



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 2, NO. 65

NEW YORK, N. Y., FRIDAY, OCTOBER 1, 1937

FIVE CENTS

World Series Free on 3 Webs

McNINCH GOES TO FCC WITH AN "OPEN MIND"

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent
Washington—When Frank Ramsey McNinch officially takes over his new duties as chairman of the FCC today, the oath being scheduled for noon,



Frank McNinch

he will carry with him the same policies insofar as they are applicable, that he so ably exercised at the Federal Power Commission. Although having had no experience with the radio industry before, McNinch will immediately go to work in an effort to reorganize and assist

12 Co-Op Sponsors Set For Jessel Program

Under the co-operative sponsorship of 12 companies, "30 Minutes in Hollywood" will make its debut over a coast-to-coast Mutual network of 29 stations Oct. 10 at 6-6:30 p.m. Program, emanating from KHJ, will feature

WCBS, Springfield, Ill. Affiliates With Paper

Springfield, Ill. — Coincident with boost in power to 250 watts, unlimited, WCBS this week became affiliated with the Illinois State Journal. Sunday's issue of the Journal devoted a special section to the station,

Local Newsreel Tieup
Minneapolis—WTCN and the World theaters of Minneapolis and St. Paul are issuing a newsreel devoted to Twin Cities news. Reels will be plugged over the station and shown in the World theaters, which supply cameraman and equipment, while Stephen Wells of WTCN edits the film and Charles Irving is commentator.

Pre-Havana Parley
Washington Bureau, RADIO DAILY
Washington—Philip F. Siling, acting secretary of the Havana Preparatory Group, announces that matters relating to broadcasting in connection with the coming Havana radio conference will be discussed Oct. 8 in a meeting at Room 7355, New Post Office Bldg., at 10 a.m. Broadcast phases of the International Radio Conference will be considered. James A. Baldwin, NAB managing director, will attend.

NATIONWIDE ORGANIZING BEING DEFERRED BY CIO

Washington Bureau, RADIO DAILY
Washington—CIO organizers are giving their immediate attention to radio marine and radio telegrapher organizing, with no national scale broadcast organization activity planned for the near future, spokesman for the union stated yesterday. First station to be 100 per cent organized under American Communications Ass'n, CIO unit, is WJW, Akron. Inquiries from other stations are said to have come in. CIO expressed concern over status of WJW before the FCC. The 100-

Justice Black Will Talk Over 3 Networks Tonight

Supreme Court Justice Hugo Black yesterday completed plans with NBC, CBS and Mutual to use their entire facilities tonight at 9:30-10 to answer the Ku Klux Klan charges that have recently cropped up all over the country. Setting of the speech caused confusion throughout the networks late yesterday afternoon. CBS can-

Seven Applications Granted By FCC for Radio Facsimile

Lawyers Advocate Ban On Broadcasting Trials

Kansas City—A ban on broadcasting of court trials was advocated at yesterday's session of the American Bar Ass'n convention here. Barring of photographers also was suggested.

Baseball Classic on Sustaining Basis Over Trio of Networks—Ford Said to be Out \$100,000

RKO TO GIVE PREVIEWS FOR RADIO SPONSORS

West Coast Bureau, RADIO DAILY
Los Angeles—With the inauguration of its radio relations department, RKO will preview its important pictures for sponsors and producers of radio shows interested in using screen talent on the air. Initial preview will be the "Music For Madame" today.

WRDW, Augusta, Ga. Joins CBS on Oct. 31

WRDW, Augusta, Ga., will join the CBS network as a supplementary station on Oct. 31. Station is a full time clear channel outlet operating on 1,500 kcs with 250 watts daytime, 100 watts at night. Augusta Broadcasting Co. is the owner of WRDW. J. E. Reynolds is manager. Network rate will be \$125 per hour. This makes the third CBS station in Georgia. WMAZ, Macon, and WGST, Atlanta, are the other two.

Resume AFM Parleys

Key station negotiations were resumed yesterday by the AFM, which conferred early in the day with WOR mostly while Fred Weber, general manager of Mutual Broadcasting System sat in as a "conveyor" for Mutual. WOR was represented by A. J. McCosker and Ted Streibert. Later in the day NBC and CBS ex-

Combined NBC, CBS and Mutual networks are going ahead with plans to broadcast the World Series baseball games on a sustaining basis. Plans were completed on the recent visit here of Judge Kenesaw M. Landis, but it was requested that announcement be withheld in hope that a last minute deal would sell the series to a sponsor. Arrangements made with the baseball "czar" are said to be satisfactory to the webs as to monetary amount.

(Continued on Page 3)

KATE SMITH PREMIERE TAKES B'WAY SPOTLIGHT

Broadway's first radio show premiere to be staged as a gala "first night", with a studio audience of Who's Who, klieg lights, silk hats, ermine and even a lobby broadcast conducted by an independent station having no connection with the show aired in the playhouse, took place last night with the start of Kate Smith's new CBS series for General Foods. The pre-broadcast airing of arriving celebrities at CBS Radio

Sieberling Rubber Co. Placing Spot Campaign

Cleveland—Sieberling Rubber Co. has disked 16 dramatized spot announcements to be placed on 200 stations in a fall and winter advertising campaign. Spots were written and produced by Guild Productions, local radio producing firm.

Counery to Carry On
Boston—Congressman Lawrence Connery, who swept to victory in the special election in the seventh Massachusetts district, announced after his election that he would carry out the program of his late brother, William P. Connery, Jr. One of the issues in this program was a bill for a sweeping investigation of the radio industry.

(Continued on Page 3)



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

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FINANCIAL
 (Thursday, Sept. 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 3/4	163	163	- 1/8
CBS A	25 1/2	25 1/4	25 1/2	+ 1/2
CBS B	25 1/4	25 1/4	25 1/4	+ 1/4
Crosley Radio	14 1/4	13 3/4	14 1/4	+ 3/4
Gen. Electric	45 7/8	44 5/8	44 5/8	- 3/4
North American	22 3/8	21 1/2	21 1/4	- 1/4
RCA Common	10 1/2	9 1/2	10	+ 5/8
Stewart Warner	14 3/8	14 1/2	14 1/2	- 1/8
Zenith Radio	36	35 1/2	35 1/2

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	15 1/4	15 1/4
OVER THE COUNTER		
Stromberg Carlson	10 1/4	11 1/4

Resume AFM Parleys
 (Continued from Page 1)
 executives again talked to the AFM committee. Understood that CBS is all set to sign an agreement, but that NBC is holding out. Both sides expect an early pact will be negotiated.

WHK Morning Live Show
 Cleveland—Cleveland gets a new talent show, the first early morning program of its kind. To get away from the use of transcriptions and present a new idea, Standard Drug Co. has conceived "Standard Drug Varieties", to be heard on WHK each week-day morning. A half-hour show, it will use a number of regular features, as well as guest artists, selected amateurs and semi-professionals. Annabelle Jackson, pianist, will appear on the program daily, and there will also be a hymn sing lasting four minutes.

MARTIN BLOCK'S
"Make-Believe Ballroom"
 A WNEW FEATURE
 1250 Kc.
 10 TO 11 A. M. 6 TO 7:30 P. M.

NEW PROGRAMS—IDEAS

Contrasting Flood Scene
 Reconstruction in Charleston and Southeast Missouri since the Ohio River flood, providing a vivid contrast to the flood broadcasts of last winter, was the subject of a special airing recently by KMOX, St. Louis Show was handled by Public Affairs Director Jerry Hoekstra, Gordon Sherman, engineer, Harry W. Flannery, commentator, and Marvin E. Mueller, who visited towns in that section, describing reconstruction ac-

Kate Smith Premiere Takes B'way Spotlight

(Continued from Page 1)
 Theater No. 2 in West 45th St. was conducted by WNEW.
 At the conclusion of the show, Miss Smith was showered with flowers and congratulations.
 From the society register were Donald F. Haggerty, Marjory Stoddard, Nancy and Marshall Sewall, Jane Hall, Ann Curie, Mrs. and Miss Cobina Wright, Col. and Mrs. Monroe Neville Hopkins, Lt. and Mrs. Cameron Winslow, Mr. and Mrs. Richard May, Mr. and Mrs. Frank Bacon, Huntington Watts, Rita Horton, William H. Hutton, Mr. and Mrs. Edward Kohl, Electra Waggoner Bowman, Mr. and Mrs. Frank E. Byrne, Summer W. Taylor, Fairfax Burgher, Lady Suzanne Wilkins and Fay Devereaux Keith.
 From radio Mr. and Mrs. Hugh K. Boice, D'Artega, Cynthia Drew, Mr. and Mrs. W. B. Lewis, Mr. and Mrs. Jack Robbins, Jack Alicoate, Don Mersereau, Dan Walker, Allyn Marsh, Edwin K. Cohan.
 Ralph Starr Butler, Charles Mortimer, and Morton Campbell were present for General Foods. Clarence Eldridge, L. M. Brockway, George Pryson, and Bill Stuhler of Young & Rubicam were also in the house.
 A review of the program will be found on page 5.

Mittendorf Marries
 Chicago—Manager E. S. Mittendorf of WIND, Gary, and Virginia Benoit, a performer on the same station, surprised associates by announcing that they were married and leaving for a honeymoon in Florida. They will be gone about three weeks.

WREC to Originate Golf Meet
 Memphis—WREC will originate play-by-play description of women's amateur golf championship tournament, starting Oct. 5 and running through Oct. 9. Programs will be fed to CBS.

Adele Purcell Moves
 "My Private Secretary," Adele Purcell's Secretarial Service for Radio Artists, has moved to new quarters at 8 West 49th Street.

Mutual's Third Birthday
 Mutual Broadcasting System celebrates its third birthday tomorrow.

activities. Airing was tied together for single half-hour listen by means of instantaneous recordings at various spots.

What They Think
 WJR, Detroit, will give listeners a chance to speak their minds on anything from Europe to poetic inspiration in a new Saturday night half-hour airing, 10:45-11:15. Duncan Moore is in charge of the broadcasts, titled "Radio Soap Box."

Justice Black Will Talk Over 3 Networks Tonight

(Continued from Page 1)
 celebrated the last half-hour of the Campbell Soup Co. program scheduled to be heard at that time, while NBC-Red network canceled "True Story Hour". NBC-Blue and Mutual both had sustainings listed. Fred Shawn, Washington NBC announcer, will introduce Black.
 WMCA will feed a transcribed version of the speech to the Inter-City network at midnight.

WPEN-WRAX Cancel Discharges

Philadelphia—WPEN and WRAX, after a conference before the National Labor Relations Board, agreed to revoke all discharges of their ten veteran announcers, all members of the American Guild of Radio Announcers & Producers. Guild had complained to NLRB that the announcers were locked out by the stations because of union membership. Reason for the discharge was given by the stations as incompetency and was to be effective today. John Iraqi, new head of the station said the Guild had no foundation for claiming they were discharged for union membership.

Weekly Availability Sheets

KDYL, Salt Lake City, is putting out a handsomely printed weekly issue of complete availability data. Sheet lists entire program schedule Mondays through Sundays and goes to all agencies, station representatives, and all national buyers of radio time.

"AP at the Front"
 NBC special events will stage an "Associated Press at the Front" program over the NBC-Blue web tonight, 7-7:30 p.m. Program will go around-the-world. Pick ups will come from Geneva, Madrid, Shanghai, Tokyo, San Francisco and New York. AP correspondents will report the days news in their particular areas.

AL DONAHUE
 and his orchestra
 Opening at the Rainbow Room
 Oct. 6th
 For Fall and Winter Season
 Fourth Return Engagement

COMING and GOING

RUDY VALLEE flew to the Coast after last night's broadcast. He will appear Sunday night on the Chase & Sanborn hour, and remain to do his own program for a possible 13 weeks.
 DR. ALFRED N. GOLDSMITH, RCA consulting engineer, goes to New Brunswick on Monday to address the New Jersey Press Ass'n at their 16th annual convale.
 JERRY FAULKNER, script writer for J. Walter Thompson, left for the Coast to honeymoon with his bride, MARJORIE WHITE.
 JOHN SHEPARD 3rd, president of the Yankee and Colonial networks, has been visiting Providence and New York, and returns to New Haven tomorrow for the Yale-Maine game.
 STEVE HANNAGAN, who is now on the Coast, will try to fly to New York for Sunday night's opening broadcast of the Gruen show.
 CHARLES A. VALLEE, Rudy's dad, sails today for Europe aboard the Normandie.
 IRVING REIS, director of the Columbia Workshop, arrives from Europe today aboard the Manhattan.
 HARRIET PARSONS arrives today from Europe aboard the Roma.

"Hobby Lobby" Adds 4

Hudson has added WLAL, WCOG, KOH and WDBJ to its CBS "Hobby Lobby" network as of Oct. 6, the starting date. Program will be heard 7:15-7:45 p.m. with repeat 10:30 p.m. Brooke, Smith & French, Detroit, is the agency.

Notre Dame on WLW Line

WLW line will broadcast the entire Notre Dame football scheduled as a sustaining feature over WLW, WHN, WBAL, WFIL and KQV. Same stations will carry the Kellogg Co. Football Jamboree one-half hour before play-by-play descriptions begin. Red Barber and James Leonard will do the nine games.



JESSICA DRAGONETTE
 Palmolive
 BEAUTY BOX THEATRE
 of the air
 Every Wednesday Night, Nine-Thirty E.S.T.
 W A B C — COLUMBIA NETWORK
WEDNESDAY • OCT. 6th
ALL REQUEST PROGRAM

McNINCH GOES TO FCC WITH AN "OPEN MIND"

(Continued from Page 1)
in the formation of new policies for the Commission.

He states that he definitely is not going to his post with a personnel ax to grind, but that he will maintain an open mind and will to the best of his ability reorganize and straighten out any difficulties which may exist within the commission at the present time. Considered a liberal in the political light, McNinch, when he took over the position as head of the Power Commission, devoted three months to study of his post and it is his intention to apply the same methods with the FCC.

A native of Chester, S. C., Frank McNinch began his career as a lawyer. He studied law at the University of North Carolina, later became mayor of Charlotte and after serving his term was reelected again in 1917. His political record has been essentially clean not only in his state but with the federal government as well.

The new FCC chairman looks upon radio as a utility, to be maintained in the interest of the public. The FCC has been charged from time to time, both on Capitol Hill and in official Washington, with playing into the hands of monopolies. McNinch, when confronted with this question, declared that he had no knowledge of such practices, but if they did exist he would soon see that it was stopped.

One of his first tasks will be the probing of charges concerning "dummy" broadcast corporations, on which a hearing involving two attorneys is set for Oct. 5.

In order to cause no talk about the propriety of holding two government posts at one time, McNinch has resigned his Power Commission chairmanship to devote himself to the FCC. He says he is now in possession of sufficient data concerning all FCC branches to take over the new post intelligently.

McNinch stated that while his efforts for the most part in the beginning would center chiefly upon the broadcast division, he would nevertheless study closely functions of both telephone and telegraph divisions.

Prior to 1917 when he first entered public life McNinch was steadily building up his private law practice. He had at that time no political ambitions. Today although still a good Democrat, he has filled with a clean record every government post to which he has been appointed. He has been chairman of the Federal Power Commission since his appointment by President Hoover in 1930. The first time a position was offered

Things Are Humming at KAWN

Gallup, N. M.—Every five miles for 75 miles east and west of here. KAWN has set up signs reading "Tune in 1500", and the Santa Fe Super Chief which goes through here turns on the radio when 75 miles away, with the station broadcasting to the train and telling the passengers about the country they are passing through. It gets many waves from the car windows... The elaborate El Rancho hotel, nearing completion, installs remote line to PBX board, and KAWN broadcasts from any of the 100 telephones in all rooms and apartments by simply putting the speaker or program on the phone... All roads paved now. Denver to Los Angeles, which means plenty tourists... KAWN has just taken RNA news, NBC Thesaurus, and landed 26 new local accounts in a week... First Saturday each month has been established as "dollar day", urging clients to tie in newspaper and windows, with accounts not on air also getting benefit... A series of all-night shows is being run for DXrs... Also running from midnight tonight until 7 a.m. tomorrow without interruption to tell the world about this country. D. E. Bennett is manager of the station.

WCBS, Springfield, Ill. Affiliates With Paper

(Continued from Page 1)
its personalities, equipment and future plans, with more than two pages of pictures.

Staff of WCBS includes Harold L. Dewing, president; Leslie Pfefferle, vice-president; John J. Corrigan, program director; Carl Jefry, commercial manager; Don Burricher, chief engineer; Herbert Reynolds, technician; Dick Ashenfelter, assistant engineer. Also on studio and business roster are Owen Balch, "Spizz" Singer, David Meyer, Gerry Stokes, Bertha Proska, Gladys Parker, Bill and Dorothy Nelms, Louise Langley, George Henry, Mary L. Dilley and others.

Nationwide Organizing Being Deferred by CIO

(Continued from Page 1)
watt Akron station has been given extension of time to file exceptions to granting of application to Summit Radio Corp. for a new 1,000-watt Akron station.

12 Co-Op Sponsors Set For Jessel Program

(Continued from Page 1)
ture George Jessel, Norma Talmadge, Tommy Tucker's orchestra, Amy Arnell, vocalist and guest stars. Redfield-Johnstone is the agency. Crawford Clothes will sponsor in New York.

to him on the Commission it was declined.

McNinch is a soft-spoken man and lives quietly at home where he spends most of his leisure time tending his garden. On work days he is in his office promptly at 8:30 every morning and works until usually after 5. He is a member of the Presbyterian Church, the Knights of Pythias, and a Mason as well as belonging to the Junior Order of United American Mechanics.

He was married in 1905 to Mary Groome of Greensboro, N. C. They had three children. Shortly before his election as Mayor of Charlotte, Mrs. McNinch died. A few years later he married again, this time to Huldah Groome, the sister of his first wife, and they have two children.

7 Applications Granted For Radio Facsimile

(Continued from Page 1)
Newspapers are particularly concerned about the development, which they consider a threat to their industry.

WHO, Des Moines, and WGH, Newport News, are the most recent stations to obtain facsimile permits. Under a new rule, the broadcasts are permitted after midnight on an experimental basis. Other stations with licenses are W9XAF and W9XAG, Milwaukee Journal; W7XBD, Portland, Ore., Journal; W2XR, Radio Pictures Inc., Long Island City, N. Y., and W1XXM, Yankee Network, Quincy, Mass.

Two New WMCA Series

A new weekly variety show, featuring artists from the Jewish stage and a weekly news dramatization of Jewish events, produced and narrated in English, starts over WMCA on Monday, 7:30-8 p.m.

A series in cooperation with the New York City school system, designed to interest teachers and students of civics and modern history, starts same day.

Football on KQV

Pittsburgh—Plenty of football will be aired by KQV starting Saturday, under sponsorship. Schedule includes a pre-game 45-minute jamboree featuring Bob Newhall as emcee, the Quadrangle Quartet, Red Barber and the Collegians Orchestra. Red Barber and Jimmy Leonard will announce the games, which will be followed by a resume of the day's scores.

WORLD SERIES TO AIR ON SUSTAINING BASIS

(Continued from Page 1)
gle, and play-by-play and between-inning commentators are being set by the networks, with probable official announcement being made today of the respective lineups as to broadcasting details.

Unconfirmed report is that the series still costs Henry Ford \$100,000, which sum was forfeited when he suddenly asked to be released from his option. This amount is the same that Landis sought from potential sponsors. Ford sponsored the series for three consecutive years. First game is scheduled for Oct. 6, the contestants being two New York teams, Giants and Yankees.

Edward McHugh to New York

Edward McHugh, the Gospel Singer, will resume his broadcast from New York within the next ten days. Program, sponsored by Procter & Gamble, has been emanating from Chicago.

Ruth Danner Parties

Alfred H. Morton, NBC manager of owned and operated stations, threw a party in the Rockefeller Center Luncheon Club yesterday for Ruth Danner, his secretary, and her colleagues. Miss Danner is resigning to join the Carnegie Corp.

AL GOODMAN

Dear Friends:

You are cordially invited to "attend" my return to Your

LUCKY STRIKE HIT PARADE

for my seventh series, over CBS Saturday, October 2nd, at 7 P. M. P.S.T.

Sincerely,

Al Goodman

STAR RADIO PROGRAMS INC.

— PRESENTS —

"Good Morning Neighbor!"

"AMERICA'S IDEAL WOMAN'S PROGRAM"

250 PARK AVENUE NEW YORK CITY

BARRY McKINLEY

IN

ROMANTIC RHYTHM

SUNDAY 6:30-7 P.M. EST

WABC-CBS Network



GRIFFIN

"TIME TO SHINE"

MONDAY 7-7:30 P.M. EST

WEAF-NBC Network

ORCHESTRAS MUSIC

LYN MURRAY's debut as orchestra leader on CBS is set for Wednesday at 10:30 p.m.

Lou Martin's Music Makers will again be in the new fall revue opening Oct. 11 at Leon & Eddie's.

Jack Betzner's orchestra at Starlight Terrace, Essex House, Newark, will soon have a WOR wire. Chic Briner has been signed as vocalist and will form a quartet with Jack Schwartz, Chic Forsyth and Jack Volker.

A one-hour Sunday Swing Show, 11:30-12:30 noon, using live talent, will be introduced by WNEW on Sunday.

Paul Whiteman, who concluded a run in Fort Worth this week, has added Marian Manners, singer, and the Three Bad Habits (Mickey Germano, Willy Rafford and Johnny Huebner) for his tour.

The Original Dixieland Jazzband, minus J. Russel Robinson, pianist, and Harry Barth, bass fiddle player, has returned to New York to fill engagements, after 13 weeks at the Fort Worth Frontier Fiesta.

Henry Busse and Harry Kogen have collaborated on a ditty, "Farewell, My Love," which Busse will introduce over NBC on Sunday night from Chez Paree, Chicago.

Richard Himber will be heard in a CBS sustaining series starting Oct. 15 from the Essex House.

Erno Rapee, conductor of the Radio City Music Hall symphony orchestra, on Oct. 10 starts his series of seven symphony broadcasts devoted to the works of Sibelius. They will be presented during the "Music Hall of the Air" concerts heard on Sundays at 12:30 p.m. over NBC-Blue.

SAN ANTONIO

"Speedblenders" Ted and Bill are back on KMAC nightly except Sundays and Thursdays.

Chief Announcer Tony Bessan, also program director of KMAC, was in the Medical Arts Hospital recently. Reason—tonsilectomy.

KONO Notes: Announcer George Downs is now doing the script for "You Bet Your Life." . . . Ernest Tubbs and his partner, Merwyn Buffington, have gone out West to Phoenix, Ariz., for radio work.

Welmore Simpson is the new word-slanger over KTSA.

Frank Torrance is now the new radio columnist-editor for the San Antonio Sunday Express.

Ted Eckman is a new spicler at KTSA.



● ● ● Jack ("Little Napoleon" of the Music industry) Robbins' decision to sell out his interests in all his firms will be followed by a year's world cruise—after which he'll join Walter Wanger in flicker producing. He goes west in a few days to complete the deal. . . . D'Artega was signed yesterday to conduct the Tim and Irene MBSHOW for Admiracion, using his Jell-O crew and starting Oct. 17. He flies west next week for the Ruth Etting-Lionel Stander audition. . . . Bert Block succeeds Eddy Rogers into the Rainbow Grill in three weeks. . . . Margaret McCrae rushes to the Coast to wed Harry Simone, CBS conductor there. . . . Columbia flickers are talking to Lanny Ross to be "love-interest" in "Freshman Follies". . . . James Melton is being talked about for the lead in Grace Moore's next picture. . . . Robert Emmet Dolan goes to MGM as a conductor. . . . Alan Roberts severs his affiliation with WOR Nov. 1. . . . Frank Fay replaces Lum and Abner on the Al Jolson show Tuesday. . . . Val Ernie leaves the Riviera to open at the Versailles next week. . . . Mickey Alpert is set for a commercial on closing at Ben Marden's place in four weeks.

● ● ● Mayor William F. Wright of Rensselaer is having his phone number changed so that he can get some sleep. . . . His number, it appears, is often confused with that of an Albany station—and music fans call the mayor in the wee hours of the morning to "please play Willie Farmer's recording of 'Alligator Crawl' or Cab Calloway's scatin'". . . . Herbert Lateau, announcing his first special event for KARK. Little Rock, opened his mouth to begin the show—when a light bug bent on exploring uncharted passages and places flew in where eloquence flowed out. Herb kept going until the first comma, which he converted into a "period" but to no use—the bug kept right on going down with Lateau suffering until the close of the show. . . . FLASH! Herbert Lateau has applied for a patent on a mouth screen.

● ● ● Henry Ford is said to be working out a deal for 13 half-hour presentations of the late George Gershwin's "Porgy and Bess" operetta. . . . Frances Langford, recently signed for two more years on "H. H.", is reported getting 2 G's weekly for her warbling. . . . Kay and Buddy Arnold do their 1000th song today on WMCA's Wheatie show. . . . "Varsity Show" has switched its time on the air from 8 to 9 beginning Oct. 8 via NBC-Blue. . . . David Bratton, former radio editor of the Brooklyn Times-Union, is with George Lotman now while Dave's successor, Tim Marks is with Earle Ferris. . . . "Radio Newsreel" won't have a studio audience but the press will be admitted. . . . "Silver Theater" debuting Sunday has invited 500 Los Angeles couples to be their guests at the show—who have filed intentions to wed in the past week. . . . "Where the Golden Apples Grow" presented by Phillips Holmes and Jean Muir on the Vallee show last night was originally set for Mary Pickford and Buddy Rogers but the deal fell through. . . . Benny Davis is sending out a unit minus himself with Johnny Woods starring. . . . Wini Shaw's agent gave her a charm the other day for her bracelet. It was a gold "10 per cent".

● ● ● Clair Shadwell, the old Shepherd, director of the WBT, Charlotte, Musical Clock, might well be called the Good Shepherd in light of recent benefactions bestowed through the medium of his show. . . . Last week a blind Gastonia, N. C., youth wrote Shad asking him to buy him a radio to brighten up what apparently was a pretty drab existence. . . . Shad read the plea and stated that he regretted that he was unable to buy one. Within five minutes a call came through from a man in Charlotte offering a set. A few mornings previous, a young married woman called asking for a home for her younger brother. Again Shad read the plea and again, it was answered. A man said he'd take the boy out to his mother's home in the country.

AGENCIES

FRANK P. DENNY and ROBERT B. SHIREY, account executives, have been added to the Seattle office of J. Walter Thompson Co. The branch office has taken additional space.

R. C. McKEE, head of Homer McKee, Chicago ad agency head, has been appointed assistant manager of the advertising department of Standard Oil of Indiana, succeeding N. H. Reed, who retires Jan. 1 but will assist meanwhile in the reorganization of the department. Wesley I. Nunn is advertising manager. W. E. Blodgett becomes assistant to the manager in connection with the shifts.

PHILADELPHIA

Edna Phillips, in private life Mrs. Samuel R. Rosenbaum, wife of WFIL's president, is back again with the Philadelphia Orchestra as harpist.

James Allen, WIP program director, adds his own efforts to the station's program schedule as the Top Hat, interviewing stars of the legitimate attractions in their dressing rooms. WIP also plans to air portions of plays from the Forrest and Chestnut Theaters.

Honey Stewart, formerly a member of the Stewart Sisters, just returned from European engagements, is the newest singer on the WIP talent staff.

Doris Havens, WCAU staff organist, walked to the altar Saturday.

Happy Valley Boys start a new schedule of broadcasts on WCAU for Drug Products.

John S. K. Hammann, sales manager of KYW, has been appointed to the banquet committee of the Poor Richard Club.

Jack Barry, airing the Temple football games on WIP in the interests of the Atlantic Refining Co., also grabs off the sponsor's sport shots on WFIL and the entire Quaker State network.

LOS ANGELES

"Reunion of the States" returns to KNX next Sunday at 2:30-3 in a salute to I-o-way, which state has contributed heavily to the California population. Broadcast from the Hollywood Women's Club, and Arthur Shank returns as master of ceremonies.

Jimmy Vandiveers' KHJ-Don Lee "Meet Some People" has switched to a new groove on Wednesday nights at 8:15. Hal Styles, conductor of "Help Thy Neighbor," was Jimmy's first interviewee on the new schedule.

Dick Lane, who appeared with Joe Penner in RKO's "New Faces," has been set for a similar role with Penner on the initialer for Coco Malt Sunday.

★ Program Reviews and Comments ★

KATE SMITH HOUR

General Foods Corp.
WABC-CBS Network.
Thursdays, 8-9 p.m.
Young & Rubicam Inc.

CLASS VARIETY PRODUCTION BOUND TO CLICK AT A PACE LIKE THIS.

Kate Smith returns to the CBS air lanes after an absence of three months, bringing with her a typical Ted Collins production that holds the interest throughout via the medium of its top-notch entertainment. Permanent company comprises Kate Smith, Ted Collins, Jack Miller and orchestra, Henny Youngman and Ted Straeter and his mixed chorus. Guest stars on the opening program were Tallulah Bankhead and Henry Fonda, in a radio version of "Camille," excellently presented with the help of a narrator and a fine supporting cast. Selection of the romantic French play and the two leads seemed like a good bet, considering the fact that to a great extent the program is aimed at the womenfolk, and yet there was ample fare for all members of the household.

Surprise array of sports talent was marshalled in by Joe Williams, Scripps-Howard sports editor, the Parade of the Champions holding Barney Ross, Lou Ambers, Fred Aposteli, Harry Jeffra, Glenn Cunningham, Sam Romani, Lou Gehrig, Charlie Kurtzinger, Ralph Guldahl and Francis Low, running the gamut of boxing, track, golf, horse racing, game fishing, etc.

Not the least was the return to the ether of Miss Smith's voice. She offered several songs, including "My Cabin of Dreams," "That Old Feeling" and "It Was So Beautiful," selling them strongly in her usual inimitable style. Credits for Swansdown cake flour were worked in by Miss Smith early in the program and later Andre Baruch took the reins. Calumet baking powder commercials were heard toward the close and in both cases the selling was handled with silk gloves, rather than laying it on with a heavy hand. Band turned in a nice job, both on its own as well in handling the incidental music for the sketch and subsequent backgrounds. Youngman coming on in the final quarter was in good form and garnered many laughs with gag material that was above the average.

Noel Coward

Noel Coward, who guested on the NBC-Red "Hit Parade" with Mark Warnow on Wednesday night, sounded as though he could be a very interesting radio personality, although he was badly misguided in the choice of interview material for this one-shot. And the cigaret endorsement that he had to deliver didn't help him any either.

EDDIE CANTOR

Texas Corp.
WABC-CBS, Wednesdays.
8:30-9 p.m.
Buchanan Co.

TEXACO PROGRAM GETS BIG LIFT WITH RETURN OF CANTOR TO LINEUP.

After sliding along for the summer months, the Texaco program came back into its own in a big way Wednesday night with the return of Eddie Cantor and the shifting of period from Sunday to Wednesday. The shift, incidentally, was wisely made. There was no sense in trying to buck the Chase & Sanborn Hour, which has a lot of fans who also want to hear Cantor. In the new spot, he will command a much bigger listening total—and Chase & Sanborn will be helped likewise.

First show of the new fall series got off to a fast start, with plenty of pep, excellent comedy, good music and holiday spirit in the general proceedings. Cantor was in top form, and so were Jimmy Wallington, Jacques Renard, Deanna Durbin, Pinky Tomlin and Saymore Saymore (Helen Troy). The repartee between Cantor and Wallington had snap and comedy click to it. Miss Durbin displayed her unusual voice and technique in an aria of generous length, Tomlin and Saymore came in for amusing comic love interest, and Renard had his musicians on their toes.

The commercials were hardly noticed.

CHESTERFIELD PROGRAM

with Andre Kostelanetz Orchestra,
John Charles Thomas, Deems Taylor
Liggett & Myers (Chesterfields)
WABC-CBS, Wednesdays.
9-9:30 p.m.
Newell Emmett Co.

SMART MUSIC, GOOD SINGING AND REFINED COMMENTATING MAKE NICE COMBINATION.

Chesterfield's new series, with Andre Kostelanetz conducting, Deems Taylor as commentator and John Charles Thomas as the initial guest star, delivered an excellent show Wednesday night. Kostelanetz is a trained hand when it comes to symphonic musicianship with pop appeal, and he provided a smart and colorful background for this initial program. His Tchaikowsky overture to "Romeo and Juliet," adapted along the lines of the "digest" magazines that are in current vogue, was particularly interesting.

John Charles Thomas started his vocal group with the much mauled "Largo al Factotum," which he put over in much finer style than most others who attempt the Figaro piece. Some musical comedy stuff, "Little Girl, Goodbye," and "Home on the Range" with a suitable string accompaniment were his other numbers, both well done.

Deems Taylor has just the right amount of class into his commentating, and the commercials were suitably subdued.

"MUSIC OF ROMANCE"

with Eddy Duchin Orchestra
Elizabeth Arden
WJZ-NBC-Blue, Wednesdays,
8-8:30 p.m.
Cecil, Warwick & Legler

OPONENT OF SWING ATTEMPTS REFORM WITHOUT DECIDED INNOVATION PLUS WORDS FROM SPONSOR.

Some time back, Eddy Duchin stated that swing was passe but he failed to mention what would replace it. This new show for Elizabeth Arden cosmetics with Duchin's music, plus the two unannounced vocals by Stanley Worth, was just another routine musical show sandwiching a few commercials.

Duchin announced his own selections, starting with "The Loveliness of You," which was distinguished by Duchin's piano-pounding and reed instrumentation. A waltz from the "Vagabond King" was followed by a medley of pop tunes after which Miss Arden was introduced to the audience. She spoke well of Duchin's music and added that she, too, had something to offer the public in the way of youthfulness—and cosmetics. She faltered once or twice in her little recitation. Duchin's ivory-tickling of "My Blue Heaven" deserves mention. After a rumba, a femme took the spotlight and told about a free book to those purchasing E. A.'s product at your local store. In its entirety, the show went along smoothly in standard fashion.

NEW SHOWS AHEAD

TODAY

"Varsity Show," Pontiac, NBC-Blue, 8-8:30 p.m.

SATURDAY, OCT. 2

"Saturday Night Serenade," with Mary Eastman, Bill Perry, Gustav Haenschen orchestra, Pet Milk Sales Corp., CBS (except WABC), 9:30-10 p.m.

SUNDAY, OCT. 3

"On Broadway," General Foods (Diamond Crystal Shaker Salt), NBC-Blue, 3-3:30 p.m.

"Silver Theater," International Silver, CBS, 5-5:30 p.m.

Bakers' Broadcast, with Ozzie Nelson, Harriet Hilliard and Peg Murray, NBC-Blue, 7:30-8 p.m.

General Motors Concerts, Erno Rapee, John B. Kennedy, NBC-Blue, 8-9 p.m.

Tyrone Power, dramatic series, John H. Woodbury Inc., NBC-Blue, 9-9:30 p.m.

"Time of Your Life," with Sheila Barrett and Joe Rines orchestra, Gruen Watch, NBC-Red, 5:30-6 p.m.
Jack Benny, Gen. Foods (Jell-O), NBC-Red, 7-7:30 p.m.

Metropolitan Opera Auditions, Sherwin-Williams, NBC-Blue, 5-5:30 p.m.
Phil Baker and Oscar Bradley orchestra, Gulf Oil, CBS, 7:30-8 p.m.

Joe Penner and Jimmy Grier orchestra, Cocomalt, CBS, 6:30-7 p.m.
Kellogg Co., "Singing Lady," Mutual 5-5:30 p.m.

MONDAY, OCT. 4

Dr. Allan Roy Dafeo, Lehn & Fink (Lysol), CBS, 4:45-5 p.m.

Baume Benge newscast, Thomas Leeming & Co., WABC, 7:55-8 a.m.

"We, the People," with Mark Warnow orchestra and Gabriel Heatter, General Foods (Sanka coffee), CBS, 7:30-8 p.m.

Commentator, Gen. Foods (Minute Tapioca), 12-12:15 p.m., Mon., Wed., Fri.

"Follow the Moon," returns for Pebeco, Mon. through Fri., 5-5:15 p.m.

"Life of Mary Sothern," Lehn & Fink (Hinds), CBS, 5:15-5:30 p.m.; also WLW Line, disks.

Carson Robison Buckaroos, Musterole, NBC-Blue, Mon., Wed., Fri., 4-4:15 p.m. Also Mutual and WLW Line.

General Foods (Minute Tapioca), Mary Margaret McBride, CBS, Mon., Wed., Fri., 12-12:15 noon.

TUESDAY, OCT. 5

Lever Bros. program, CBS, 8-8:30 p.m.

WEDNESDAY, OCT. 6

"Hobby Lobby," Hudson Motors, CBS, 7:15-7:45 p.m.

Emerson Drug Co., Sid Skolsky, NBC-Blue, 8:30-8:45 p.m.

