head an NBC orchestra in a special
Thanksgiving Day broadcast over
NBC-Red tonight at 7:30.

Irving Mills has cornered
the market on modern composers and
arrangers with the recent signing of
Bert Shafter, Joe Usifer and Morton
Gould. Mills already had Will Hud-
son, 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 sci-
cific side of jazz. The orchestra
leader launched this unique portray-
al of popular music recently when
he conducted a music class session
at the University Heights Center of
New York University. The next lec-
ture invitation to be accepted by
Lopez will be at Northwestern University, where he will appear be-
fore he concludes his current en-
gage at the Drake Hotel, Chi-
go, Nov. 18.

CRA bookings: George Hall and
ork, heard over CBS from Taft Ho-
et, will double into the Central Op-
era House the night of Jan. 20.

NOW YOU CAN BUY A
COMPLETE PRESTO
SOUND RECORD
FOR ONLY $1.49
PRESTO RECORDING CORP.
133 W. 19th St. New York - N. Y.

RADIO DAILY
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
Records over the GTS, net Wednesday night at 6:45.

For many years, Kelly's trenchant
and sometimes vitriolic pen made
the Examiner quite as necessary to
the early morning well-being of the
cognescenti as the maudlin crap of
Chase, and Max
well 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
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 less ma-
jective in the retelling, his instinctive aver-
dence to calling a spade a spade implemented in
agricultural pursuits,
and popular music subjects. And in his
byline it proves that it behooves
them to listen in next Wednesday
night, when the subject of his dis-
course 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
Bert Shafter, but he sounds as will be a good bet for
his ork is like his older and more famous
brother that it sometimes is hard to
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,
in an outburst 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 phi-
losophic implications, two initial
productions of WNYC's "One Act Play
Parade" moved slowly and somewhat
bombastically in series debut Sun-
day noon at the Orpheum Theater.

First, "This Earth Is Ours," by Wil-
liam Kozlenko, was based on recent
newspaper accounts of foreigner
fighting abuses of large utility com-
pany. Thoroughly well-acted by Ra-
dio 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, "Sacrifice," by Allen
Noblonst, concerned astronomer
about to photo comet which appears
only once every 300 years. Escaping
murderer, seeking refuge in observa-
tory, and popping off the professor's
assistant, runs the experiment, pro-
viding arful piece of irony. It was
a good story, ably written, but pre-
sentation, 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 Tokatsian, Sidney Davis,
Louis D'Angelo and Eugene Lowen-
thal with the support of the Phila-
delphia orchestra, Alexander Smellens
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

BURLINGTON
ANNOUNCES:

Major advertisers can now select
their own New York station
and, through the pane1board of
MOHAWK VALLEY
BROADCASTING SYSTEM,
cover New York State, or 11% of
the country's population.

PLAZA 5-3269

we hung out our shingle.
Brinkerhoff: Recordings. To-
day our business has grown
from one room to nearly two.
Our original equip-
ment has quadrupled. Our
clientele includes leading agen-
cies, leading program builders.
Reason: good records. Pete
Frutchey, our engineer, has
done a good job. Need record-
ings? Call Plaza 3-3015.

2 YEARS AGO

WASHINGTON D.C.
29 WEST 57th ST.
NEW YORK
A SIDE from being the sister organization of the leading foreign language station in America, WVOX, and also functioning as an independent station, WVOX has added to its list of important clients this year by management of a radio program over KHJ from Feb. 10. The Club later plans to unveil a bronze plaque marking the spot from which the first local broadcast was made.

John Ryan, who was on the Emerson school in San Diego, has been hired to the staff of the local station.

As a result of the recent success of the station, a new management contract has been signed by the station and the owners.

Jolson played Santa Claus at the opening of the station's new studio, which was dedicated to the memory of its founder, Dr. Jolson.

Don McBain, NBC commentator for several years, was featured in "Don McBain's Question-Aire," a quiz show being launched by NBC. McBain, a former radio executive, is now with the station.

Quinn Ryan, who was on the broadcast of the Notre Dame-Southern California game at WABC, has been replaced by a new announcer.

The Irish Program on WCHC is rounding out six years this month.

Pat Watson, cowgirl singer of the WLS National Barn Dance, is in quarantine with her daughter Beverly Rose, who has scarlet fever.

Fort Pearson picked to broadcast the Notre Dame-Southern California game at WABC.

Gunnard Hjertstedt's "Broken Melody," with Les Tremayne and Barbara Luddy, is to be delivered to the station.

Hugh Studioker has gone musical in a big way, having installed an electric organ and grand piano in his home.

Kenneth Fry, NBC special events director, has arranged to have the singing mouse stunt last season, is now making a round of tour of parlor shows before a national gabbet fest over NBC.

Pat Flanagan, WBBM sportscaster, addressed annual Fathers and sons at a banquet at the University Club.

Leonard Eckerson, western manager CBS here, addressed Chicago Federal Advertising Club on "Radio Salesmanship" on Monday.

WBIG, Springfield, Mass.

Wayne Henry Haitham, program director, has been appointed to the local station WINS in Springfield. Haitham will become manager of the station and will be in charge of the station.

For a successful drive for special holiday season, sponsor "The CHRISTMAS TREE OF 1937," Complete in 25 Scripts.

STAR RADIO PROGRAMS INC.
250 Park Avenue
New York City
**WHIO Loose Leaf File**

Market information, coverage maps, information on the station’s various departments, a personnel list 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**

Reg 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.

**ST. LOUIS**

Five Fappy Cheshire hillbillies are doing their stuff in a new KMOX morning show, “Melody Spinners,” for Allforter Furriers of Peoria.

Miss Clark Harris of WEW ob- tained Paul Lukas, film star, for an interview while he was appearing here.

Al Sartl and his KWK “Jam Ses- sion” 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 Conyer, KWK boss, is getting into 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 gal. of gasoline for first, closed last week.

Clara Shaw, fem voice on com- mercials, suffered painful scalp wounds recently when attacked by would-be robber. Five stitches closed gashes and Clara is back doing Ford local commercials.

**OKLAHOMA CITY**

Maxine Clark promoted to front desk information evenings and Billie Speed presiding at information desk.

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 neces- sity of his taking frequent trips out of city for his newspaper. Barrett was elected to office the day after he joined. WCCO, Minneapolis, since 1917. The station was sponsored by the local auto association.

**KDFL, 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 Greven, announcer, and Myron Fox, salesmen, selling new cars.