THURSDAY, OCT. 7
Bing Crosby returns to Kraft Music Hall, NBC-Red, 10 p.m.

FRIDAY, OCT. 8

Lambert Pharmacal, "Grand Central Station," NBC-Blue, 8-8:30 p.m.

SATURDAY, OCT. 9

Jack Haley program, General Foods (Log Cabin Syrup), NBC-Red, 8:30-9 p.m.

"Cavalade of America"

Du Pont resumed its CBS dramatizations of "little known episodes in American history" last Wednesday, 8-8:30 p.m. The life of Edwin Booth, the actor, was the first subject. Program traced Booth's life from childhood to a mature adult and closed with Booth receiving the "medal of Hamlet" and being declared the greatest Hamlet of all time. Production and script were excellent. This is one program to which broadcasters can point with pride. It is purely educational. Plugs are also along the same lines. Commercial time on this broadcast told of a new cellophane plant being built at Clinton, Ia.

Briefly

Alan Roberts, WOR tenor, has a mighty pleasing voice and a nice style in putting over songs.

Lisa Sergio, femme announcer for the H. Leopold Spitalny musical program over NBC-Blue, is a pleasant contrast to the stream of male announcers. She does a slick job, too.

George Griffin, baritone, caught again Thursday noon on NBC-Blue, warbled "My Cabin of Dreams" and "The Loveliness of You" in a way that was very pleasing to the ear. There ought to be more and better spots for such satisfying singers.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Al Span to Hollywood For "Beetle" Broadcasts

West Coast Bureau, *RADIO DAILY*
Los Angeles—Sound involvements for the Phil Baker program, inspired chiefly by the voice of "Beetle," Baker's famous off-stage stooge, will bring Al Span, Columbia special engineer, to Hollywood to handle special equipment for the stunt. "Beetle" is set by an off-stage mike, where, through a special loudspeaker, he can hear what is being said in the studio and also cut in to the Baker microphone. Span will devise new apparatus for the series, which bows in on Sunday, Oct. 3, 7:30-8 p.m., over WABC-Columbia network.

P.A. Systems Gaining

West Coast Bureau, *RADIO DAILY*
Los Angeles—Use of public address systems, along with short wave sets, sound trucks, etc., is fast gaining ground as one of the leading advertising mediums, according to General Manager T. Regan of Community Broadcasters Studios. Many different kinds of events, festivals, parades, club meetings, etc., are making use of sound equipment now.

KINY Gets Amplifier

Juneau, Alaska — KINY has received its type 110 A Western Electric program amplifier and installation is expected to be completed next week. Present coverage, which includes consistent reception in Seattle, 1100 miles away, is expected to be greatly increased. About 65 per cent of the population of the territory now receive programs from KINY.

WATL Dedicates Transmitter

Atlanta—WATL formally dedicated its new Western Electric Transmitter with a one-hour show in which the entire staff participated. Music was by Harry Hearn's Henry Grady Hotel orchestra, with specialties by Ruth Lockhart, Ellis Williams, Evelyn Lee, Ken Keese and Earl Landis.

Daughter to Don Steele

Don Steele, Colonial net control operator, is the father of an 8-pound daughter.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Circle 6-5470-1

NEW PATENTS Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

- 2,094,073—Tone Control System. Vernon D. Landon, Collingswood, N. J., assignor to RCA.
2,094,092—Radio Receiving System. George L. Beers, Collingswood, N. J., assignor to RCA.
2,094,101—Electronic Vacuum Tube System. Harold F. Elliott, Palo Alto, Calif., assignor, by mesne assignments, to RCA.
2,094,113—Wave Transmission. Herman A. Affel, Ridgewood, N. J., assignor to American Telephone & Telegraph Co.
2,094,168—Antenna System. Henry C. Forbes, Chicago, Ill., assignor to General Motors Corp.
2,094,189—Image Suppression System. Vladimir J. Polydoroff, Wilmette, Ill., assignor to Johnson Laboratories.
2,094,231—Radio Receiving System. Kenneth A. Chittick, Haddonfield, N. J., assignor to RCA.
2,094,233—Radio Receiver. Frederick H. Drake, Boonton Township, N. J., assignor, by mesne assignments, to RCA.
2,094,245—Multirange Receiver. Walter van B. Roberts, Princeton, N. J., assignor to RCA.
2,094,333—Radio Beacon System. Sidney B. Smith, Chelmsford, England, assignor to RCA.
2,094,351—Electric Discharge Apparatus. Thomas Draper, Millington, and Richard C. Hitchcock and Bernard E. Lenehan, Bloomfield, N. J., assignors to Westinghouse Electric & Mfg. Co.
2,094,360—Radio Receiving System. Vernon D. Landon, East Pittsburgh, Pa., assignor to Westinghouse Electric & Mfg. Co.
2,094,379—Control for Electric Vacuum Discharge Apparatus. Moritz Schenkel, Berlin-Charlottenburg, Germany, assignor to Westinghouse Electric & Mfg. Co.
2,094,388—Electric Control System. Arthur M. Unger, Forest Hills, Pa., assignor to Westinghouse Electric & Mfg. Co.
2,094,450—Gas Discharge Device. Heinrich Geffecken and Hans Richter, Leipzig, Germany, assignors, by mesne assignments to RCA.
2,094,470—Multirange Function Tube. Walter van B. Roberts, Princeton, N. J., assignor to RCA.
2,094,475—Collapsible Antenna for Vehicles. Paul J. Schwarzhaupt, Scotia, N. Y., assignor to General Electric Co.
2,094,477—Circuit Arrangement for Amplifying and/or Frequency Transformation of Electrical Oscillations. Bernardus D.H. Tellegen, Gerrit de Vries, and Cornelis Jan Bakker, Eindhoven, Netherlands, assignors to N. V. Philips' Gloeilampenfabrieken.

Tele in London Cinemas

London — Oscar Deutsch, head of the Odeon \$75,000,000 cinema circuit, intends to meet the television ghost half way, and announces the simultaneous showing of 15- to 20-minute televised variety shows in the circuit's 300 theaters before the end of the year. First cinepalace to broach the experiment will be the gigantic Odeon, a black granite landmark now rising on the site of the Alhambra, formerly London's best-known vaudeville stage.

New Equipment for WAPI

Birmingham—A new control board, new mikes, transmitters and an amplifier increasing volume by 50 per cent are among the \$10,000 worth of equipment items recently added by WAPI.

PUBLIC ADDRESS AND Instantaneous Recording EQUIPMENT

Orchestras and radio artists are quick to recognize the advantages our organization offers!—The most complete stocks, plus rapid service.

Operadio Sound Systems * Presto Recorders. Write or call for booklet D.

TERMINAL RADIO CORPORATION
80 CORTLANDT ST., N. Y. C.

WBAP Mobile Unit

Ft. Worth — WBAP has put into service a half-ton truck to house the station's mobile transmitter KNED so station may broadcast events in surrounding territory where no telephone or power lines are available. Truck also contains WBAP's portable station, W5XG. Technical staff on this consists of R. C. Stinson, technical supervisor, Woody Woodford, J. E. Bridges, Frank Parrish, and Elliott Maersch, technicians.

New WMAS Transmitter

Springfield, Mass.—Work is about completed on the new WMAS transmitter house, but it will be a few weeks before the new tower can be started, as the steel has not yet arrived. Al Martin, station manager, says there will be no formal opening of the new studio until the tower is finished.



samples
upon
request

WORTHY of the splendid modern transcriptions! Eliminate surface noise with this 100% shadowgraphed needle, preferred by leading broadcast stations.

PLAYBACK NEEDLES STEEL CUTTING NEEDLES

Mfd. by W. H. BAGASHAW Co., Lowell, Mass.
Distr. by H. W. ACTON CO., Inc.
370 Seventh Avenue, New York City

Lightweight Remote Rigs Build by Maurice Crain

Muncie, Ind.—Maurice Crain, WLBC chief engineer, is a hero to announcers. The mikemen claim he has saved their lives with the three remote rigs he has built and put into operation. New remote rigs weigh only 16¼ pounds and are built in a small suitcase. Old rigs weighed 35 pounds.

KGVO Enlarges Area

Missoula, Mont. — Broadcasting range of KGVO, 1,000-watter has been greatly increased by its new program amplifier, a recent survey shows.

MICROPHONE

Repairs
Dynamic, Velocity, Etc.
Also New

Dynamics for Studio and Remotes

Write for Catalogue
AMERICAN MICROPHONE CO., INC.
Los Angeles, Calif.

TWO WAY COMMUNICATION

List
Price
\$15
per
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Inter-phones, office to office, studio to studio, factory, house to garage, remote controls and hundreds of other uses. Positive in operation. Simple to install. Modern in appearance. Any number of 'phones on same line.

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

CONQUEST PORTABLE RADIO RECEIVER and PLAYBACK COMBINATION

A superior unit that speeds the sales of talent, time or transcriptions . . . bringing your product into the prospect's office . . . with high fidelity reproduction of both radio broadcasts and recorded programs . . . A playback that re-creates every note, every word, with a clarity beyond belief. . . . A microphone attachment that permits off-stage voices blending with recorded music . . . or its use as an efficient public address system. A flip of the switch and you have 3 1/3 or 78 r.p.m. for discs up to 17 inches diameter . . . radio . . . or phonograph and microphone.

For Specifications and Prices
Write Today to

CONQUEST ALLIANCE CO., Inc.
515 Madison Ave., New York
228 No. La Salle St., Chicago



San Francisco

JACK FULTON, Franklyn McCormack of Poetic Melodies, the Singing Morin sisters and Stutterer Charlie Wilson are mapping out a tour of theaters.

Les Tremayne, "First Nighter" leading man, is bursting forth in song tonight. Like Don Ameche, his predecessor, Tremayne has been taking a lot of singing lessons.

Announcer Gene Rouse's trick voiced character "Wilbert," used on Campana's "Vanity Fair" last Monday, may be spotted regularly.

Virginia Le Rae, soprano, who has been in South America doing concerts, will try for a radio comeback via WGN under the name May Le-Rae. Henry Weber will use her with his Concert orchestra.

Dick Barrie and wife Anita Boyer, who sings with his orchestra, are vacationing with home folks here while band takes a rest. They go next to Claridge Hotel, Memphis.

Roy Knapp, drummer in WLS Studio orchestra, and Inez Chesteron are bride and grooming. Mrs. Knapp worked on the air under the name of Betty Fowler.

WJJD has a new juvenile sketch, "Down Story Book Lane," featuring Mary Lou Laing, who not only writes the show and acts as narrator, but turned out the theme song as well.

What with football coming up NBC is dropping its Saturday broadcasts of Club Matinee, which has Ransom Sherman as emcee.

Marion Jordan (Molly of Fibber and Molly) has cancelled all personal appearances until she is well. She did her broadcast last Monday from a wheel chair.

Fort Pearson, Chicago NBC announcer, has been picked to assist Bill Stern in the NBC reports of Notre Dame's football games this season.

McDonald Carey to play male lead in NBC's new serial "Painted Rock" which has Lenore Kingston as headliner. Others in cast are Betty Lou Gerson, Ray Johnson, Sharon Grainger and Willard Waterman.

FORT WORTH

Merle H. Tucker, radio director of Fort Worth Frontier Fiesta, has gone to Amarillo, where he will be station coordinator for KGNC for two months. From there, he goes to KROD, El Paso, as general manager.

Jack Henry, staff engineer for Gulf studios at Fiesta, now in Los Angeles to install equipment for new CBS station.

Raymond Le Pere, organist for Salici puppet show at the Fiesta during past three months, returns to WFAA, Dallas, as staff organist and librarian.

KSFO Items: John Cattalano, staff musician, father of an 8-pound boy . . . Sam Hayes, newscaster on for Bank of America with "Newstime," broadcast from here Tuesday night, the third program he's done here in as many weeks. Bob Garrard, who spouts the news for KSFO, assisted him again.

Gloria Thompson, who did production at KLS, Oakland, severed connections with the studio. She has moved her juvenile variety show, "King Kiddies' Kourt", to a 2 p.m. Saturday spot on KROW.

After several months of experimenting with "Memory Lane" as a daytime feature, NBC listened to the demands of the serial's followers and gave it a night-time spot, Mondays.

Ernie Smith, sportcaster, miked the Stanford-Santa Clara football game from Palo Alto on Saturday, which went over KSFO to KNX and KOH for Associated Oil.

A new 13-week dramatic series based on Browning's famous poem, "The Ring and the Book," debuted Tuesday, originating here under direction of J. C. Morgan, production head of KSFO, and aired over the entire CBS Pacific net. Lucy Cuddy has adapted the poem into poetic prose for radio. Jane McGreevy, Helen Sawyer, Jack Moyes, Tom Holland, Ivan Green, John Cuthbertson and Bob Anderson were in the initial frame.

"Morning Merrymakers," KFRC's variety-musical program starring Bob Bence and Bill Davison, now being heard 10:45-11:15 a.m. Monday through Friday. The twelve new Mutual-Don Lee northwest have affiliates "taken on" the show.

NBChatter: Ned Tolinger sporting a new mustache . . . Sarah Kreindler, NBC violinist, moving to Hollywood with her husband and daughter in October . . . Besides being made a newly-appointed director in the S. F. Press Club, Lloyd Yoder, new mgr. of NBC headquarters here, was recently elected president of the S. F. Intercollegiate Alumni Association.

Don Allen, long-time I. Magnin's "Hollywood Reporter," shifts to Howe & Co. to sell hand lotion over KPO. Magnin has taken on Ira Blue, sportcaster, in a "Names and Faces" show.

After Helen Civelli switched from doing radio work to regular reporting on the "S. F. News," her story on the history of radio entitled "Out of Thin Air," was published in the paper in six parts.

KLS, Oakland, has started a "Hobby Club" program, produced and directed by Wellington Morse.

Kirkman Soap Signing Off

The CBS-Kirkman soap program on CBS, Mondays through Fridays, 2:15-2:30 p.m., signs off Oct. 29.

. . . Radio's own daily newspaper modestly presents a series of 200 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

WJJD

Chicago, Ill.

" . . . I hear nothing but favorable comments about RADIO DAILY from Chicago radio people . . . I feel that RADIO DAILY is rapidly becoming a potent influence in the profession."

Al Hollender.

ARTISTS CLIPPING SERVICE

New York City

" . . . I consider RADIO DAILY well gotten up, the printing and paper excellent and the reading matter interesting to readers in the radio business."

Robert Roth.

KGVO

Missoula, Montana

" . . . Here is our subscription order for RADIO DAILY which I have been holding awaiting an inspiration to tell you how much we like your paper. "The bright thought has not yet arrived, so we are sending our order together with check rather than miss any more issues."

A. J. Mosby.
Manager.

. . . RADIO DAILY is seven months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

GUEST-ING

NED WAYBURN, on "Big Brother" Bob Emery's "Rainbow House", Oct. 3 (WOR-Mutual, 9-10 a.m.).

BERT FROHMAN, on "Stardust Revue," Oct. 3 (WOR, 8-8:30 p.m.).

JUDGE JEREMIAH T. MAHONEY, on "Public Service Forum", Oct. 10 (WOV, 4-4:30 p.m.).

BEATRICE LILLIE, on Bing Crosby Kraft Music Hall, Oct. 7 (NBC-Red, 10 p.m.).

RICHARD ARLEN, on Bakers' Broadcast, Oct. 3 (NBC-Blue, 7:30 p.m.).

BARBARA KENT, added to Lux Theater "Copperhead," Oct. 4 (CBS, 9 p.m.).

JOSE ITURBI, on Andre Kostelanetz program, Oct. 6 (CBS, 9 p.m.).

ABE LYMAN, on Jack Benny program, Oct. 3 (NBC-Red, 7 p.m.).

MAURICE EVANS in "The Harp," by Arch Oboler, on "Sunday Night Party," Oct. 3 (NBC-Red, 10 p.m.).

WILLIAM GASTON, on "FNT" program, today (WBIL, 2:15 p.m.).

CONSTANCE BENNETT, interviewed by George Fischer, Oct. 3 (NBC-Blue, 9:30 p.m.).

DR. WILLIAM LYON PHELPS, on "Heinz Magazine of the Air," Oct. 8 (CBS, 11 a.m.). ALLEN PRESCOTT, same program, Oct. 6.

FRAZIER HUNT, with Dr. Dafoe, Oct. 4 (CBS, 4:45 p.m.).

REAR ADMIRAL RICHARD E. BYRD, on "Hobby Lobby", Oct. 6 (CBS, 7:15 p.m.).

HOMER NORTON, Texas A & M. football coach, on Dick Fishell program, tonight (WMCA, 6:30 p.m.).

Radio Names' Film to Open

"This Way, Please," Paramount film with a batch of radio names including Mary Livingstone, Fibber McGee and Molly (Jim and Marian Jordan), Buddy Rogers, Betty Grable and Rufe Davis, opens Oct. 6 at the Criterion on Broadway for an indefinite run.

ONE MINUTE INTERVIEW

J. R. POPPELE

"The next big thing in radio, I believe, will be facsimile. This new medium will have radio listeners tuned to their local stations 24 hours a day instead of the six hours as it is today. The front page of the morning newspaper will be available to all who care to receive it. Today 80 per cent of the population within a 25 mile radius of a large metropolitan center do not see a paper until evening. It may even be that facsimile will be here before television. For facsimile one needs only to attach a small device to the present receiver, but for television an entirely new receiver is necessary."

★ Coast-to-Coast ★

DARTON HOWELL, news editor of KSL, Salt Lake City, has perfected a world wide "news time chart," coinciding with the 24 meridian lines of a small world atlas, and showing corresponding periods for each hour of a.m. and p.m. in Mountain Time figures. It enables quick translation of the time in any part of the world into local time.

Arthur J. Mosby, manager of KGVO, Missoula, Mont., has arranged to air the 10 football games of Montana State University.

Janet Ross, director of the Style and Shopping programs on KDKA, Pittsburgh, did such a good job pinch-hitting for Lynn Morrow and Ed Schaughency on the sidewalk interviews during vacations that she has been assigned to work regularly with Ed Schaughency on "What-Do-You-Know?"

Tommy Hoxie, in a mailing piece announcing the affiliation of KSLM, Salem, Ore., with Mutual system, headlines his notice an "Announcement of Progress."

Ralph Mashburn as "Horseshoe Bill", bass-baritone and guitarist, is being sponsored for a year's run over KARK, Little Rock, by Whyte Feed Mills.

John Hughes, formerly of KTUL; Walter Beck, formerly at KTSA and KVSO, and Bob Duran from KFJZ, are recent additions to the announcing staff of KOMA, Oklahoma City.

KDYL, Salt Lake City: Doug Gourley, who was chief announcer at CJOR, Vancouver, and later at KLO, Ogden, is now on the staff of KDYL. . . . Harriet Page, heart-talk editor, is handling "Friends O'Mine" for Albers Bros. Milling Co.

Clair Shadwell, maestro of the "Musical Clock" at WBT, Charlotte, has become song leader for a local YMCA class.

WXYZ, Detroit: Mrs. Lee Allman of "The Green Hornet" cast is the mother of an eight-pound boy. . . . Alvin Schaub, engineer, will wed Mary Zientek, his Traverse City schooldays sweetheart, next month.

Jessica Dragonette will sing a batch of request numbers for her final Palmolive broadcast Wednesday night over CBS.

Carl E. Haymond, president of KMO, Tacoma, Wash., which joined Don Lee network this week, also is president of the new Mutual northwest network of 11 stations in Washington and Oregon, formed to bring the two networks to that region.

Harry Mullen, tenor, and a 14-piece orchestra, along with news and

three-act dramas, will comprise a new sponsored program over KOL, Seattle. Don Isham will direct.

WSIX, Nashville: "The Final Edition," late news program, is now a nightly feature; Bob Shadoin edits the news and Harold Russey gives it over the air. . . . Harry C. Krone, formerly of St. Louis, has been appointed commercial manager. . . . Marguerite Wisheart, formerly of WGBF and WEAO, Evansville, is now a member of the sales force here. . . . Bill Brundige, announcer and program director, has joined WAVE, Louisville, as announcer. . . . Porter Smith of Bradenton, Fla., former salesman here, spent several days as a visitor in Nashville. . . . Joe Calloway Jr., announcer, out for a month because of health, is back at his post. . . . Joe M. Walters is the new engineer at the transmitter, succeeding George Terhune. . . . Harold Russey succeeds Bill Brundige as program director. . . . "The Vagabonds," well-known trio including Harold Goodman, Dean Upton and Curt Poulton, are back for an indefinite run. . . . Jack Harris, elected a v.p. of Ass'n of Radio News Editors and Writers at the Chicago convention, is carrying his title very ably. . . . Velma Dean, former vocalist here and at WGN, now with the Wagon Wheel night club in an exec capacity.

KSL, Salt Lake City: Bob Edwards winds up his current "Movie-time on the Air" this Saturday. . . . Irma Bitner will produce a series for Paris Co. store, signed through W. E. Featherstone. . . . Gene Halliday, musical director, is collaborating on the most ambitious musical campaign in station's history.

WALA, Mobile: With Station Owner Bill Pape supervising the receiving activities and with Al Treadway at the mike, station consistently scooped the papers with municipal election returns. . . . Hubert "Pinky" Grant returns from vacation—married. . . . Etta Flinn home with tales of the Main Stem. . . . Frank "Butch Smutch" Lesquin, cub miker, assigned to publicity.

WNDC, Durham, N. C.: Al Harding, newlywed, is back on the job. . . . Kay Lee, continuity editor, will conduct a new quarter-hour Wednesday program, giving sidelights on authors and interviews with local literary enthusiasts. . . . Bob Love, pianist, also set for a Monday program.

KINY, Juneau, Alaska: Wilson K. (Bud) Foster, sports announcer, arrived Sunday from Seattle with bride, after a three-week trip in the States. . . . Robert E. Barringer has taken up his duties as program di-

NEW BUSINESS Signed by Stations

KDYL, Salt Lake City: General Mills, ETs, through Wesco Adv. Agency; Plymouth Motor, 26 spots, through J. Stirling Getchell; Chevrolet, ETs, through Campbell-Ewald.

WBIL, New York: Procter & Gamble (Ivory Soap), "Giuseppe Loffredo's Sketch Book".

WDNC, Durham, N. C.: Nehi Bottling Co., Big Five; Coca-Cola Bottling Co., all major sports events, from Durham Armory Auditorium; Philco, Huntley Stockton Hill, sports.

KOMA, Oklahoma City: Lee & Perrin Sauce, announcements; Alka Seltzer, announcements; White King, announcements.

rector, with Bud Foster, C. F. Heister, Walter Rolfe, Bernice Butler and Lola Alexander as his associates.

Patricia Ryan, who opened last night at the Rainbow Grill and also has a Saturday morning program on NBC, is standing by for a call from Hollywood. She was screen-tested by Warners and reports are that the test made a hit.

Robert Maguire, Yankee Network news editor, has arranged for complete scores and highlights of Connecticut's leading school football games to be given over WICC, Bridgeport, starting Saturday, with Kenneth Rapieff at the mike.

WMFJ, Daytona Beach, Fla.: Ed Sims, commercial manager and sports announcer, is now local correspondent for Transradio Press. . . . Ray Clancy, former Daytona Beach Recreation Director, has joined the station as announcer and continuity writer. . . . Webster Ellenwood, chief engineer, is on a combination vacation and tour of duty aboard U.S.S. Dickerson as operator, on trip to Panama. . . . Opposition to sports broadcasting was again overcome by WMFJ in obtaining rights to air all Buccaneer (local high school) games.

Al Knapp, technical man at WGY, Schenectady, recently married Jean Johns.

BIRTHDAYS

1	9	3	7			
SUN	MON	TUE	WED	THU	FRI	SAT
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Greetings from Radio Daily

- Oct. 1
Curtis Arnall Jerry Kruger
Norman Weiser
- Oct. 2
Martha Attwood
Rosemarie Brancato
Roy Shield
Barton Yarborough
- Oct. 3
Gertrude Berg Lu Carrothers
Cliff Hall Vincent Sorey



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 2, NO. 66

NEW YORK, N. Y., MONDAY, OCTOBER 4, 1937

FIVE CENTS

CBS-Canadian Hookup

DAVID SARNOFF REPORTS ON TELEVISION PROGRESS

By DAVID SARNOFF

DURING my five weeks abroad, I studied the latest developments of television in Europe. While interest is shown everywhere in this new branch of the radio art, greater progress has been made in England than elsewhere in Europe.

Nevertheless, the experience to date with television in England, has only served to emphasize the formidable nature of the problems which must be solved before a satisfactory service of television to the public can be rendered, and a new industry soundly established.

The question is often asked: "Is England ahead of the United States in television?" I shall try to answer this question by stating the facts as I have now observed them on both sides of the Atlantic.

British Broadcasting Corp. has been operating its television transmitter, located at Alexandria Palace in London, for about a year. The range of this transmitter is more than 25 miles and covers all of London and its im-

(Continued on Page 3)

CBS, NBC Key Stations Near AFM Agreement

Negotiations with the key stations of NBC and CBS will probably be concluded today, according to Joseph N. Weber, president of the AFM, who intimated that but one item remained to be ironed out between the AFM and NBC. While the AFM does not want to commit itself unless both NBC and CBS network key stations are signed, it is understood that CBS has virtually closed a pact

(Continued on Page 6)

Sun Spots

Buenos Aires—Sun spot activity, including echoes, fadeings and other interferences, stopped all radio communication here for an hour Thursday noon. Local stations could neither send nor receive messages. Interchange with nearby Argentine stations, as well as with stations in other parts of the world, was impossible.

Stuck

Toledo — Connie Desmond of WSPD believes a new low in parade broadcasting was reached during the Centennial Celebration here. Connie was doing a smooth job of describing the various floats and features, when a jam occurred, bringing the parade to a dead stop with a long line of the city's garbage trucks right in front of his mike. "And what can you describe about a garbage truck?" asks Connie.

NO OCCASION FOR PROBE SEEN BY FRANK MCNINCH

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent
Washington—There is nothing within the FCC that will not stand the light of publicity, said Frank R. McNinch on Saturday in his first press

(Continued on Page 3)

See-America-First Group Concentrating on Radio

The See America First Committee, an organization founded to exploit domestic travel, will concentrate on radio for the first time effective im-

(Continued on Page 8)

Woolley Rejoins NBC

Easton C. Woolley, former manager of WWJ, Detroit, has re-joined the NBC station relations department. Woolley resigned from NBC a couple of years ago to join WWJ from which post he left early this year.

American and Canadian Networks Join in Commercial Broadcast for International Silver

By Howard J. London

CBS and the Canadian Broadcasting Corp. joined hands yesterday in carrying the first commercial program to be aired over the combined facilities of both networks. Sponsor is International Silver Co., which premiered the "Silver Theater" show from Hollywood at 5-5:30 p.m. CBC-CBS program will continue through the fall and winter.

Combined networks have 79 stations in the hook up; 31 CBC stations

(Continued on Page 8)

CBS SEPTEMBER SALES ESTABLISH NEW HIGH

CBS time sales for September totaled \$2,045,825, an increase of 11.1 per cent over the same month last year, previously the highest September in the network's history. Cumulative billings for the first nine months of this year are \$20,792,782, up 33.7 per cent over the same period in 1936.

Roi Tan Cigar Campaign On CBS Coast Stations

American Tobacco Co. (Roi Tan cigar) has taken a 26-week contract on six CBS Pacific coast stations for a sports program which begins today, 11:15-11:30 p.m. Herschel Deutsch, radio director of Lawrence C. Gumbinner Agency and now on

(Continued on Page 3)

KTSA in New Studios

San Antonio — KTSA, local CBS outlet, moved into its new studios in the Gunter Hotel yesterday and started broadcasting an enlarged schedule of locally produced programs. CBS and Hearst Radio engineers collaborated in mapping out the modern new equipment.

WLW LINE ORGANIZES MID-WESTERN GROUP

The WLW Line Saturday took on added significance as a threat to become a fourth major network when it was learned that a mid-western group has been organized. Composed of WIND, WJJD, WLW, WSAI, WXYZ, KWK and WHB, new group brings total stations carrying commercials on the wire to 34. Com-

(Continued on Page 3)

CBS Washington Staff Starts on 40-Hour Week

First confirmation that CBS is intending to adopt the 40-hour week for the entire staff of its stations, including office personnel, comes from WJSV, the CBS-owned Washington outlet. A. D. (Jess) Willard Jr., manager of the station, an-

(Continued on Page 6)

★ THE WEEK IN RADIO ★

... World Series on the Cuff

By M. H. SHAPIRO

THERE being only one Henry Ford, the World Series will not be heard as a commercial on the major networks and such stations as desire not to displace their commercials will probably not go to the trouble of airing the classic . . . as a showmanship and matter of prestige proposition, many outlets will seek to "get with" . . . NBC, CBS and Mutual have made their arrangements to offer the series as a sustaining to all available affiliates. . . .

U. S. Chamber of Commerce went on record as being opposed to man-

agement regulation, in its brochure and policies for the current year. . . . American Guild of Radio Announcers & Producers will hold a convention in New York on Friday of this week. . . . WOR takes on a special executive producer in Arthur Samuels, effective Oct. 11. . . . E. K. Jett appointed acting FCC chief engineer to succeed T. A. M. Craven, recently appointed with Frank McNinch to the FCC membership. . . . Lucky Strike account gets the first break in the Warner Bros.-Lord &

(Continued on Page 2)

Look Still Looking

Chicago—Look Magazine, which has "Streamlined Revue" on almost a score of stations locally and wants a suitable idea for a network show, has the Schwimmer & Scott agency here still looking for the right kind of a show. A number of ideas have been submitted, but none has been accepted yet.



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JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Saturday, Oct. 2)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162	161 1/2	162	
CBS A	25 3/4	25 3/4	25 3/4	
CBS B				
Crosley Radio	13 1/4	13 1/4	13 1/4	
Gen. Electric	44 3/8	43 3/4	44 3/8	+ 1/8
North American	21 1/2	21	21	- 1/4
RCA Common	9 7/8	9 3/4	9 7/8	
RCA First Pfd.				
RCA \$5 Pfd. B				
Stewart Warner	14 3/4	14 1/2	14 3/4	+ 1/4
Zenith Radio	34 1/8	34 1/8	34 1/8	- 1/8

AGRAP Meets

American Guild of Radio Announcers & Producers held its first annual convention at the Hotel Taft on Friday. More than 200 members representing 25 chapters attended.

Meeting agreed to continue its labor activities under the same policy. A committee of seven was appointed to keep in touch with other labor organizations and report anything of vital importance.

Roger Bower, WOR producer, was elected secretary and treasurer of the Guild, succeeding Carl Schullinger who has resigned from CBS to join Lord & Thomas as a producer. Next AGRAP session will be called within the next three months.

Dramatized Comments

Short dramatic vignettes will illustrate the highlights of "Behind the News," with Paul Sullivan of WLW as commentator, being sponsored by Liberty Magazine over WLW, WHN and WXYZ starting tomorrow at 9:30 p.m.

NAT BRUSILOFF
MUSICAL DIRECTOR
New York's Own Station
WMCA
"AT THE TOP OF THE DIAL"
1597 BROADWAY CI 6-2200

THE WEEK IN RADIO

... World Series on the Cuff
(Continued from Page 1)

Thomas tieup. . . Columbia Artists, Inc., the CBS artists bureau, expands to include management of various types of producers and writers in order to bolster a new policy of program building, and eventually television perhaps. . . The AFRA opens its Chicago chapter, and later in the week an agreement was worked out whereby members of the AFRA may exchange their cards with the affiliated organizations at a cut-rate, with such affiliates as Screen Actors Guild, American Association of Musical Artists, and of course, Actors Equity.

WGAR joined the CBS network . . . over two-thirds of the membership of the IRNA hastened to fill out and mail back the questionnaires to Ernst & Ernst, accountants handling the job . . . this fast action is highly gratifying to the IRNA special advisory committee which has worked hard to iron out the AFM situation . . . throughout the week the network key stations and Mutual representative met with the AFM, on different

occasions, and a deadlock resulted at the start . . . later on they got together again and it appears that a settlement is in the bag. . .

Record in the way of a long term commitment for time was made when General Foods for Jello, signed for 144 additional weeks for the Jack Benny show on NBC-Red. . . Chevrolet spot campaign bursts out anew with 200 stations to be used for two weeks on special announcement on 1938 models. . . AFA holds district meet in Providence, Oct. 3-5. . . NBC to give a five-day week for the rest of its New York organization. . . CBS-ACA labor case is referred to Washington after a hearing at the NLRB. . . Supreme Court Justice Black gives radio the nod as the best bet for answering his attackers. . . Real Hollywood opening in connection with Kate Smith Hour for General Foods, with the Kleig lights, society and other celebrities arriving in soup and fish. . .

NAB Names Members Of Three Committees

Washington Bureau, RADIO DAILY
Washington — Personnel of two committees which will act in behalf of the NAB in future, and the 1937-38 engineering committee, are as follows:

Committee of district chairmen created according to Managing Director James W. Baldwin after months of consideration by the board of directors and appointed by President John Elmer:

Clair McCollough, WGAL, representing Pennsylvania, Ohio, Maryland, Delaware, Edwin W. Craig, WSM, representing Virginia, West Virginia, Kentucky, Tennessee; Fred W. Borton, WQAM, representing North Carolina, South Carolina, Georgia, Florida; Glenn Snyder, WLS, representing Wisconsin, Michigan, Indiana, Illinois; W. C. Bridges, WEBC, representing North Dakota, South Dakota, Minnesota, Wyoming; Lester Cox, KGBX, representing Nebraska, Iowa, Missouri, Kansas; Eugene P. O'Fallon, KFEL, representing Colorado, New Mexico, Oklahoma, Texas; Earl J. Glade, KSL, representing California, Nevada, Utah, Arizona.

State committee: Arkansas, John A. England, KFPW; California, Harrison Holliday, KFI; Colorado, Eugene P. O'Fallon, KFEL; Connecticut, Franklin M. Doolittle, WDRC; District of Columbia, William B. Dolph, WOL; Florida, F. W. Borton, WQAM; Georgia, Maurice C. Coleman, WATL; Idaho, C. G. Phillips, KIDO; Illinois, Glenn Snyder, WLS; Indiana, Clarence Leich, WGBF; Iowa, Luther L. Hill, KRNT; Kansas, Don Searle, WIBW; Louisiana, John C. McCormack, KWKH; Maine, Thompson L. Guernsey, WLZB; Maryland, Edwin M. Spence, WBAL; Michigan, John E. Fetzer, WKZO; Minnesota, W. C. Bridges, WEBC; Mississippi, W. P. Harris, WJDX; Missouri, Lester E. Cox, KGBX; Montana, Ed Craney, KGIR; Nebraska, John J. Gillin Jr., WOW; New Jersey, Alfred J. McCosker, WOR; New York, Harold E. Smith, WOKO; North Carolina, Richard H. Mason, WFTF; North Dakota, Philip J. Meyer, KFYP; Oklahoma, William C. Gillespie, KTUL; Pennsylvania, Clair McCollough, WGAL; Rhode Island, John J. Boyle, WGAR; South Carolina, C. Richard Shafte, WIS; South Dakota, Joseph Henkin, KSOU; Tennessee, Edwin W. Craig, WSM; Texas, O. L. Taylor, KGNC; Utah, Earle J.

Announcers Are Picked For World Series Airing

Announcers picked to air the play-by-play description of the World Series which begin Wednesday at Yankee Stadium are Tom Manning, "Red" Barber, Warren Brown and George Hicks for NBC; France Laux, Bill Dyer, Paul Douglas for CBS; Dave Driscoll, Bob Elson, Johnny O'Hara for Mutual.
NBC will air the games over both the Red and Blue webs. Broadcasts will begin at 1:15 p.m. on weekdays, 1:45 on Sundays. First two games will be aired from the Stadium, next three from the Polo Grounds, then, if necessary back to the Stadium for the final games.

Jackie Heller Taking Rest

Chicago — On advice of doctors, Jackie Heller has given up his College Inn job and departed for Pittsburgh to visit his mother before going to Bermuda for a fortnight's rest before opening Nov. 4 at Loew's State, N. Y.

Glade, KSL; Virginia, C. T. Cucy, WRVA; Washington, Louis Wasmer, KHQ; West Virginia, O. J. Kelchner, WMMN; Wyoming, R. E. Carroll, KWYO.
Engineering committee: Paul Loyet, WHO chairman; L. A. Benson, WIL; L. S. Bookwalter, KOIN; E. K. Cohan, CBS; Gerald W. Cooke, WBAL; J. H. DeWitt Jr., WSM; John E. Fetzer, WKZO; E. L. Gove, WHK; C. W. Horn, NBC; Porter Houston, WCBM; Carl Meyers, WGN; John M. Sherman, WTCN.