Interviews with sportsmen from Mullicot Kelly Co. store is a new 6-minute commercial remote, title “Knotty Pine Sportroom.”
Atlantic Refining, Socony
Bid for N.Y.-Pa. Games
(Coast-to-Coast)
(Continued From Page 1)
which will be discussed at the
Mil-
waukee 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 refused
to be a part of the agreement. They
have a deal with General Mills for the
1938 games with Doc Rand on 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
cleague'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."

MPA Opposed to Deal
With SESAC on Rights
(Continued From Page 1)
quered 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 Jimmi
Barton's orchestra at the Dinner-Show
all.

All-Canada House Organ
All-Canada Radio Facilities Ltd.,
under Calgary Dalton, has issued
Vol. I, 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.

WOODY WOODS, publicity direc-
tor 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 H. Hettink, 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.

Virgil della Chiesa and Joseph
Bentonelli will be heard in the
tales of "Feast" 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
WJCA'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 Gerry Moffit and
Walter Linichuin at WBAL, Balti-
more, has grown to such proportions
that it can no longer accommodate
crowds arriving for second half of
the program.

Ronald Dawson, dramatic director
and script writer at WOL, Washing-
ton, on going through his files the
other day, found that he had a net-
work of his own—some 30 stations
that have either bought or are buy-
ing his scripts.

Frank Parker, according to word
from Boston, is getting a big fan turn-
out for his personal appearance there.

Bide Dudley, radio drama reviewer
and author or co-author of eight
Broadway plays and musical com-
edies, is turning his attention to
writing for the films in his spare
time. Among other things Darryl F.
Zanuck of 20th-Century-Fox is con-
didering a Dudley original about old-
time minstrel shows, and Grand
National has a Dudley play, "Meet
the Kid," submitted with Jimmy
Cogney in mind.

A Thanksgiving Letter is being
sent out tomorrow by Major Edwin
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 Or-
chestra over Colonial net-
on Dec. 14.

Grace and Eddie Albert yesterday
started a new Tuesday and Thurs-
day series titled "Rain and Sun-
shine" over WEAF at 12:45-1 p.m.
for R. B. Davis Baking Powder.
Charles Fetter manages the deal for
NBC Artists Service.

KVVS, Cape Girardeau, Mo., re-
corded the recent championship
game between Southeast Missouri
Teachers College of that city and
Northwest of Maryville, in which the
Irish won with a few sectional
interest, and then gave a rebroadcast on the
night of the game, thus gaining a lot of favor-
able comment.

Another RCA experimental tele-
vision demonstration will be given
tonight for members of the Ameri-
can Radio Relay League by NBC,
who put on an actual studio
presentation. The League also at-
tended a demonstration last night.

Songstress Ruth Carhart, a protege
of the late Roxy and Mme. Schu-
mann-Heink, is now being heard
four times weekly via CBS. She is
heard on a three-hour nightly series
with Lynn Murray's orchestra and
also on the Tuesday night "Songtime" series.

Betty Roberge Weir, concert pian-
ist and wife of Wdnett Weir, studio
manager of WOKO, Albany, has been
signed for a series of Saturday even-
ing recitals.

Phelps Phillips and his "Editorially
Speaking" will hereafter be heard
Tuesdays at 6:45 and Sundays at
8:15 p.m. over WBIL.

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 been set on 104 or organiza-
tions, 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. Lazarfeld,
in charge of Princeton Radio Research
Project; Frank N. Stanton, CBS re-
search manager; Mrs. Harold V.
Milligan, chairman, Women's Na-
tional Radio Committee; Lambdin
Kay, director WSB and WAGA,
Atlanta, Ga.; Philip L. Barbour,
specialist in short wave program con-
struction at Columbia, Cran-
d, U. of Wisconsin, and chairman,
National Committee on Education by
Radio; Irving Reis, director, CBS
Workshop; Raymond Gram Swing,
radio commentator; and Commit-
tee for George Henry Payne of the
PCC. George F. Zoek, president of
American Council on Education, is
chairman, and Lyman Bryson of
 Teachers' College will lead all dis-
cussions.

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 Pro-
tective Association members.
Another angle unsettled is what to
do about a television clause, one that
will be playing on Dec. 12 years of the
oral term of the contract, without hurting
the rights of either side.

Oboier Quits Irene Rich Show
Chicago — Arh Oboier, who has
been the Oboier Irene Rich shows
for Welch the past two years, quits
in three weeks. He's now in Holly-
wood writing for both films and
radio. H. W. Kasten & Sons is the
agency for Welch.

One Minute Interview
JOSEPH J. WEE.
"The commercial announcement
is best when it stands out alone
and unobtrusively between
segments of the program. Adver-
tising lines injected into the action
of the dramatic program serve
me the listener to feel as if something's
being put over on him. And the
listener—the prime factor to be
pleased in radio—will start to
them that he's being looked up to
and not slighted."
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 on WCLO, Janesville, Wis., suggests that radio traffic is a lot more substantial than it does from transportation companies. There should be a campaign among radio stations 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 parts 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 scripters, Lilian Gardeni, local radio producer, has a little artist. June Hansen, just 13 years old, who has been writing scripts for Mrs. Gordon's "Junior Players" since she was 12 years old, June also is a talented blues singer and plays leading parts in her shows.

Radio Probe Being Put Off

JOHN IRACI IS DEAD OF A HEART ATTACK

John Iraci, president and general manager of WOW and general manager of WBB, both in New York, and president and owner of WPN, Philadelphia, died of a heart attack Wednesday. He was 52 years old.

Iraci began his radio activities with

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

Rev. Wagner 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 its annual meeting.

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.

Adam Hat Stores, Inc., in 21 cities will sponsor the remaining 13 championship boxing matches recently signed by NBC in a contract with Twentieth Century Sporting Club. Three of the fights already have been broadcast. Sam Taub, veteran announcer of the Adam Hat broadcasts, will do the blow-by-blow accounts.

The fights will be broadcast from Madison Square Garden in New York over the NBC-Blue network.

Congress Favors Giving FCC Chairman McNinch Chance to Straighten Things Out Before Inquiry

By GEORGE W. MEHRTEK

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 Senate 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 Ruydael 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—Collins Radio Co. of Cedar Rapids, la., has been granted U. S. Patent No. 2,089,671, 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 Gauld of Garden Village, near North Bay, Ontario, to issue a call for a gathering of the chalipans and members of the Nipissing tribe of Indians. They were wanted to attend the funeral of George Cockburn, former agent for Indian affairs at Fort Rupert, Ontario.
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 under WPAA for the Texas Quality Network in April, 1935, where it was an immediate success. Having proved the show's listener appeal, the program then was carried by the Dr. Pepper states clear across the South and to find a spot on the dials in the timetable that will 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 connected with radio stations, virtually all NBC affiliates, with 5 others being added at a later date. The network was inaugurated with a half-hour program on 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 Mains, centrahto singing star; Lotz, Loftin, soprano; Ruth Slater, vocalist; 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 dialects. 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 Socialite program are among the leaders in radio entertainment.