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT
CLARK H. GETTS, INC.
WALDORF-ASTORIA

COMING and GOING

FRANK SCHREIBER, WGN director of publicity, left town last Friday for home.

HARRY CUMMINGS, manager of the Jacksonville office of Craig & Hollingbery, Inc., is in town.

LUCIO VILLEGAS, president of Pan-American Radio Productions, left the coast for New York on Friday to set deals for various programs for the group of South American stations he represents.

LUTHER REID of the CBS press department left for Washington over the week-end.

HARRY MAIZLISH, general manager of KFWB, Los Angeles, flew East over the week-end in connection with Mutual's show for Clariol.

IRENE RICH left the coast following her Sunday show to appear in St. Louis and Philadelphia in the interests of her sponsor, Welch's Grape Juice. She comes to New York for her next three shows and will do the fourth from Chicago, returning to the coast Nov. 7.

GEORGE BURNS and GRACIE ALLEN leave the coast for New York following their show tonight. They are taking a four-week vacation.

JAMES W. BALDWIN, managing director of the National Association of Broadcasters, has gone to Detroit for today's meeting of Michigan broadcasters in the Book-Cadillac Hotel with a view to forming a state organization.

RUBINOFF goes to Milwaukee for a personal appearance Oct. 18 to 23.

JOE HILLER, CRA's Pittsburgh representative, was in New York last week to confer with Stan Zucker, general manager of CRA.

CLEM MCCARTHY, NBC sports commentator, goes to Pittsburgh to air the Rolling Rock activities.

SYLVIA PRESS OF WINS returns today from a cruise to South America.

DR. FREDER WEISSMANN, conductor and composer, arrives today aboard the Santa Barbara from South America with his bride.

ROSWELL COCHRAN, vice-president of McCann-Erickson, arrives from California tomorrow aboard the Santa Rosa with MRS. COCHRAN.

MRS. PAUL WHITEMAN arrives tomorrow from Fort Worth, where she spent the summer with her husband.

JOSEPH N. WEBER, president of the AFM, plans to leave late today or early tomorrow for Denver where he will attend the AFL convention.

JACK GILLETTE, who arrived from Cleveland to join CRA on Friday, left today on field trip selling CRA bands.

"We, the People" Opening Bill

"We, the People," which returns to the air Oct. 7 for Sanka coffee on CBS with Mark Warnow's Orchestra and Gabriel Heatter, will have on its first program, besides Helen Hayes as guest star, Lowell R. Hollingshead of the "lost battalion"; David F. Masters, on snores; Omero C. Catan, first at public functions; Robert Longfield, librarian, and H. A. Robertson, whose Idaho farm is gradually disappearing.

LISTEN TO
COLONEL JACK MAJOR TODAY!
3-3:30 E.S.T.
WABC-COLUMBIA NETWORK

DAVID SARNOFF REPORTS ON TELEVISION PROGRESS

(Continued from Page 1)

mediate vicinity. The system em-
ployed is known abroad as the Mar-
coni E.M.I. Television System which
is fundamentally based on the RCA
Television System first developed in
the RCA Laboratories in the United
States. Under an exchange of patent
licenses, this British company may
use RCA patents in England and in
turn, RCA and its American licensees
may use British Patents in the United
States.

Each side is therefore in a position
to benefit from developments and im-
provements made by the other.

For nearly one year BBC has been
broadcasting television programs to
the public on a regular daily sched-
ule of one hour in the afternoon and
one hour in the evening.

Some fifteen British Radio Manu-
facturers have been offering televi-
sion receiving sets to the public at
prices ranging between \$200 and \$500
each. At the Olympia Radio show
which I visited while in London, all
the manufacturers exhibited their
latest television sets and the BBC
arranged special programs so that the
public could view the actual opera-
tions of television while visiting the
radio show. From a technical stand-
point the results were highly satisfac-
tory. The public filled the television
booths and showed great interest.
But while hundreds of thousands of
ordinary broadcast receivers were
sold during the show the public
bought less than 100 television re-
ceivers in total.

During one year's operation of a
public television service in England,
less than 2,000 receivers in all have
been sold to the trade and less than
1,000 are actually in the hands of the
public. There is but one television
transmitter in London, and I was in-
formed that it will probably be two
years more before a second trans-
mitter is erected in any other part of
England.

The foregoing represents the pres-
ent status of television in England
despite the fact that geographically
its problem is simple compared with
the vast area to be served by a tele-
vision service in the United States.
Also it is to be noted that in England
the costs of erecting a television sta-
tion, the establishment of a special
organization, and the furnishing of
television programs, have been paid
by the Government out of license
fees paid by the public annually for
the privilege of listening or seeing
by radio.

The range of the RCA television

ACTONE transcription needles 100% shadowgraphed

Ask any Station technician; for most
of America's broadcast units rely on
these brilliant playback and steel cutting
needles. Samples on request.
Mfd. by W. H. BAGASHAW Co., Lowell, Mass.
Distr. by H. W. ACTON CO., Inc.
370 Seventh Avenue, New York City

One for Crazy Stunt Sponsors

KIDW, Lamar, Colo., managed by Sherrill Ellsworth, tried a novel stunt
during a recent half-hour program that met with huge success. An an-
nouncement was made at the beginning of the program to the effect that
ten pounds of sugar would be awarded to the person who killed the most
flies during the course of the program. During the half-hour, methods of
trapping flies were described and the listeners were asked to phone in their
results. It is estimated that over 1,400 flies met their fate during the 30
minutes and many other kinds of insects were doomed. The winner of the
contest gave her toll as twenty-seven flies, two crickets, one moth and one
grasshopper.

Roi Tan Cigar Campaign On CBS Coast Stations

(Continued from Page 1)

the coast, placed the account. Sup-
plementary spot programs will also
be bought by Deutsch while he is in
the west.

transmitter atop the Empire State
Building now operated by the NBC
from its television studios in the
RCA Building in New York City, is
approximately the same as that of
the BBC station in London. The tele-
vision receivers installed in the
homes of our experts, who have been
carrying on field tests during the
past year, are likewise of the same
order of performance as those in use
in England.

The major problem of television, in
both countries, is to provide a pro-
gram for the home that will meet
public requirements and maintain
public interest.

To place television on a commer-
cial basis in the United States, it is
necessary to establish a sufficient
number of sending stations, that must
be interconnected and able to furnish
a regular service at least to the po-
pulation residing within the principal
market areas of our country. The
erection of such stations, the provi-
sion of necessary interconnecting
facilities, and the establishment of a
regular program service that would
meet public requirements and hold
public interest, call for vast financial
expenditures before any returns can
be reasonably expected.

I firmly believe in the American
System of private enterprise, rather
than Government subsidy; of free
radio to the home, rather than license
fees paid to the Government by own-
ers of receiving sets; and I have no
doubt, that in due time, we shall find
practical answers to the practical
problems that now beset the difficult
road of the pioneer in television. The
road calls for faith and perseverance
as well as ingenuity and enterprise
but it is a road that holds great
promise for the public, for artists and
performers, and for the radio indus-
try.

William S. Paley, CBS president,
who returned from abroad last week,
voiced opinions similar to those of
David Sarnoff on the television situa-
tion.

Ray Block in New Series

Ray Block, musical director, starts
a new CBS series Thursday at 10:30
a.m. called "The Instrumentalists"
and designed to focus attention on
potential talent.

No Occasion for Probe Seen by Frank McNinch

(Continued from Page 1)

conference since taking oath as FCC
chairman. McNinch declared he was
not on the commission to investigate
anybody or anything, and would
make only such investigations as ap-
pear necessary.

The new chairman said he would
do everything in his power to stop
trafficking in licenses. He stated
that he favored regulation rather
than strangulation of radio. regard-
ing the newspaper-radio issue, Cros-
ley matter and other items that have
been in headlines, he said he would
give them careful thought and ex-
pects to be familiar with the prob-
lems by the time Congress convenes
again.

McNinch would not comment on
the proposed government station, but
said he believed in forbidding mo-
nopoly when not in the public in-
terest. No changes in personnel are
planned at present, he stated.

WLW LINE ORGANIZES MID-WESTERN GROUP

(Continued from Page 1)

mercial programs are also sent to
New York State Broadcasting Sys-
tem, Yankee Network and Colonial
network.

It is known that the network is
dickering for new outlets in the west
in an effort to go coast-to-coast on
or about Jan. 1, 1938. Stations in St.
Paul, Denver and on the west coast
are known to have been approached,
but network is withholding announce-
ments for the present. However the
fact that commercial commitments on
the newly created web have ex-
ceeded all expectations indicates that
network will waste no time in estab-
lishing a nation-wide chain.

Network began functioning early
last April with WLW, WHN, KQV
and WFIL comprising the wire with
WBAL added last week. WHN was
placed in an unexpectedly strong
position by being selected the New
York outlet, and possibly the key sta-
tion of the wire.

Jack Griffith Joins VCA

Chicago — Jack Griffith, formerly
president of United States Sound &
Recording Corp. and recently with
Warner Bros. has joined the sales
department of Van Cronkhite Asso-
ciates Inc. VCA sales force is being
increased under the direction of M.
H. (Pete) Peterson, executive vice-
president.

Premiere Today

CARSON ROBISON

AND

HIS BUCKAROOS

SPONSORED BY
MUSTEROLE AND ZEMO

MUTUAL NETWORK
MONDAY—WEDNESDAY—FRIDAY
AT 1:15 P. M.

AGENCIES

YOUNG & RUBICAM has been appointed to handle the advertising of Thomas J. Lipton, Inc. (tea) in the U. S. and territorial possessions starting Jan. 1.

J. O. YOUNG Advertising Agency, Kansas City, has waxed two 30-minute programs of its "Little White House" series, featuring Russell Morrison as the Golden Voice, for use by savings and loan associations. There will be 30 episodes.

J. WALTER THOMPSON, Chicago, is readying a one-hour all-star presentation for Chicago Community Fund, over WBBM, Oct. 16. Buckingham Gunn is handling it for the agency.

SAVINGTON CRAMPTON, producer for William Esty agency of the Jack Oakie program, and Oakie himself threw a party at the Vendome in Hollywood following the initial airing of the new campus capers.

ERWIN, WASEY & CO. and Frank Presbrey & Co. are negotiating a merger. Charlie Presbrey, president of the latter agency, stated that there may be an announcement concerning the deal in a week.

NEW BUSINESS

WDSU, New Orleans: Philco mysteries, disks.

WJSV, Washington, D. C.: Oneida Silver.

WTMJ, Milwaukee: Gamble Stores, station breaks, through BBDO.

WMAQ, Chicago: Utica Knitting, announcements, through John Thomas Miller; Pacquin Laboratories, "Eddie and Albert," ETs, through William Esty.

WGN, Chicago: Oneida Ltd. (Tudor Plate), "Silver Serenade," ETs, through BBDO.

WQXR: Pinoleum, ETs, 2 weeks, through Pedlar & Ryan.

WOAI, San Antonio: Calif. Syrup of Figs, ETs, through Thompson-Koch; Gold Dust, ETs, through BBDO; Sterling Products (Anacin), ETs; Seven-Up San Antonio Co. (5-up), sports program, through Pitluk Advertising Co.; Plymouth, announcements, through Ruthrauff & Ryan; Buick, announcements, through Campbell-Ewald.

WOR: Rap-in-Wax Paper Co., Minneapolis, through W. I. Tracy Inc., N. Y., participations; Refrigeration & Air Conditioning Institute, Chicago, through James R. Lunke Associates, Chicago, ETs; Schoonmaker Laboratories (cold remedy), Caldwell, N. J., through Lucky Bowman & Co., N. Y., ETs.

WPTF Opening Earlier

Raleigh, N. C.—WPTF today moves up its sign-on hour to 6:30 a.m. to take care of increasingly heavy commercial schedule.



PETTY CASH VOUCHER—Week ending Oct. 1st.

● ● ● Saturday... Hear that CBSalesman Bob Wilson will resign to go as director of radio for Maxin agency Oct. 4. Also that Grace Mack, after being with CBS for 6½ years, has resigned... Fred Tracy, known to fans as "FNT" in the early days of radio, is making a comeback via WBIL... From WJAS, Pittsburgh, comes word that the Wilkins Amateur Hour, which debuted a year ago with the presentation of 15 sets of twins competing, repeated the stunt yesterday with Brian McDonald as emcee.

● ● ● Sunday... Instead of attending an opening we go to the final Woodbury show at the "repeat" airing. Here Shep Fields, Ben Grauer and Del Casino go thru their paces with half-hearts. Especially Del, who is celebrating his 25th natal day tonite... James Melton and D'Artega discuss respective closings at NBC.

● ● ● Monday—Talk around town concerns itself with shows that debuted the night previous. A lull seemed to have fallen all over since the Legionnaires vacated... Al Roth and Willie Farmer sit around wondering when they'll be "discovered"... Ted Husing is busy answering the phone about his Saturday pigskin airing. Harry Salter relates that his new show for Hudson Motor, "Hobby Lobby," to debut Oct. 6, attempted to get Prof. Einstein for the first program—and have the Prof talk about his Hobby—fiddling—and possibly play "The Bee."

● ● ● Tuesday... Picture previews and club openings for the fall begin. With Columnist Marcus Griffin to the Yumari—each of us trying to sneak a scoop under the other's beak—but no dice. Later to the "This Way, Please" flicker with Mary Livingstone, Fibber McGee and Molly, Buddy Rogers and Rufe Davis... Bobby Feldman then drags us to the Paradise opening in time to see Mack Davis of CBS, Ted Lewis, Milton Pickman, Barry Wood, Lennie Hayton, Harry Rosenthal, Sam Coslow and Tin Pan Alley because there's a CBS wire there... From there Bobby decides on viewing Cab Calloway at the Cotton Club where only part of the show is caught and then to Dave's for a morning repasse where Russ Morgan, Lee Wiley, Bert Lebharr, Mickey Alpert and so many music boys gab.

● ● ● Wednesday... To top off its summer series of hotel "man-in-the-lobby" at KDAL, Duluth, the process was switched and three bell boys were interviewed, eliciting their frank opinions regarding the city, people, the climate as a hay-fever refuge, etc... Another picture preview, "Life Begins at College," with the Ritz Bros. and Tony Martin.

● ● ● Thursday... "Dress" is essential for the Kate Smith premiere show so we get the "tux" out of hock and attempt to get the odor of "Uncle Ben's" establishment out of the clothes but we can't tie the darn-fangled bow so we take a cab to a dress shoppe for this purpose... At the broadcast, which draws celebrities galore, Mr. and Mrs. Jack Robbins ask us to be their guest at the Versailles, which is followed by supper at Guy Lombardo's opening at the Roosevelt Grill. Here every music publisher is present toting every unoccupied "Major Plug" as their guests. Martin Block, a minor plug, is distinguished by his presence—but he does more to sell records than anyone.

● ● ● Friday... Hear that Louis Sobol will succeed Dan Walker on the News... Andy Love, NBCCoast continuity censor, who wears high-buttoned shoes, went out during the other lunch hour to have them re-soled and the sight of the relics so unnerved the shoemaker that the sewing machine broke down.

TOTAL EXPENSE... 75c for taxi to have bow-tie knotted.

AUDITOR'S REMARKS... Request denied—it wasn't a good job because it failed to strangle you!

★ F. C. C. ★
ACTIVITIES

HEARINGS SCHEDULED

Oct. 4: KSTP, St. Paul. CP to increase power to 50 KW. 1460 kc., unlimited.

WJSV, Washington. CP to increase power to 50 KW. 1460 kc., unlimited.

WGAR, Cleveland. CP to increase power to 1 KW., 5 KW. LS., 1450 kc., unlimited.

Oct. 5: Keystone Broadcasting Co., New Castle, Pa. CP for new station. 1250 kc., 250 watts, daytime.

WKAR, East Lansing, Mich. CP to increase power to 5 KW. 850 kc., daytime.

WLVA, Lynchburg, Va. CP to change frequency and increase power to 1390 kc., 500 watts, unlimited.

Oct. 7: Pacific Acceptance Corp., San Diego. CP for new station. 1200 kc., 100 watts, daytime.

Smith, Keller & Cole, San Diego. CP for new station. 1200 kc., 100 watts, daytime.

WREN, Lawrence, Kan. Auth. to transfer control of corp. 1220 kc., 1 KW., 5 KW. LS., shares time.

Lillian E. Kieffer, Brooklyn, CP for new station. 1500 kc., 100 watts, specified.

WWRP, Woodside, L. I. Mod. of license to 1500 kc., 100 watts, 250 watts LS., specified.

Paul J. Gollhofer, Brooklyn, CP for new station. 1500 kc., 100 watts, specified.

M. M. Valentine, Laredo, Tex. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

WEED, Rocky Mt., N. C. CP to change frequency, increase power and hours of operation to 1240 kc., 500 watts, unlimited.

Oct. 8: WRVA, Richmond. CP for increase in power to 50 KW. 1110 kc., unlimited.

Oct. 9: WELI, New Haven. Mod. of lic. to 930 kc., 250 watts, 500 watts LS., unlimited.

Lawrence K. Miller, Pittsfield, Mass. CP for new station. 930 kc., 250 watts, daytime.

GUEST-ING

AMOS 'N' ANDY, repeat appearance on Lanny Ross-Packard program, Oct. 12 (NBC-Red, 9:30 p.m.).

BOB BURNS, first of pinch-hitting guest stars while Burns and Allen vacation, Grape Nuts program, Oct. 11 (NBC-Red, 8 p.m.).

KAY PARSONS, on "20 Years Ago and Today," today (WOR, 8 p.m.).

LOUISE MASSEY and her WEST-ERNERS, on Al Pearce broadcast, tomorrow (CBS, 9 p.m.).

CLAIRE SHERMAN, on Theatre Matinee, Oct. 12 (CBS, 3 p.m.).

NINO MARTINI on Chesterfield program, Oct. 13 (CBS, 9 p.m.).

JACK HALEY, on "Show Boat" fifth anniversary show, Oct. 7 (NBC-Red, 9 p.m.).

COL. STOOPNAGLE and BUDD, on Schaefer Revue, Oct. 7 (WEAF, 7:30 p.m.).

FOGHORN LANCY, rodeo producer, on Col. Jack Major program, today (CBS, 3 p.m.).

WHN, KYW Sign With ACA

American Communications Ass'n, formerly the ARTA, last Saturday announced that contracts calling for 40-hour five-day week, time and one-half for overtime and increase in pay for the technicians of stations WHN and KYW have been signed. Contract calls for a review of all projected dismissals and also specified that seven holidays per year would be permitted.

Mervyn Rathbone, president of ACA, said contracts with stations WCAU and WFIL will be signed within the next week.



Greetings from Radio Daily

October 4

F. Chase Taylor
C. E. Pfautz

Program ☆
Reviews ☆

"VARSITY SHOW"

Pontiac Motor Co.
WJZ-NBC-Blue, Fridays, 9-9:30 p.m. (initial program aired 8-8:30 p.m.)
McManus, John & Adams Inc.
FRESH AND BREEZY CAMPUS AIRING PROVIDING GOOD ENTERTAINMENT AND BOOSTING COLLEGE.

Taking up more or less where it left off last season, the Pontiac "Varsity Show" produced by Henry Souvaine returns as a refreshing half-hour that gives plenty of enjoyment and benefits the colleges visited each week. Jumping to a new spot each week should provide ample variety and different flavor to keep the program from getting too standardized, and the new emcee, Paul Dumont, sounds like he is going to make a solid hit in the way he handles the show.

Initial airing came from University of Alabama. Acting as announcer and stooge for Dumont was Bill Huddleston, with a thick Georgia accent that was a treat in itself. Besides the singing by a group of some 200 students, a fair amount of amusing comedy was worked in, and the whole affair had a graceful southern swing that made it easy to take.

"Hollywood Hotel"

Ken Murray and Oswald entered the "Hollywood Hotel" cast on CBS last Friday night, on the occasion of the show's third birthday, and brought along the same brand of comedy they had been dispensing on their own recent Campbell tomato juice program. Fans who liked them on the other show will find them equally entertaining here, although they were merely slid in like a separate act instead of being worked into the program as a whole. Anyway, a steady comedy feature should help the show. Because of the Justice Black radio talk, this "Hotel" program was cut to a half hour, omitting the movie preview until next week, but Frances Langford, Jerry Cooper and Anne Jamison were each able to get in a song or two, and there was a brief interview by Louella Parsons with Warren William.

"Back to Methuselah"

George Bernard Shaw's cycle drama, "Back to Methuselah," presented over NBC-Blue at 8:30-9:45 p.m. Thursday, was a generous banquet for the growing list of higher radio drama listeners. The topnotch cast, which included Peggy Wood, Helen Claire,

RADIO PERSONALITIES

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

FORD BILLINGS

FORD BILLINGS, director of Hearst Radio on the West Coast and manager of the California Radio System, is one of those rare persons who in early life prepared perfectly for the work he was later to follow. At 19, Billings was managing acts and acting as musical director for the Messrs. Schubert—show business. Following the World War, during which he served with the AEF, he became assistant manager of a Cleveland insurance company and later vice-president of a Pittsburgh insurance concern—business training. At Wittenberg College, Iowa State and Columbia University, he had majored in electrical engineering—technical training. Therefore, when advertising was thrown into show business, via radio, Ford Billings had the background and training to step into a responsible position in the radio industry.



Prepared early in life for radio career.....

His first radio venture was as manager of WTIC, Hartford, for three years. Made manager of WGR, Buffalo, Billings was working on a plan to consolidate Buffalo radio stations when he was called to Cincinnati as director of broadcasting for WLW. He also took over management and operation of WSAI and W8XAL for the same company. He left WLW to join Radio Advertising Inc. as secretary in charge of station relations and with this company made radio history by purchasing \$4,200,000 worth of radio time on one two-months trip. In 1931 Billings introduced transcriptions and national advertising (General Motors of Canada) over 31 Dominion stations.

When NRA Inc. went into receivership, Hearst Radio's west coast office went to KSTP, St. Paul, as sales manager. From there he was called to Pittsburgh by Hearst Radio to manage WCAE. After a year in Pittsburgh, Billings was dispatched to Los Angeles to build the nucleus for Hearst Radio activities on the coast and to form the Cal. Radio System with the Hearst and McClatchy stations.

James Meighan, Louis Hector, Irene Tedrow and others, under direction of James Church, handled the many long and some short speeches of Shaw with exceptional facility considering the weightiness of the work and the length of the show.

"Silver Serenade"

New fall weekly series of the Oneida Community Ltd. transcribed "Silver Serenade," which started Friday at 10:15-10:30 a.m. over WOR, had Beatrice Fairfax of "Advice to the Lovelorn" fame as first guest, telling about some of the problems that are submitted to her by readers, and some of her answers. It was interesting, particularly for the femmes. Peggy Tudor, emcee of the program, conducted the interview. Musical portion of the program was of good quality. Edgar Guest, Emily Post and Angelo Patri are among guest artists on future disks. Geyer, Cornell & Newell, Inc., is the agency.

Thorgersen with Thomas

A sports note was injected into the Lowell Thomas news-comment program over NBC-Blue starting last Friday night when Ed Thorgersen, sports commentator for Fox Movie-tone News, joined Thomas for an interpolated spiel embracing both views and predictions of football results. An ex-miker himself, Thorgersen was right at home on the program and did a snappy job, getting in a lot of stuff in the few minutes allotted to him. He will be heard

with Thomas on Mondays and Fridays.

Thomas himself did his usual efficient stint of commentating. Incidentally he quoted an advance Washington dispatch on what Justice Black would say in his radio talk later that night—while practically all other newscasters were still telling radio listeners that no hint was obtainable as to what Black would say.

Program sponsor is Sun Oil Co., with Roche, Williams & Cunningham Inc., Philadelphia, as the agency.

Vernon Duke to Television

Denver—Promotion was given Vernon Duke, KOA transmission station engineer, when he was transferred to New York where he will work in the television lab and broadcasting division of NBC.

LEE GRANT AND HIS ORCHESTRA

25th WEEK
SPONSORED BY GENERAL MILLS

3 HOURS DAILY 2:30-5:30 P.M.

ORCHESTRAS MUSIC

BENNY GOODMAN and ork, appearing at the Hippodrome, Baltimore, will feature the WBAL "Hippodrome of the Air" today. Program will not permit a studio audience for this time.

Morton Gould, who conducts a couple of programs on WOR-Mutual, has been appointed director of the Educational Music Department of Mills Music Co.

Third series of the Composers' Forum-Laboratory, of which Ashley Pettis is director, will be inaugurated Wednesday evening in the Federal Theater of Music, 254 West 54th St., with an orchestral program by Roy Harris, American composer. Concerts are sponsored by the government to give an opportunity to native composers. Pettis also will be interviewed by Martha Deane over WOR at 3 p.m. Wednesday.

Guy Lombardo introduced Henry Busse's "Fare Thee Well" on his Bond Bread program yesterday over CBS, and predicts it will be a hit.

Branion, Elges Join Rambeau

Clark Branion, former newspaperman and publicist, at one time connected with WXYZ and on the sales staff of WJR, Detroit, has been added to the sales force of William G. Rambeau Co. After spending several weeks visiting the Rambeau stations, he will be assigned to the Detroit office.

Myron A. Elges, formerly with Transamerican, and also an ex-newspaperman and advertising executive, has joined the Rambeau sales staff in New York.

WNBC Increase Nov. 16

New Britain, Conn.—Increase in power by WNBC to 1 kw. day and 520 watts night, on 1380 kc., becomes effective Nov. 16.

There is no Substitute for Coverage

W S Y R

Send for New 16-County Program Survey

SYRACUSE, NEW YORK

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



STATIONS OF AMERICA

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

WQAM—Miami, Florida

560 Kilocycles—1000 Watts

FRED W. BORTON, President and General Manager NORMAN MacKAY, Commercial Manager

WQAM, Florida's pioneer broadcasting station, is owned and operated by Miami Broadcasting Co., and first went on the air in 1921. On the air 17 hours daily with a complete schedule of Columbia network and local commercial and sustaining programs.

Originally operating as WFAW with 50 watts power, the station rapidly grew until today it is nationally recognized as one of the outstanding stations of the South, serving a quarter of a million listeners in its primary coverage.

Offices and studios are located in the two uppermost floors of the Postal Building in downtown Miami. Transmitter building, housing twin 1,000 watt transmitters, with an emergency power plant, and the 230-foot vertical radiator, are located on the shore of Biscayne Bay at 14th St. Two mobile short-wave units are employed, each always ready for instant duty.

WQAM subscribes to both United Press and Transradio Press news services, with a news broadcast schedule unequalled in Florida. In its long record of public service, WQAM has many times been responsible for the saving of lives and property during tropical hurricanes. Dozens of CBS network programs have been originated by the station, and the stars of the entertainment world are heard locally over WQAM during the winter season.

A recent survey by "Sales Management" showed WQAM among the leading 25 stations of the U. S. preferred by national advertisers, with a greater number of commercial programs than any other Florida station. It serves the richest retail market in the state and during the winter season broadcasts to what is perhaps the wealthiest audience in the world. Due to the cosmopolitan audience of WQAM, many national advertisers include it in their budgets although not using so-called "Southern" stations.

Fred W. Borton, founder of the station, is president and general manager; W. W. Luce is vice-president and treasurer; Fred Mizer, station manager; Norman MacKay, director of programs and advertising; Hazel McGuire, production supervisor, and Ralph Nulsen, chief engineer.

CBS, NBC Key Stations Near AFM Agreement

(Continued from Page 1)

with the musicians union. Station WOR and other large stations such as WGN on the Mutual web are also expected to be signed shortly, preliminary talks having been held last week.

President Weber of the AFM was scheduled to be in Denver today attending the American Federation of Labor convention, but expects now to leave late tonight or early tomorrow morning. Upon closing of the network key station deal, Weber said that the next move would await the Oct. 14, convening of the AFM Executive Board and the IRNA Special Advisory Committee, which will coincide with the meeting of the NAB membership here at the Waldorf-Astoria.

Whiteman for Coconut Grove

Paul Whiteman will open New Year's Eve at the Coconut Grove, Ambassador Hotel, Los Angeles. Booking was made through Rockwell-O'Keefe through arrangement with CRA, which has Whiteman under contract.

Swift's NBC One-Shot

Swift & Co. took a one time shot last Saturday morning, 8-8:15 with repeat at 10 a.m. over 60 NBC-Red network stations. Program was an institutional directed to its dealers. J. Walter Thompson, Chicago, placed the account.

CBS Washington Staff Starts on 40-Hour Week

(Continued from Page 1)

nounced late last week that effective today the station's entire staff would go on a 40-hour week. Announcement said that this new order was in line with CBS policy of doing everything possible for the welfare of the employees of the network. Other CBS stations expected to be affected are WABC, WEEL, WCCO, WBT, KMOX, KNX, WBBM, WAPI and WKRC. WABC employees did not work last Saturday.

At NBC the skeleton-staff-on-Saturday order is still in effect. Present indications point to a five-day week for all, with time off for those who work on Saturdays.

Dolph to Aid on Census

Washington Bureau, RADIO DAILY
Washington—W. B. Dolph, manager of WOL, has accepted an invitation of John D. Biggers, Administrator of the Census of Partial Employment, Unemployment and Occupations, to serve in a radio advisory capacity during the progress of the unemployed census. Dolph will serve as the point of contact between the unemployment census organization and the radio industry in the arrangement of time for nationally known speakers.

WIBA Adds Sunday Time

Madison, Wis.—WIBA has added an hour to its Sunday schedule, which now starts at 7 a.m. Station is on the air 17 hours daily.



AMERICAN Federation of Radio Artists local here reports signing 60 additional performers this week bringing membership hereabouts to more than 300.

With the folding of the German program on WCFL, Karl Berg moves to the Deutsche Liderstunde on WCBD and WGES.

Driskill Wolfe is a new tenor at WAAF, weekdays at 1:45 p.m.

WAAF has a new one called "Quickies" featuring music, news, style notes, drama and comedy—an hour-sized show packed into 15 minutes every Sunday at 2 p.m.

Peggy Goertz of WBBM accounting department and R. S. Gardinier of staff of Sales Management to get married Oct. 22.

Hank Winston has left WBBM's Winston and Sutton piano duo for Oriental theater orchestra. A. C. Bliss has taken his place in the combo.

Lynn Brandt, NBC announcer, and Janis Herrington of Rockford were married Tuesday with the groom's father reading the ceremony.

WROK is Establishing Little Theater of the Air

Rockford, Ill.—WROK is starting a Little Theater of the Air movement, with about two dozen would-be producers, script writers, sound effects men and players already auditioned. The organization will soon begin presenting 15- and 30-minute shows under the name of the WROK Players. Talent will be drawn from 20 communities in the WROK listening area.

W. C. Fields Still In

Reports that W. C. Fields would drop radio entirely are denied by J. Walter Thompson agency, representing Standard Brands, on whose Chase & Sanborn Hour the comedian has been appearing. Fields' contract permits him to remain off the air whenever he is busy in pictures, the agency points out.

WELI Feeds 6 to Intercity

New Haven—WELI is now feeding six programs weekly to Intercity network, three featuring Eugene Jelesnick and orchestra from the Hotel Taft, with Dorothy Daniels vocalizing, and three featuring the Worthy Hills band, with Vera Cruse as songstress.

Service and Action

Cincinnati — Lee Goldsmith, WCKY program director, was on his way by auto to Columbus on Saturday to see the Ohio State-Purdue game. An emergency arose at the studio requiring his return. There was no way to locate Goldsmith except by radio. Elmer Baughman and Mary Jane Dunphy, on the WCKY "Household Hour" at 11 a.m., made known that Goldsmith was requested to call the station immediately. Five minutes later he phoned from Morrow, O., 30 miles away. He had been listening to the "Household Hour" on his auto radio. In another hour he was back at the WCKY studios.

AL DONAHUE

and his orchestra

Opening at the Rainbow Room
Oct. 6th

For Fall and Winter Season
Fourth Return Engagement

The RADIO industry

marches on ★ Every

day there is lots of

important NEWS,

sidelights, changes ★

Keep up with the parade

★ read RADIO DAILY

REGULARLY ★ ★

CBS And CBC Hookup On Commercial Show

(Continued from Page 1)

from Halifax to Vancouver and 48 CBS stations from Boston to Hollywood. CBS is not acting as agents for the CBC in the deal. Entire CBC lineup was arranged by International Silver's Canadian advertising agents, A. J. Drenne & Co. Ltd., Toronto. The 31 CBC stations cost the sponsor only \$675 for the time. Network rates for the half-hour ranged from \$36 to \$7.20.

Within the past few months American advertising has shown a definite interest in the possibilities of Canadian radio. Standards Brands last months took a 37 CBC network for an hour show Wednesdays, 9-10 p.m. Program is a live show keyed from Montreal and split into two half-hours. Chase & Sanborn coffee and Magic baking powder are plugged. J. Walter Thompson placed the account.

Procter & Gamble the top network advertising in this country is going into the Canadian market heavily. This fall the sponsor added the Montreal and Toronto NBC stations, CFCF and CRCT, to most all of its network shows.

Weed & Co. which recently added a number of Canadian stations to its rep list for the first time, has had excellent results in selling the stations to P. & G. Oxydol with recordings of the NBC live show, "Ma Perkins" is receiving the strongest promotion in Canadian. Chipso with "Houseboat Hannah" disks comes next. Other P. & G. products being advertised are Ivory soap bar, Drene, P. & G. naphtha and Kirk's soap, a Canadian item.

Sterling Products and American Home Products are other American sponsors going into the north country. Lever Bros. are placing spot programs direct from England.

BOSTON

W. Gordon Swan celebrated 14th anniversary on WBZ-WBZA staff; now traffic manager.

Neil Wallace begins his second year as WEEI newscaster with a new sponsor, H. P. Hood & Sons, milk dealers.

I. J. Fox "Fur Trappers" returned to WEEI Sunday afternoon, with a cast including Eleanor Steber, Frank Sherry, Fur Trappers Chorus, Four Rhythm Boys, Josh Cree, emcee, and ork, all under direction of Rakov. Guest stars also.

ONE MINUTE INTERVIEW

TED COLLINS

"Radio stars need something more than talent to keep their hold on public favor. And that something is variety. After the first year, a program becomes monotonous and the listeners turn to other features, unless the show is revitalized each season with the introduction of some novel feature."

★ Coast-to-Coast ★

JIM AMECHE, brother of the more famous Don Ameche, is winning his radio spurs in "Jack Armstrong," which returned to the air last week, on NBC-Red.

WOAI, San Antonio: Joyce Williams is a recent addition to the publicity staff . . . Pat Flaherty, sports commentator, is kept busy with writing, producing and broadcasting three 15-minute sports programs.

WQXR's first sponsor to sign daily for a full year, Martinson's Coffee, has started its second year on the station, placed through Albert Frank-Guenther Law. Caruso Restaurants and Buckingham Hotel also have signed for announcements.

KGW-KEX, Portland, Ore., has installed two additional INS machines. Virgil Smith is news editor.

KWK, St. Louis, tomorrow and Wednesday will broadcast the local social set's Veiled Prophet "mardi gras" celebration, a brilliant annual affair witnessed by about 300,000. Program will be fed to Mutual.

Roy E. Shudt, sports editor of *Troy Evening Record*, will be sponsored over **WOKO, Albany,** by *Hosler Trojan Ice Cream Co.*

Designed to appeal to the housewife, a new variety show, "The Morning Home-Makers' Hour," was launched at **KLZ** in Denver last week. The program, aired for 45

Broadcasting Music by Wire

Toledo—Phonoflash Inc. has been chartered to carry on the business of broadcasting musical and other entertainment to restaurants and cafes by wire. Principals are Ralph L. Marsh and Gayle M. Shiffler, with headquarters in the National Building.

Three Funsters Back

The "Three Little Funsters" (Bill Hanson, Vincent Howard and Jim Brennan), back from film work and personal appearances on the coast, resumed on **WMCA** at 2 p.m. yesterday for Sachs Furniture.

"Sunset Corners" Opens

Des Moines—**WHO's** "Sunset Corners Frolic," known for six years as the "Iowa Barn Dance," opened the new season Saturday in the 4,500-seat Shrine Auditorium. Cast totals more than 100.

Scott and Lapore Shifted

Alfred Scott and Frank Lapore of the NBC press department have been transferred to other positions. Scott is in sound effects, Lapore is a correspondent in audience mail.

minutes, Mondays through Fridays, offers a combination of helpful hints for the home and diversified entertainment under the guidance of Mrs. Carol Laurence. Entertainment is supplied by "The Melody Men", a vocal quartet; Captain Ozie and the Colorado Rangers, and Les Weelans, pianist.

WTCN, Minneapolis: Laurent Dumont, announcer, weds Mary Fredericks, and they'll motor to North Shore on honeymoon. . . Ann Ginn, director of women's activities, on job again after long illness. . . Norman Carlisle, continuity chief, back from vacation.