Sale of Sets in Canada

Canadian Broadcast Corporation, Limited, has completed arrangements with 21 Canadian stations to represent them for a period of two years. These stations are located in strategic positions from coast to coast.

WNJ to Fete Chris St. James

Personnel of WNJ, 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.

FOTOTONE SOUND SYSTEM 

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, most of the officer names included H. S. Mann, WRJN, Racine; vice-president, Wayne T. Crick, WSAU, Wausau; secretary, Hiram Born, WIBIL, Sheboygan; treasurer. Stations affiliated with the League of Wisconsin Station Owners are: HBY and WTAQ, Green Bay; WRJN, Racine; WCLO, Janesville; EMM, Milwaukee; WFLB, Sheboygan; WMOT, Manitowoc; WSAU, Wausau; KFIZ, Fond du Lac; WIBU, Pouyette; WKPB, La Crosse; WEAU, Eau Claire.

The next meeting is scheduled for Dec. 14 in Madison, Wis.

**Delivering 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 Heart Attack**

(Continued from Page 1) the purchase of WOW 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.

**NEW PROGRAMS—IDEAS**

KSTP “Editor’s Round-Table”

“Editor’s Round-Table,” aired on KSTP, St. Paul and Minneapolis, each Friday night, is carried to all 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 America. One particularly well chosen was J. R. Landry, recently ousted as internal revenue collector for Minnesota, who as veteran editor of the Olivias Times was invited in for one broadcast and loosed a blast or two on party leaders.

Purpose of the program is to weld rural and urban audiences into a movement whole by bringing to the attention of the Metropolitan listeners the problems of the country as seen and 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 of the window shopping program. And “everybody” runs the show—which is to say, the audience. Program, a creation of WFBG, Green- ville, S. C., packs 'em in the studio every Monday night at 9:30. They consent to interviews by Eber Line- berger, and make up the cast of hair-raising melodramas which top 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 once-weekly “Window Shopping” program, in which gossip and bargains of the Long Beach, Cal., business district are broadcast on the radio. Continues 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, Hol- lywood, has closed contact with Co- lumbia Artists Inc. whereby latter acquires the rights to all 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, and others for similar purposes. Shows are “Hollywood Weekly News,” “Candid Camera of the Air,” “Radio Fashion Previews,” “Behind the Line” and “After Such Pleasures.” Stars to be offered include Richard Arlen, Dorothy Park- er, Mischa Auer, Ray Bainter, Tallulah Bankhead, Joan Bennett, Jackie Coogan and others.

**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 Brot- man, Arthur O. Ostenson and Edward Olsawang to deal in all kinds of radio equipment.

**Campbell Cereal Co. Is Readying New Show**

(Continued from Page 1) the show. Other men in diving outfits in streets of various cities ballyhoosing the show.

**New Sales Plan On Toys Gets WMJ Load of Biz**

(Continued from Page 1) children, and promise substantial dis- counts in view of business recession.

With the theme, “Christmas toys at discounts of 20 to 40 per cent,” the campaign caught on quickly for Kaneymo-ller 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 Para- mount Theater, business was so big the first seven days that Frances Langford has already been set to remain for a third week with poss- ibility of a fourth. The songstress, who has to skip her “Hollywood Hotel” broadcast last week, will re- join 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 Sanel- la’s orchestra are set for the Humph- rey’s MBS show which begins Sun- day over eight stations, 11-11:15 p.m. The Wednesday and Friday program will be heard at 9:45 a.m. The Blow Co is agency.

**ST. LOUIS**

Jane West has returned to her regular stint at WOC with fresh KMOX hillbillys 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, “Nite Watch- man,” is now a member of the sales staff under Ray Fleming. Jinni Sims took over Binkin’s office duties. Backstage interviews on opening nights of legitimate shows here are proving a popular KMOX feature. It’s the idea of Jerry Hoekstra and The Playgoers Ass’n, with Josephine Hal- pin and Marvin E. Mueller handling broadcasts.

Expand Femme Program

“Let’s Talk It Over,” woman’s pro- gram, 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 Sergio presiding on the respective nights.

**GIVES INTELLIGENT MERCHANDISING SERVICE**

**SMOKE CAMEL’S FOR DIGESTION’S SAKE**

**CAMEL’S SMOKE FOR YOUR 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 sales!
**AGENCIES**

RUTHRUFF & 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 Packung Company of Newark, Monmence, 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, 7:30 p.m.).

ARTHUR CHEMIN, on "We, the People," Dec. 2 (CBS, 7:30 p.m.).

MARJORIE WEAVER, with Tyrene Power in "Singing in His Cell," Nov. 28 (NBC-Blue, 9 p.m.).


**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 crew 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!
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 programs.

In 1928, after leaving his editorship, he joined 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 NBC's Los Angeles office for E. L. Guest.

When Don E. Gilman, vice-president in charge of the Western Division at NBC, looked for a man 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 Shrinder.

WMC, Memphis

Station established another local precedent when it staged a back-stage 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.

---

CARL BIXBY

Creator, author, director or producer of successful programs:

DANGEROUS PARADISE

LUCILE & LANNY LINWOOD GREY

(2 voices and a piano)

Six NBC Television Broadcasts this week

Arrangements by Lasney Gety

Management: NBC Artists Service
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 use after 100 watts night, 250 watts day, to 1 kilowatt. It is also planned to move transmitter from the old Bigdow Building at the 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 now seeks change in frequency from 1370 kilocycles to 800 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, to increase power from 100 watts to 100 watts night, 250 watts day, and move transmitter from Milan Bigdow, Travis and Soledad Sts., to 317 Arden Grove, this city.

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 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.

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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 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.

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 use after 100 watts night, 250 watts day, to 1 kilowatt. It is also planned to move transmitter from the old Bigdow Building at the 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 now seeks change in frequency from 1370 kilocycles to 800 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, to increase power from 100 watts to 100 watts night, 250 watts day, and move transmitter from Milan Bigdow, Travis and Soledad Sts., to 317 Arden Grove, this city.
FOR the past four years, in cooperation with WBOB, Indiana State Teachers College has conducted a series of radio broadcasts presented by the faculty of the college and its students. These broadcasts are part of the work of the college and the students involved. The program is one of the regular schedule of college courses in educational broadcasting.

The course in Radio Broadcasting, under the direction of the writer, consists of a study of the history and development of the radio, its architecture, and the engineering problems involved. The course is offered every semester, and is open to all students who wish to take it. The course is one of the regular schedule of college courses in educational broadcasting.

The Studio Orchestra consists of 15 carefully selected college students, under the direction of the writer. All members of the orchestra are selected on the basis of their ability to perform on the instrument. The orchestra is conducted in a manner which will make observation of educational broadcasts a part of their work.

The Studio Orchestra presents a weekly performance, and all members are expected to attend all performances. The orchestra is conducted in a manner which will make observation of educational broadcasts a part of their work.

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**F. C. C. ACTIVITIES**

**HEARINGS SCHEDULED**

Dec. 7: WQOM, 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, Wis., CP for new station. 171 kc., 200 watts, limited.

Dec. 9: WRBC, Inc., Cleveland, Ohio, CP for new station, 850 kc., 1 KW., unlimited.

Roberts-McNab Co., Roanoke, Mont., CP for new station, 1470 kc., 100 watts, daytime.

**EXAMINER’S RECOMMENDATIONS**

WBZA, Springfield, Mass., CP to change frequency and hours of operation, be limited.

**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 in his complaint that he 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 circulate 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 Daven, 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**

Greetings from Radio Daily

November 25

J-N-J Bill Steike Will Osborne
Mrs. Paul Whiteman Kate McComb
Charles F. Cee

November 26

Fred Astaire Igor Gerin
Frank Sinia Michael Loening
Howard Schreiber

November 27

Mark Woods William Miller
Ted Husing Jack Smart
Mary Livingston Gladys Rice

November 28

Helen Johnson Frank Black
William Lundell John O. Hewitt
Lowell Patten

**Coast-to-Coast**

**NEW ORLEANS**

WWNO debuted with a new swing ensemble this week consisting of H. L. Weiss, 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 Ricala, Cleve Kirby, Henry Dupre.

**WPAV, 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.

Mineral Health Tonic is airing “Mineral Mascots” (Min. Ray and Linn, hillbillies), daily except Sunday.

**KOAM, Pittsburg, Kan.**

Spencer Allen, program director, back on the job after marrying Deane Stiger in St. Louis.

New Hammond electric organ has been installed. Station’s organist is Romelle Fey, who appeared on both NBC and CBS networks and was personal organist in the 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 air lanes 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 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 Lawrence L. Cross, who’s “Crossouts from the Log O’ the Day” started its ninth year on the air Nov. 25.

Keith Kirby is announcing the new KSPO 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. Schutt Jr., g.m. of station, for a few days.

**EDUCATORS and parents in about 20 states have shown such an interest in the “Adventures That Made America” series aired over WSM, Nashville, that 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 Michelon, eastern representative for Earnshaw Radio Productions, set the deals.

**KRSC, Seattle, and KVI, Tacoma, yesterday started airing “The Catman” series sponsored each afternoon on KVI and each evening on**
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 west of Lawrence. All the latest equipment will be installed in the plant, which will include a large control room, workrooms for operators or other personnel, and a small studio which will be bonded under the direction of President Wilson. (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. Els展现, Atlas pres., heads the New York contingent, which includes Lou Winston, production chief in.

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.

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 WHB last spring to join Ralph Atlass at WIND and WJJD, then switched to the new WHIP in Hammond.

Air Grid Huddle

Richmond—In aiding the U. of Richmond vs. William & Mary game, Bert Repine, traffic manager of WBVA,darted a mile right into the Richmond huddle. It was the fourth down and goal to go for a touchdown. Radio audience heard the score and 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, played 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 1917, 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.
Encouragement for Radio Playwrights

Chicago—One reason for the standard of excellence maintained in Campion’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 accounts.

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 by the writer’s suggestions which turn unacceptable material into usable plays. Printed instructions also have been issued for guidance of authors.

Several 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.

Glen 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 authorization to increase power to 1,000 watts. Station now operates on 500 watts day and 250 watts night. Plans are to start the tower before severe weather sets in.

Agency Men with Picture Mag

Two months have been the life of 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 3:30 p.m. over WBNX as Jewish news commentator. Public National Bank is sponsoring.

Sixth Year for Jan Peerce

Jan Peerce, lawyer, has secured for his sixth consecutive season of exclusive stage appearances at the Radio City Music Hall.

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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 “Ripping Rhythm” orchestra in a sustaining series to be piped in WJO, a new 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 Sel- den Co. this week-end in the Mirror Room of the Laurel-in-the-Pines, Lakeswood, 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 Denni’s ork for Metropolitan, Boston, week of Dec. 2, 3, 4, 5, Dec. 6, 7, 8, 9; Mike Riley doubling into Orpheum Theater from Claridge Hotel in Memphis; Phil D’Arcy at Hotel St. George, Brooklyn; Staff Smith goes into St. George, Buffalo, starting Dec. 3, 4, 5, Dec. 6, 7, 8, 9; Fletcher Henderson at Bob Sanders of Hollywood office for Vague Ballroom, Los Angeles, starting Dec. 11.

Eugene Jeleznik and his orchestra, playing at the Hotel Taft, New Haven, are now heard on WELI, WMCA, Interveni, WATR, WBER and WNRC.

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

● Sunday. ...While our sick room is exactly three rooms away from the radio set (bragging again) Mom switches the dial as the day’s best shows take the air. ...Jack Benny we fall into slumber to awaken to “Good Will Hour” — just after reading Mr. Winchell’s pillar to 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 leader 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, Morty? ...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 Valley 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 assembled the entire program.

● Friday. ...Lunch with Eddie Welles, Henry Spitter and Jerry Kruger. In one booth is Miss Jack Pearl examining 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 all that Barry Wood will be their biggest asset in a few months after the build-up.

TOTAL EXPENSE: $25.50 — which was composed of lead! AUDITOR’S REMARKS: Request denied! I’ll pay your Social Security tax with it — that’ll just cover it!

Monday, November 29, 1937

RADIO DAILY

Radio Tour of New Office
Six special broadcasts over KCXK, Kansas City, highlighting a radio tour of the layout, marked opening day of Wyandotte County Gas Co.'s new building. As starter, Owen Batch 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 WBC, 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.

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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 “Vicen Viens” lead the request lists.

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Paul Hughes, new news announcer, has been sold on a twice-a-week commentary of “Twenty Years Ago.”

PETTY CASH VOUCHER
Week ending Nov. 26th

● Sunday. ...While our sick room is exactly three rooms away from the radio set (bragging again) Mom switches the dial 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 pillars to 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 leader 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, Morty? ...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 Valley 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 assembled the entire program.