WBT, Charlotte: Jane Bartlett, vocalist-violinist, is the mother of a nine-pound boy. . . J. Kelly Smith, g.m. of Radio Sales, spent a few days here with Bill Schudt, g.m. of **WBT**. . . Howard Meighan of New York and Merle Jones of Chicago are the two salesmen who will visit here periodically.

WLW, Cincinnati: John Brill, field engineer, and Walter Lanier, sports announcer, are recent daddies. . . Jimmy James in "Four Stars Tonight" will begin a new series Oct. 4. . . Doc Schneider and His Texans are now on the staff here. . . Charles Dameron, vocalist and emcee, has bought a farm. . . Edgar Arthur Sprague, announcer, and Samuel C. (Uncle Sammy) Fuller have joined the station from **KDKA, Pittsburgh.**

Make-Believe Night Club

Chicago—Drafted along the lines of **WNEW's** "Make-Believe Ballroom," **WCFL** here has launched a "Make-Believe Night Club" with Eddie Chase in charge.

18 Years with Maj. Bowes

Bessie Mack, assistant to Major Edward Bowes, today celebrates her 18th year of service with Major. She started working for him in 1919 at the Capitol Theater, before Bowes was commissioned a Major.

"Modern Diogenes" on **WBNX**
"The Modern Diogenes," series of comment pertaining to an analysis of the personalities in social, civic and political life, will start Oct. 8 at 4:15 p.m. over **WBNX.**

Jules Verne Series

Federal Theater radio division will present a Jules Verne series over the **WLL** Line to **WHN** on Sunday nights starting the middle of this month. Ashley Buck will direct.

"Cavalcade's" Third Year

"Cavalcade of America," sponsored by DuPont, celebrates its third year on the air Oct. 6. Broadcast will be heard at 8-8:30 p.m.

See-America-First Group Concentrating on Radio

(Continued from Page 1)

mediately. Time will be purchased on all three national networks at intervals and James W. Girard, chairman, will speak. First two airings have already been set, one tomorrow at 6:45-7 p.m. over the Mutual network, and on Oct. 26 over the NBC-Red network at 6:15-6:30 p.m. Jay Lewis Associates handling the account.

Marconi Estate Small

Estate of the late Senator Marconi, publicized as having been worth as much as 25 million, will not exceed \$150,000, even before taxes, legal fees, etc., it was revealed last week by David Sarnoff, RCA president, in a statement made at the request of Marconi's family.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933.

OF "RADIO DAILY," published daily except Saturday, Sunday and Holidays at New York, N. Y. for October 1, 1937. State of New York } County of New York }

Before me, a notary public, in and for the State and County aforesaid, personally appeared Marvin Kirsch, who, having been duly sworn according to law, deposes and says that he is the Business Manager of RADIO DAILY and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, circulation, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1924, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:
Publisher, John W. Allicote, 1501 Broadway, New York, N. Y.; Editor, Don Carle Gillette, 1501 Broadway, New York, N. Y.; Managing Editor, none; Business Manager, Marvin Kirsch, 1501 Broadway, New York, N. Y.

2. That the owner is: RADIO DAILY CORPORATION, 1501 Broadway, New York, N. Y.; John W. Allicote, 1501 Broadway, New York, N. Y.; Donald M. Mersereau, 1501 Broadway, New York, N. Y.; Marvin Kirsch, 1501 Broadway, New York, N. Y.; Chester B. Bahn, 1501 Broadway, New York, N. Y.; Charles A. Allicote, 1501 Broadway, New York, N. Y.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statement embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is 2641.

MARVIN KIRSCH,

Business Manager.

Sworn to and subscribed before me this 30th day of September, 1937.

(Seal) Louis Fishman.

My commission expires March 30, 1938.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 67

NEW YORK, N. Y., TUESDAY, OCTOBER 5, 1937

FIVE CENTS

Music Rules Are Adopted

Looking On ... AND LISTENING IN

RADIO enters the 1937-38 season of commercial programs without a single new star that stands out—unless you want to count Jeanette MacDonald and General Hugh S. Johnson, who have made their debut in sponsored series.

It's the old standbys who again top the list—Kate Smith, Eddie Cantor, Jack Benny, Phil Baker, Joe Penner, the General Motors and the Ford hours, Frank Crumit, Andre Kostelanetz; not forgetting Major Bowes, Rudy Vallee, Burns and Allen, Chase & Sanborn hour, Lux Theater, Al Jolson, Bing Crosby, et al.

The Thursday night battle is on again, with Kate Smith entrenched in the east and Rudy Vallee temporarily utilizing reinforcements on the west coast, and many dialers going dizzy trying to hear two good programs simultaneously.

Looking over activities and results of this year's state fairs, it is noted that the airing of programs from exhibition buildings, midways and other parts of the fairgrounds jumped considerably—and there was a corresponding increase in attendance at the fairs.

One reason why radio is the best advertising medium for many products is that the constant hearing of the name of an article eventually makes persons so familiar with it that they ask for it by name, both consciously and unconsciously.

The best acting voice in radio is that of John Barrymore while the tops non-professionally is President Roosevelt. By an interesting coincidence, Ethel Barrymore and Mrs. Roosevelt lead the feminine field. Gen. Johnson has just lost his amateur standing as male runner-up.
—D. C. G.

Opie Read Cut Off

Chicago—Opie Read, veteran author and raconteur, had his broadcast over WJJD from the Chicago Executive Club abruptly terminated for violating the station's rules prohibiting derogatory remarks to a race (Negro). Before that, Read's spicy stories gave station execs some jitters, with many listeners complaining.

WCAU ENDS LONG FIGHT WITH MUSICIANS' UNION

Long standing controversy between WCAU, Philadelphia, and the AFM, Local 77, was adjusted through the medium of an impartial mediator at a conference held here at the offices of Sol A. Rosenblatt, attorney. Rosenblatt himself, did not take part in the conference. It was decided after an all-day meeting that WCAU is to employ a house band of 16 men at a weekly scale of \$45 a man, with the understanding that this is mutually satisfactory until final ad-
(Continued on Page 3)

Biggest Month's Biz Is Reported by WFIL

Philadelphia—With the recently established New York office justifying itself by amassing the record-making time sales of \$194,000 for the month ended Sept. 25, WFIL reports the biggest month's business in its history, a jump of 476 per cent over any other 30-day period, according to Donald Withycomb, g.m. Jack
(Continued on Page 3)

Says Tele Must Create Own Program Technique

New Brunswick, N. J.—Television must develop its own program technique, and the ultimate characteristics of such programs should be "spontaneity"—in other words, television must capture images of the world in action—declared Dr. Alfred N. Goldsmith, RCA technical consultant,
(Continued on Page 3)

Mich. Association Formed; James F. Hopkins, President

WDGY Official Station For Minneapolis Schools

Minneapolis—For the first time in history, radio has been directly tied in with the Minneapolis School System in a plan whereby WDGY becomes the official radio station for the Minneapolis Board of Education and the Central Council of Parent-Teachers of Minneapolis. A microphone has been installed in the office
(Continued on Page 2)

Federal Trade Commission Approval of Fair Practice Regulations Is Expected in Several Weeks

NBC Symphony Starts

New NBC Symphony Orchestra of 92 men under Arthur Rodzinski has been completely organized and started rehearsals yesterday. Pierre Monteux will direct the premiere broadcast Nov. 13, and Arturo Toscanini will use the men for his series starting Christmas night.

MAY USE "SHOW BOAT" ON ANOTHER NETWORK

General Foods yesterday revealed that, despite rumors to the contrary, the present "Show Boat" set-up will not be permanently dropped after Nov. 4 when the M-G-M show replaces it on the NBC-Red network. Official confirmation of switch was made by J. K. Evans, v.p. of General Foods, who stated that present plans
(Continued on Page 2)

Don Lee Signs Lagendorf On \$100,000 Year's Deal

San Francisco—Lagendorf United Bakeries Inc., one of the best known users of radio time on the coast and for the past five years sponsor of Rush Hughes on NBC, has signed a
(Continued on Page 3)

By MILTON F. LUNCH
RADIO DAILY Staff Correspondent
Washington—Approximately 100 popular music publishers or their representatives conferred three hours yesterday at an open industry hearing at the Federal Trade Commission, adopting a series of trade practice rules which are expected to meet with official FTC approval within next several weeks. At hearing's conclusion, George McCorkle, director of FTC trade practice conferences, who presided, told RADIO DAILY: "We had a most excellent
(Continued on Page 3)

EXPECT McNINCH TO DO QUICK JOB AT THE FCC

Washington Bureau, RADIO DAILY
Washington—That Frank R. McNinch, new FCC chairman, will put things in order at the FCC and return to his Federal Power Commission chairmanship early next year is the view in local circles as he delved into his new duties over the week
(Continued on Page 2)

Falstaff Brewing Co. On 17 NBC Stations

Falstaff Brewing Co., St. Louis, through Gardner Adv. Co., has signed a 52-week contract for 17 stations on a split NBC-Red web in the mid-west. Program, entitled "Public Hero No. 1," will begin Oct. 18, 10:30-11 p.m.

Sports in Foreign

Philadelphia—WDAS adopts a new policy shortly, giving sports results in foreign languages as well as English when they are of special interest to particular nationalities. As a reverse stunt, a "man on the street" in Yiddish from the Jewish section of the city will be translated into English.



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JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Monday, Oct. 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162 1/2	161 7/8	161 7/8	- 1/8
CBS A	25	25	25	+ 3/4
Crosley Radio	13 1/2	13 1/2	13 1/2	+ 1/4
Gen. Electric	44 1/2	43 3/8	43 3/8	- 1/2
North American	21 1/4	20 5/8	21	- 3/8
RCA Common	9 7/8	9 3/8	9 1/2	- 3/8
Stewart Warner	14 1/2	14 3/8	14 3/8	- 3/8
Zenith Radio	34 1/2	33 1/2	33 1/2	- 5/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 3/8	15 3/8	15 3/8	+ 1/8
Nat. Union Radio	1 1/4	1 1/4	1 1/4	+ 1/8

OVER THE COUNTER

Stromberg Carlson	Bid 10 1/2	Asked 11 1/2
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Atlantic Refining Adds to Sked

Atlantic Refining yesterday announced the addition of two broadcasts to its football schedule. WBen, WGY, WHAM and WSYR will carry a play-by-play description of the Colgate-Tulane game Oct. 16. There is a possibility that WSYR may not be available, with station now attempting to clear time. WOR has been set to carry the Chicago University-Princeton game on the same date. N. W. Ayer & Son has the account.



Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.
 250 Park Avenue New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Oct. 2, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
That Old Feeling (Leo Feist Inc.)		37
Remember Me (Witmark and Son)		34
Moon Got In My Eyes (Select Music Co.)		30
Roses In December (Irving Berlin Inc.)		30
First Time I Saw You (Santly Bros.-Joy Inc.)		29
Have You Got Any Castles, Baby (Harms Inc.)		29
Whispers In The Dark (Famous Music Corp.)		29
So Rare (Robbins Music Corp.)		28
Harbor Lights (Marlo Music Co.)		27
Can I Forget You (Chappell and Co.)		26
Airaid To Dream (Miller Music Inc.)		25
My Cabin Of Dreams (Irving Berlin Inc.)		25
So Many Memories (Shapiro, Bernstein Inc.)		24
You and I Know (Robbins Music Corp.)		22
One Rose (Shapiro, Bernstein Inc.)		21
You Can't Stop Me From Dreaming (Remick Music Corp.)		20
Yours And Mine (Robbins Music Corp.)		20
I Know Now (Remick Music Corp.)		18
Blossoms On Broadway (Famous Music Corp.)		17
Tears In My Heart (E. B. Marks Music Co.)		17
Goodbye, Jonah (Robbins Music Corp.)		16
Stop, You're Breaking My Heart (Famous Music Corp.)		16
It's The Natural Thing To Do (Select Music Co.)		15

WDGY Official Station For Minneapolis Schools

(Continued from Page 1)

of Thomas Buckston, director of publicity for the Board of Education. Over 200 radio sets have been set up in the high schools and grammar schools of the city. At 8:30 every morning, except Saturday, bulletins, special school events, notices and instructions to teachers and principals will be broadcast for 10 minutes.

On Tuesdays and Fridays at 2 p.m. officials and friends of the Central Council of Parent-Teachers will talk for 15 minutes. The first of the series begins today.

George W. Young, is owner and general manager of WDGy. Edward P. Shurick, assistant general manager, arranged the broadcasts.

New WNEW News Program

"Deadline," a new type of news broadcast presented by George Clark, city editor of the Daily Mirror, and Dave Charney, reporter, under direction of Charles Martin, starts tomorrow at 8:45 p.m. on WNEW. It also will be heard Wednesdays and Fridays.

Victor Ratner on Sick List

Victor Ratner, CBS sales promotion director, was on the sick list yesterday. A slight cold.

Every Good Son of Erin Should Hear
BAILEY AXTON
 Sing
 A WEE BUNCH OF SHAMROCKS
 Wednesday, Oct. 6th
 12:15 P.M. NBC-Blue

May Use "Show Boat" On Another Network

(Continued from Page 1)

call for only temporary shelving of the Captain Henry set-up. It is believed that sponsor may present the show over another network, or hold it, pending success or failure of the new show.

Louis K. Sidney, general director of the M-G-M show, arrives in Hollywood today and will immediately confer with studio, sponsor and Benton & Bowles, agency in charge of General Foods, on policies to be employed.

New Recording Machines

West Coast Bureau, RADIO DAILY

Los Angeles—Universal Microphone Co., Inglewood, is starting quantity production on the new 1938 model professional recording machine. A new development will be an adjustable, illuminated microscope with .006 inch spaced hair lines, mounted on a slide bar assembly to move with the cutting head and permitting full view of cutting action throughout. The new machine also includes a playback pickup mount incorporated in the main assembly of the recorder, together with wiper bars. The company manufactures five portable and stationary types of instantaneous and wax recorders.

Recommends WSMB License

Washington Bureau, RADIO DAILY

Washington—FCC Examiner Melvin H. Dalberg has recommended granting of authority to WSMB Inc., New Orleans, to build a new station on 1500 kc., 250 watts day, 100 watts night.

COMING and GOING

CLAYLAND T. MORGAN, director of public relations for NBC, arrives today aboard the Ile de France from Europe with MRS. MORGAN. PAUL W. KESTEN, vice-president of CBS, arrives today from Europe on the Ile de France. LEWIS TITTERTON of NBC is another arriving today from Europe.

FRANCIA WHITE flew to New York from Hollywood over the week-end to audition for a new program.

LOUIS K. SIDNEY arrives in Hollywood today from New York.

EDITH MANNERS, mother of Zeke, left New York yesterday after a four month stay, to return to their home in Hollywood. She arrives in Chicago today where she'll meet the Streamliner en route to the Coast.

MYRON KIRK, head of Ruthrauff & Ryan radio department, returns to New York this week from the Coast.

JOSEPH N. WEBER, president of the AFM, leaves late this afternoon with MRS. WEBER for the AFL convention in Denver.

DAN SEYMOUR, emcee of the Camel "Swing School", flew to Baltimore last night to join Benny Goodman, who is playing an engagement in that city.

CHARLES C. CALEY, commercial manager of WMBD, Peoria, is in town.

Expect McNinch To Do Quick Job at the FCC

(Continued from Page 1)

end. This view is strengthened by the letter written recently to McNinch by President Roosevelt, who said in part:

"I earnestly hope you may be able to complete your assignment within a few months so that you may return to your post as chairman of the Federal Power Commission."

WMT Staff Additions

Cedar Rapids, Ia.—Ed Updegraff, formerly chief engineer at KFJB in Marshalltown, and WOC, has been added to the WMT engineering staff by Charles D. Quentin, technical supervisor for the station. Harriet Sokol has been added to the mailing room staff and will act as hostess.

John B. Hatch Laid Up

Boston—John B. Hatch of John B. Hatch Associates, radio program firm, is confined to the Salem Hospital, Salem. He has suspended business activities until he has recovered sufficiently to return to his office.

KCKN Gets 12 Games

Kansas City, Kan.—KCKN will air the entire 1937 schedule of 12 local high school football games under exclusive Goldman Jewelry sponsorship. Ralph Nelson and Owen Balch will be at the mike.

Richard Anderson Resigns

Richard Anderson has resigned from the NBC station relations department because of ill health.

BLUE BAYOU

A Deep South Song



MUSIC RULES ADOPTED AT FTC CONFERENCE

(Continued from Page 1)

conference, well-attended. The set of rules adopted seemed to satisfy all those participating." The rules now will be presented for formal FTC approval which McCorkle forecast would be announced in "several weeks."

Among those attending were John G. Payne and J. V. McKee, representing Music Publishers Protective Ass'n.

Summary of the rules follows:

1. Unfair trade practice to bribe by "push money," etc., orchestra leaders, etc., to play copyrighted sheet music in following cases: (A) Without knowledge and consent of employer of orchestras, etc., (B) Where inducement will restrict free and full use of such songs for profit and where inducement may lessen competition or create a monopoly.
2. Unfair practice for any member of industry to lease or make a sale for use of resale or fix prices tending to lessen competition or create a monopoly.
3. Unfair trade practice to discriminate in price between different purchases of goods of like grade except: (A) When goods involved are sold for use, consumption or resale within any place under the jurisdiction of U. S.; (B) Nothing in rule 3, shall prevent differentials which make due allowance for differences in the cost of manufacture, sale or delivery; (C) Nothing in rule 3, shall prevent persons from selecting their own customers; (D) Nothing shall prevent price changes from time to time when made in response to changing conditions.
4. Unfair for any member of industry to pay commission or compensation except for services rendered in connection with sale or purchase of goods.
5. Unfair to pay or contract for payment of advertising or promotion unless such payment is available on proportionately equal terms to other customers.
6. Unfair to discriminate in favor of one purchaser against another by furnishing any services connected with processing, etc., not accorded all other purchasers.
7. Unfair to discriminate in price in any respect contrary to section 2 of the Clayton Act.

"Motion pictures in going in for mass production to turn out musical offerings, are to blame for inferior music rather than song-plugging," Arthur M. Fishbein, independent, declared today as a witness at F.T.C. music publishers hearing.

Ed Robinson Set

West Coast Bureau, RADIO DAILY

Los Angeles—Edward G. Robinson is definitely signed by Ruthrauff & Ryan agency for the Lifebuoy-Rinso dramatic series with Al Jolson. Claire Trevor will play feminine leads. First tabloid vehicle is "Today," by Arthur Caesar, Edward Holden, Courtney Ryley Cooper and Arch Obeler.



IN A CLASS BY ITSELF

INTERSTATE BROADCASTING CO.

730 Fifth Ave., New York

NBC Tele Preview for Business Execs

NBC will provide a television preview Thursday of what may be expected during the formal demonstration at the 34th Annual Business Show, to be held the week of Oct. 18 at the Port of Authority Building. Pres. Lenox R. Lohr will have as his guests business executives of corporations which will be represented at the business show.

For the first time in history of such exhibitions in this country, tele will be used in a manner which will show typical examples of the business show's 1,500 devices and appliances for increasing operating efficiency.

WCAU Ends Long Fight With Musicians' Union

(Continued from Page 1)

Justment of the present negotiations between the broadcasters and the AFM Executive Committee. Arrangements were also concluded on the question of sustaining and commercial programs. However, none but members of Local 77 will be employed.

Arbitration proceedings closed a long fight between WCAU and Local 77. WCAU has been employing no musicians since the controversy started. M. Herbert Syme acted as impartial mediator and those present in behalf of WCAU were Dr. Leon Levy and Isaac D. Levy.

Biggest Month's Biz Is Reported by WFIL

(Continued from Page 1)

Stewart, WFIL sales manager, directs the New York office, which signed 15 national spot accounts, eight Mutual programs and four WLW Line accounts, exclusive of 14 NBC commercials. WFIL also is key for the 16 stations of the regional Quaker network.

Stations Increasing "Better Music" Quota

Public appetite for "better music" has been tremendously increased by radio, according to a survey and compilation by M. M. Beard published in the last issue of "Pick-Ups," Western Electric house organ.

A questionnaire sent to over 200 stations brought out the information that fan mail shows an increasing popularity of programs devoted to good music. Ratio of classical and semi-classical music, as against jazz and dance, has increased on 92 per cent of the stations. Average time being devoted by stations to better music is 35 per cent, with late afternoon or early evening as the favorite hours for this type of music, and 81.8 per cent of the stations indicated that they planned to increase their "better music" programs in 1938.

Some 32,000,000 listeners have tuned in on the N. Y. Philharmonic programs; 35,000,000 on the General Motors Symphony and at least as many on the Ford Sunday Evening Hour, the article states.

Ernest B. Foote Joins WMCA

Ernest B. Foote, formerly with World Broadcasting System, has joined the WMCA sales staff.

Says Tele Must Create Own Program Technique

(Continued from Page 1)

in a talk before the New Jersey Press Ass'n here yesterday.

"Television networks of stations comparable to those existing in sound broadcasting," said Dr. Goldsmith, "must await the development of either the co-axial cable or automatic radio relay stations. Meanwhile, if public service should be inaugurated, individual stations can use local talent, films and traveling units."

Dr. Goldsmith said more than \$10,000,000 had already been spent on television experiments, and current research appropriations may total between one and two million dollars a year.

New York presents problems in television transmission that are unique, Dr. Goldsmith stated, because of the effect of tall steel structures on the ultra-short radio waves employed in the new art, but he said that communities in northern New Jersey are in direct air line with the antenna on the Empire State Bldg.

Charles L. Allen, executive secretary of the press association, said newspapers must learn to use television as a supplement for their services in future. He termed coming of television as "an age of terrific competition in eye appeal."

Rachman Joins KOIL

Omaha—Jake Rachman, columnist and screen-radio critic for Bee-News before Hearst acquired the sheet, has joined KOIL and will do his "Around the Town" column on the air.

Results

COUNT MOST

C F C F

MONTREAL

NBC Red and Blue

WEED & COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK - CHICAGO - DETROIT - SAN FRANCISCO

MICHIGAN BROADCASTERS FORM STATE ASSOCIATION

(Continued from Page 1)

resented at the meeting: WKBZ, Muskegon; W K Z O, Kalamazoo; WELL, Battle Creek; WIBM, Jackson; WFDF, Flint; WBCM, Bay City; WEXL, Royal Oak; WJR, WWJ, WXYZ, WMBC and WJBK, Detroit. James W. Baldwin, managing director of NAB, also was present.

Don Lee Signs Lagendorf On \$100,000 Year's Deal

(Continued from Page 1)

contract with Mutual-Don Lee network for a year, with option on a second year, with time and talent aggregating about \$100,000, according to Wilbur Eickelberg, manager of KFRC Program, "The Phantom Pilot", will originate at KFRC here and go over 18 stations. Commercial airing starts Oct. 18, running Monday through Friday, and program will be sustaining until Oct. 15.

Pure Oil Football on WCCO

Minneapolis—Football previews and reviews will be aired over WCCO in two weekly broadcasts sponsored by Pure Oil Co. Both shows under guidance of Charlie Johnson, Minneapolis Star sports editor, and Vernal "Babe" LeVoir, former All-American Minnesota football star.

"HIGH FIDELITY" INSTANTANEOUS RECORDING

Highest Quality Recording attained by

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

REMOTE CONTROL by permanent lines

OFF THE AIR by special filtered antennae

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

Instant Service

ADVERTISERS RECORDING SERVICE, INC.

113 WEST 57th ST., NEW YORK

Phone Clr 7-6982

Established 1930

★ Program Reviews and Comments ★

GENERAL MOTORS CONCERTS

General Motors Corp.
WJZ—NBC-Blue, Sunday, 8-9 p.m.
Campbell-Ewald Co. Inc.

NEW SERIES SHOWS GREAT PROMISE WITH PERMANENT ALL-STAR OPERATIC AND CONCERT COMPANY.

Eight internationally famous operatic and concert singers have been garnered for a permanent group which will sing for the General Motors Concerts, making it possible to present a more varied and entertaining type of program, such as an all-Viennese night, Wagner, Neapolitan or whatever the case may be. Opening the concert series, originating on the stage of Carnegie Hall before an audience of 3,000, was a popular variety of operatic and lighter selections. Missing were the chimes at the opening and closing of the program, while a newcomer was heard in John B. Kennedy, who started a series of talks entitled "Parade of Scientific Progress" heard about the middle of the program. Also missing at this point was the "tuning up" of the orchestra after its intermission. Erno Rapee conducts the symphony orchestra for G.M. for the third year and his versatility makes him an ideal man for the spot.

Six of the eight signed artists were heard on the first show, either in talks or song. From Carnegie Hall, came Maria Jeritza, Viennese soprano; Donald Dickson, Metropolitan Opera baritone, and Joseph Schmidt, European tenor. These three were heard as soloists and in duets. From Hollywood came Helen Jepson, soprano, in Schubert's "Serenade," and prior to this, Grace Moore spoke from her home at Lake Arrowhead, Cal. Attempt was made to pick up other members of the company via short-wave. First attempt to pick up Richard Tauber from Birmingham, England, fell through, but was successful later, as Tauber was heard, but not too strongly. Plan to have Irna Sack and Jussi Bjoerling speak from Stockholm, was passed up due to inability of the two to be near a mike. Thus a very interesting and smooth moving program was provided. Rapee played two Wagnerian selections including "Liebestod" from "Tristan and Isolde", "Love Duet" from Act III of Gounod's "Faust" and "Rumanian Rhapsody No. 1 in A Major" by Georges Enesco. Pickup from Carnegie Hall, as usual, was perfect.

Milton Cross was again the commentator and G. M. made a slight deviation from its institutional type

METROPOLITAN OPERA AUDITIONS

Sherwin-Williams Co.
WJZ—NBC-Blue, Sun. 5-5:30 p.m.
Cecil, Warwick & Legler Inc.

OFFICIAL AUDITIONS FOR OPERA ASPIRANTS MAKES GOOD VOCAL ENTERTAINMENT.

Third season of the Met. Opera Auditions of the Air proved a much smoother show than ever, carrying on evenly throughout and providing fine vocal timber backed by an equally fine orchestra conducted by Wilfred Pelletier. As distinguished from amateur entertainment, the primary qualifications of those seeking an audition is that they be "ready for the opera"; in other words, have a repertoire of operas in various languages under their belt, apart from a good voice and dramatic ability. It is estimated that some 800 singers will be heard, from which number about 60 will be chosen to be heard during the next 26 weeks, and those voted the best each week will be eligible for the semi finals etc.

Friendly attitude of the auditions committee and the fact that many of the singers are more or less known to Edward Johnson, general manager of the Met, gives the entertainment a less formal and tense atmosphere than expected when singers are in a spot so important to their career. Heard Sunday, were Hardesty Johnson, 38-year old tenor, heard two years ago but trying again; Virginia Mauret, former ballerina, now an excellent coloratura soprano, and Jess Walter, baritone, who has had a varied career.

Sherwin-Williams credits were wielded with a deft hand, using the phrase.

JACK BENNY

General Foods (Jell-O)
WEAF—NBC-Red, Sundays, 7-7:30 p.m.

Young & Rubicam Inc.

RADIO'S TOP COMEDIAN RETURNS IN FINE FORM FOLLOWING VACATION.

The ace wit of the airwaves got back into harness Sunday night with a program that was easily the best of the week-end comedy shows. With a sheaf of gags and quips inspired by his European vacation, Benny clicked along to a high score of laughs and general merriment.

Supporting the comedy star were his regular airmates, Mary Livingstone, Kenny Baker, Don Wilson, Andy Devine and Phil Harris and his orchestra, with Abe Lyman dropping in for good measure. Everybody was up to snuff.

of advertising on its concerts, taking a moment to mention the new Buick and Oldsmobile models about to be shown. General Motors has a great cast selected and acquired their exclusive radio services. The concerts this season should be better than ever.

SILVER THEATER

International Silver
CBS-WABC, Sundays, 5-5:30 p.m.
Young & Rubicam Inc.

NEW DRAMATIC SERIES HAS SHAKY START BUT OFFERS GOOD ENTERTAINMENT.

Following the successful pattern employed by Lux Radio Theater during the past few years, the Silver Theater presents dramatic show with screen names featured in the leading roles. Initial attempt starred Rosalind Russell and Jimmy Stewart in the first of a four-part serialization entitled "First Love," by Grover Jones, and though both principals slipped up on the lines a few times, they managed to give good performances. Both are relatively new to radio, and may have suffered a little on the first airing from mike fright. Story is about a girl who goes to Hollywood to make good, and meets a publicity man who takes her in tow. Nothing very original.

Conrad Nagel assumed a similar role to that of Cecil B. DeMille on the Lux show, even to plugging the sponsor's products whenever the opportunity presented itself. Felix Mills handled the musical portion of the show ably while John Conte took care of the commercials, which, though a bit lengthy in spots, did not materially interfere with the presentation. The cast included, in addition to Miss Russell and Stewart, Cy Kendall, Clayton Post, Wilfred Hari and Mary Lansing.

"SATURDAY NIGHT SERENADE"

Pet Milk Sales Co.
WCAU-CBS, Saturdays, 9:30-10 p.m.
Gardner Advertising Co.

GOOD MUSICAL PROGRAM, USING SAME CAST AS LAST SEASON, OUGHT TO BUILD LARGE FOLLOWING.

Program made up of old and new light musical numbers plus the popular hits of the day is never a miss on radio. And when the talent lineup reads Bill Perry, the Serenaders, Mary Eastman and Gus Haenschen's orchestra, it can't miss.

Last Saturday's opener Helen Marshall substituted for Mary Eastman, who was ill. Miss Marshall did an excellent job with "Italian Street Song," Cyril Scott's "Lullaby" and "Whispers in the Dark," a duet with Bill Perry. She deserves a permanent spot in radio.

"Cuban Pete" as played by the orchestra was beyond compare. Other numbers on the program were "Can I Forget You," "Cause My Baby Says It's So" and "Where or When" sung by the Serenaders.

Program has no competition on the opposition networks, so it ought to receive a good rating. Show is not heard on WABC.

"TIME OF YOUR LIFE"

Gruen Watches
WEAF, NBC-Red Network, Sundays, 5:30-6 p.m.
McCann-Erickson

GOOD MUSIC AND SKETCH BUT UNWARRANTED ATTEMPT AT COMEDY PROVES FUTILE.

Sheila Barrett, mimic, took honors in this show with her presentation of "Experience," a sketch of Broadway backstage life. Often a guest star on various shows in which she was called on to mimic many stars, she came into her own right as an actress of ability on this series.

Aided by the music of Joe Rines' crew with their offerings of novel instrumentalizations of pop tunes, such as "You Can't Have Everything," a medley from "Hit The Deck", "Big Apple," "That Old Feeling" and "Bambolina," this program didn't lag a moment outside of the attempt at comedy between Rines and Graham McNamee, the show's emcee and commercial booster. McNamee and Rines did a bit where the straightman (Graham) rebels and wants the laughs but the comic (Rines) steals his thunder on every punch-line. This routine has been used on the air time and again and instead of improving with age, it proved bore-some.

Rines' music was supplemented with the grand vocals by Roy Campbell's singers. The ample plugs were handled in good taste denoting the class article sold.

MARY MARGARET McBRIDE

General Foods (Minute Tapioca)
WABC-CBS, Mon., Wed. and Fri., 12-12:15 noon.

Young & Rubicam Inc.

COMMENTATOR "MARTHA DEANE" IN 15 MINUTES OF HER TYPICAL HOMEY TALK.

In this new CBS network program, Mary Margaret McBride, who has been holding forth in long stretches over WOR-Mutual under the name of Martha Deane, offers a mere quarter-hour of the same style of incessant commentating about one thing and another, with a particular eye to working in the sponsored product. In her intimate, friendly manner, she interests and sells at the same time, making the commercials practically painless. Should have no trouble catching on and delivering the goods.

FROM 3c TO 9c A DAY WILL PROVIDE A REGULAR INCOME OF \$100 A MONTH FOR YOUR DEPENDENTS IF YOU DIE WITHIN THE NEXT 5 YEARS.

Jules Rosenberg
-INSURANCE-
John 4-2800 Bekman 3-0375
80 JOHN ST., NEW YORK

STAR RADIO PROGRAMS, INC.
— PRESENTS —

The Scriptalia

A COMPREHENSIVE LIBRARY OF CONTINUITY"
250 PARK AVENUE NEW YORK CITY

☆ Program Reviews and Comments ☆

BAKERS' BROADCAST

With Feg Murray, Ozzie Nelson and Harriet Hilliard
Standard Brands
WJZ—NBC-Blue network,
Sundays, 7:30-8 p.m.
J. Walter Thompson

UNIQUE HOLLYWOOD FACTS PLUS TOPNOTCH MUSICAL OFFERINGS MAKE ENTERTAINING SHOW.

Ozzie Nelson and his orchestra, together with Harriet Hilliard, returned to the air last Sunday without their cohort of the past few seasons, Bob Ripley. Instead Feg Murray, creator of the syndicated newspaper feature, "Seeing Stars," took over the job of telling strange facts—only Murray's are confined to the members of the film capital. Murray presented a dramatization of Richard Arlen's break into the movies, and had Arlen on hand to say a few words to the radio audience. As an additional guest, Murray had Walt Disney tell a few facts and figures about Mickey Mouse.

Nelson and Miss Hilliard took care of the musical portion of the show in topnotch style as they began their fifth year on the networks for the same sponsor. Program was well produced and showed no signs of being an initial airing.

JOE PENNER

Cocomalt
WABC-CBS, Sundays, 6-6:30 p.m.
Young & Rubicam

COMIC AIDED BY STOOGES DELIGHTS CUSTOMARY FANS. MUSICAL PORTION SHORT AND SWEET.

Joe Penner returned to the air-planes with Jimmy Grier's orchestra and Gene Austin's vocals, plus a new songstress, Julie Gibson, and several stoooges that combined to make a fast-moving and funny show. However, Penner's material was much better on this debut of the new season than most of last year's. In fact, he sounded like the Joe Penner who rose to overnight stardom via the Vallee chores.

Grier's music was not in abundance on this show, but what little there was offered proved well worth listening to, and the same applies to Gene Austin's yodeling vocals. Miss Gibson replaced last season's Joy Hodges, also gave a good account of herself. She has a cute style.

Lionel Stander, "Godfrey" and "Ginsberg" were back with the show, also a "plumber" stoooge who was responsible for a good portion of the laughs. Jackson Wheeler is the announcer.

THE MAGIC KITCHEN

Now Available for food accounts

WCOP BOSTON

"ON BROADWAY"

General Foods
(Diamond Crystal salt)
WJZ-NBC Blue, Sundays,
3-3:30 p.m.
Benton & Bowles Inc.

SCRIPT SHOW BUILT AROUND BROADWAY FIGURES OPENS LARGE FIELD FOR INTERESTING DRAMATIZATIONS.

With little talent expense, sponsor has a good script show here. Cast of about six, an announcer and organ, for background music, is all the talent overhead needed for this series.

Sunday's debut was written around a Broadway newspaper columnist (John Brown) who writes a column under the name Mr. Manhattan. He becomes involved with a Park Avenueite, Gloria Banner, and loses his job. His secretary, Marcia Gray (Alice Thorpe), takes over the column and does a good job. Brooks in the meantime is living in a squalid rooming house. Miss Gray finds Brooks, they marry, and column becomes Mr. and Mrs. Manhattan.

Program is somewhat like "The Court of Human Relations," but that is no slur. Brown and Thorpe give the script the sincerity which makes or breaks a script show of this type. Jean Paul King read the commercials.

"Vallee Varieties"

Rudy Vallee presented Hildegard, sophisticated singer of songs, as featured guest on his Varieties last Thursday night. Hildegard, although not a newcomer to American dialers, brought a fresh personality before the mike that has a place on the airwaves. Introducing two new songs to the listeners for the first time, she did fine work, and undoubtedly cinched herself another crack at the show. Other guests included Jean Muir and Phillips Holmes in "Where Golden Apples Grow"; Stroud Twins, who proved to be much more at home in their second appearance on this show, and as a result gave an improved performance; Oliver Wakefield, Tommy Riggs and his "Betty Lou."

"The Hayriders"

Typical of the informal and jolly hillbilly entertainments that Zeke Manners and his gang have been presenting over local stations for some time, this new NBC-Blue program which made its debut Friday at 2:30-3 p.m. is a generally lively and entertaining half-hour for those who like the rustic. Zeke is emcee, and he has the advantage of good surrounding talent including the Kidoodlers, the novelty quartet; Lucille and Lanny, likeable song and patter team, Elton Britt, yodeler; "Giggling Gab" Drake, vocalist, and Ezra Hetherington, another singer. Mountain music, harmony, and interludes of comedy, which was more friendly than original, rotated in the routine. Howard Clancy handled the announcements.

"HOLLYWOOD PLAYHOUSE"

John H. Woodbury Inc.
WJZ—NBC-Blue, Sundays,
9-9:30 p.m.
Lennen & Mitchell Inc.