● Friday. ...Lunch with Eddie Welles, Henry Spitter and Jerry Kruger. In one booth is Miss Jack Pearl examining 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 all that Barry Wood will be their biggest asset in a few months after the build-up.

TOTAL EXPENSE: $25.50 — which was composed of lead! AUDITOR’S REMARKS: Request denied! I’ll pay your Social Security tax with it — that’ll just cover it!

Monday, November 29, 1937

RADIO DAILY

Radio Tour of New Office
Six special broadcasts over KCXK, Kansas City, highlighting a radio tour of the layout, marked opening day of Wyandotte County Gas Co.’s new building. As starter, Owen Batch 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.

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Paul Hughes, new news announcer, has been sold on a twice-a-week commentary of “Twenty Years Ago.”
"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 newspapers, headlines and other authoritative sources and each is prefaced with "Did You Know?" The first one of the list was the biggest turkey dinner, 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 agree at their own discretion 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 quint's 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 sing 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" last Thursday afternoon's little variety show originating at WSAI, Cincinnati, and heard over WHN via the WNW 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 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 gosspy on CBS, emphasizes the claim that he hands out "exclusive" stuff, but he relaxes an awful lot of material that has appeared elsewhere.

KOFC, San Francisco: Chas. E. Peauger & Co., through Small & Seifert Inc.; Peter Maxwell Co. of St. Louis; through Long Ad.
KGGC, San Francisco: Alka Seltzer Co.
KPO, San Francisco: Signal Oil Co., through Logan & Stebbins.
WGN, Chicago: E. Peauger Co., through Small & Seifert Inc., on Jan. 7 expands its "Let's Play Games" MBS program to WNL.
CKNX, Wingham, Ont.; Templeton's Ltd., ETs, through Associated Broadcasting, Ltd.; Bayer-American Co., announcements, through Thompson-Koch Co.; Bulova Watch Co., time signals; W. X. Burley Ltd., spots; Ogilvie Flour Mills, ETs, through Associated Broadcasting.
WUAL, San Antonio

George M. Slocum, president of the Advertising Federation of America, was interviewed by Ken McClure, newscaster, while the APA 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.

WNB, New Britain, Conn.

Millie King of continuity staff is recuperating after an operation.

Maiden without aسوشياء depot 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 and an awful lot of material that has appeared elsewhere.

Hai Goodwin will again do the Christmas Tree program twice daily.
THE WEEK IN RADIO

... Holding Congress Off

(Continued from Page 1)

BOSTON

Casey Stengel, veteran of the Big Leagues and new manager of the Boston Bees will be a "faculty" member of "On the Air With Casey," a regular feature of the Air. Jack's interview with Stengel, to be aired over WAAB on Tuesday at 6:15, will be the first of a long line of such aircasts. 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, nation-wide football stars, and other residents of the metropolitan area will take part in the inaugural program of the new series of "New England Hiway select." The opening show is due to be heard over Yankee network starting Tuesday at 2:45 p.m.

Metropolitan Theater will feature a "Battle of the Bands" between the orchestras of Jack Benny and the Philharmonic Society of New York. 

Students in Serial on WMC

Memphis—As part of their course, students of the Speech Department at West Tennessee Teacher's College have been presenting a serial mystery drama of eight episodes over WMC each Tuesday and Thursday at 3:45 p.m. The sketch is an original of Professor of English F. T. Hincks, head of the 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 Sels

Montreal—Production of radio receiving sets in Canada numbered 71,237 in the second quarter of 1937, an increase of 74 per cent over the same period a year ago.

Canadians traveling in the U. S. last month spent $70,780 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.

HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music in a Modern Manner

MANAGEMENT BOCCIA LIFE

Wednesday, November 29, 1933

RADIO DAILY

THE WEEK IN RADIO

... Holding Congress Off

(Continued from Page 1)

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MANAGEMENT BOCCIA LIFE
Boston—A new series of short wave programs, titled "Radio Around the World," has been launched by WIXK, the Westinghouse short wave station here, with John K. Goveen as director. 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.

WIXK'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 on the air 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 WBL, 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 show here, has launched his own program on WCBM. He sponsors program himself and does the sports comments, with Newell Warner handling commercials.

WAR, Winston-Salem, N. C.

Anita Hayworth, contralto, recently started her own 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 the Amateur Co., which also has a news period.

Jasper Dean is back singing hymns for Emmanuel 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.

JIMMY ALDIN
AND HIS ORCHESTRA

JUST COMPLETED
100 WEEKS ENGAGEMENT

BEN 6-4579

New Short Wave Series Added by Westinghouse

Please note the addition of the following new programs to our list:

WFTW, Fort Worth, TX

San Antonio

"The Country Editor" is a new early morning program on KAT. It features A. H. Wheeler, editor of a country paper, with a string band and quartet. The "homey" rural touch is conveyed, with good reactions in the 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 KTWX.

WNBX, Springfield, VI

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 a Scott-Colegate game, at Denny's expense.

Bee Field, auditor, spent Thanksgiving with home folks in James-town, N. Y.

New program amplifier now in operation has greatly improved coverage.

Families of Phil Hoffman and Lang and Lindquist, program director, both from Iowa, ate turkey together.

Dick Bath, salesmen and former sheriff of Alstead, N. H., nearly had a "no-show" when coming back from Keen, N. H., when he played good martian to a fellow huntsman by transcribing the latter's deer in his car—and the game authorities had to be convinced.

WGBR, 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 ambition gives WGBR two of the youngest regular announcers in the industry. Both Parr and Bob Kelley are 30 years old.

"News Comes to Life," sponsored by R. G. Dun Cigars (Detroit), is fed to WGBR in addition to WJR, Det- roit. Headline news of the past week is dramatized in 30-minute program. Bruce Boemer, Detroit, is the agency, who by the use of a skilled script editor, is handling all public address announcing at the Arena, new million dollar all-sports building just completed in Cleveland. Loews has also handled complete air accounts of International-American League Cleveland Barons' home games, exclusive WGBR broadcast, seeking sponsorship.

New WMT Headquarters Are Given Big Sendoff

Cedar Rapids, la.—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 feet of pipes to line 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 Pro- gram. 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 Rug" musical program.

WRBL, Columbus, Ga.

Jim W. Woodruff, Jr., manager, is making arrangements for an exten- sive program to cover certain hours for both day and night programs. Later on, personal visit survey will be made for the program 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 all-sports editor of Seattle Post-Intelligencer, has started a weekly series called "Saturn Roundu," sponsored by Pacific Outfitting Co. and handled by Ann Newman advertising agency. Sharp is a veteran fight announcer, well known to KJR-KOMO listeners.

WALT FRAMER
Freelance originator of
RADIO SWAPS HEARD DAILY OVER WWAW
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 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 studio 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 Eagle and the Evening Tribune, were 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 John J. Hildreth, publisher; W. H. Rogers, publisher; Irving E. Rogers, associate publisher; and George A. Melien, secretary. David M. Kinel 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 in the nature of a business discussion. They have not been expected to issue a formal report of meetings 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. Hollywood make-up men use the camera as a microscope and the mirror picture screen as a stage, on which to examine his work. He is not only interested in glamour but in helping to solve practical problems. He will serve television in a similar fashion, once the medium itself has reached the necessary degree of perfection."

WLAB. Lawrence, Mass.

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 Mogul Singer, monthly magazine for employees of the Mock-Judson, Voshinger Co., Greenboro, N. C., in its November issue devoted a two-page spread to WIBG 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 Dragongate'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 Alfre Walenstein, is being heard by the three major networks. Other two are "New York on Parade," NBC, and "Johnny Presents," CBS.

"Adventures of Ace Williams," an adventure series, has been added to the schedule at KGBX, Springfield, Mo., three weeks.

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 airings 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 the "Conquest Alliance.

"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.

COLUMBUS

James E. Lowe has been promoted to chief engineer at WCOL.

Paul R. Glinkuler was appointed legislative representative for Ohio An's of Broadcasters at the recent meeting, and will maintain permanent offices at 20 High St., Columbus. He assures the club of its continued usefulness.

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 WBNX.

Rose Kaye, "Society Editor of the Air," at WHIC, has switched to WBNX where she will continue 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 constructed at Radio Center, in the center of the entrance foyer, cuts off WCOL and WBNX into two separate units.

WLAB.

Al Schaub Married


EARNshaw RAPS

Radio For Leaning on Films

(Continued from Page 1)

Globe, "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 say 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 the other ingredients, orchestrated the show, and create good will. It had no history or precedents; it had to be a show in 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 so involved in the stage and screen and concert platform. It is leaning on the motion picture. Perhaps instead of 'leaning' I should use the word 'trotting.'"

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 manager, and Sam Halper in from Minneapolis. Claude C. Ezzell 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 Heild Band are on the payroll. They fill lots ranging from solo to vocalist.
Radio Leadership Urged

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 worked out a deal to offer 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-enters Broadway at ten o’clock 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 ear-ful at the same time.

This 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 occasion 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-WATERS

Westinghouse Electric & Manufacturing Co., which already has two 50,000-watt stations, KDXA 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-watt stations.

Other stations owned and operated by Westinghouse include WBZA, Springfield, Mass., 1,000-watt 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.

CBS Board Acts Today

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)

Educational Parley Tells Broadcasters to Raise Program Quality—Paley Stresses Non-Partisanship

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 96,000,000 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 poor quality air and to start a search for cre-
Musterole 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, WSOO, WJAX, WSB, WHAS, WSM, WMC, WTB, WEDC, WKL, WPAJ, KVOO, KPSC, KSL, WBFM, WOAI, WWVA, KYHK, WDRB, WIBA, WGY, WMBD, WPTF and WIS. WOB started to make the disk in October and 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 short wave radio industry that short wave radio waves could be used successfully for long distance. Three patents are involved in the complaint, which is before Judge John P. Nields, and it is claimed that 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 self-supporting radio tower 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 to work and make complete-on-the-scene coverage of news events and news features possible in the Twin Cities area of Minneapolis and St. Paul, KSTP has installed two more receiving locations and will put at least two more for 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.

Revive So. Calif. Ass'n With Leo Tyson as Head

(Continued from Page 1)

Southern California Broadcasters have formed 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 Reuses, RADIO DAILY

Los Angeles—On Lucky Strike's "Hit Parade" tomorrow night, Dick Powell will be singing the forthcoming Warner - Lucky Strike "Your Hollywood Parade" and the last for the initializer on Dec. 8. Definitively scheduled for the show is date of Jette Davis, Olivia DeHaviland, Patrick Knowles, Basil Rathbone and Erich von Stroheim for radio dramatizations and Ethel Cooper in a specially prepared bit. Regulars in the cast include: Rufe Davis, Rosemary Lane, the Dudley Chambers chorus, the Lucky Seven Choral group, and, of course, Dick Powell at the emcee, and Leo F. Steinberg's orchestra. Tom McAvity, Lord & Thomas product 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, Sunday and Tuesday. WMCA has been feeding the show to ten other stations, including the Mutual outlets, and is also taking half of the show, on Sundays at 10-11 p.m. WORK, which has been using recordings of the show on Tuesdays, is now planning to 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, 8:30-9:30 p.m., effective tomorrow.

Understood the show, which has Eddy Duchen's orchestra, will sign off Dec 22, which is the end of the first 15-week cycle.

Order Trial of RCA Suit

Suit filed by Abram J. Engleman against RCA Victor, RCA Communiques, RCA Radio Corporation and T. Cunningham Tubes, Inc., for alleged share of profits in the sale of equipment produced by plaintiff, was ordered to trial yesterday when Federal Judge John Knox denied defendants' motion for a dismissal. Plaintiff is asking $250,000.
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 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 at the Harvard observatory, a street car motorman has taken to the airwaves with a series of weather predictions almost as accurate as the are unorthodox. He threws in a little astrology also, and a bit of harmonica. Program airs over.

WKBQ, Memphis, and is attracting considerable interest. Burlesque slant is heightened by building pseudo-rivalry between the motorman, Costen F. Whittaker, and F. W. Brit, official meteorologist. In special morning feature, supplementing the Whittaker airing, the predictions of both are put on the airwaves, giving listeners a chance to check for themselves.

"Little Theaters" 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 Butter's Bulletin and featuring tips and interviews on meat buying.

Radio Exports Rise

Washington Boys, RADIO DAILY Washington—Exports of radio apparatus for the first ten months of this year totaled $26,820,000, compared to $22,917,000 in the corresponding period of 1938, the Department of Commerce revealed yesterday.

Series on Foreign Lands

Is Inaugurated by WTHT

Hartford, Conn.—An unusual and timely program has started over WTHT 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, Manchoukuo, Africa, Near East, Tunis, Egyptian Sudan, Ukraine, Dutch East Indies, India and Philipines.

Does your "MAN ON THE STREET" quiz need something to pep up his broadcast? 50 different questions each week cost you only $1.00. Envelope is in your territory. Address gladly sent.

Colonel Jack Major

"School Days"

Today 3:30 p.m. EST

The Colonel From Kentucky

TUNE IN WOR

Monday to Friday

4:00-4:45 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. Pepe, Gen. Mgr.