ANOTHER DRAMATIC SERIES WITH TYRONE POWER AS THE LEAD TURNS IN EXCELLENT PERFORMANCE.

The up and coming screen star, Tyrone Power, and Margaret Sullivan teamed together last Sunday for a dramatization of "Her Cardboard Lover." It was Woodbury's premiere of the new series of which Tyrone Power will be the permanent male lead.

While show has been done on the air many times before, it still can draw an audience if the right names are in the cast. These two screen stars are "right" names, both having good mike personalities. Entire production was well handled.

Darryl Zanuck, vice-president in charge of production for 20th Century-Fox, introduced Power to the radio audience.

"Headlines and By-Lines"

Bob Trout started off this sustaining on CBS Sunday at 10:30-11 p.m. with last minute news from the Press Radio Bureau plus a few side-lights and anecdotes on Ed Howe, sage of Potato Hill, who died Sunday. Trout also told about being on the same plane with Mrs. Roosevelt last week as she was coming east for speaking engagement.

Pierre Bedard did a straight commentator chore. The "affair Black" was likened to the French "Dreyfus case." Bedard showed the parallel between the present Hugo Black controversy and the French scandal of some years ago. Bedard's voice does not have the clearness of his two colleagues.

Kaltenborn, taking the last 10 minutes, gave some very interesting first hand information and comments on the fall of the French franc and the Spanish civil war. He has just returned from the continent. Sino-Japanese conflict was also commented upon by the dean of radio commentators.

Program comes at a time when listeners are anxious to hear the last minute news and a few comments on the "week in review."

Briefly

A cheery morning program which made its debut this week on a Monday-to-Friday basis, coming from Cincinnati to WHN at 7:45-8 a.m., is "The Merrymakers", sponsored by Pinex. It's a hillbilly troupe, with both the boys and the girls being right handy on harmonious mountain music, both vocal and instrumental. They are lively without being too noisy for an early morning show.

PHIL BAKER

Gulf Oil Co.
WABC-CBS, Sundays, 7:30-8 p.m.
Young & Rubicam

FRESH AND ENTERTAINING COMEDY OFFERED IN NEW SERIES PLUS A LITTLE MUSIC AND PLENTY OF LAUGHS.

Returning for the fall semester, Phil Baker had his old sidekicks Oscar Bradley's music, Harry (Bottle) McNaughton and "Beetle," along with a new singer, Al Garr, and Patsy Kelly of the movies to set the pace on a fast-moving show. Baker has discarded last year's "Great American Editor" for his present "Great American Trouper."

Bradley's music was pleasing in "With A Song In My Heart," and Al Garr, a newcomer to the air-planes, did elegantly with delivering "I Know Now." Also returning with Baker, was Artie Auerbach, a top dialect comedian. Patsy Kelly, one of the screen's funny women, bowed in on this show as a permanent member and delivered a good line, though her material could have been much better. A satire on "Dead End" was funny. The tune "Merry-Go-Round Broke Down" was used for Baker's vocalization of the commercial. All in all, this program was much better than former Baker shows, and Baker didn't play the accordion, though he did plug Sam Goldwyn, his picture boss.

CARSON ROBISON'S BUCKAROOS

Musterole Co.
WOR-Mutual, Mon., Wed., Friday,
1:15-1:30 p.m.; also WHN-WLW Line,
same days, 11:30-11:45 a.m.
Erwin-Wasey & Co.

VERY PLEASING PROGRAM OF COW-BOY SONGS AND INSTRUMENTALS.

Dispensed in amiable fashion, with Carson Robison as a genial but never obtrusive emcee, these songs of the open spaces and their instrumental accompaniment make thoroughly pleasant entertainment. Frank Novak and his one-man band, and Bill, John and Pearl Mitchell are the other members of the Robison gang, which is about as good an outfit of its type as there is on the air.

Opening show started off with "Cowboy Blues," followed by "I'm Leaving on That Blue River Train," "A Summer on a Texas Trail" soloed by Pearl, and a novelty, "Just Whistle."

School of RADIO TECHNIQUE



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



DON GILMAN off to San Diego for a few days to check-up on KFSD, NBC outlet in the Border City with powerful Mexican competition close-by. The NBC vice-president also slated to talk to the San Diego Ad Club on Wednesday.

Virginia Lindsay, secretary to Hal Rorke, CBS director of West Coast publicity, has resigned to join the Helen Ferguson agency radio department.

KFAC has a new six-times-weekly half-hour program for LeRoy Gordon Beauty Salon, with Robert Swan, J. Newton Yates, Mary Alice Kirk and Sam Kalani Koki and the roll-call.

Interesting quirks in the daily news are utilized by Don Clark for a new program on KECA which he calls "Ho, Hum."

Gus Edwards' "Schooldays of the Air" becomes another program in search of a sponsor after Oct. 10, when contract with White King soap expires.

Tom Gibson, radio writer and producer, is asking the courts to assess damages of \$160,000 against KFAC, and for a permanent injunction restraining that station from using the title or basic idea of "Captains Courageous."

John Heistand has left the official announcing staff of KFI-KECA to go strictly commercial. With the Vallee program, Olsen and Johnson and the Mar-O-Oil show in the bag, Heistand will free-lance around for other clients. Harrison Holliday, general manager of the twin stations, has upped Chet Huntley from a part-time berth to full-time status, and set Fred Gwynne, now on KIEV, for the former chores of Huntley. Lew Crosby remains on the staff, Holliday announces, in addition to handling the new Tyrone Power-Woodbury series.

Marvyn Adams, NBC engineer in San Francisco, who jaunted 10,000 miles to the South Seas to "engineer" the NBC description of the eclipse, is in town and more thrilled by Hollywood.

Eugene Bloodgood's "Pronounce It Please" returns to KFI after a lapse of two weeks due to confusion of schedules incident to changeover from Daylight to Standard time in the East. Now heard Friday evenings.

"Joe Miller's Opera House" went on KECA for the first time Friday. Brain child of John Boylan, KFI-KECA writer, and Don Clark, producer, with a cast consisting of Charlie Lung and Beatrice Benadereit.

Tom Lieb, Loyola coach, is going to discuss football teams, players and games with Ken Frogley in a new series of "Man to Man" broadcasts over KNX and CBS Pacific Coast each Tuesday.

Syd Dixon, newly-made NBC coast salesmanager, is off on a northern business garnering trip.

● ● ● Ripley's show with B. A. Rolfe switches from its Friday spot to Saturday this week... Adela Rogers St. John is completing a script to star Ina Claire on the air, with audition set for next week... Four agencies are reported set to sponsor the Yacht Club Boys on a show of their own... Deal is on for Buddy Clark to appear on Bill Bacher's show with M-G-M stars for Maxwell House Coffee... Joe Marsala and his vocalist, Adele Girade, will be wed before 1938 makes its debut... Loretta Lee replaces Gertrude Niesen on the Olsen and Johnson show on the coast for Richfield Gas. Substitution is tentatively set for three weeks but may result in a permanent stay for the sub... Ed Wynn's air return is "up in the air" because of his show rehearsals. However, on its opening, Wynn will return utilizing a new character for the airlines... Valentina Darde, "the Duse of song," will appear at the weekly luncheon meeting of the AMPA (Assoc. of Motion Picture Advertisers) in Sardi's on Thursday.

● ● ● "Ten O'Clock," a three-act drama by Ronald Dawson, drama director for WOL, Washington, and C. M. Roach of that city, is being tried out in N. Y. by the Little Theater players... Darrell Martin, Pittsburgh Post-Gazette's radio editor who on every "Mother's Day" replaces his photo in the column with that of his mother, is celebrating his mater's 75th birthday today... Al Sothoron, manager of the Milwaukee Brewers ball club, is confined to the sick-bed—but that didn't prevent him from coaching his team during the final game of a play-off series. He asked for a radio and telephone. listened to Alan Hale, WISN, sportscaster, describe the various plays—and then phoned the dugout with the instructions and re-placements. The team won—and Al thinks Hale is the most accurate guy in the business now.

● ● ● Harry Salter follows Al Goodman on the "Hit Parade" Nov. 13 for seven weeks... Block and Sully go to Boston for a week's vaudeville and then return here for a possible air show. Deal for them to go on the Wayne King show fell through... Maxine, whose records are selling faster than they are being pressed, will record a series with the Mills Brothers... Harry Conn's own show will be aired via CBS for 13 weeks pending sponsorship... Johnny Green has been set to write the music for "Broadway Melody of 1939"... Mac Ross of L. Wolfe Gilbert's firm leaves today for a permanent stay in Denver... Russell Dorr and Suzanne are leaving CBS... Fred Norman is looking for a singer to go on the Tim and Irene series via MBS... James Saphier leaves N. Y. in about four weeks to concentrate on coast affairs... Ernest Cutting of NBC is interested in Val Irving... Doris Fisher, Claire Sherman and Jean Travers auditioned at the Paradise yesterday afternoon... Harry Leneiska and Mervyn Rosenthal have dissolved their agency firm... Irving Sherman and Bea Francis have joined the Harry Bestry office... Because of his contract with the Rogers-Peet people, Gabriel Heatter lost out on three network shows for Erwin-Wasey... Ruby Newman goes into the Rainbow Room Jan. 12—and will also supply the dance music at the wedding of FDR's son, John.

● ● ● Louise Massey and her Westerners on the Al Pearce show tonight will convert the whole program into western entertainment... Bill Quarton, commercial manager for WMT, Cedar Rapids, had Col. Art Goebel, skywrite the station's call-letters 10,000 feet above the city while a two-way communication was carried by short-wave between Benne Alter, announcer on the ground and Goebel in the plane... Ken Keese, program director down at WATL, Atlanta, goes in for alliteration in a big way on program titles... For example: "Curtain Calls," "Rhumba Rhythm," "Tea Time Tunes" and "Motoring Mike," to mention just a few.

BOB BLAINE has headed for New York to handle publicity for sister Joan Blaine and tenor Cyril Pitts. Formerly operated a publicity service here.

Smiling Ed McConnell, recovered from pneumonia and a motor accident, was back on the Acme White Lead show Sunday.

Herman Knapp, Roger Pryor's drummer, and Betty Campbell, his press agent, are honeymooning.

Morey Amsterdam, NBC emcee, is back from a visit to Hollywood with his wife Mabel Todd.

Aunt Sallie (Bennie Dickson) of WJJD is in a hospital at Springfield with a broken arm, result of a motor accident.

Ethel Reid Winser, who reviews books on WIND, is busy these days getting ready for daughter Sybil's wedding.

Rita Clifford and William Klein of WIND are back from European tours.

WJJD has the S.R.O. sign out Saturday afternoons, following sale of Musical Score Board.

Pat Flanagan has been bought by Tidewater Oil to give grid scores on WBBM. Jim Crusinberry will prepare material.

Frank Rand, CBS publicist, who went to Tulsa for the Barnsdall show premiere is back from a tour of the southwest.

John Blair, head of John Blair & Co., stations reps, is on an eastern swing.

Wayne King has picked Ed Allen to handle his announcements while he is at the Palmer House.

Art Kemp, east coast rep for CBS west coast net, and Paul Wilson of Radio Sales, Inc. here, entrained for a tour of western stations.

Monte Randall's forum "Montparnasse," the mid-western counterpart of the American Town Meeting of the Air, will return to WCFL with an additional 15 minutes to make it a 45 minute Saturday night show, starting Oct. 9.

The Hoosier Hotshots are back in town on Alkasetzer programs after touring three state fairs and 14 county fairs during summer months.

Willard Waterman, NBC actor, got tired of commuting 120 miles a day from Kenosha, and has moved into town.

Bill Ray, NBC press chief, is back from a week's swing.

Dave Rose, NBC pianist, arranger and ork leader, departs this week for a new job with Paramount in Hollywood.

Walter Blaufuss, leader of NBC Breakfast Club and Farm and Home Hour orchestras, is taking an enforced rest on a farm in Iowa by doctor's orders.

**ORCHESTRAS
MUSIC**

OSCAR BRADLEY'S ork, just contracted for the third time with Phil Baker on CBS, may go into a swank New York Hotel as soon as Baker and the program return east. Shows will emanate from Hollywood for three months.

Merle Pitt and his band play a return engagement on Martin Block's WNEW "Make-Believe Ballroom" today at 6:30 p.m.

Los Angeles' Paramount Theater is on an orgy of name band bookings, Hal Kemp plays the house the week of October 14, with Phil Harris and crew following on October 21, and Rudy Vallee set for October 28.

Emery Deutsch and his orchestra close at the Rainbow Room tonight and leave immediately for an eight-week stay at the Book-Cadillac, Detroit.

Clyde McCoy and his "Sugar Blue" gang, making a first appearance in the west at the Palomar, is picked up on a CBS network hookup nightly at 10:45. Also have Larry Kent from the Wilshire Bowl at midnight, except Monday, for late dialers.

"Little Tenderfoot" and "On the Wide Open Plains", new songs with words by Johnny Lange and music by Fred Stryker, have been bought by Monogram Pictures for "Danger Valley", musical western.

Norman Spencer's new KFWE program, "Can You Write a Song?", offers non-professional tunesmiths an opportunity to win \$50, \$25 or \$10 each week. Original numbers will be aired each Monday by Leon Leonard and his orchestra, with a vocal staff of Verna Osborne, Lee Sweetland, Leonie Le Doux and Robert Lea available to warble the accompanying lyrics. On the air Monday nights at 8:30.

Hal Kemp celebrated his twelfth year as a bandleader with his CBS Chesterfield program last Friday.

CRA Bookings: Lew Diamond and ork get the fall and winter season at Covenant Club, Chicago . . . Paul Whiteman, currently touring westward, is booked for the San Francisco auto show Oct. 31-Nov. 6, then starts east to open at Drake Hotel, Chicago, Nov. 19 . . . Emil Velazco opens Oct. 10 at Show Boat, St. Louis, for six weeks . . . Johnny Hamp plays the Jefferson Hotel, St. Louis, Oct. 28 . . . Blue Barron, now at the Southern Tavern, Cleveland, is CRA's first 1939 booking—set to play Gypsy Village, Louisville, starting Jan. 1, 1939, for a month.

Mickey Alpert, whose orchestra is heard nightly via WOR-Mutual from Ben Marden's Riviera, is celebrating his fourth month on the coast-to-coasters next week. The Alpert band, which was formed especially

AGENCIES

MANN HOLINER has taken a lease on the office suite formerly occupied by Rockwell-O'Keefe at 8949 Sunset Blvd., Hollywood, the "Sunset strip" location favored by the motion picture agencies, and will open the Lennen & Michell Hollywood office within a few days.

L. E. POSTHLEWAITE of the radio department of J. O. Young Advertising Co., Kansas City, left last week for Los Angeles to attend the convention of the U. S. Building & Loan League and audition the agency's disk series, "Little White House."

RAY SULLIVAN, Ruthrauff & Ryan account executive on Cocomalt, went to Hollywood to catch the initial airing of the new Joe Penner series last Sunday.

STEPHEN R. WILHELM has opened his own advertising offices in the Majestic Theater Building, San Antonio. Others connected with the radio agency include Thomas G. Conroy and Mrs. Nita Butler. Wilhelm was formerly connected with Payne's Radio Advertising Division.

JOE KEELEY, head of radio publicity at N. W. Ayer & Son, N. Y., is confined to his home because of illness. Tom Foley is handling the department during Keeley's absence.

LOUIS TAPPE, director of continuity for Schillin Advertising Corp., has taken over the entire program and production department due to the resignation of Lewis Reid. Pearl Greenwald, who served as secretary to Tappe when he was at WHN, has rejoined him in the same capacity.

for the Riviera rostrum, has progressed over this period from one network broadcast a week to his current daily schedule. The band features a trio of vocalists on the air stints, Lois Kay, Lou Valero and Mickey Alpert.

Joe Glover is finally winning recognition for the "forgotten man" of radio—the arranger. Glover, who for the past 13 weeks has been responsible for the melodic conceptions on the "Saturday Night Party" program, has won the attention of west coast maestros and will do the arrangements for Jacques Renard and Robert Emmett Dolan, who is California bound. Glover's arrangements have been featured by Richard Himber, Benny Goodman, Tommy Dorsey, Freddie Rich and scores of others.

**FRANK
DEGEZ**

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BRyant 9-9746

It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$55.00 up

On the desks of Executives and men of affairs in this industry you will invariably find a copy of Radio Daily, for where there is buying power there is the desire to be well informed. Radio Daily has never had the desire to be the "biggest" of anything. --Friends, books, work, in general things that count most in life are measured by quality, not quantity.

PHILADELPHIA

Margaret Shaffer, present head of production, was named WFIL's new educational director as Donald Withycomb, g.m., starts a new aggressive educational policy.

Jay Faraghan of WTEL and Roy La Plante from WHAT are the latest additions to WFIL's technical staff.

Alfred Hubbs has joined the WIP studio band under Clarence Fuhrman, while Sylvia Ostroff is the new night receptionist.

Ed Robinson has resigned from the WDAS announcing staff to enter private business.

Speer Joins Ripley Unit

Charles Speer, for the past nine years associated with the CBS continuity department, resigned yesterday to join the Robert Ripley production unit headed by Douglas Storer.

Wilbur Evans Signed

Wilbur Evans, baritone, has been signed as regular soloist to appear opposite Jeanette MacDonald on Vick's series over CBS on Sundays. Evans was signed after appearing as guest on the program last Sunday.

Betty Caine, Ray Johnson Wed

Chicago — Betty Caine and Ray Johnson, both of "Tale of Today," were married late last week.

GUEST-ING

JUDY GARLAND, on Ben Bernie program Oct. 12 (NBC-Blue, 9 p.m.).

ERIC BLORE, on Elza Schallert program, Oct. 7 (NBC-Blue, 11:15 p.m.).

LEFTY GOMEZ, on Kate Smith program, Thursday (CBS, 8 p.m.).

WALTER R. OKESON, interviewed by Eddie Dooley, Oct. 14 (CBS, 6:30 p.m.).

ART GENTRY, DORIS FISHER and FOUR STARS, on Theater Matinee Oct. 14 (CBS, 3 p.m.).

ONE MINUTE INTERVIEW

O. B. HANSON

"All of our outdoor television work will be strictly experimental. After eight years of continuous research and experiment in cooperation with the engineering staff of RCA, we feel that we are ready to attack the intricate problems presented by field television. The many contributions we have made to the new art, both in matters of practice and apparatus, will be of considerable help. We are steadily improving the quality of our images; sometimes we feel that our progress is rapid. But we realize that it will be a long time before we can deliver pictures of outdoor events that will meet the home entertainment requirements."

★ Coast-to-Coast ★

WILLIAM L. DOUDNA, who resigned as radio editor of The Wisconsin State Journal, Madison, Wis., several months ago to join WHBL, Sheboygan, Wis., has returned to Madison and is again being heard over WIBA daily, except Sunday.

B. Morton Havey, manager of WABI, Bangor, Me., has been appointed city editor of the Bangor Commercial. He will continue to be associated with the station as supervisor of news broadcasting.

Johnny McAllister, (Dad Briarhopper) of WBT, Charlotte, has gone on the air for Zenith Radio, thrice weekly, with Clarence Etters at the piano.

Matthew McEntry is handling "Answer Man," combining quiz and man-on-street features, over KLZ, Denver. Show comes from a Denver theater. Norbourne Smith is the stogie, with 7-Up sponsor.

WLBC, Muncie: Latest WLBC man to succumb to the mustachio at indie station is Ottis Roush, chief announcer . . . Don Russell, local, sales, is handling the Second Annual Bicycle Circus for Optomists Club . . . Ken Williams, newcomer to WLBC announcing staff, is now handling the "Morning Bulletin Board" . . . Henry "Harpo" Marks, announcer, has been selected to handle the "News for Women Only" . . . Bill Craig, commercial manager, has finally bought house, and staff now anticipates ye old fashion house warming party . . . Don Burton, owner, and the Missus visited friends in Kokomo . . . Maurice Crain, chief engineer, is making some readjustments to equipment . . . C. X. Castle, engineer, took announcing audition recently and won a wager . . . Jimmy Fidler, weatherman, has started series of remote broadcasts from the Muncie airport.

WHEB, Portsmouth, N. H., will air the inauguration of Dr. Fred Englehardt as ninth president of the U. of New Hampshire on Saturday at 2:30 p.m. from the campus in Durham, N. H. The Governor and many other notables will be on hand.

KLZ, Denver: Matthew McEntry, staff announcer, is the father of a girl . . . C. J. Schuepbach Jr. of the sales staff weds Catherine Lipske of the Washington Post on Oct. 11 . . . Peter D. Smythe from KVOD has joined the sales staff, succeeding Fred C. Mueller, who went to KVOR . . . Norbourne Smith of KFXJ has been added to the production department. . . . After years of negotiation, KLZ has convinced Rocky Mountain Conference football officials they should permit football game broadcasts, and six games have been set (five sponsored by Kellogg) with Warren

Williams, Brian Elliott, Jack Fitzpatrick and Charles Inglis at the mike.

Dave Driscoll and Jerry Danzig celebrate the first year of their WOR-Mutual "Let's Visit" program tonight by visiting New York's oldest hotel, the Cosmopolitan on Chambers St.

Herbert Anderson is back on the WICC (Bridgeport) schedules after a northern vacation tour.

WOPI, Bristol: Barnes H. Nash, recently with WHIS as production man and announcer, has joined here in a similar capacity . . . Brown Mule program is the first commercial piped by WOPI and WHIS, Bluefield.

Joe W. Seacrest and Reginald B. Martin, Central States Broadcasting Co. officials back from Washington.

Kellogg's bought all the Nebraska home games available for sponsorship, over KFAB.

WJSV, Washington: Station officials appear before the FCC today to present data anent application for increase to 50,000 watts and new transmitter site . . . Hugh Conover, staff announcer, won the competition for assignment to the new Continental Baking program, "Women Make the News" . . . Jess Willard, station manager, isn't the only winner of golf trophies; Harry Butcher, CBS v.p. here, has won the handsome silver platter offered by National Press Club, while Larry Elliott, chief announcer, copped the Variety Club prize, a folding bar.

The four Shanks Brothers have been added to the staff of WSPD, Toledo, where they will be known as the "Kings of Strings."

"Columbus Chats with Bill and Bob," a new feature on station WRBL, is becoming one of the most popular programs on the station. Standing at one of the busiest sections of Columbus, Bill Dougherty and Bob Mims, announcers, ad lib and interview people in a special Sunday afternoon fifteen-minute show.

The Springfield (Mass.) Chamber of Commerce has voted to broadcast a series of dramatic sketches depicting historical and institutional facts about the city over WMAS and WSPR, local stations.

Ralph R. Sherman has joined the engineering staff at WKBN, Youngstown, having formerly been a radio operator on an ocean liner out of New York.

Opening of "Love Is on the Air," featuring Dutch Reagan, former Des Moines radio sports announcer, for its world premiere at the Paramount Theater in Des Moines, was broadcast

SPRINGFIELD, MASS.

Alta Russell of the team of Lloyd and Alta, hillbillies, who air over WSPR, Springfield, Mass., will middle-aisle it Dec. 4 with John Costello of that city, former vocalist at WMAS, Springfield.

Bob Feldman, WMAS salesman and sports broadcaster, is in New York on vacation.

Ernie Andrews and his band are being picked up by WMAS from the Hotel Kimball three nights a week.

F. Turner Cooke, program director; Warren M. Greenwood, chief announcer, and Georgie A. Baker, staff pianist have formed a new trio and are airing over WMAS.

Howard S. Keefe, special events man is back at his WSPR job after a week in New York.

Irma Serra, WSPR song stylist, auditions with the NBC in Boston.

BIRMINGHAM

WBRC will jump from 1,000 to 5,000 watts within a few weeks, Manager John Connolly reports.

Engineer Jeff Bayne of WBRC is honeymooning with Grace King of station's singing staff.

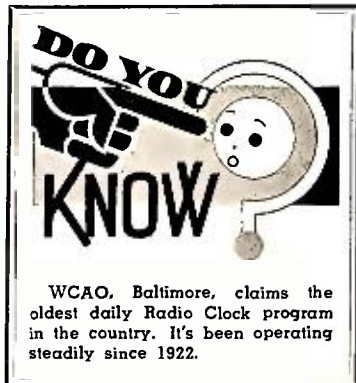
Bill Young, former WBRC manager, has a new daughter.

Allen McCartee has taken over the gridiron mike of WAPI, while B. C. McCoy will handle the job for WBRC.

Joe King has joined the announcing staff of WAPI.

by KSO in a unique tieup with Tri-States theaters and The Des Moines Register, which has been running Reagan's movie success story every Sunday. Broadcast brought Iowa celebrities to the mike and included a phone call from Reagan in Hollywood and part of the movie sound track. Ken Brown, IBS special events chief, handled the broadcast.

Gerald K. Hughes, formerly in the publicity and sales promotion departments of Remington Rand Inc., New York, has been appointed sales promotion manager of General Shaver Corp., a division of Remington Rand, Bridgeport, Conn. Hughes supervised most of the details in connection with Remington Rand radio programs.



WCAO, Baltimore, claims the oldest daily Radio Clock program in the country. It's been operating steadily since 1922.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 68

NEW YORK, N. Y., WEDNESDAY, OCTOBER 6, 1937

FIVE CENTS

September Billings Off

KOAM, PITTSBURG, KAN. JOINS NBC ON OCT. 11

KOAM, Pittsburg, Kan., will join the NBC network on Oct. 11 as a member of the southwest group. Station is owned by the Pittsburg Broadcasting Corp. and operates on 790 kcs with 1,000 watts. Network rate will be \$120.

Fizdale Taking Over Taplinger Business

Tom Fizdale, Chicago publicity man, returns here tomorrow from the Middle West to gradually take over the business of Robert S. Taplinger, who has completed plans to go with Warner Bros. as national press representative for film, radio and other interests. Taplinger will make his headquarters in Hollywood, arriving here by Nov. 1. Fizdale will give his own name to the Taplinger organization, effective Oct. 18, the (Continued on Page 2)

WCOA Is Sponsoring Pensacola Auto Show

Pensacola, Fla.—WCOA will sponsor Pensacola's annual auto show this year, Nov. 5-7, marking what is believed to be the first time a radio station has acted as outright sponsor for such a show. Elaborate preparations are being made to top all previous events, according to R. R. Powell, advertising manager of WCOA. Show will be held at the San Carlos Hotel.

Hrank Joins WORL

Boston—Rudy Hrank, former salesman at WELI, New Haven, has been appointed sales manager of WORL here.

Little Choice

Radio listeners in the New York area starting today will have to choose between baseball and more baseball for the duration of the World Series. Seven stations yesterday had made arrangements to devote their afternoons to the series play-by-play, while the other stations will interpolate bulletins.

1,000th Airing

Chicago—"Romance of Helen Trent" (Edna Wallace Hopper) celebrates its 1,000th broadcast on Friday over CBS with special hoopla. Both Virginia Clark, who plays title role, and Blair Walliser, who handles production, have been with the show since it began.

TRANSAMERICAN PLACING CLAIROL INC. CAMPAIGN

Clairol, Inc. (hair shampoo), through Transamerican, will begin a new series of broadcasts over the California Radio System on Oct. 8, 8:30-9 p.m. Series, titled "Let's Go Hollywood," is set for 52 weeks, with William Rankin Agency placing the business through Transamerican. Show will originate from KFWB and will be heard over KEHE, KMJ, (Continued on Page 2)

BBC Will Short Wave 2 Hours Daily to CBC

Montreal—Arrangements have been completed whereby, starting this week, British Broadcasting Corp. will send via short wave two hours of programs daily, 2-4 p.m. EST, to Canadian Broadcasting Corp. At least an hour of the programs will (Continued on Page 3)

RCA Reduces Hours

RCA executive offices are operating with a skeleton staff on Saturdays and will remain on this schedule for an indefinite period. Plan was approved by General Harbord, chairman of the board. The RCA-Camden plant is on a five-day week.

Western Broadcasters Back Departmentalizing of NAB

KOL-Mutual Affiliation Delayed Until January

Reports that KOL, Seattle, was to move up its CBS departure date to Oct. 10 with KIRO becoming the CBS affiliate immediately, were denied yesterday by Herbert V. Aker (Continued on Page 3)

CBS Shows Gain But NBC and Mutual Are Under Same Month Last Year—Cumulative Total is Ahead

ICE SHOW RETURNING ON 28 NBC STATIONS

National Ice Advertising, Chicago, will return its "Homemaker's Exchange" program to the air Nov. 30 over 28 NBC-Red network stations, Tuesdays and Thursdays, 11:30-11:45 a.m. with repeat at 12:45 p.m. Donahue & Coe is the agency.

Robert C. Wilson Named Maxon Radio Director

Robert C. Wilson Jr., formerly CBS sales representative in New York and Philadelphia territory, has been appointed radio director of Maxon Inc. He has taken up his new duties with headquarters at the New York offices.

Utica Mills Starting 10-Week Spot Campaign

Utica Mills, through John Thomas Miller, this week is starting a 10-week series of spot announcements on 19 stations in the east and mid- (Continued on Page 2)

Penna. CBS One-Shot

Governor Earle of Pennsylvania will talk over 28 CBS stations under sponsorship of Penna. Publicity Commission on Sunday at 10-10:15 p.m. Walker & Downing, Pittsburgh, placed the business.

NBC and Mutual billings last month fell off 1.2 per cent and 12.5 per cent, respectively, as compared with September, 1936. CBS was the only network to report an increase for the month.

NBC combined receipts were \$2,-850,581, with the Red billing \$2,057,513 and the Blue \$793,068. The Blue revenue fell off \$100,000 as compared with the same month a year ago.

Mutual bookings for September (Continued on Page 3)

AFM AND KEY STATIONS CONTINUE NEGOTIATIONS

Talks between the AFM and the key stations relative to an adjustment and new contract to coincide with the forthcoming agreement with the Independent Radio Network Affiliates are still being continued. It was expected that negotiations would be concluded yesterday afternoon, but at a late hour last night, nothing definite had been set as a (Continued on Page 2)

CIO Still Interested In Campaign Via Radio

Despite repeated setbacks suffered by the CIO insofar as radio activities are concerned, the organization is still definitely interested in a national campaign via radio, it was learned yesterday. Attempts to go network (Continued on Page 3)

WHAS in New Plant

Louisville—WHAS is now ensconced in its new studios costing about \$500,000. Barry Bingham, associate publisher of the Courier-Journal, which owns the station, and Credo Harris, manager since its inception 15 years ago, spoke at the dedication ceremonies. Station is now a 50,000-watt, with application in for 500,000 watts.

Denver—Strong backing of the NAB and its plan for departmentalizing its setup is forthcoming from majority of the broadcasters in the West who are also endeavoring to get out as large an attendance as possible for the NAB meeting to be held in New York on Oct. 12. Northwest broadcasters met on Saturday (Continued on Page 2)



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JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Tuesday, Oct. 5)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	161 3/4	157 1/2	158 1/4	- 3 5/8
CBS A	24 3/4	24	24	- 1
CBS B	24	24	24	- 1 1/4
Crosley Radio	13	12 1/2	12 1/2	- 1
Gen. Electric	43	40 3/8	40 3/8	- 3 1/8
North American	20 3/8	19 1/8	19 3/8	- 3 5/8
RCA Common	9 1/4	8 7/8	9 1/8	- 1 5/8
RCA First Pfd.				
RCA \$5 Pfd. B.				
Stewart Warner	14	12 3/4	12 3/4	- 1 5/8
Zenith Radio	32 1/2	31 1/4	31 1/4	- 2 1/4
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	15	15	15	- 3/8
Majestic	2 1/4	2 1/4	2 1/4	
Nat. Union Radio	1 1/4	1 1/4	1 1/4	
OVER THE COUNTER				
Stromberg Carlson		Bid 10 3/8	Asked 11 3/8	

AFM and Key Stations Continue Negotiations

(Continued from Page 1)
 whole. Also, it was undecided whether President Jos. N. Weber of the AFM would leave for Denver or remain in town.

Station WOR status is also unsettled, due to the fact that Chicago and Los Angeles key outlets affiliated with Mutual must agree upon a contract accordingly.

Roesler Joins McGillvra

Chicago—George Roesler, formerly head of Roesler-Howard, station reps, has joined the local office of Joseph Hershey McGillvra, succeeding Harlan Oakes, who went to San Francisco.

George Besse, head of the Chicago office, was taken to the hospital for observation as a result of a motor accident.

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

Western Station Men Back New NAB Setup

(Continued from Page 1)

in Portland under the guidance of Tom Symons Jr., while another meeting scheduled for this city had to be passed up due to the inability of many Western radio men to arrive here yesterday in time from Portland. It was thought by Gene O'Fallon of KFEL, and an NAB member of the board of directors, that the broadcasters by meeting here could also talk to Pres. Jos. N. Weber of the AFM who was expected here to attend the American Federation of Labor convention. However, Weber was held in New York due to conferences with network key station men. Ed Craney of KGIR was also in favor of a preliminary meeting by the regional broadcasters.

In a letter sent to all broadcasters, O'Fallon pointed out that every radio station should be represented at the NAB meeting since no amount of proxies could help or be entrusted to anyone in the face of so serious a situation as a potential strike or stoppage of electrical transcriptions, phonograph records, network programs or other possible AFM avenue of threat. O'Fallon in his letter also pointed out that Managing Director James W. Baldwin stated at the outset, when he first took office, that the NAB should be departmentalized as a means of strengthening the industry.

Inasmuch as the AFM will not deal with the broadcasters individually, O'Fallon stated in his letter that they must accept the fact of dealing with the AFM as a group. In closing, the O'Fallon letter said: "If you expect to have anything to say about how many musicians will be put on your payroll, you can't sit home while the negotiations are on...."

Television Cyclopeda

A new book called Television Cyclopeda, designed to clarify technical terms, authored by Alfred T. Witts, has been published by D. Van Nostrand Co. It gives the "inside" on words like telecine, iconoscope, raster, multipactor, etc., in 150 pages of concise definitions.

New Announcers at WJDX

Jackson, Miss.—Dick Altman, formerly with KBTM, Jonesboro, Ark., has joined the WJDX announcing staff to handle sports and outside events.

Jack Simpson, formerly of NBC in Chicago, also was recently added by WJDX.

Extend Football Period

WNEW has extended its Saturday night football results roundup, originally a 15-minute program, to a full hour, 8-9. Richard Brooks, Mel Wright and Douglas Arthur will handle the mike, with Merle Pitt's orchestra in the background.

World Series on WNEW

WNEW will carry the World Series games starting today at 1:15 p.m., on a feed from CBS.

Transamerican Placing Clairol Inc. Campaign

(Continued from Page 1)

KFBK, KERN, KYA and KWG. Talent includes Leon Leonardi and his orchestra, Owen Crump, commentator, and Paul Keast, tenor. Network is expected to be expanded coast-to-coast within another six weeks.

A beauty and personality contest will be run in conjunction with the radio series, the winner to be picked after thirteen weeks and given a picture test and contract by Warner Bros.

Fizdale Taking Over Taplinger Business

(Continued from Page 1)

latter name to be the exclusive property of Warners.

Taplinger office, considered one of the most successful of its kind in the country, has such accounts as Guy Lombardo, Kate Smith, Eddie Cantor, Phil Spitalny, Benny Goodman, Bing Crosby, Andre Kostelanetz, Burns and Allen and many others. He started his organization in 1935 after being with CBS press department since its inception.

Price involved in the deal is said to be \$22,000.

Stirton Joining Saphier

James Stirton has been appointed general manager of the New York offices of James L. Saphier, effective Oct. 15, on which date Stirton resigns from the NBC Artists Service. He has been associated with NBC for the past eight years.

Saphier stated that he is enlarging his organization's scope and is opening a Hollywood office coincidental with the expansion of the New York office. He will take up permanent residence in Hollywood at the end of this month. Among the artists represented by the Saphier offices are: Loretta Lee, Barry McKinley, Buddy Clark, George Fischer, Harry Salter and others.

Art Gentry Signed

Columbia Artists has signed Art Gentry as staff soloist of CBS. Gentry, member of the Eton Boys quartet, will continue to be heard with that group.

Angelo Patri, also under contract to Columbia Artists, has been set by Mack Davis for three magazine articles in Women's Day.

Herb Morrison to WOR

Chicago — Herb Morrison, who scored the scoop on the Hindenburg disaster, getting the only recording of it, has left WLS to join WOR in the east.

First in local accounts in Chicago

WGES

(In the heart of Chicago)

COMING and GOING

TASTYEAST JESTERS go to Bridgeport for personal appearance Oct. 7, set by NBC Artists Service.

VET BOSWELL is in New York from Toronto. JOHN J. ANTHONY, conductor of WMCA's Good Will Hour, will be guest speaker at Passaic Masonic Club on Oct. 14.

BERT SALTER returns from European tour during which he set dates for Lee Elliott's orchestra.

JAMES R. ANCELL, former president of Yale, now NBC educational director, sails today for Europe on the Queen Mary with MRS. ANCELL. GEORGE BURNS and GRACIE ALLEN expected in New York next Monday on vacation from Hollywood.

TOM FIZDALE arrives in New York tomorrow from Chicago to take over the publicity interests of Robert S. Taplinger Inc.

MACK GORDON and HARRY REVEL, song-writing aces, have left the west coast for New York on a vacation of about two weeks.

HARRY MAIZLISH of KFNB, Los Angeles, who is now visiting in New York, returns to the west coast tomorrow night.

FRED BIRNBACH, secretary of the AFM, left yesterday on a business trip to Minneapolis.

CHARLES E. GREEN, president of Consolidated Radio Artists, leaves today for the Coast.

DAVIDSON TAYLOR, newly-appointed director of the CBS music division, is back in New York after a month's visit abroad.

Utica Mills Starting 10-Week Spot Campaign

(Continued from Page 1)

west. Utica knit underwear is the plug. Stations are WEBC, WGBI, WBNS, WCSH, WWL, W.B.A.L., WCCO, WEEI, KYW, WTAM, KFH, WMAQ, WHAS, WJR, WGY, WFBL, WHAM, KDKA and WLBZ.

Drug Trades 1-Hour Show

Chicago—Consolidated Drug Trade Products has bought an hour, six days weekly, for "Lone Trail Opry" on WGN, starting Oct. 11. Col. Tex Thompson will emcee. Benson & Dahl is the agency.

Majestic Does Own Production

Washington Bureau, RADIO DAILY

Washington—Majestic Radio & Television Corp. has been handling its own production and laboratory operation since last December, it was revealed yesterday in the corporation's annual report to the SEC. The work includes research activities previously done by Case Electric Corp., Chicago. Majestic reported no subsidiaries, listing Davega Stores Corp. of N. Y. as parent company.

LEE GRANT AND HIS ORCHESTRA

The real highlight of the afternoon.

BEN GROSS



3 HOURS DAILY 2:30-5:30 P.M.

SEPTEMBER BILLINGS ARE UNDER LAST YEAR

(Continued from Page 1)
 were \$119,210, a dollar loss of \$17,000 against a year ago.
 Despite last month's losses, cumulative billings for the nine months are well above last year. NBC is up 18.9 per cent with \$28,291,115. Mutual revenue is \$1,299,147, an increase of 5.7 per cent over the same period in '36.

CIO Still Interested In Campaign Via Radio

(Continued from Page 1)
 in New York, Washington and Boston have all met with failure, mainly because of NBC and CBS policies stating that the networks will not permit sponsored series which in any way concern controversial subjects. Also included in the rules is a regulation which states that time will not be sold to any but a recognized political party. Rules are flexible, however; the organization could legally attempt to break them in Washington. It is also generally known that anti-labor propaganda has been allowed on commercial programs now on the networks, therefore giving labor bodies an additional weapon with which to force the issue should that become a necessity.

On Oct. 11 leaders of the various divisions of the CIO are scheduled to meet with John L. Lewis and submit reports on activities to date. Included in the reports will be a summary of all radio activities of the organization during the past season. Radio as a medium of reaching the people is still expected to become a reality with the CIO. However any action to be taken to force national networks to accept CIO money will not happen immediately, but will be discussed after the sessions next week.

Enlarging Studios

Fototone Studios, now known as International Production Studios, is enlarging its quarters at 33 West 60th St., installing complete facilities for any type of theatrical and commercial work. International Production Studios will specialize in recording and transcriptions.

Star Program Renewals

WRR, Dallas, has renewed Star Radio's "Morning Bulletin Board." Station has been airing the show since June, 1936.
 CJCA has renewed "Good Morning Neighbor."

NEW PROGRAMS—IDEAS

Early Morning Quiz

A daily program over KFRO, Longview, Tex., that has aroused much interest in East Texas is the regular "Top o' the Morning Program." This program is presented daily at 7-7:30 a.m. except Sunday. At approximately 7:15 each morning the interesting "Question for the Day" is answered. Typical questions used for a week are: Monday—"What is the most valuable patent ever issued?"; Tuesday—"Just how strong is the Rock of Gibraltar?"; Wednesday—"What famous author produced his stories in much the same manner in which Henry Ford produces automobiles?"; Thursday—"Why can't a person fall off a dock?"; Friday—"If a German paid the equivalent of one cent in our money, what color would the stamp be?"; and Saturday—"If there are 17,000 policemen in New York City, how many Canadian Mounted Police are there in all Canada?"

WOAI "Solve-It" Series

WOAI, San Antonio, is airing a new series of Sunday afternoon mystery stories, for which listeners are asked to provide solutions, with 3 weekly prizes. Stories are written and produced by Production Manager Lew Valentine, with Milam Finance Corp. sponsoring.

Another new series with the station, sponsored by Seven-Up San Antonio Co., features football scoring contest, with listeners invited to guess final scores of games 3 days before they are played. Football commenting by Pat Flaherty, station sports man, makes up portion of this broadcast.

Prizes for Early Risers

"Early to Rise" can win a prize in a sleep-chaser broadcast in Miami over WQAM. Scores of nationally advertised products will go as prizes to 6 a.m. risers who correctly name titles of musical numbers played in this full-hour program and tell what they like best about the show. First choice of prizes goes for best list and statement submitted at end of week, and so on down the line.

KOL-Mutual Affiliation Delayed Until January

(Continued from Page 1)
 berg, CBS vice-president in charge of station relations.
 Akerberg said, "CBS has a contract with KOL that does not expire until Dec. 31, 1937. We have made no plans for an earlier switchover date."
 KIRO is signed to be the CBS Seattle affiliate on Jan. 1. Until the expiration date of the CBS contract, KOL cannot become affiliated with MBS because CBS contracts forbid association with any other webs.

Mildred Missic in Hospital

Mildred Missic, secretary to Robert Taplinger, is in the hospital for a minor operation.

Partying the Audience

They must come early for tickets to the "Household Institute," participating woman's program over WLAK, Lakeland, Fla. Long waiting list for this Wednesday half-hour program may be traced to a studio party, wherein sponsors provide appropriate gifts for the audience—such as flowers from a florist, fashion hints from a dept. store, ice cream from a dairy, groceries from a grocer. Announcer and pianist on program are the hosts, and comments of the guests are aired.

Air Listener Calls

KFOX, Long Beach, Cal., resumes its popular "Phone In Folks" feature, in which listeners, phoning in request numbers, can hear their own voices coming back through the radio. Hal Nichols is at receiving end of telephone, and special amplifying equipment puts complete, two-way conversation on the air.

Real Estate Sales by Radio

Rush of participating sponsors is reported by WCOP, Boston, for its "Real Estate Clinic of the Air." Show gives New England real estate operators chance to air homes and lots for sale or rental. Letters prove broadcasts as property sales medium.

"Pocket Size" Program

Pocket size publications find a counterpart on the airwaves in WMCA's "The Voice of the Editor", a five-minute daily talk on current topics. Program is sponsored by "Your Life", a pocket mag, with editor Douglas Lurton featured in broadcasts.

Banking Service Feature

What real banking service can mean to everyday folk is the subject of a new 15-minute program going over WGL, Fort Wayne, under sponsorship of the Lincoln National Bank & Trust Co. Title is "Money Talks."

BBC Will Short Wave 2 Hours Daily to CBC

(Continued from Page 1)
 be rebroadcast by CBC over its nationwide hookup. The service is being provided by BBC without charge to CBC.

Air Japanese Boycott Talk

World Peaceways Forum will discuss "An Economic Boycott of Japan" over WQXR on Saturday at 9:30-10 p.m. Speakers will be Norman Thomas, John Nevin Sayre and Dr. J. Max Weis.

Inventors' Parley

Paris—Seventh International Congress of Radio Inventors will be held June 10-15 at the Sorbonne.

This Week at WMCA



2 ducats to the Rose Bowl... and all expenses paid... is top prize in big football contest being sponsored by Sobol Bros. 15 weekly awards for best prognostications on nation's grid scores. For details, stop off at any Sobol Bros. Gas Station... or tune in the Sobol Sports Review at 6:30.

Saturday... Yale Bulldog greets Penn Quakers! Sponsor Socony, Agent Getchell and Station WMCA invite you to tune in. Incidentally, all of the Yale games are being broadcast over WMCA exclusively in New York.



Noteworthy among this week's premieres is the SEVEN O'CLOCK REVIEW presented by Madison Personal Loan. Talent includes Brusiloff's 14-piece orch., Jane Clifton, Bob Parker, Jack Eigen and Guest Stars. Sponsor made radio debut last Feb. with spot announcements. Upped time to 5, then 15 minute periods as adv. began clicking.

Agency copy-writers and radio-scribers have been spotted among contestants in BARNEY'S new quiz-bee, titled "YOU DON'T SAY!". Come up to our studios at 9 some night and test your skill pronouncing such words as ennui, assignor, fracas, inveigle. There's a Benrus wrist watch in it for you... if you win.

Frankie Basch and Martin Starr, WMCA Street Interview Team, are stirring up plenty of lather asking passers-by THE question of the day!

LETTY GOMEZ will give his "slants" on above question (?) over our mike next Monday nite as guest of Dick Fishell.

WMCA

New York's Own Station

ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

Mon. thru' Fri., 11:15 to 11:45 A. M.
 "There's nothing she can't sell."

Los Angeles

DON AMECHE, after a three-week vacation, returns next Sunday as emcee of the Chase & Sanborn Hour over NBC-Red.

Harold J. Sax, formerly sound effects supervisor at Radio City, becomes head of NBC sound effects department here. Post newly created by Don Gilman.

Volney James is waxing at Associated Cinema for the Rulo account.

Joe Thompson and Myron Dutton, NBC producers, have rented a cozy little bungalow of 14 rooms on Grace Avenue.

Johnny Marvin, vocal guitarist, and Milton Slosser, electric organist, who recently teamed for a new KFI 15-minute program, have been signed as permanent KFI-KECA staff artists.

Elaine Dahl, discovery of Bing and Larry Crosby, now being featured on a new KFWB program. Musical accompaniment by Don Holland "Tune-smiths" trio.

First change in personnel at KEHE since Murray Grabhorn became general manager of the station is the announced appointment of Howard Essary, formerly on the production staff of KHJ, as production manager, succeeding Lewis TeeGarden, who only recently had been upped to that berth but now leaves the station. Essary had been connected with the Allied Advertising Agency.

Ted Turner, wax impresario, has taken on a sideline in the management of young Ken Sexton, Oklahoma heavyweight.

Grace Gibson, head of the transcription department of 2GB, Sydney, Australia, and manager for Australia of American Radio Transcription Agencies, sails for vacation home on the next trip of the Monterey.

Radio Programs Division of Walter Biddick Co. reports the sale of 39 episodes of "Blair of the Mounties" to United Broadcasting Sales Ltd., Calgary, Alberta.

Emil Baffa, conductor of the Exposition Park Concerts on KEHE Sundays, has been made a staff organist at that station.

David Elton, producer of NBC's "Woman's Magazine of the Air" from San Francisco, has been transferred to NBC here in a general production capacity.

The transcribed "Modern Miracles," 5-minute disks for Chicago Engineering Corp., on air conditioning, have been doing such a good job on KNX that the program has been stretched to 15 minutes, Sundays.

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT

WILLIAM MORRIS AGENCY

MAIN STREET

WITH OL' SCOOPS DAILY

A REPORTER WITH A CONSCIENCE!

• • • Now that the big shows have made their debuts for the fall semester, many changes are taking place in the affiliates of the industry. . . . Foremost is the elevation of Jack Bregman, former right-hand in the Robbins Empire, to the general managership of Leo Feist Music Co., with that firm set to publish MGM music exclusively and separate from Robbins & Miller. . . . Robbins will continue with 20th Century-Fox publications (which is a 20-year deal) and other picture companies. . . . This lift for Bregman makes him one of the foremost music men in the world today. . . . Then, closely on the heels of the report here that Margaret McCrae leaves for the Coast to wed, comes word that Doris Fisher will be given all of the intended bride's spots and shows on CBS. . . . Another bride-to-be this Saturday at the Park Central, is Sonia Meroff, Benny's sister, who'll wed William Rose of the Meroff crew. . . . Big news of the week is Irving Mills' decision to disband his colored band-booking unit and concentrate on the flicker business. Understood that the Calloways and Ellingtons, among others, will shift to another large office. . . . Bob Goldstein, just returned from abroad, states "that the depression has hit India so badly that snakes there haven't a pit to hiss in now."

• • • What is said to be the first—and perhaps the last—broadcast of the marriage of negro slaves was carried by WBT, Charlotte, Sunday via remote. . . . Announcer Chas. Crutchfield got Engineer Ralph Painter and 2,000 feet of wire and headed for the wedding site where they plugged in on a four-party telephone line. From a bush, Charlie described the wedding and let the listeners hear the solemn words. . . . In honor of Major Bowes' show coming to western Montana through the CBS wire to KGVO, Missoula, Arthur J. Mosby, station manager, has arranged a big parade in which Chrysler dealers will participate via a parade of floats, etc.

• • • Though the season is in full swing now, agencies are still in the throes of auditioning new shows. . . . Blackett-Sample-Hummert have two in the works now—script shows and looking for a name act. . . . Tomorrow B. Charles-Dean of British American Productions auditions a musical variety show for an important sponsor. . . . Harry Hershfield leaves his Hollywood chores next month to return here for air work. . . . And so on down the line. . . . Refreshing is the news that the Criterion Theater on the Main Street will revert to a policy of vaudeville with Buddy Rogers and band set for the opening show, followed by Leon Belasco. . . . Ted Powell will wed Ruth Greely in five weeks. At present Ruth is starring in the Chi company of "The Show 's On". . . . Abe Lyman will undoubtedly continue hollering about his band on this coming Jack Benny program. . . . Ed Fox, owner of the Grand Terrace in Chi, now visiting N. Y., was victimized by the robbery of \$10,000 worth of jewelry from his home. . . . How come Bailey Axton is good enough to get more sustaining time—yet hasn't a commercial? He was to get his big break via "Show Boat", for which he was optioned—but then the entire program is to fold. . . . Al Roth's time on NBC being switched from Mon. nites to Wed. . . . Mistake on the Joe Penner review yesterday—agency is Ruthrauff & Ryan—not Young & Rubicam.

• • • Wonder why there's so much fuss and publicity about Simone Simon singing in her next flicker, "Love and Hisses". . . . Isn't it known that before coming to U. S., her records were the second biggest sellers in France? . . . Another sign-off tomorrow is Bess Johnson, actress, who was "Lady Esther" on the Wayne King show. She comes here for featured work. . . . WSFA, Montgomery, Ala., found itself in a spot last Sat. when it was scheduled to air the Auburn-Tulane game but couldn't because of a gulf storm. . . . Knowing that WBRC, Birmingham, was airing the Ala.-Sewanee battle, a deal was made to carry the event to WSFA via AT&T lines.

Chicago

IT'S a girl at Ed Voinow's. Ed is vice-president in charge of the local Edward Petry office. It's his first born. Mother and daughter are at Wesley hospital.

Glenn Plummer, secretary to Commander E. F. McDonald Jr., president of Zenith Radio, is back at her desk after six weeks in hospital due to operation. She is wife of Evans Plummer, west coast rep of Radio Guide.

Jackie Jackman of KWK, St. Louis, visiting at WLS studios.

Bill Thall of the Novelodeons quartet and Mrs. have a new daughter. Robert Lunn of WSM staff, Nashville, around town visiting local studios.

WLS has obtained exclusive rights to broadcasting the Food and Better Housekeeping show from Coliseum, Oct. 9-17.

Reinhold Schmidt, basso of the Continental quartet, had his new car completely wrecked in a crash with a jalopy driven by school boy. Escaped without serious injury. Continentals are starting out on a tour of theaters Oct. 19. They are heard regularly on Carnation Contented hour.

Jack Hurdle will produce the "Aunt Jenny Peabody" dramatic program which F. & F. Cough Drops will present over CBS starting Oct. 18, three times weekly. Blackett-Sample-Hummert is the agency.

NEW ORLEANS

Jimmie Wilson was selected to narrate and announce for the Red Cross giant meeting at Gulfport, Miss.

Irving J. Vidacovich, whose hair has earned him the name of Pinky, is stepping out in front of the band at Chez Paree to sing and emcee and getting over with both.

H. A. Cummings, WWL auditor, is ill.

Leon Prima reopened his Shim Sham Club last week, with his own orchestra coming back from Baton Rouge for the occasions.

Irene Shirley is on the Melody Lane program here, and the Wilson sisters, after vacationing, are back on the air.

RADIO ARTISTS!

Contacts!
Appointments!
Correspondence!
Telephone Messages!

We handle these details for you. Call Miss Purcell at BRyant 9-2319.

MY PRIVATE SECRETARY

Secretarial Service for Radio Artists

8 West 49th St., N. Y. C.

AGENCIES

MILTON H. SCHWARTZ, for seven years on Lord & Thomas copy staff, Chicago, has been appointed head of Frigidaire account and will make his headquarters in Dayton, O., immediately. H. G. Little, who formerly headed the Frigidaire account, recently moved to Chi as vice-president of the agency.

WARD H. WEBB, formerly with Russel Comer Agency, Kansas City, has joined radio sales department of Ruthrauff & Ryan, Chicago, under Ros Metzger.

MR. and MRS. R. M. DAVIS of Mace Adv. Agency, Peoria, in Chicago for Keystone broadcast on WLS Saturday.

JOHN CLARK SIMS is now associated with the Benjamin Eshleman Co., Philadelphia agency. He will handle financial accounts.

MAC WILKINS & COLE INC., Portland, Ore., is planning a new campaign for the new Montag Comfort Master, air conditioning unit of the Montag Stove Works, Portland.

H. B. LeQUATTE, president of L. H. LeQuatte Inc., is on the editorial advisory board of the new pocket-size magazine, Sales Scrap Book, published by Salesmen's League of America Inc. in the interests of men who sell.

COLUMBUS

Bud Sweeney, who formerly broadcast football predictions and results over WHK and WJAY, Cleveland, is now doing the same over WHKC, his program titled, "Finding Football Facts for Fans."

Jerome Reeves has joined the program department of WBNS, and Tommy Cochran has stepped into the publicity department.

John Neblett, WBNS "man on the street", is now being sponsored by Cussins & Fearn in a daily stint.

RICHMOND

C. T. Lucy, general manager of WRVA, has created two new executive positions, Public Relations Director and Business Manager, and appointed Walter Bishop and Barron Howard to fill them.

Robert Mitchell, director of public relations at WMBG, has returned from a business trip to Chicago.

Hal Gordon Signed

Hal Gordon, selected as the tenor on Tim and Irene's WOR-Mutual program after a competitive audition in which 20 tenors tried out, makes his first appearance on the show Oct. 17. NBC Artist Service set the deal.

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

Greetings from Radio Daily

October 6

Cork O'Keefe
Charles Pearson

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

Oct. 25: George H. Payne, San Jose, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

W. A. Barnett, Greenwood, S. C. CP for new station. 1370 kc., 250 watts, daytime.

Floyd A. Parton, San Jose. CP for new station. 1170 kc., 250 watts, daytime.

Oct. 26: Colonial Broadcasters, Inc., Savannah. CP for new station. 1310 kc., 100 watts, unlimited.

Seaboard Broadcasting Corp., Savannah. CP for new station. 1310 kc., 100 watts, 250 watts L.S., unlimited.

Oct. 27: City of Seattle, Seattle. CP for coastal harbor station. 2522 kc., 200 watts, unlimited.

Oct. 28: J. T. Griffen, Fort Smith, Ark. CP for new station. 880 kc., 1 KW. L.S., daytime.

KTSM, El Paso. CP for increase in power and hours of operation. 1350 kc., 500 watts, unlimited.

Oct. 29: Valley Publishing Co., Harlin.

gen. Tex. CP for new station. 1200 kc., 100 watts, 250 watts L.S., unlimited.

Tom Olsen, Port Angeles, Wash. CP for new station. 1500 kc., 250 watts, daytime.

APPLICATIONS RECEIVED

Anchorage Radio Club, Inc., Anchorage, Alaska. CP for new experimental station. 3492.6425 kc., 175 watts.

Colonial Broadcasting Corp., Norfolk. CP for new station. 1370 kc., 100 watts, 250 watts L.S., unlimited.

Pinellas Broadcasting Co., St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, 250 watts L.S., unlimited.

WJBL, Decatur, Ill. Auth. to transfer control of corp. from Charles R. Cook to Decatur Newspapers, Inc. 127 1/2 shares common stock.

NEW BUSINESS

WMCA: Sobol Bros. Service Stations; Kingway Press, Inc.; Socony-Vacuum Oil; Herbert's Jewelry Stores; Kings County Communist Party; Madison Personal Loan; Macfadden Publications, Inc.; Fabian Operating Corp.

WMT-KRNT (Iowa Network): Sterling Products, "Young Widder Jones," through Thompson-Koch agency; KRNT, Lydia Pinkham, "Voice of Experience," through Erwin-Wasey.

WHO, Des Moines: Campbell Cereal (Malt-O-Meal), "Rube Appleberry," through Mitchell-Faust Adv'g Co., Chicago; Brown & Williamson (tobacco), Saturday football.

KPVS, Cape Girardeau, Mo.: Philco, news, through Artophone Corp. of St. Louis; Skelly Oil, through Blackett-Sample-Hummert, Chicago; Chevrolet, Campbell-Ewald; National Oats, spots.

WBRC, Birmingham: Lydia E. Pinkham; Dr. Caldwell's Syrup Pepsin; General Mills of Minneapolis; Roi Tan Cigars; Ironized Yeast.

WHE, Kansas City: Stewart Warner, ETs; Chevrolet, "Musical Moments."

SEATTLE

Leta Watson, for several years with KOMO-KJR, is now traffic manager at KIRO.

Grant Merrill, recently with KOMO-KJR, has gone to Hollywood.

Vic Hurley is the new head of the continuity department at KOMO-KJR.

Artist-Sponsor Tieup

In a new mail piece being sent out by KCKN, artist and sponsor are both pictured in a layout noising the station's excellent results with airing of "Your Neighborhood Reporter." Pix of comely Reporter Virginia Wallace and Sponsor Frank Butler of Butler Music Store lend personal air of authenticity, as copy stresses applause for Virginia, who goes on in "Butler's Brevities."

Tell Production Story

A new four-page folder from WOAI, San Antonio, illustrates with pix outstanding examples of station production, plus general information on station's business. Issued simultaneously is a piece showing in cartoon form the results of survey conducted by satisfied WOAI client.

GUEST-ING

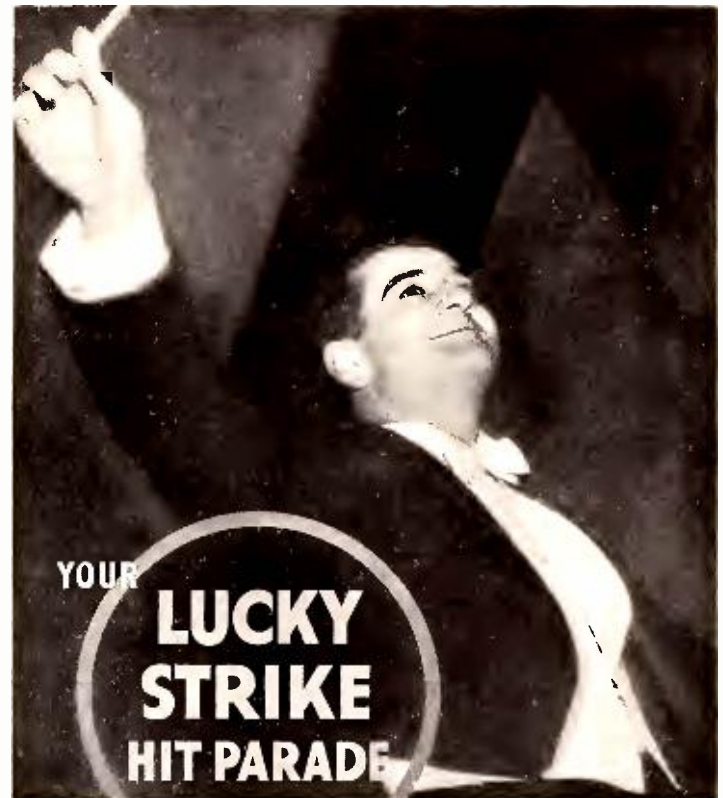
MIRIAM HOPKINS, on Chase & Sanborn Hour, Oct. 10 (NBC-Red, 8 p.m.).

GUY ROBERTSON, on "Broadway Melody Hour," tonight (WHN, 8 p.m.).

MARKA, hand analyst, on Glenna Strickland program, Oct. 9 (WNEW, 11 a.m.).

DALE CARNEGIE, on "Hobby Lobby," Oct. 13 (CBS, 7:15 p.m.).

PAULINE LORD, MICHAEL LORING and ROSE BLANE, on Hammerstein Music Hall, Oct. 8; EARL LARIMORE, on same show, following week (CBS, 8 p.m.).



YOUR
**LUCKY
STRIKE
HIT PARADE**

under the musical direction of
MARK WARNOW

WEDNESDAY NIGHTS 10-10:45 P. M. EASTERN TIME

OVER THE RED NETWORK OF THE

NATIONAL BROADCASTING COMPANY

MARK WARNOW MANAGED EXCLUSIVELY by COLUMBIA ARTISTS, INC.

RADIO PERSONALITIES

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

JOSEPH LOPEZ

JOSEPH LOPEZ, station supervisor of WICC, Bridgeport, Conn., entered the radio field in the sales department of WNAC, Boston, after graduation with high honors as a concert baritone from the New England Conservatory of Music. Returning from war service with the YD division, severely ill, he defeated doctor's diagnosis of never using his voice again by successful study and concert appearances in the Boston area. By a proverbial last minute substitution, Lopez became an announcer—connected with WBZA and WNAC in Boston from 1926 to 1931. As chief announcer, his varied routines included the broadcasting of operas, ball games, symphonic programs and network shows, continuing his concert work throughout New England.

In 1931 he was assigned a manager of the southern Connecticut outlet for the Yankee web, WICC effecting in his career a continued successful growth of the station including construction of new studios and transmitter, advancement of service and educational programs, increasing of power and CBS affiliation, to a point where, as a basic member of the NBC-Blue network, WICC holds an enviable position in the radio field.

He is widely known throughout the WICC coverage area as the "Memory Song Man" for the production of a three-year-old series of commercial program featuring old-time melodies and for his varied air and theatrical productions and appearances.

Statistics: Lives in Fairfield, Conn.; married, six feet tall, gray-black hair, brown eyes; likes fishing, swimming, bowling; known to a thousand Connecticut friends as "Joe."



Fooled the doctors on his return from war..

ORCHESTRAS MUSIC

RICHARD HIMBER and his Essex House Orchestra have been signed by Lou Diamond of Paramount Pictures for a three-reel musical short to be made at the Paramount-Astoria studios during the week of October 17. In addition to his orchestra, Himber will present Stuart Allen, baritone; the Adrian Rollini Trio, novelty instrumentalists, and Himber's newest singing protege, 18 year old Peg Newton, who will make her professional debut as a songstress in this picture.

Fred Robbins, Frances E. Fishman and Robert H. Calvert have resigned from Radio Orchestra Corp., it is announced by Norman E. Campbell, general manager.

When Lou Breese and his French Casino orchestra play at the National Horse Show, Madison Square Garden, Nov. 3-10, military music will be supplanted by modern tempoed rhythms.

Andy Jacobson and his orchestra are being heard three mornings weekly on WICC, Bridgeport. Ditto Bobby Norris, violinist.

The Blue Danube String is now alternating with Jenö Bartal's orchestra in the Georgian Room of the Hotel Piccadilly. It is featured after the regular dance sessions, and plays the latest in Continental music exclusively.

The Biltmore Boys have left the Commodore Perry Hotel, Toledo, where they were heard over the NBC network, on Sept. 30, making way for Lang Thompson's orchestra.

Sammy Kay will play at the Senior Prom, Lehigh University, Bethlehem, Pa., Oct. 22.

ONE MINUTE INTERVIEW

HUGH STUDEBAKER

"On the air, drama has been entirely shorn of the obtrusive personality of the actor and what remains is an almost pure dramatic distillate. In radio the play's the thing. The attention of the audience isn't diverted or distracted by the appearance, gestures or mannerisms of the actor, but is wholly absorbed by the play itself, its plot and characters. There is no obviously artificial stage set that, at best, can create only an imperfect illusion of reality. Instead the radio listeners are transported in imagination to the place and time in which the story is laid."

★ ★ ★

**EXECUTIVES
EVERYWHERE
TELL US . . .
THEY KEEP . . .
UP WITH . . .
WHAT'S . . .
WHAT . . .
IN RADIO . . .
BY READING
RADIO DAILY
FIRST THING
EVERY
MORNING . . .**

★ ★ ★

BOSTON

Kenneth V. Curtis, WEEI control engineer, is engaged to Elizabeth Meader of Lynn.

Edward B. Hall's "The News Behind Tomorrow's Headlines" is now being presented by North American Accident Insurance Co. each Sunday at 6:45, over WBZ-WBZA.

Frank Gallup, former WEEI announcer now with CBS, in town for a few days.

Gordon B. "Babe" Norris of WBZ sales is confined to his home with a bad cold.

The staff at WEEI presented Roy Marks, sales manager, with a beautiful Seth Thomas clock on learning that he had been secretly married a few months ago. Mrs. Marks is the former Mary Ann Nelson.

Mildred Carlson has added a new account, Elizabeth's Lima Beans, to her Home Forum on WBZ-WBZA.

Bill Cunningham will broadcast his regular Friday program over WNAC and Yankee network on Oct. 15 from WBAL, Baltimore, where he will be on the eve of the Harvard-Navy game, which he will cover next day.

Edward B. Hall has a new commercial series on WBZ-WBZA, "What it Takes to Get the News."

Charles Phelan, sales manager at Yankee network, has bought another racehorse.

WBZ's Arthur Feldman off on vacation motor trip to Washington and Chicago and back to Boston. Keyes Perrin will take over the special events assignment.

Don Stanier of the WBZ transmitter staff at Millis has returned from a two-week cruise.

KANSAS CITY

Zerlina Nash, vocalist on the WHB artist staff, eloped last week with Lloyd Hansuld, singer and guitar player, whose hillbilly unit was featured at WHB some years ago. They are now honeymooning in Chicago.

Paul Sells, KMBC entertainer who has been confined to Research Hospital since undergoing an emergency appendectomy early in September, is back with the Texas Rangers.

Larry Sherwood, KCMO station manager, is back from Washington, after attending the FCC hearing on his station's application for a power increase.

A. L. Frasier, WDAF technician, back from vacation, and Karlton Marquard finally takes his.

George E. Halley, KMBC director of national program sales, returns to Chicago today after a brief visit here.

Ivan Flannery has been signed by KCMO to handle weekly football broadcasts.

Bob Davis, KCKN announcer, has developed a sponsored specialty along the order of Edgar Bergen and Charlie McCarthy. He calls his dummy Little Johnny Walker.

INDIANAPOLIS

Ben Wilbur, newly acquired staff announcer at WFBM, joins the list of newlyweds Saturday, when he returns to Columbus to be married to Lillian Ziegfeld, cousin of the late Flo Ziegfeld.

Jack Stilwell, WIRE announcer, leaves for Chicago to join WLS.

Morris Hicks, WIRE sport-slants announcer, returned to the air after a month's vacation.

★ Program Reviews and Comments ★

"ZION VARIETY SHOW"

Zion National
WMCA, Mondays, 7:30-8 p.m.
Advertiser's Broadcasting Co.

MUSIC AND DRAMATIZATION FOR JEWISH CLIENTELE PROVES ENTERTAINING, EDUCATIONAL.

Zion National, kosher butchers of N. Y., debuted a half-hour musical and dramatized program with the idea in mind to appeal to their prospective customers only—but at the same time delivered a show for the mixed population of the vicinity. Outside of a few solos by Bobby Miller, 14-year old cantor, who was assisted by a choir in Hebrew, and Gertrude Bullman's offering, the show leaned toward the Hebraic situation in the world, and was performed in English.

Parts of the dramatization dealt with a shooting in Palestine last week and Rabbi Stephen Wise's comment regarding the action. Actor impersonating the Rabbi wasn't a bit like the original. However, the one who attempted Justice Hugo Black delivering his radio answer the other night was so good that for a time it was believed that a recording of that address was being used. Then a bit dealing with the kosher butcher's strike in town helped to get the commercial into the picture. Outstanding feature of the show was Bobby Miller's singing of "Let's Sing Again." Another vocalist was Anna Farber, who did something called "When I'm 17." As a whole, the show was good and should sell the product due to its concentrated appeal.

Bernard Gabriel

This talented pianist on Saturday afternoon presented the first of a series of four recitals over WQXR, explaining his numbers as he went along. His first program was devoted to tracing the influence of the dance on music of the past, winding up with a composition of his own. It was interestingly done and very entertaining for lovers of piano stuff.

"Alice in Wonderland"

Columbia Workshops presentation of "Alice in Wonderland" over CBS at 8-8:30 p.m. Sunday was strictly kid stuff, with the added disadvantage of being tough to put over because in a fantasy of this kind so much depends on visual values instead of just sound. Helen Claire did as well as limitations permitted in the part of Alice.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.

"KELLOGG SINGING LADY"

Irene Wicker in
Kellogg Singing Lady
Kellogg Co.
WOR-Mutual, Sundays, 5-5:30 p.m.
N. W. Ayer & Son

MUSIC PLAYS MAKE DELIGHTFUL ENTERTAINMENT FOR YOUNG AND OLD.
Back on the air with her musical plays after a summer recess, Irene Wicker presents a charming half-hour of entertainment that will appeal to the older folks as well as to the youngsters for whom it is primarily intended.

Miss Wicker and her accompanist, Milton Rettenberg, supply the music, when the plays are not based on operas or other standard compositions, and among the works to be incorporated in the new series are "Il Trovatore", "Aida", "Martha" and "Oberon", in addition to original music plays like "Sleeping Beauty", "Alice in Wonderland", "Snow White", etc.

Initial airing dealt with the life of composer Verdi, with dramatizations of the youth's struggles in order to realize his musical career.

Program was very efficiently handled from the acting and production standpoint.

"Magic Key of RCA"

Sunday's 2-3 p.m. program for the RCA family of affiliates, on the NBC-Blue network has added another stunt in the way of international broadcasts, a series of two-way conversations between American and foreign news commentators. First one last Sunday was held between Linton Wells, local commentator and author, who interviewed Fred T. Birchall, European correspondent for the N. Y. Times. Topic was the possibility of a European war in the near future. RCA Communications pickup was perfect and the talk was highly interesting.

Milton Cross and Howard Clancy handled the mike, the former as emcee and the latter on the credits. Frank Black and symphony orchestra was heard as usual, with the guests including John Charles Thomas, in two groups of songs, Jolly Coburn orchestra and the Tune Twisters, and of course Danielle Darrieux, foreign movie star, who talked and sang a song on her radio debut here.

John Gassner

A serious student of the theater, John Gassner, critic and lecturer, made a fair start in the first of his series titled "The Week in the Theater" over WQXR at 5:45-6 p.m. Saturday. He discussed the present condition of the Broadway legitimate theater and made some sound observations; then commented upon the recent new plays. The social, economic and artistic as well as entertainment aspects of the drama will come in for his consideration, and his talks should prove engrossing and helpful to stage followers. But his delivery needs a little pep.

"LIFE OF MARY SOTHERN"

Lehn & Fink (Hinds)
WABC-CBS, Mondays through Fridays, 5:15-5:30 p.m.; also WHN (WLW Line), 4:15-4:30 p.m.
William Esty & Co.

ENTERTAINING SERIAL OF SMALL-TOWN GIRL WHO MAKES GOOD IN HOLLYWOOD.

Produced by Don Becker and for some time a popular feature in the WLW territory, this daytime serial went network this week on CBS as well as the WLW Line and should thereby attract a goodly share of appreciative fans.

Story, not particularly different from the usual run of serials, is about a girl from a small town and her budding success in Hollywood, with the accompanying conflict in deciding between her simple hometown friends and her career.

Cast, which was brought to New York to carry on the episodes, is uniformly good.

"Music in Many Moods"

There is always a gay and festive half hour to be had on WOV and other stations at 1:30-2 p.m. on Sundays, when "Music in Many Moods" is presented by Julio Ochiboi's 25-piece orchestra, with Amelia Sanandras, soprano; Nicholas Consentino, tenor, and a male chorus, much along the lines of the French-flavored "Manhattan Merry-go-Round" on NBC. Though talent lineup is wholly Italian, program contents always have general appeal for music lovers of all classes.