44 Madison Avenue

New York City

ARTISTS' REPRESENTATIVES—RADIO PRODUCERS
GUEST-ING

IAN HAY, author-playwright, on "As I See It," Dec. 7 (WBCN-Blue, 4:20 p.m.).
JOE RINES, interviewed by Nellie Revell, Dec. 7 (WSBC-Red, 5 p.m.).
FRANCES FARMER, interviewed by Jack Egan'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 RAIT, 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 Filipa, 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 Rovinska, pianist, Saturdays at 6:6-23 p.m.; Frances Shapiro, violinist, Fridays at 9-10 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."

BIRTHDAYS

Greetings from Radio Daily
November 30
Larry Nixon
Frederick William Wile

AGENCIES

A. M. BUSCHAGEN has been named manager of the National Classified Advertising Agency, Youngstown, to succeed Leo J. Nurthenrock, who resigned effective Dec. 1. He will 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 Mertena and Price "American Kitchen" series in inter-mountain territory for the American Packing and Provision Co., Ogden, Utah. Program is a transcription version of KFI's "California Kitchen," featuring Agnes White, nationally-known home economist expert, as "Martha Lane."

CLARENCE ANDERS of the N. W. Ayer agency in Philadelphia has assumed the post of Dec. 11. Arthur P. 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., handling the account of the Tea Bureau, which is currently conducting a "Turn to Tea" sales week in various types of publications.

WALKER & DOWING INC., Pitts- burgh, 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, proxy of Neecham, Louis & Brisky, Chicago, and of western council of AAA, went to Minneapolis over Thanksgiving weekend.

TOM BEVERE, 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 Breadwinner.

Sales Hunger Insurance?

John 4:18:30
Beulah 3-0185
80 JOHN ST., NEW YORK...
Tuesday, November 30, 1937

RADIO DAILY

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 show is offered by CBS in an effort to pull some of the listeners power of the Chase & Sanborn Hour to that web, made 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 slight thread of story interwoven, but is essentially written for a good comedian. Musical end of the performance is handled by Mark Warnow, who has given his vocal and instrumental capers despite the fact that there was poor balance when program came over the air. This was due to the fault of the production man, and not Warnow. In the vocal end, Barry Wood didn't get a fair chance in the setup. Previously Kay was good in real and comedy business; also Billy Jones, a comedian on the Judge Hugo Straight cast. Bert crosses is also anxious.

All-in-all, program is in need of plenty of work.

"MARSHA AND HAL"
Humphrey Co. (home remedies) WOR-Mutual, Sundays, 11-11:15 a.m.

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 San películas and his orchestra for this series. Pattern of the program is much the same as the gay and informal stuff heard yesterday on Martha and Hal, with Sanellia 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 current "Martha C & S. series, returned to the ether Sunday night via WRAF-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 rehashing young folks in short sketches, aided and abetted by MacQuarrie's tomfoolery via a quick tongue, and then having the apprentices perform the sketch without interruptions, was employed in the shorter version.

The performers were all New Yorkers, and the being only varying point was the old show. However, out to a half-hour, program moves faster and permits relaxation for both performer and audience. Red Herron handled the announcements which introduced and concluded the show, plus MacQuarrie's favorite routine, the "story interwoven, but this new program is to be the best of a series of the same name. 'Rosalee' features the voices of Lesly 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 over WNYC via WMCA, is not as extensive as the recent productions, program continues to have a certain inspira-

ional quality. Every Sunday now we follow the dramatic 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 HOWACK 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 5-3259

RODRICK RAPEE will conduct the Radio City Music Hall Symphony Orchestra in its radio broadcast in honor of Jean Sibelius' 72nd birthday next Sunday at 12:30 p.m. over NBC Blue.

Vincent Lopes, 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, "Swee 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 "Rosalee" from the forthcoming film of the same name. "Rosalee" features the voices of Lesly Hughes, Larry Cotton, Bob McCoy and the entire vocal ensemble.

LUCILLE & LANNY LINWOOD GREY "2 voices and a planning" Six NBC Television Broadcasts this week Arrangements by Lanny Greb NBC Artists Service
KANSAS CITY
A. F. Schliecker, KCMO sales manager, has added Jack Neal to the sales staff to replace Jimmie Johnson, who has resigned.

Marjorie Jean Turner, WHB vocalist, is now Mrs. Bruce Parker Hill. She continues her radio work.

Les Jarvis and Dick Smith, WHB announcers, were signed by local Oddsmboles distributors to handle their Hillside Drive auto show.

Larry Sherwood, KCVO manager, back from Pittsburgh, Kan., where he assumed 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 radio 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 a star witness in an auto accident that happened a year ago.

Bill Cook is now reading funnies to the kiddies on Sundays.

The 2-L story program of old melodramas from the Showboat Golden Rod over Mutual net- work on Thursday, but will not air it locally. Harry Owens of special events department is handling.

"Candid Camera of Radio" is to go into production with Alan Anthony assisting Meredith Mason, Ray Schmidt is back on the air after 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 W. MacLean, 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 starting this week, F. C. Bradner, newscaster well known for his humorous style, is featured, with Chancy Linen of WJB broadcasting. Food Ad- vertising is the agency.

More Stations for Devine

WIBI, Newark, and WFOR, Hat- ciesburg, Ohio, added to the stations being represented by J. J. Devine & Associates. Another recent addition was WMXZ, Macon.

NEW BUSINESS

KANSAS CITY


CXTB, St. Catharines, Ont.; Robin Hood Beef, through "Northwood's" in Lincoln; 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)

local leaders and affiliates in the respective, localities, to be raised in the coming days.

It is expected, however, that between now and Dec. 5 an appreciable num- ber of contracts will be forwarded to both the AFM by the locals and to Ernst & Ernst, accountants for TRNA.

The contracts are scheduled to be defi- nitely signed today between AFM and the key stations of the net- works, Situation regarding the tran- scription and phonograph disk manufac- turers will be held in abeyance for at least a week or 10 days.

On this basis, however, it is hereby aid that 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 to handle 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 union's local in its confer- ences with managers of WWL, WSMB and WDSU over employment of mu- sicians under the national network agreements and the AFM. Union is also demanding closed shop on direct- ed and indirect where anything commercial is concerned and would have non-union dance combos from the air.

The union once forced the principle of a six-day week through on theaters here, despite managerial oppo- sition, only to have it break down as the members themselves found reasons to circumvent it.

Dawson Handling WRC Show

Washington Bureau, RADIO DAILY.