The show caught last Sunday started with an aria by Miss Sanandras, followed by the orchestra in "Dance of the Little Fauns," then Consentino in a lament titled "One Hidden Tear" from a Donizetti opera, a number by the chorus, a symphonic selection by the orchestra, a duet by the vocal stars and finally a medley of Italian martial airs.

Sponsor is G. Ceribelli & Co. (Brioschi), and other stations getting the program are WRAX, WAAB, WSPR and WELL. The announcements, in English, are very efficiently handled by Charles Perry.

"Nat Brusiloff Presents—"

Nat Brusiloff on WMCA last Sunday resumed his former WOR series entitled "Nat Brusiloff Presents—" and added a few new features to the guest star policy previously employed. New series is still musical, but also has Jack Eigen and his "Broadway Newsreel" as a permanent feature. Helen Morgan was the featured guest on the initial airing. Program was handled well and was superior to previous attempts. Show is under the sponsorship of Madison Personal Loan and is heard Sundays, 9:30-10 p.m.

"Your Birthday Party"

Sunday's initial CBS salute to birthday celebrants of preceding week reveals the perfect-dictioned David Ross holding forth with Russian accents in addition to his spot as emcee. Surprising multi-vox serves him well in comedy roles of Russian doctor and squeak-voiced Baby Sonja, plus some lesser entries, but brighter lines would have made him more impressive. Show, filling difficult 8:30-9 p.m. schedule, offers good-feller hilarity background, with some occasional greetings, and good music from Freddie Rich ork and chorus, Four Eton Boys and Ruth Carhart. Phil Cook said hello by way of shaking hands on his birthday, and this type of greeting may be permanent feature.

Good angle was opening of birthday book to read names of the famous sharing birth-dates with born-ons among the listeners. This seemed a natural for some brief biog drama, but names only went into the microphone, including Lord Nelson and Groucho. On the whole, program sounded like a throw-together.

"Al Barrie's Mellydrammers"

Burlesquing the oldtime melodramas, these presentations by Al Barrie on WNYC, Saturdays at 5:30-5:45 p.m., contain more than a few chuckles. They are different, for one thing. Barrie writes, produces, acts and sings pop songs in the shows. Last Saturday's episode concerned a spat between hero Jack Dalton and his wife Nancy, over the latter's mother, thereby giving villain Percival Worthington a chance to step in, but Jack returns at the crucial moment.

Briefly

Dr. Allan Roy Dafoc and his news about the Dionne Quintuplets returned to CBS Monday at 4:45 p.m. for a thrice-weekly stunt on behalf of Lehn & Fink (Lysol). It is a welcome program, especially for mothers, due not only to the wide interest in the doings of the Quins but also because of the down-to-earth appeal of Dr. Dafoc's remarks.

Another of the popular serials, "Follow the Moon," resumed activity Monday at 5-5:15 over CBS, with Nick Dawson and Elsie Hitz carrying on in the principal roles for Lehn & Fink's Pebecco. General tone of this week's first installment was very much along the lines of the previous episodes.

AL DONAHUE

and his orchestra

Opening at the Rainbow Room
TONIGHT

For Fall and Winter Season
Fourth Return Engagement

SAN FRANCISCO

Janet Baird, NBC interviewer, still in bed following a tonsil and nasal operation.

KYA will air the music of Carvel Craig and ork who began an engagement at Sweet's ballroom in Oakland on Thursday.

Olsen and Johnson and their complete cast broadcast for Richfield Oil via KPO from the War Memorial Opera House Wednesday night. Ted Sherdeman, NBC H'wood producer, and Kim Britenstin, of the Hixon-O'Donnell agency, also came along. Show broadcasts from Seattle next week and Portland the following stanza.

Lee Strahorn is now producing the "Bughouse Rhythm" scripts for Maestro Jack Meakin's TC show. Joe Thompson, NBC Hollywood writer, has been doing them and using the mailman, but arrangement has been awkward.

Ralph A. Brunton, g.m. of KJBS-KQW, left Thursday night for Washington to attend hearings on application for increase in power for KQW, then he goes to New York for NAB meet.

Clarence Muse set for the Orpheum week of Oct. 13. Will feature "Sleepy Time Down South" and others of his compositions.

Infant daughter of Jack and Kay Proctor, publicity and marital partners, died the day following birth.

Ruth Schooler, secretary to NBC Studio Manager John Swallow, has announced her engagement to Larry Wright, musician.

Dick Bertrandias, assistant radio editor "Post-Enquirer" in Oakland, goes into the NBC publicity office shortly. Opening came as a result of switch promotions at the NBC offices here.

Gordon Brown, with KJBS for several years as the "Night Owl," has started in KYA's technical department as an operator.

Karl Baron, new KYA announcer, marries Gwendolyn Sasso next Sunday.

KSFO has been named by the Electrical Appliance Society to write and produce a series of ET dramas, part of a \$40,000 campaign to be run this month in the interest of selling new high fidelity radios. All outlets here are contributing time. J. C. Morgan, KSFO prod. mgr., preparing them.

Under direction of Producer Reiland Quinn, KYA has launched a new series of programs called "Curtain 7:45," a sequel to Quinn's successful series of last spring entitled "The Little Show."

Ira Blue, NBC commentator and sportsman, became a father the other night just as he went on the air.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA

2:30-5:30 Daily

STATIONS OF AMERICA

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

WSAR—Fall River, Mass.

1,450 Kc.—1,000 Watts

WILLIAM T. WELCH, Owner and Manager

WSAR, owned by Doughty & Welch Electric Co., Fall River, is the third oldest station in New England and one of the pioneer stations of the entire country. It was founded Sept. 21, 1921, by William T. Welch, who is the present owner and manager.

Its first license was for 50 watts, with studio located in the little back room of the Doughty & Welch Electric Co. headquarters, and Welch looked upon the new venture as little more than a plaything.

Today, the station is a 1,000-watter affiliated with the Mutual, Colonial and Yankee networks.

WSAR studios, located in the Academy of Music Bldg. at 102 South Main St., Fall River, consist of five rooms on the fifth floor and seven rooms on the fourth floor, including a large broadcasting studio, business offices and control room. The transmitter is on the west shore of the Taunton River in the town of South Somerset.

Motto of the station, like the motto of Fall River, is "We'll Try." Among the station's outstanding features is one of the oldest independent news services in the history of radio, conducted by Jack Fitzgibbons. Foreign language programs also play an important part on the WSAR schedule, with French, Italian, Portuguese and other features on the list.

Josephine Y. Welch is program director, Francis J. McLaughlin Jr. handles production and public relations work as well as special events, and Philomena J. Mauretti is the office chief.

★ Coast-to-Coast ★

COMMERCIAL staff of WBTM, Danville, Va., rounded up no less than 20 new accounts in the past month, which wasn't a bad showing, according to John M. Croft of Piedmont Broadcasting Corp. Among the big firms were American Chicle, Philco radios, Atlantic Refining, Dr. Pepper and others.

Olaf Soward, news commentator of KCKN, Kansas City, Kan., has resumed his "Crossroads of History" for the second year under same sponsor.

Leo Poulette, announcer at WHAM, Rochester and known to air audiences as Don Harris, shifts to WIND, Gary, Ind., about Oct. 15.

Wilmar Simpson, former announcer at KTSA, San Antonio, is now with Tom Blake's band in the Gunter Hotel there.

"Stump Me," which returned to the air in its sixth year last week over WISN, Milwaukee, under Elmer and Woody, set an all-time record in mail response to the initial show.

WSFA, Montgomery, Ala.: S. G. Persons, president, has accepted the state and district NAB chairmanships tendered him by NAB prexy John Elmer . . . Earl Caton, formerly of WAIM and WOPI, is now doing duty as announcer here.

WRBY, Waterbury: Dave Halpern, manager, has inaugurated a policy of

one studio audience show a night . . . Gordon Wilcox, former WHDH (Boston) man, has joined as announcer . . . Alison Tripp is a continuity staff addition.

Gus Van, formerly of Van and Schenck, and Nino Rinaldo's ork have opened at Chez Paree, Omaha.

A trial "man of the street" broadcast, aired by KLZ in Denver from "Five Points," in the heart of Denver's Harlem, proved such a success that the program has been scheduled as a regular Thursday night feature. The program reunited a team that was a favorite of Denver audiences several seasons ago—Matthew McEniry, announcer, and Larry Robar, emcee.

"Ceiling Zero," the stage and screen hit, will be the next radio adaptation in which Tyrone Power will appear for Woodbury's, next Sunday over NBC-Blue.

Slim Eberhardt, cowboy singer, has been added to the staff of WAAW, Omaha.

ACTONE transcription needles
100% shadowgraphed

Ask any Station technician; for most of America's broadcast units rely on these brilliant playback and steel cutting needles. Samples on request.
Mfd. by W. H. BAGASHAW Co., Lowell, Mass.
Distr. by H. W. ACTON CO., Inc.
370 Seventh Avenue, New York City

PHILADELPHIA

Hal Simonds of WFIL is the sports commentator on the new "Friday Night Quarterback" football forecast.

WDAS adds Agnes Tolle from the Adelphia Hotel to its remote wire list. This is the only harp program in the City.

Stoney McLinn, sport director of WIP, inaugurates a new series of weekly "Football Rally Broadcasts."

William Klayss starts a new series of organ programs over WDAS from the Carman Theater by remote.

Stan Lee Broza, WCAU program director, will take active charge of stations new Thursday weekly auditions.

Harry Marble is the newest addition to the WCAU announcing staff.

Alun Williams, former WIP announcer and baritone singer, is now heard over the inter-city network over WIP.

The Happy Valley Boys of WCAU are adding two new faces; Sary Jane and Sunbonnet Sue.

Fred Ford, WCAU sport announcer, returns to the air after a long illness.

Pat Stanton of WDAS has a new series of Irish programs with his Irish Ramblers every Sunday.

Fred Weber of WFIL is preparing a new series of poet-philosopher programs.

OMAHA

Jettabec Ann Hopkins, who has been writing, directing and acting the role of "Jerry" in the series of skits called the "Jangles" sketches has joined WOW's staff. She will revive the series when tests for the role of "Jack" are completed.

Nino Rinaldo's ork from New York and Gus Van, who has just completed an engagement at the Chicago Theater, Chicago, opened Friday night at the Chez Paree.

John K. Chapel, WOW announcer, and Mrs. Chapel are back from a European tour.

Gaylord James Avery, formerly of KABR at Aberdeen, S. D., has joined WOW as an announcer.

"Easy Song Fest," sponsored by Union Outfitting Co. and Easy Washer Co., started yesterday over WOW, airing from the Omaha Theater, with Eddie Forrester, theater manager, as director. A different musical organization will be presented each week.

TWO WAY COMMUNICATION

List Price
\$15
per station



Inter-'phones, office to office, studio to studio, factory, house to garage, remote controls and hundreds of other uses. Positive in operation. Simple to install. Modern in appearance. Any number of 'phones on same line.

Microphone Division
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RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 69

NEW YORK, N. Y., THURSDAY, OCTOBER 7, 1937

FIVE CENTS

320 Stations Air Series

Looking On ... AND LISTENING IN

COSTLY TALENT Radio is paying a big price in more ways than cash for the privilege of using film "names" as guest stars or as steady program attractions.

In addition to the regular commercials on these shows, it now seems to have become necessary to drag in a certain amount of plugging for the star's pictures—past, present or future, and sometimes all three.

Not only that, but the men who make the movies have become radio publicity conscious, so the artists they have under contract must go in for a certain amount of b-s-s-plugging as well, even though the names of these men often mean nothing to a radio audience.

It is a bad practice, cheapening all around, and should not be allowed to go too far.

OUT OF CHARACTER One reason why there is so much boiler-plate similarity among the orchestras on the air these days is because 80 per cent of the band leaders are too busy trying to be comedians to pay enough attention to music.

Let's hope Leo Reisman, Al Roth, Eddie Duchin, Andre Kostelanetz, Emo Rapée and at least a few others are able to hold out against the yen to stooze.

OPPORTUNITY Why doesn't some enterprising individual organize a business of supplying small independent stations with different weekly units of talent, travelling around on a circuit basis in much the same fashion as theaters used to get vaudeville in the good old days?

It looks like a big field from here.
—D. C. G.

Flexible

When Eddie Cantor first went on the air, his theme song was "I love to spend this hour with you." On changing to a half-hour program, he revised the line to "I love to spend each Sunday with you." Now it's "I love to spend each Wednesday with you." So long as he never switches to the one three-syllable night, Saturday, his theme melody is safe.

48 CITIES SPONSORING GEORGE JESSEL SERIES

"Thirty Minutes in Hollywood", the George Jessel and Norma Tallmadge series which starts Sunday for a period of 26 weeks over 72 Mutual stations, has lined up commercial sponsorship in 48 cities to date, according to Redfield-Johnstone Inc., agency handling the show. The program will originate on the coast, with Tommy Tucker's orchestra and Amy Arnell included in the talent.

Arrangers Plan Guild; Seek Hookup With AFRA

A new group, tentatively called the Arrangers' Guild, is now being organized with 14 charter members already enrolled under the leadership of Joe Glover, musical arranger for numerous radio and film con-

(Continued on Page 3)

"March of Time" Shifts To Earlier Spot on NBC

"March of Time," which switches to NBC-Blue from CBS next Monday, has obtained an earlier period, 8:30-9 p.m., instead of the 9-9:30 p.m. originally set.

10 Stations for Rit

Chicago—Rit Products (dyes) has started one-minute transcriptions on 10 stations through Earle Ludgin Inc. agency. RCA made the transcriptions. Stations are WSB, WSM, WFAA-WBAP, WOAI, KPRC, WBT, WAPI, WMC, WWL and KWKH.

Urges Launching Television Without Awaiting Perfection

Kellogg Football Lineup Increased to 80 Games

Number of intercollegiate football games to be sponsored by Kellogg Co. in the east, midwest, Rocky Mountain region and south will exceed 80, against 65 previously announced. A "Saturday Afternoon Football Jamboree," which will im-

(Continued on Page 3)

Record Audience Hears Opening Game in Annual Baseball Classic—Many Commercial Shows Edged Out

Oh, Ripley!

Howard Zile, WCBD engineer, went to sleep at the top of station's 400-foot vertical radiator recently after long hours of testing. A safety belt kept him out of obit columns.

ROSENTHAL WILL HEAD CBS ARTISTS BUREAU

Lawrence W. Lowman, vice-president of CBS, yesterday announced the appointment of Herbert I. Rosenthal as general manager of Columbia Artists Inc. Rosenthal, associated with the program department of CBS for the past seven years and assistant director of program opera-

(Continued on Page 2)

Using 22 Stations In Royal Toy Series

At least 22 stations, all CBS and NBC affiliates with the exception of WOR, will be used in the Royal Toy Co. campaign which starts Oct. 18, coincident with extensive newspaper and magazine coverage, making it one of the biggest campaigns ever

(Continued on Page 2)

What is believed to have been one of the largest daytime audiences of the year tuned in on the World Series, heard on combined NBC Red and Blue networks, CBS and Mutual, as well as every available unaffiliated station that could arrange a pick-up. Between the three coast-to-coast webs, it is estimated that approximately 320 stations discarded more than three hours of commercial pro-

(Continued on Page 3)

NBC AGAIN TO AIR OPERA DIRECT FROM MET STAGE

NBC will air direct broadcasts from the stage of the Metropolitan Opera House every Saturday for the seventh consecutive year this season, it was learned yesterday by RADIO DAILY. Although a sponsor has not yet been lined up, it is known that NBC is already approaching prospective clients, with RCA standing by to assume costs should the network

(Continued on Page 3)

WNEW Rate Increase Scheduled Next Month

WBO Broadcasting Corp., owners of WNEW, will increase station's rates effective Nov. 15. New rate card is not as yet available, but hike is expected to be fairly large as station is at present approximately 80 per cent commercial, operating on a 24-hour-a-day basis.

Kraft Drops "Dress"

West Coast Bur., RADIO DAILY

Los Angeles—Kraft Music Hall, with Bing Crosby, Bob Burns and Johnny Scott Trolter's orchestra, is discontinuing the traditional "dress" rehearsal as an experiment this season. Neither will guest stars appear in the same order on the air as at rehearsal. Idea is to promote more spontaneity.

(Continued on Page 3)



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Wednesday, Oct. 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	159 1/2	157 1/4	159 1/4	+ 1 3/8
CBS A	24 3/8	24	24 3/8	+ 3/8
CBS B	24	24	24	—
Cresley Radio	12 1/2	11 7/8	12	- 1/2
Gen. Electric	43 1/4	40 1/4	43 1/4	+ 2 1/2
North American	20 3/4	19 1/4	20 3/4	+ 1 3/8
RCA Common	9 1/2	8 3/4	9 1/2	+ 3/4
Stewart Warner	13 1/2	12 1/2	13	+ 1/4
Zenith Radio	32 5/8	31	32 5/8	+ 1 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	15	15	—
Majestic	2 1/2	2 1/8	2 1/8	- 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	10 1/8	11 1/8

Radiomarine Net Soars

Net profit of Radiomarine Corp., RCA subsidiary, jumped 154 per cent in August, totaling \$45,333, against \$17,821 in August, 1936. Gross for eight months was \$859,005, against \$672,693 last year.

Frank Baker Upped at WLS

Chicago—Frank Baker has been upped to head the continuity department at WLS, succeeding Bill Meredith, who joined NBC continuity staff recently.

Betty Worth Signed

Betty Worth, radio actress, has signed for a series of transcriptions with Schillin Advert'g Corp.

"Ranger" Mail Record

"The Lone Ranger", serial on WOR, has set a new mail record for the station, drawing 78,000 pieces of mail in five days in response to an offer.

NOW AVAILABLE

"The Man in the Lobby"

Nothing like it on the air

WCOP BOSTON

Plug Songs Into Hits

Atlanta—A local songwriting triumvirate—Remus Harris, Irving Melsher and Clifford Stodghill—utilizing the facilities of WATL, have developed a smart showmanship system for landing songs in the hit class, provided the numbers have merit. They land publishers by popularizing a song over the air to such an extent that publishers take an interest. Latest of their successful exploits is "Roses in the Rain", recently published by Shapiro, Bernstein & Co., New York.

Any songs which, on being introduced over WATL, do not bring in enough telephone calls, cards and letters to show that they are liked by the public, are quickly discarded by the trio. Newspaper and other tieups are promoted on the songs that attract a following. Harris and Melsher are now concentrating on a new novelty ballad, "The Little Country Store".

H. I. Rosenthal to Head Columbia Artists Bureau

(Continued from Page 1)

tions during the past two years, assumes his new assignment Jan. 1.

Appointment of Rosenthal completes an extensive reorganization of the CBS Artists Bureau, the eastern division now being designated as Columbia Artists Inc. of New York, while the west coast operations have been grouped in the newly organized Columbia Management Inc. of California, with W. Arthur Rush in charge.

The appointment does not affect Mack Davis, who still continues as head of the radio division in the N. Y. Artists Bureau.

Latimer Handling WPA Series

Edward Latimer, veteran stage and radio actor and former program director of WBNF, has been assigned to direct the WPA Federal Theater Radio Division's oldest series, "Pioneers of Science," now in its second year over WHN. His first show, "The Life of Galileo", will be heard today at 6 p.m. Latimer replaced Ashley Buck, who has been assigned to direct the Federal Theater Radio Division's Jules Verne series over the WLW hook-up on Sundays.

WPA's Femme Narrator

One of the few femme narrators to be heard on the radio will appear Saturday night at 6:15-6:45 over WHN in the WPA Federal Theater Radio Division's "History in Action" series. She is Ellen Emery, stage and radio actress, who will narrate in the dramatization devoted to Victoria Woodhull, American suffragette.

Norman Nesbitt to Calif.

Spokane—Norman Nesbitt (Don Norman), announcer, producer and continuity man for several years with KHQ-KGA here, leaves about Oct. 15 to enter radio work in California.

WNEW Program Board

WNEW will revert to its previous policy of department heads jointly acting as program board, it was learned yesterday when it became known that Martin Block has dropped duties of program director to concentrate on his sponsored shows over the station.

AFRA Coast Meeting Is Attended by 600

West Coast Bureau, RADIO DAILY

Los Angeles—At a meeting of AFRA Monday night in the El Capitan Theater, 600 actors, announcers, writers and assorted radioites heard a report by Carleton KaDell, president, and Norman Field, executive secretary, covering progress made to date by the new organization and contractual working arrangement with the parent AAAA regarding interchange of membership cards and differential in initiation and dues for those members now in Actors Equity or Screen Actors Guild desiring membership in AFRA as well. Frank Gillmore of Equity was on the stage, with Jimmy Wallington, of the national board, also present.

B'way Openings on Mutual

Bide Dudley on Oct. 11 will start to review the Broadway openings over the coast to coast Mutual network, 12:30-12:35 a.m. Dudley will air only on nights when a new show opens. Broadcast will give the Hollywood story scouts their first accounts of the new shows. Dudley has reviewed over 3,000 plays during his newspaper and radio days.

New Standard Radio Sales

New sales by Standard Radio the past week include the "Pop Supplement" to WBAX, WMBD and WFDF. WBAP bought complete library of sound effects, 45 in all. WIND, KDLR, WJJD and WPAY bought the "Sons of the Pioneers", and KSEI, the children's program, "Once Upon a Time". KDAL bought Kay Kyser and the King's Men, while Post Parisien, France, bought the Organ Treasures feature.

Hickman's Birthday Present

Baltimore—Last week, WFBR's Henry Hickman was given a surprise birthday party after station sign-off. When presents were opened, five heavy, bulky packages turned out to be as many five gallon cans of Tydol gasoline. Hickman is Tydol's "Inquiring Reporter" in Baltimore.

DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

General Mills Sports Parade

Fox-Fabian Professional Parade

COMING and GOING

RUSS BRINKLEY, who among other things handles the two-hour "Morning Clock" on WHDL, Olean, N. Y., was in New York yesterday on one leg of a flying vacation tour around the country, visiting other stations.

EARL FERRIS was expected to leave Hollywood last night for New York, with a stopover in Chicago to open a local office of his Radio Feature Service with Roger Douleans in charge and Norval Burch remaining on the staff.

JOSEPH S. BELL, NBC actor-producer, who has been resting at Santa Barbara for several weeks, is in Hollywood now for a few days before returning to New York.

GEORGE MARSHALL DURANTE of the School of Radio Technique left yesterday morning for Lee, Mass., to attend the funeral of his father, who died suddenly.

MARCHESE GIULIO MARCONI, son of the late radio pioneer, arrives today from Europe to study with RCA here.

GINA CIGNA, Metropolitan Opera soprano, also arrives from Europe today with ROMANO ROMANI and ROSARIO SCALERO.

ROBERT FLINC, Standard Radio representative, has left Chicago for a tour of stations, covering Ohio, east to New York State.

BARNEY McDEVITT leaves Saturday for the coast to handle publicity there for Rockwell-C'Keefe offices. Just returned from road with Casa Loma orchestra.

MARY JANE WALSH, who sarfs on Mutual's new Barbasol program shortly, left for Boston last night to join cast of "I'd Rather Be Right," George M. Cohan show.

JOSEPH N. WEBER, president of the AFM, finally left for Denver last night to attend the AFL convention.

Using 22 Stations In Royal Toy Series

(Continued from Page 1)

used for the promotion of a game, called "Alley-Oop." A prize contest also is being mapped out. Reiss Advertising is the agency.

Kaltenborn Book Sells Big

"Kaltenborn Edits the News", book by the CBS commentator, has gone into a second edition of 100,000 copies, according to the publishers, Modern Age Books Inc.

"Music of the Spheres"

Poetry and music of the out-of-doors will form the basis of a new program, "Music of the Spheres", starting Oct. 13 at 3:45-4 p.m. over WQXR.

LEE GRANT

AND HIS ORCHESTRA

26th WEEK



3 HOURS DAILY

2:30-5:30 P.M.

WORLD SERIES CARRIED BY ABOUT 320 STATIONS

(Continued from Page 1)

grams, since none was in a position to pass up the series as long as a competing outlet in its area sent out the baseball classic play-by-play description and other commentary matter.

Choice of stations and net gave the listeners equal choice on their favorite announcers and commentators.

NBC Again to Air Opera Direct from Metropolitan

(Continued from Page 1)

fail to land sponsor in time. As in the past six years, opening broadcast will probably be the Christmas Day presentation of "Haensel and Gretel," with a weekly three-hour period each succeeding Saturday being utilized over the NBC, Red network. Broadcasts have been coast-to-coast features in the past, and it is believed will follow same network hook-up again this season.

Metropolitan Opera has signed an exclusive contract with NBC, giving that network the exclusive broadcasting rights for an undetermined number of years. Agreement became effective for the first time on Dec. 25, 1931, and has been an annual feature of the NBC web every season since. Broadcast as a sustaining feature for first few years, program was sold to American Tobacco Co. for 1933-34 and 1934-35 seasons, with RCA taking over the sponsorship last year.

Arrangers Plan Guild; Seek Hookup With AFRA

(Continued from Page 1)

cerns. Guild, at present in the formative stages, will attempt to affiliate with the AFRA as soon as possible. Negotiations are under way for a charter, and Glover, speaking for the Guild, states that the organization will in no way conflict with the jurisdictional power of the AFM. Leading arrangers from all phases of radio have been approached and are being signed to the new guild.

First draft of demands are as follows: Credit announcements on all network shows; credit announcements on all recordings; program credits on all radio, musical film and stage productions.

Kellogg Football Lineup Increased to 80 Games

(Continued from Page 1)

mediately precede the sustaining broadcasts of Notre Dame's games, will be one of the highlights of the Kellogg football program. N. W. Ayer & Son Inc. is the agency.

NEW PROGRAMS—IDEAS

Visits to Coaches

Gridiron dope from coaches, interviewed in their homes, is the new inspiration of Iowa Net stations WMT-KSO-KMA, airing Wednesday nights. Hope is that Iowa college mentors will talk more freely by the fireside.

"Things Worth Knowing"

Questions and answers on "Things Worth Knowing," both coming from two announcers, form the basis of a new show on KFVS, Cape Girardeau, Mo. Virginia Bahn and T. E. Brewer are at the mike, and spot commercials are injected.

Unusual People Broadcast

A telephone info girl, a Chinese witness of the Far Eastern horrors, and a chap who guides the destinies of 5,000 clocks featured debut of new program over WLS, Chicago, calling unusual people to the microphone under title "Folks Worth Knowing."

Maternity Ward Airings

The Vox Pop program variety enters the maternity ward of Presbyterian Hospital in Charlotte. Questions on Baby feature the interviews, with Bill Bivens of WBT asking the various Mammias what Pappas think of the offspring, plans for Junior's future, etc. Head nurse will advise mothers on baby problems during broadcast, and when Papa is caught in the corridors, he, too, will be asked to speak.

"Fashion in Swing"

A woman's page of the air, featuring style and fashion hints interspersed with swing music, is aired over WMCA Monday through Friday at 12:30-12:45 p.m. under title "Fashion in Swing." Don Kerr is emcee and Glenna Strickland is fashion expert.

"Man of the Hour"

WMCA has started a new daily series at 11:45 a.m. presenting short bio sketch of leading personality in news of day under the title "Man of the Hour." Justice Black and Chiang Kai Shek were among the first.

"Telephone" Questions

Listeners are asked to phone in their answers to questions given over the radio in the new street broadcasts of WIDW, Lamar, Colorado. Most nearly correct answer gets free theater ticket. Typical question, asked at opening of program, might be: "How many seats are in the Pioneer Theater?"

Musical "Visit"

A "Let's Visit" airing, in which the musical preferences of listeners in homes fancifully called on are played into the microphone, is being planned by WBRY, Waterbury.

Radio School Courses

U. of Iowa College of the Air this semester airs both classroom and studio offerings over Station WSUI. Courses include literature, history of romance, languages, short-story writing, speech, etc. Complete listing now out in booklet form.

Novelty Group Sing

Community singing of bygone hits, aired from Loew's State Theater in Providence, conveyed anniversary spirit to WPRO listeners in birthday sale series of Cherry and Webb's specialty store. Model garbed in style of year represented, was on stage, and words of song hits were put on screen for entire theater audience to participate.

"S.S. Santa"

Christmas broadcasts open over KDYL, Salt Lake City, with novelty offering for Zion's Cooperative Mercantile Institution. Kid show presents mythical trips to Santa Claus Land, with "Captain Kandy" (Al Priddy) officiating. Child talent, stunts, music, and free gift offer from store are featured in this 13-week Saturday airing.

URGES STARTING TELE EVEN IN CRUDE FORM

(Continued from Page 1)

recent return from abroad and an inspection of television progress in England and on the continent.

Du Mont says there has been too much loose talk about television in this country, whereas in England they have gone ahead and started television broadcasts, thereby learning more in six months of practical activity than the U. S. is liable to learn in six more years of laboratory experiments. He believes that the only way to get the right answers to questions about technique, programs, service areas, networks and economics is to bring television out of the laboratory and make a real try.

Some 10,000 television sets have already been sold in England, according to Du Mont. Average price now is \$350, but will be reduced to \$200 shortly. He said the range of the London BBC transmitter is 100 miles.

Du Mont also declared the BBC has proved there is no absolute need for special co-axial cables for transmission of programs from pickup source to remote television transmitter and to associated stations of a network.

NOTICE!

Notice is Hereby Given That
THE HEALTHCASTER
Is Fully Protected By Copyright

A new program idea utilizing the news technique and forecasting of health in the headlines has been sold to one sponsor in four markets. This program has been fully tested and results have proved to be phenomenal. Rights are available for select sponsorship on an attractive basis in other territories. This program is copyrighted and fully protected. Any infringement or use of this idea, plan or procedure, without the consent of the owners will be prosecuted to the fullest extent of the law.

For full information Address

RAYMOND SPECTOR

1270 SIXTH AVENUE

NEW YORK CITY

Telephone: Circle 7-7677

GUEST-ING

HILDA BURKE, Met opera soprano, on "Your Hit Parade," Oct. 16 (CBS, 10 p.m.).

DOLORES DEL RIO, GEORGE SANDERS, PETER LORRE, GREGORY RATOFF and SIG RUMANN, on "Hollywood Hotel," Oct. 15 (CBS, 9 p.m.).

LAMMONT DU PONT, on "Cavalcade of America," Oct. 13 (CBS, 8 p.m.).

NINO MARTINI, Andre Kostelanetz program, Oct. 13 (CBS, 9 p.m.).

WILBUR EVANS, baritone, on "Open House," Oct. 10 (CBS, 7 p.m.).

LINTON WELLS, on "Commentator Forum," Oct. 10 (WOR-Mutual, 9:30 p.m.).

BUNNY BERIGAN and MAXINE SULLIVAN, on "Sunday Swing Concert," Oct. 10 (WNEW, 11 a.m.).

JUNE LANG, opposite Tyrone Power in "Ceiling Zero," Oct. 10 (NBC-Blue, 9 p.m.).

GENE ARNOLD and NBC Minstrels, on "National Barn Dance," Oct. 9 (NBC-Blue, 9 p.m.).

OSCAR STRAUS, guest conductor on General Motors Hour, Oct. 10 (NBC-Blue, 8 p.m.).

THOMAS BECK, lead in the Shirley Temple picture, "Heidi," to be on WHN "Movie Club," Friday, 8-9 p.m. Beck was set by 20th Century Fox.

FRED MacMURRAY in "The General Died at Dawn," on Lux Radio Theater, Oct. 18 (CBS, 9 p.m.).

BUBBLES RICARDO and EDNA BLANCHE, on Raleigh-Kool cigaret program, Friday 10 p.m., NBC-Blue. Talent is trapeze artist and snake charmer, respectively.

Former KOMA Owners Sued

Oklahoma City—Dr. G. A. Nichols, real estate dealer, has been awarded a \$7,392 judgment against four radio companies which at one time operated KOMA. The station at that time was known as KFJF, but upon its sale, plant was moved, thus, according to Dr. Nichols, breaching his contract. KOMA is now owned by the Hearst interests.

Conte on Campbell Show

John Conte yesterday was named to replace Ronald Drake as announcer on the Burns and Allen broadcasts, effective Oct. 10. Program is sponsored by Campbell Soup, and is heard 8-8:30 p.m. over NBC, Red network.



● ● ● Chrysler, in addition to its Major Bowes show, is hunting for a 15-minute vocal network program. CBS is auditioning talent now.... Despite the adverse comment regarding the airing of the Louis-Braddock bout, Buick will continue to sponsor leading sport shows—and have made plans to air the Schmeling-Louis fight when it finally does take place.... Blackett-Sample-Hummert will establish a European office in London to handle shows abroad.... James Melton has been signed for the Detroit Expo beginning Jan. 24.... Arthur Kay and Don "Popkoff" Tannen have been signed to appear in the Ed Wynn musical, "Hooray for What".... Bob Carmichael, son of a Chesterfield exec, marries Evelyn Sloan, daughter of the racing commissioner this month.... George Lotman is opening Miami offices due to expansion in business.... Walter Tetley, stooge for Fred Allen, will appear with the comic in the flicker, "Sally, Irene and Mary".... Jimmy P. Davis is peddling a daily column by Phil Baker to newspapers similar to Walter O'Keefe's and Ken Murray's.... As theme for the MGM's show for Maxwell Coffee—the roar of a lion will be used.

● ● ● Myron Fox, KDYL special events man, was announcing the State Fair horseshow through the station's shortwave mobile unit.... Everything was going smoothly, the horses stepping high, Fox's words winging into the ether.... Suddenly the shortwave signals went dead. Studio ops were on the private loop and program director was on the central exchange—with sponsors of the show probably thinking of getting on the phone.... However a frantic search for the trouble was instituted by the mobile op and the trouble was discovered: A horse had backed into the truck's antenna, diverting r.f. from air to the ground.

● ● ● Richard Himber succeeds Harry Salter who succeeds Al Goodman on Lucky Strike "Hit Parade" Dec. 25 via CBS. Himber has a new gal vocalist, Alice Marion, who'll be heard from the Essex House via CBS.... Carlton KaDeil, Wen Niles, Ted Osborne and Gayne Whitman are the announcers auditioning for the wordslinging spot on the Edward G. Robinson-Claire Trevor, Lever Bros. show which debuts on CBS Oct. 19—following the Al Jolson show which continues as is.... "Let's Go Hollywood," KFVB's show going commercial and coast-to-coast via MBS for six weeks, will sponsor a beauty and personality contest with a weekly winner getting a WB screen-test.... "Have You Met Mrs. Jones," Rodgers and Hart tune in the Sam Harris-George M. Cohan show, is reported as their best.... Eddie Cantor show may not come east Nov. 3 as expected—but later.... Gregory Coleman will wed his assistant on "Talent Scout" mag.... "Charles Duval" who opened at the Cafe Martin last nite with his band—is Nick Kenny's songwriting and fiddling brother, Charles.... Charles Day of the Eton Boys married Betty Robertson of the Gae Foster girls yesterday.... The reason none of the execs at Rockwell-O'Keefe and other offices failed to answer their phones yesterday—was that they were cut to the ball game!

● ● ● A pair of new pants was sacrificed Sunday afternoon by Ray Cox, news editor for WMT, Cedar Rapids—all for the sake of a news beat. Cox, with a news camera in hand, was a spectator at the American Legion Air Show. When Jim Christman took to the air to thrill the crowd and lost control of the plane which killed him instantly at the far end of the field, Cox started over a picket fence, causing a considerable portion of the rear part of his pants to be left behind. He reached the crash and obtained a roll of good shots and a complete story. Everything was forgotten till the story was flashed by radio throughout the middle-west, scooping all newspapers and stations by several hours. After the excitement had died down, Ray's face turned red!

★ F. C. C. ★
ACTIVITIES

SET FOR HEARING

Mittelle Franklin Noble, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime.

Cumberland Broadcasting Co., Fayetteville, N. C. CP for new station. 1340 kc., 250 watts, daytime.

Young People's Ass'n for the Propagation of the Gospel, Philadelphia, Pa. CP for new station. 1220 kc., 1 KW., unlimited.

Odessa Broadcasting Co., Odessa, Tex. CP for new station. 1310 kc., 100 watts, daytime.

William F. Huffman, Wisconsin Rapids, CP for new station. 580 kc., 250 watts, unlimited.

APPLICATIONS DISMISSED

James F. Hurley, Jr., Salisbury, N. C. CP for new station. 1500 kc., 100 watts, daytime.

W. Va. Broadcasting Corp., Wheeling. CP for new station. 1310 kc., 100 watts, unlimited.

KNOW, Austin, Tex. Vol. assignment of license to Hearst Radio Inc. 1500 kc., 100 watts, unlimited.

WACO, Waco, Tex. Vol. assignment of license to Hearst Radio, Inc. 1420 kc., 100 watts, unlimited.