Washington — It was announced by management, Ronald Dawson, dramatic di- rector of WOL, Mutual outlet, will produce the "March of the Washington Post" Canadian weekly show to be heard on Saturday at 9 p.m. This is one of Washington's biggest script undertakings. Dawson is writing the script.

WMCN: First Federal Savings and Loan Asn., announcements, through Grant, Wadsworth & Casimir.

WHO, Des Moines: Morton Salt Co., "Nutritional Facts through Trade Advertis- ing Agency; Horse & Motorcycle Asn. of America, announcements, through Rogers & Smith; Union Pacific Railroad, through the Cables; Equitable Life, through American Broadcasting Co.; Pfaff Baking Co., newspapers; 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 be- ing prepared by WDEV for prospective outlets with other stations or net- works. Programs, all remote, will come from the base of the Nose Dive Co., Atchison, Kan., the man- moth ski jump in Stowe and the tow on the last pitch of Mt. Mans- field's toll road. Special events to be aired during the winter include National Down Mountain Ski Cham- pionships, a National Ski Asn. 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 New Year's Eve, poll to determine the most popular band leader. Poll, which is considered one of the most signifi- cant and one of the most popular in the country, is being 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. the idea of using radio to publicize a new location for the gas company's busi- ness offices. This is the first time any part of the Gas Service Co., a Cities Service subsidiary, has used radio in this territory. At the moment it exceeded expectations, company re- ported.

Carolyn Urbaneck Gets Prize

Carolyne Urbaneck, lyric soprano, on Sunday night won the $500 award as the outstanding professional artist chosen from vocalists and instru- mentalists appearing in the second cycle of "Rising Musical Stars," Seal- test program, heard Sundays at 10 p.m. over NBC-Red.

SAN ANTONIO

KTSR is now first on the air and last to sign off among local stations. Schedule is 6 a.m. to midnight, ex- cept Sat.

Ted and Bill, troubadours, with Paul Girard at the mike, are now being fed to KNOW, Austin, through KTSR. Their mail is set at a station record.

Eliott Roosevelt of Hearst Radio is a recent visitor. He goes on the air as a commentator after Christmas.

Wrestling matches at the Walka- thon Arena are being aired over KABC, with Guy Savage, special events commentator, and Charlie Belf, program director, at the mike.

Tom Dickey's ork is on KNAM nightly.

WAL, K. Banton, announcer, is a benefactor.

KSL, Salt Lake City

Ted Rosvall, heard on song ses- sions, 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.

The New Year Show, produced by Francis Osborne, pianist, with staff talent selected by Gene Halliday, music head, has returned, booting 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.

WRDT, 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 Lin- chfield and Jeanine Bickel, 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 Ra-

Silver Dropping Canada

International Silver on Dec. 26 will discontinue dropping Canada on its CBS "Silver Theater" pro- gram. Sponsor was using the station to catch the Christmas trade.
L. E. FROST, assistant to Don Gilman, NBC vice-president, is back from New York and ensconced in his new quarters at the NBC.

Bert Horton, every-so-often member of "One Man's Family" cast, flies down from San Francisco each time he character he portrays, gentleman-farmer husband of Hazel, joins the family group.

Billy Artzt, whose Rose Room orchestra at the old Waldorf-Astoria will be remembered by Broadwayites, will recreate the music and mood of that day for Mertens and Price transcribed "Dining with Dad," which features Ward Lame and Leonard de Loux, musical comedy trouper of a decade ago. Scores will be musical montage of all the songs from 1915 to 30. Artzt has supplied the music for "The Goldbergs," "Myrt and Marge," "House of Glass" and many other transient rentals, as well as compositions heard on Philco, Royal Gelatin, Lux and others, and will fly to Hollywood to set the music on a new network program.

Wilbur Evans, baritone of Dick Cellar's "Open House," will make concert appearances at Monroe College, Provo, Utah, on Dec. 1; Ponce City, Okla., 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 sportscast, Dec. 1, and will lead with his chin by plucking an all-time All-American eleven.

Arvin Dale, former vocalist with Larry Kent's group, now has a program of his own over KEKH, Tuesdays—6:30 p.m., with musical director Claude Sweeten and orchestra supplying the musical accompaniment.

KFC furnished an all-female 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 9:15.

WHO, Des Moines

Norman Moon, tenor, returns to New York for network broadcasting and to be soloist with Ernie Holst's orch. 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 three-hour Sunday night show sponsored by Pfaff Baking Co., Ft. Dodge.

Oklahoma City

W. E. Robitsek, former commercial manager KTOP, 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 Broden) celebrated their 10th anniversary in a highly successful program called "Sun Country News."

New Fashion Feature

Special promotion, producing new business from seasonal or spot advertisers from Milwaukee's specialty department stores, is being conducted by 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 interest of a new development by local builder combined interview and dramatic media. Announcer 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 WLBK, in cooperation with local merchants. Series of announcements informs public of 22 percent gain in area's retail sales during reported declines elsewhere. Surveys conducted by station and Business Administration, Indiana U., provided the figures.

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 nights 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 counselor on many matters during the station's recent visit in Cleveland.

WJRT, Detroit

"Household Musical Clock," with Rall Palt as emcee, has been renewed for fifth consecutive year by Household Finance Corp. through BRD. "Bud" Guest Jr., son of Edgar A. Guest, does a 20-minute news shot on the one-hour program six 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-Miller 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 in the Air" show. 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 half-hour program for Sat. morning, sponsored by Palmer Shoe Store.
MASON TAYLOR, who joined WIBX, Utica, N. Y., in September, to handle local news service, has built the feature up to the point where the city's news-hungry folk are now reading and enjoying it. 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, "Kodak Court," is being added to the library for release tomorrow.

Leonard Warren, bartone, 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.

Vypa 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.

CTKB, St. Catherines, Ont., recently pulled 4,847 letters as a result of only one 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 Sept. 29, following 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 FOD du Lac, Wis., station. Pocan has aired threats himself on various occasions over WRJN, Racine, Wis.

Donald Weeks, a leading Chicago journalist, has had regular parts in more than 20 serials, but has kept up his school work and now is a junior in high school. Last year he won a place on the honor roll. Donald has been in the NBC-Blue "Douglas-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. The "radio professional" ran five years, and "Death Valley Days," which started seven years ago and is still going.

The "I Love My Wife" series, formerly heard on WOR, is being heard on the Mutual network.

Tom Farley has been heard on WIBX, Utica, N. Y., in September, to handle local news service, has built the feature up to the point where the city's news-hungry folk are now reading and enjoying it. 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, "Kodak Court," is being added to the library for release tomorrow.

Leonard Warren, bartone, 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.

Vypa 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.

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