W. Va. Broadcasting Corp., Charleston. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited.

KTSA, San Antonio. Vol. assignment of license to Hearst Radio Inc. 550 kc., 1 KW., 5 KW. L.S., unlimited.

COMING EVENTS

Oct. 12: National Ass'n of Broadcasters board of directors meeting, Waldorf-Astoria, New York.

Oct. 16: Educational Broadcasting conference called by KSTP, St. Paul.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

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

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

Oct. 4-5: Advertising Federation of America district convention, Providence Biltmore Hotel, Providence.

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

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

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Greetings from Radio Daily

October 7

Phil Ohman Ann Pickard
Marjorie Carroll Guila Adams

Annuities have saved many a headliner from being a breadliner.

Jules Hamburg

—INSURANCE—

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



DON MARTIN, recently added to the announcing staff at KMPC, is something of a television expert also. During his two years as chief announcer at KXBY, Kansas City, he had charge of television broadcasts over the sister station, W9XAL.

It took an ambidextrous dial-tuner to catch all the worthwhile and new ones last Sunday. Benny and Baker and Penner, Tyrone Power, the new "Silver Theater," Feg Murray, and the Vallee emceeing with his protegee-made-good, Charlie McCarthy.

Kay Van Riper, writer-producer-star of "English Coronets," will do "Three for an Evening" at the Beaux Arts Theater, opening Oct. 18. John Gibson, Forrest Barnes and Gale Gordon will be seen in support of Miss Van Riper, and Gilbert von Klatt, producer, is sponsoring and exploiting the stage production.

George Foster, formerly chief announcer at WGP in Atlantic City, has been added to the technical staff at KFWE, Los Angeles.

Berna Deane offers a cycle of popular songs in her new KFI program each Wednesday at 4:15 p.m., with piano accompaniment by Nell Larson.

Wesley Turtalotte, KFI-KECA staff organist, has a quarter hour program on KECA which he calls "Silhouette Segue" because he segues from one number into another without benefit of announcements. Wednesdays at 7:45 p.m.

Mertens and Price Inc. reports the sale of "Martha Lane's Kitchen," home economics program with newspaper column adjunct, to the Harrisburg, Pa. Telegraph, operating WHP in that city, on a 52 weeks contract. The same show also has been taken by WCAG in Carthage, Illinois, for a like period.

Arthur Q. Bryan may have to write his "Louisiana Hayride" scripts around Amos Rees and Earle Ellis for several weeks to come. Both are still in a critical condition as a result of their recent auto smashup.

Phil Baker will broadcast from the KEHE studio theater next Sunday under an arrangement made by CBS, which the net is in hopes of making permanent. Understood that NBC also has a bid in, both webs being in something of a jam over multiplicity of Sunday shows.

Earle Ferris, bossman of Radio Feature Service Inc., is in town for a week or two looking over his Hollywood office for the first time since it was established. The moniker will

RADIO PERSONALITIES

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

ARTHUR HULL HAYES

ALL through school, Arthur Hull Hayes, eastern sales manager of Columbia's Radio Sales, couldn't decide between advertising and the show business as a life work. He was an accomplished magician—personal friend of the great Houdini and Thurston—but he was also studying and enjoying advertising at the University of Detroit, where he graduated with a Ph.B. degree in 1926.

Successive jobs with H. K. McCann, the Detroit News, and Campbell-Ewald put Hayes pretty definitely into the field of advertising. But he was still interested in the show business, and—quite possibly for that very reason—was intrigued with the possibilities of radio as an advertising medium. A year after joining Campbell-Ewald, he was instrumental in establishing a radio department in that agency, and worked closely in its development for nearly four years. Hayes came to New York late in 1933, joined CBS as salesman for Radio Sales in January, 1934, and was made New York manager a little over a year later.

Today he lives in Rye, where a four-year-old son is a worshipful admirer of his feats in the realm of magic.



Chose advertising in preference to magic.

become just "Earle Ferris Inc." very shortly now.

Johnny Mercer and Dick Whiting, tunesmith, will do a guest turn with Ted Fio Rito from the Beverly Wilshire over CBS Pacific Coast at 10:15-10:45 on Sunday night.

Jack Benny and Burns and Allen tossed a party at Sardi's to give Jack Haley a big send-off on the eve of his stepping out with a network show of his own. The "eve" was moved up to Monday night because Burns and Allen left Tuesday on their four weeks' vacation. Haley starts selling Log Cabin syrup for Benton & Bowles this Saturday.

Jack Sayres has been made assistant to Hal Rorke, CBS publicity director, and Charles Benson, formerly news editor at KFWE, joins the Rorke staff as a feature writer.

NBC moves the "Gilmore Circus" over to the KFWE lot with this week's airing, utilizing the new studio theater specially built to relieve NBC congestion and presently housing the Packard and Woodbury programs. At the same time, Johnny Murray's "Sunset at Nine" reverses the process and moves from KFWE to NBC in a mad scramble to find stage room for all the Sunday audience shows.

Willett Brown and Van Newkirk, newly appointed to a special events berth with Don Lee, are back from a quick once-over of the newly added stations in the Northwest.

James R. Fouch, President of Universal Microphone Co., is back at his desk after a month vacationing.

Sheriff Loyal Underwood, radio veteran and long foreman of the old "Arizona Wranglers," returns to the air via KEHE with a new program Mondays.

Call Letters Assigned

Rock Springs, Wyo.—KVRS will be the call letters of the new Wyoming Broadcast Co. station here, according to notice from FCC.

NEW BUSINESS

KIDW, Lamar, Colo.: Chevrolet "Musical Moments," Gardner Nursery, disks.

WQV, New York: Hudson Canadian Fur Co., concert gems.

KMOX, St. Louis: Dennison Mfg. Co., Procter & Gamble.

KDYL, Salt Lake City: Wander Co., "Orphan Annie," through Blackett-Sample-Hummert; W. T. Grant Co.: National Dollar Stores.

WHO, Des Moines: Wander Co.; F. & F. Laboratories, through Blackett-Sample-Hummert; Chicago Engineering Works, through James R. Lunke & Associates; Brown & Williamson Tobacco, through BBDO.

Roanoke ESSO Dealers' Contests

Local ESSO dealers of Roanoke County, Va., are sponsoring heavy hitting sales promotion effort. Ten weeks' campaign is based on ten weekly contests—with a new prize each week and a cumulative build-up to tenth week when Grand Prize, 1938 Chevrolet Master Town Sedan, will be awarded. First contest starts October 1st. Newspaper ads, radio spot announcements, handbills and station posters will be used. Campaign is by Houck & Co., Advertising, Roanoke. Norman Frankel is Account Executive.

TONIGHT AT 8!

ARTHUR GUTMAN

AND HIS 25 PIECE ORCHESTRA

in

"SAY IT WITH MUSIC"

WOR-MBS NETWORK



FRANK SCHREIBER, WGN publicist, is back from South America. Bernie Perlman, formerly an attorney with a firm handling theatrical clients, has joined the W. Biggie Levin office.

John Blair is home from a swing of stations.

Jim Fleming is taking over Bob Elson's commercial spots on WGN while he broadcasts the world series for Mutual in New York.

Charles Kennedy, a member of WLS sales staff for several years, has been transferred to the associated station KOY in Phoenix.

WCAZ, Carthage, Ill., has appointed H. K. Conover Co., Chicago, its representatives.

Howard H. Wilson Co. has moved to expanded quarters on the 15th floor of 75 East Wacker Drive.

Mel Merkley has gone to Minneapolis to lay the groundwork for Fred Waring's visit there next week. Following week he opens at Palace here.

Don Thompson of NBC production staff is the author of "Last Public Appearance" in Oct. 16 issue of Liberty magazine.

Bill Green of NBC press department goes to Tom Fizdale office.

WNEW "Hymn Sings"

"Hymn Sings" constitute a new series starting tonight at 9 over WNEW. Choirs from various Protestant Churches and short talks by religious leaders will be presented.

Some RIDE!

WOR is like a bicycle. Wait!

WOR is like a racing bicycle.

A big one.

Built for you.

19 hours of each day it purrs up to the doors of almost 4 million radio homes. These last six months 170 people who sell things hopped aboard. Some paid \$370 for a ¼-hr. evening ride. Others shot the works and spun around for a full hour evening at \$925. And a lot of those riders came home each day with their pockets full of the nicest things. *Some ride!*

WOR

JOHN B. HATCH ASSOCIATES

An agency serving a N. E. clientele. Specializing in radio broadcast advertising.

(Send for booklet)

581 Boylston Street, Boston, Mass. Commonwealth 0466

☆ Program Reviews and Comments ☆

"HOBBY LOBBY"

Hudson Motor Car Co.
WABC-CBS, Wednesdays,
7:15-7:45 p.m.
Brooke, Smith & French Inc.

NOVELTY PROGRAM FEATURING PERSONS INDULGING IN UNUSUAL HOBBIES WILL CLICK IF HANDLED PROPERLY.

Nationwide premiere last night of "Hobby Lobby" had Richard Byrd as featured guest, a university professor who played tunes on musical bones, a worm-caller, a debunker of proverbs and an old gentleman who aided underprivileged children.

Program was interesting and held attention. Low part of program was Byrd lobbying for his hobby—world peace. If program can keep the unusual hobbies coming, success of the show is half completed. Show of this type needs and is a natural for plenty of exploitation and publicity. Sending one press ticket to each newspaper is a step in the wrong direction. Result: the press seats were empty.

"Hobby Lobby," originated by Dave Elman, has been running on WOR as a sustainer for the past several months. There are more plugs for Elman during the half hour than for Hudson motor cars.

Harry Salter and his orchestra provide the musical support to the show and it was the usual Salter performance—good. Russell Pratt does the commercials. Program originates in the Mutual Playhouse atop the Amsterdam Theater. Guest on next week's show will be Dale Carnegie.

Oscar Wilde Cycle

Radio Division of the WPA Federal Theater played the first of its Oscar Wilde cycle on Tuesday 9-10 p.m., on WQXR, and scheduled each week at the same time until four have been heard. For the first offering "The Importance of Being Earnest" proved an excellent example of Wilde's repertoire of wit and epigrammatic wares. Sparkling dialog of the farce was just as entertaining as though recently written, although as stated at the outset of the program, it would have been a sacrilege to attempt to bring the play up to date, even though written at the turn of the century. Thus all pretense at modernism as to production was done away with.

Cast was on its toes and did ample justice to the radio version of the play. As a matter of fact not a few tricks could be gleaned by present day radio script writers from Wilde's clever construction. "Lady Windemere's Fan," is scheduled for next

Tuesday, also to be directed and produced by Donald Macfarlane and Charles Crumpton, respectively. Same duo did the Ibsen series, hailed as having been highly successful.

"Watch the Fun Go By"

Last Tuesday was "Western Night" for the Al Pearce program on CBS, with Louise Massey and Her Westerners as the guest attraction. It was a highly entertaining show, helped considerably by the two periods of singing by Miss Massey and her group, who can certainly make the ballads of the open spaces pleasing to the ear. Arlene Harris and "Tizzie

Lish" also were in great form, and Carl Hoff had the orchestra on its toes, while Pearce piloted the proceedings and did his customary low-pressure salesman bit in fine style. Ken Roberts is the show's announcer.

World Series

Best job of play-by-play description of the opening game of the World Series was done by the triumvirate including Dave Driscoll, Bob Elson and Johnny O'Hara, for WOR-Mutual. Their account was by far the most "descriptive", giving a lively word picture and catching the mood and excitement of the game.

☆ PROMOTION ☆

Merchandising Service

Maurice Coleman, manager of WATL, Atlanta, has contracted for a merchandising service. Initial job was the distribution of 55,000 copies of a promotion piece to all white homes as well as to every principal retail store in Greater Atlanta.

The promotional material tells about all of the facilities and services of the New and Greater Station, WATL. Announcement of this new merchandising service was sent to principal advertising agencies throughout the country.

School Mailing

A letter to all schools, colleges, and Parent-Teacher Ass'ns in its area has been mailed by WBIG, Greensboro, N. C. Piece calls attention to American School of the Air going to station through CBS, and offers manuals to those wishing to study through the course.

Station also has printed complete national gridiron schedules, with advertising. Station's own copy stresses radio sports coverage.

KANSAS CITY

Carl Smith, recent U. of Kan. journalism graduate, is a new member of the WHB continuity staff.

C. E. McBride, veteran K. C. Star sports editor, goes before the WDAF mike for the second year on behalf of Roi Tan cigars. Fred Weingarth, sports announcer, assists him.

Some 500 members of American Radio Relay League meet in the Municipal Auditorium here Oct. 9-10.

Jack Grogan, Les Jarvies and a company of WHB artists will play a series of stage shows in six local theaters in connection with the sponsored campaign of Bentley Clothing Co.

Cab Advertising

Yellow Cabs of Jamestown, N. Y., will be equipped with special racks to carry message of WJTN. Each cab gets different angle, with whole group completing story.

Success Stories

A booklet of "success stories," featuring, by months, the sales successes of its clients, has just been printed by WSWA, Harrisonburg, Va. Calendar arrangement offers chance to illustrate seasonal usage of station. General mgr. Floyd Williams has signed the booklet.

Half-tone Folders

A neat, compelling promotion layout is a folder from WOAI, San Antonio, spreading fine half-tone closeups of 15 programs before the station's microphone, with captions explaining stunt and sponsor. Inserted is cartoon story of an advertiser who "proved our own contentions."

Dressed-Up Circularizing

Uniformed carriers of the Crumbly Distributing Service have distributed 55,000 four-page tabloid circulars, stressing new hourly news broadcasts of WATL, Atlanta.

SALT LAKE CITY

Bobby Ketchum, KSL philosopher and early bird broadcaster, recently celebrated his third year on the air and his birthday on same day.

Earl J. Glade, managing director of KSL, recently addressed the State Teachers Institute, also the Advertising Club.

Al Priddy, KDYL announcer, taking piano lessons.

Floyd Farr of Farm and Home Hour has been asked to judge a cattle show.

LINCOLN

KFAB-KFOR studios, reaching for "names," are going after newspapermen, with John Bentley, Journal sports editor, signed to air six nights weekly for Clark's Clothes.

Link Lyman, Nebraska's line coach, goes on KFOR nightly for Standard Oil.

"Spotlight on Youth"

Launched Monday at 8-8:30 p.m. over WNEW, with Commissioner of Correction Edward L. Mulrooney as the first guest speaker, this new weekly presented under supervision of W. P. Ainsworth of World Peaceways is very well handled. It shows, via dramatization, how young boys fall into a life of crime and how difficult it is for them to break away from a "gang" once they are in; and offers advice and suggestions on diverting the interest of youth to more desirable channels. Ted Cott directed the players who took part in the dramatized sequences.

Briefly

Guest appearances of Ben Bernie and Frank Fay, on the Packard Hour and Rinso-Lifebuoy programs, respectively, were reminders that both are standout entertainers on their own. Bernie as a laugh-getter, apart from his band, has proven himself on more than one occasion, but in the case of Packard's Hollywood Mardi Gras, (Tues. 9:30-10:30 p.m. NBC-Red) he followed such guests as the Marx brothers and Amos 'n' Andy, and there was no dearth of laughs. On the Jolson program (Tues. CBS 8:30-9 p.m. Fay's material was readily discernible and a reminder that he is always a potential program on his own.

Rudy Vallee, as guest emcee on Sunday night's Chase & Sanborn Hour over NBC-Red, was as much at home as if he had been piloting his own show. He handled things very smoothly.

The dramatizations of old songs, scripted by Ethel Park Richardson and presented Sundays at 10:30 a.m. over WJZ-NBC Blue, are swell heart interest stuff. It's hokum, but of the down to earth and disarming variety that hits a responsive chord. Last Sunday's dramatized song dealt with a little old lady rocking alone in a rocking chair. Cast was excellent, also incidental music and vocalizing.

Short and Sweet

Salt Lake City—Frank Austin, shunting between KDYL studio and the Arena, found he had only 30 seconds to get on the air. Just as he got near the rink with his mike, Bronco Nagurski shot out of his corner like an aeroplane and pinned his opponent to the mat. It was a third fall, and broadcast was over. Austin got in exactly 23 words.

Alice Remsen's 10th

Alice Remsen, NBC singer, will celebrate her tenth radio anniversary Oct. 18. She made her debut in 1927 as soloist on the Stromberg-Carlson Hour over WJZ.

AGENCIES

WARREN KRAFT, representative of Erwin, Wasey & Co., has been visiting Salt Lake City, contacting KDYL in the interests of the new Albers Bros. Milling Co. series.

C. A. KRACHT has joined the sales staff of Schillin Advertising Corp. He formerly was with WHN, WMCA and CBS sales.

HOMER McKEE INC., Chicago, recently was appointed to handle advertising for Bunte Bros., candy manufacturers. Homer McKee is president of agency, and J. D. Driscoll is vice-president.

FELIX B. STREYCKMANS heads the new publicity department of H. W. Kastor & Sons agency, Chicago.

GUY BOLAN of J. Walter Thompson's London office is stopping off with Chicago folks on way back to New York from visit to Hollywood.

DICK MARVIN, radio director of J. Walter Thompson's in Chicago, has been named chairman of entertainment committee of Federated Advertising Club of Chicago.

CHANNING L. BETE's advertising agency has moved to larger quarters at Newell and Bernardson Streets, Greenfield, Mass.

ATHERTON W. HOBLER, Benton & Bowles president, has arrived in Hollywood to look over the local situation and sit in on huddles over the M-G-M-Maxwell House show coming up.

"QUOTES"

"Radio artists, especially comedians, have made frequent use of the expression, 'I'm broadcasting from the sticks,' referring to all listeners away from New York as simple-minded folk less sophisticated and more easily entertained than New York's so-called blase radio dialers. New York City, more than the rest of the U. S., could be referred to as 'the sticks' as far as radio fare is concerned. Through regular listening to all types of programs, those living in what we call 'the sticks' now have a keener sense of radio values than New Yorkers, where people divide their time among many different forms of amusement." —Ozzie Nelson.

"To do a good job of writing script, you must first know the type of character about which you are writing. Know that character's likes and dislikes, his habits, his way of talking. Then sit down and write the show just as though you were that character and the things you do on paper are really the things you think you would do in real life. If you do that, you shouldn't have much trouble." —Norris Goff.

SECRETARY AVAILABLE

Rapid — Executive Ability — Correspondence — Publicity — Advertising and Exploitation. Write Box A-111 RADIO DAILY, 1501 Broadway, New York City.

STATIONS OF AMERICA

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

KDYL—Salt Lake City
1290 Kilocycles—1000 Watts

S. S. FOX, Pres. and Gen. Mgr.
R. T. HARRIS, Program Director
JOHN M. BALDWIN, Chief Engineer

ESTABLISHED in the era of broadcasting's infancy, 'way back in May, 1922, KDYL was originally a semi-experimental station with a power of 100 watts. But, growing up as radio itself grew, the station soon moved from its location atop the Newhouse Hotel, and under the management of S. S. Fox, who became president of KDYL in 1925, its popularity grew so rapidly that in 1927 the power was increased to 1000 watts and the station became a member of the original coast-to-coast net of CBS. A year later, the station moved from a single suite of offices in the new Ezra Thompson Building, to occupy the entire sixth floor and the transmitter was moved from the building's roof to a carefully selected site five miles south of the city.

On Sept. 1, 1932, KDYL became affiliated with NBC and its popularity has steadily increased until today, according to a recent survey, in the majority of Salt Lake City's radio-equipped homes most listeners prefer KDYL's programs. The population coverage includes Utah's metropolitan area as well as the rich agricultural regions of the state and southern Idaho.

Besides NBC-Red network, the station utilizes the services of NBC Thesaurus Transcription Library, the World Broadcasting System and Transradio.

KDYL employs a permanent staff of 36, is on the air daily from 6:00 a.m. to 1 a.m. of the next day; at present contemplates an entire new outlay of equipment, transmitter, transmitter housing, studios, auditorium and offices for which architectural and technical plans have been drawn up and a tentative date in the Spring of 1938 set for the move. The station is represented by John Blair & Co.

ORCHESTRAS - MUSIC

PHIL SPITALNY's all-girl "Hour of Charm" orchestra celebrates a double anniversary Monday over NBC-Red at 9:30 p.m. It will be the third anniversary of the band's formation and the start of a second year under the present sponsor.

Nat Brusiloff is presenting a daily 7-7:15 p.m. show over WMCA in addition to his half-hour Sunday night show. With him on his week-day programs are Bob Parker, tenor; Jane Clijton, blues singer; Jack Eigen, chatterer, and Don Kerr as emcee.

Rockwell-O'Keefe orchestra bookings: Don Bestor's starts Nov. 24 at Netherland Plaza Hotel, Cincinnati . . . Rand Wilde opens Dec. 3 at Chase Hotel, St. Louis . . . Ross MacLean replaces Frank Bessinger at New Yorker Hotel on Oct. 15 . . . Ben Pollack opens Oct. 30 at Nicollet Hotel, Minneapolis . . . Bob Chester opened yesterday at Van Cleve Hotel, Dayton, O.

Tommy Tucker's band, which has been signed for the George Jessel show to be heard on Mutual this fall, will do a series of recordings for Standard Radio. Band is now on CBS as a sustaining.

Oscar Bradley, who has the ork of the Phil Baker series, is hopeful that his son John will follow in his musical footsteps. Although John is

currently taking a college course in journalism, he is an excellent musical arranger, and assists his dad on these chores.

Victor Bay, who has signed a new year's contract with CBS, has taken over the office formerly used by Harry Simeone. He starts a series of concerts known as "Essays in Music" over CBS on Oct. 14. Hollace Shaw will be his soloist.

Mark Warnow's theme song on his Consolidate Edison program over WJZ Mondays at 7:30 p.m. is "Midnight in Manhattan," written by his brother, Raymond Scott.

Bernie Cummins concludes his WOR series from the Bowman Room of the Biltmore next Thursday, after a three-month run. He will go on a tour on one-nighters, prior to returning to the Edgewater Beach Hotel, Chicago.

Emil Coleman has returned to the Iridium Room of the St. Regis for his third season. The orchestral arrangements will, as usual, revolve around his piano playing. He will be heard over NBC.

Al Goodman is making a practice of directing all his Hit Parade rehearsals from the control room, where he can get a perfect hearing of the balance.



**RADIO FOLK
WRITE US...
THAT THEIR
INVESTMENT
OF \$5 A...
YEAR IN...
RADIO DAILY
IS THE BEST
BUSINESS...
INSURANCE
THEY HAVE
IN ALWAYS
KNOWING...
WHAT'S...
WHAT...
IN RADIO...**



SAN FRANCISCO

In the opening sketch "The Phantom Pilot," which started sustaining Monday on the coast MBS net, the leading parts were taken by Howard Duff, Jack Edwards, Stanley Farrar and Marjorie Smith. Herb Allen did the narration. Starting Oct. 18, Langendorf sponsors it over 18 stations.

Jack Dolph, assistant to the CBS Pacific Coast Operations Vice-President, here checking up on the construction of new studios atop the Palace Hotel.

Lee Strahorn, besides taking over production of Jack Meakin's "Bughouse Rhythm" show, also does Jack's "Musical New Letter," and Lawrence L. Cross' "Crosscuts from the Log O'Day."

Carl Kroenke, Earl Lee and Leo Cleary, NBC actors, stooled in the recent Olsen-Johnson show produced here.

Wilbur Eickelburg, KFRC's manager, did a Reno-lopement with Sybil Leonard, local business woman.

Ernest Jefferson and George McElwain of the NBC technical department, went along with Olsen and Johnson, Richfield Oil comics, to monitor both the Seattle and Portland broadcasts.

Van Fleming, NBC producer, hobbling around on a cane which takes weight off a sprained ankle.

ALBANY

Mary O'Neill, radio columnist, starts a 15-minute program for American Rock Wool Co. over WOKO. Bryan Madden will announce.

Gene O'Haire has been renewed for more sportscasting by Kentucky Klub over WGY, Schenectady, with Chester Vedder announcing.

Roy Schudt, Troy sports writer, is doing a sponsored turn over WABY.

Plan Book Published

KSL, Salt Lake City, has published first edition of its Radio Broadcasting Book, edited by Lennox Murdock with aid from Tommy Axelson, presents radio plans and typical promotions for all types of sponsors. The service is free.

ONE MINUTE INTERVIEW

NAT BRUSILOFF

"The presentation of popular music is as important as classic presentations. You just can't play a tune in 'swing', 'jam' and other mediums of individual stylists' methods. The music offered in this fashion is beyond either recognition or true interpretation of the composers' theme. My idea is simple and fundamental. All I want to do is to play music as it's written. And that's something that just isn't being done in radio. You might call this idea of mine a 'back to the original' movement."

★ Coast-to-Coast ★

ALISSA KERR, newspaper columnist, offers a short series on "How to Open a Shop" over NBC-Red starting Thursday, Oct. 14, at 2:30-2:45 p.m.

Ernest Mitchel, former film actor, has joined WWJ, Detroit, as actor-producer.

"The Ave Maria Hour," directed by Charles LaTorre, will deviate from its customary religious theme next Sunday by doing a dramatization of Christopher Columbus, whose anniversary is Oct. 12. Program airs over WMCA and a hookup.

Carl Weeks, young announcer and dramatic director formerly at WSUN, St. Petersburg, has joined the announcing staff of WXYZ, Detroit.

Jerry Diamond has been placed in charge of sales of Speedy-Q Sound Effect Records for the Charles Michelson office.

Scotty Rose, vocalist, who hails from Columbus, has opened a series over WPAY, Portsmouth, O. He will remain for at least eight weeks.

A new WPAY commercial is "Dickason's Holsom Bakers," ET series being aired daily under a contract signed by Earl Dickason to run for at least six months.

Helen Marshall celebrates completion of her first year as soprano

soloist of NBC Fireside Recitals on Sunday at 7:30 p.m. over the Red network.

"Whimsy at Large," an original radio drama by Ranaid MacDougall, NBC employee, will be presented Oct. 13 at 9-9:30 p.m. over NBC, Blue network.

Joe Cleary, announcer at St. Bonaventure College, is now working on the office staff of WHDL, Olean, N. Y., helping out while vacations are under way.

WNBH, New Bedford, Mass., has started sponsored airings of "The Count of Monte Cristo," radio dramatization of the Dumas novel transcribed in 130 episodes by Earnshaw Radio Productions. Charles Michelson of Earnshaw's New York office set the deal.

The new "Follow the Moon" series, which stars Elsie Hitz and Nick Dawson from Monday to Friday at 5 p.m. over CBS, will be the first radio program to place its script action in the center of the Sino-Japanese war. Nick Dawson, playing the role of Clay Bannister, which he created and made one of radio's most popular dramatic figures, and Elsie Hitz, as the newly married Mrs. Bannister, will continue their honeymoon trip in the Far East in the story.

A new weekly feature, "The Magic Circle," starts Sunday over WFEA,

ST. LOUIS

First on KWK production department's season of dramatics is "Mrs. O'Brien's Boarding House", by Mrs. R. P. Gruber, with Wright Esser directing.

WEW plans to add several members to its staff, including a program director.

Harry Cool, tenor, and the Harmonettes are doing a new sponsored show on KMOX. Carol Gay and Ben Feld's orchestra have a new sustaining, "Carol Gay Presents".

A Catholic catechism radio contest, believed to be the first of its kind, was conducted Sunday on WEW in conjunction with parochial schools.

"Sons of the Prairie", sponsored by Flexoglass, is now airing on KMOX, with Pappy Cheshire in charge.

Kathryn Turney Garten, KSD commentator, flew here from Detroit yesterday to air a description of the Veiled Prophet Ball.

NEW ORLEANS

Lionel Ricau is writing and producing a new WWL show, sponsored by Pepsi-Cola, titled "Adventures of Capt. McBryde."

State Broadcasting Co. of Gretna, La., has amended its petition to the FCC, now requesting permission to build and operate a station for 100 watts night and 250 day on 1370.

Henry Dupre isn't taking a vacation, but is starting a new series on WWL instead. Period, titled "Lulu and Uncle Henry," will emanate from the aquarium.

sponsored by Crawford (furriers) of Manchester and Boston. This is an amateur program for children up to 14 and is one of the most popular programs ever put on this station. A big costume party will be featured Hallowe'en in the ballroom of the Carpenter Hotel in Manchester.

WBT, Charlotte: The Old Shepherd and Jane, featuring Clair Shadwell and Jane Bartlett, have started a new 15-minute thrice weekly series for Quaker Oats... Lee Kirby, sports announcer, opened the series of Duke University football broadcasts for Atlantic Refining last Saturday.

NEW SHOWS AHEAD

SUNDAY, OCT. 10
American Bird Products, "American Radio Warblers," Mutual, 11:45-12 noon.

George Jessel program, "30 Minutes in Hollywood," Mutual, 6-6:30 p.m.

MONDAY, OCT. 11 or OCT. 18
F. & F. Laboratories (cough drops) program, CBS, 3:30-3:45 p.m.

THURSDAY, OCT. 14
"March of Time," Time Inc. (Time and Life magazines), transfers from CBS to NBC-Blue, 9-9:30 p.m.

SATURDAY, OCT. 16
Carborundum Co. program, CBS, 7:30-8.

SUNDAY, OCT. 17
Modern Food Process program, NBC-Blues, 4:45-5 p.m.
Sealtest Inc., "Rising Musical Stars," with Alexander Smallens, NBC-Red, 10-10:30 p.m.
Raymonds Inc. (cosmetics), Lloyd Pantages, CBS, 2:30-2:45 p.m.

MONDAY, OCT. 18
Warden Lewis E. Lawes, Wm. R. Warner Co., NBC-Blue, 10-10:30 p.m.

American School of the Air, CBS, 2:30-3 p.m.

American Banks program, with Philadelphia Orchestra, NBC-Blue, 9-10 p.m.

TUESDAY, OCT. 19
Emily Post, Florida Circus, CBS, Tue. and Thur., 10:15-10:30 p.m.

THURSDAY, OCT. 21
Elgin Watch Co., CBS, 7:15 p.m.

SUNDAY, OCT. 24
Radio Newsreel, Cummert Products, NBC-Red, 3-3:30 p.m.
Lutheran Hour, Mutual, 4:30-5 p.m.

FRIDAY, OCT. 29
Barbasol, Mary Jane Walsh and orchestra, Mutual, 8-8:15 p.m.

THURSDAY, NOV. 4
General Foods' Maxwell House Coffee show, produced by Metro-Goldwyn-Mayer under direction of Bill Bacher, NBC-Red, 9-10 p.m.

FRIDAY, NOV. 5
Dr. Karl Reiland, talks, Pepperell Mfg. Co., NBC-Blue, 7:15-7:30 p.m.

WEDNESDAY, NOV. 17
Fred Allen, returns for Bristol-Myers, NBC-Red, 9-10 p.m. (date tentative).

DO YOU KNOW

Hollace Shaw attended Pomona College at the same time as Robert Taylor—the lucky Taylor!



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 70

NEW YORK, N. Y., FRIDAY, OCTOBER 8, 1937

FIVE CENTS

Key Stations and AFM Agree

RAYMOND R. MORGAN CO. STARTING "CHAN" SERIES

West Coast Bureau, RADIO DAILY

Los Angeles—Raymond R. Morgan Co. is starting immediate production of the transcribed radio version of "Charlie Chan", with Cyril Armbrister directing, Dick Weil furnishing the script and Felix Mills doing the music. Waxing will be done by Recordings Inc.

The adventures of the Chinese detective made famous by Earl Derr Biggers and 20th Century-Fox will
(Continued on Page 2)

"Want to Be an Actor" May Again Go on Net

West Coast Bureau, RADIO DAILY

Los Angeles—Reports persist that Haven MacQuarrie's KFWE "Do You Want to be an Actor?" again is set to go coast-to-coast shortly.

Russ Davis Appointed KCKN Production Mgr.

Kansas City, Kan.—Russ Davis has been appointed production manager of KCKN, it is announced by Ellis Atteberry, manager of the Capper Publications station. Davis was with the station in 1930, when it was known as WLBF, and recently has been associated with KFBI, KWTO, KGBX and XER.

Harry Hoff Joins CRA

Harry W. Hoff, for the past three years with the Cleveland B. Chase offices, has joined Consolidated Radio Artists Inc. as assistant to Earl Thomas, head of the radio department.

Milton Roemer, head of the hotel department of CRA, resigns today.

Rating Radio Voices

A monthly rating of the outstanding voices on radio is being compiled by the Debating Society of the College of Business Administration of C.C.N.Y., 23rd St. branch. This month's check-up, devoted to programs before 6 p.m., resulted in Dan Russell being rated best announcer; Gabriel Heatter, commentator; Allen Prescott, best satirist; Ted Husing, sports.

Noblesse Oblige

Memphis—WREC, which is broadcasting the parade and other features of the Rice and Cotton Festival at Newport, Ark., Oct. 7-9, also is airing the World Series. Arrangements were made to broadcast by remote control from the Arkansas town when it was discovered that the parade schedule would conflict with the Series broadcast today. The parade thereupon changed its time to fit WREC's schedule.

WWVA SUPPLIES PRIZE WHEN SPONSOR RENEGS

Wheeling, W. Va.—WWVA, the local CBS outlet of which George W. Smith is managing director, believes in keeping faith with its listeners at all costs. Recently, basing contract commitments on two previous highly successful campaigns sponsored by an advertiser, the management of the station accepted a third assignment without much
(Continued on Page 3)

Columbia Workshop Sets Plays for Fall Schedule

Columbia Workshop, under direction of Irving Reis, has set the first eight productions of its new fall season. The initial offering will be
(Continued on Page 7)

Cecil U. Price Dead

Wichita, Kan.—Cecil U. Price, general manager of KFH since 1932, died Tuesday in the Wichita Hospital. He had been suffering from a kidney ailment resulting from chemical work in connection with the World War.

Tentative Truce is Reached In Songwriter-Publisher Feud

NAB Preliminary Meet At Waldorf on Sunday

A preliminary meeting of the NAB will be held in the Waldorf-Astoria Hotel Sunday, when the board of directors, state committee men and others will confer in connection with the meeting scheduled for Tuesday.
(Continued on Page 3)

NBC and CBS Outlets in New York, Chicago and Hollywood Come to Terms With Musicians' Union

30 STATIONS WITH ACA; EXPECT TO GET 70 MORE

American Communications Ass'n, CIO unit, yesterday revealed that it is now sole representative for 30 stations, with the possibility of adding an additional 70 or more before the end of the year. Officials of ACA told RADIO DAILY that the national board of the NLRB is expected to review and hand down a decision on the CBS-ACA case between Nov. 1 and Nov. 15. As in the test case between WHN and ACA, officials stated that organization is confident of a favorable decision. With the net-
(Continued on Page 2)

Canada Dry Expanding Activity on the Radio

Canada Dry Ginger Ale Inc. will increase its radio advertising through the use of transcribed and live spot announcements and 15-minute news periods. It was learned yesterday. Sponsor has added WOR, WFIL and
(Continued on Page 3)

200 Stations for Rexall

The Rexall disk series, entitled "Magic Hour," will get under way next Monday with 200 stations set for airing. As previously announced, series will run for two months. Street & Finney is the agency.

Original key stations of NBC and CBS in New York, Chicago and Hollywood, came to a definite agreement with the AFM after a lengthy series of conferences, which toward the close were mostly held up by NBC, which sought various concessions, while CBS had already signified that it was ready to sign a contract to cover either one and a half or two years, whatever would coincide with the wishes of the AFM and the trade agreement with the IRNA.

Although the basic terms of the agreement with the network key sta-
(Continued on Page 3)

GOVERNMENT LAUNCHING GOODWILL RADIO SERIES

Washington Bureau, RADIO DAILY

Washington—The U. S. Government will back a vast education program through radio to promote the good neighbor policy of this country with Latin-America, according to an announcement made yesterday by Secretary of the Interior Harold L. Ickes. Series, to be entitled "Brave New
(Continued on Page 2)

New Lever Bros. Show On 58 CBS Stations

The new Lever Bros. program, "Today", featuring Edward G. Robinson and Claire Trevor, will be heard over a CBS coast-to-coast network of 58 stations. Series will begin Oct. 19 and will be heard 8-8:30 p.m. weekly thereafter. Ruthrauff & Ryan has the account.

Versatile Miker

Cleveland—Tom Manning, WTAM and NBC sports announcer, is setting something of a record in the variety of broadcasts he has been handling lately. They included the National Soap-Box Derby, Western Open Golf Championship, National Air Races, Carnival of Champions Boxing Matches, Ohio State Football Games, and now the World Series.



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Thursday, Oct. 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	160 1/2	157 3/4	157 3/4	- 1 1/2
CBS A	24 1/2	24	24	- 3/8
CBS B	23 1/2	23 3/8	23 3/8	- 3/8
Crosley Radio	12 3/8	11 3/4	12	- 1/8
Gen. Electric	44 1/2	42 1/4	42 1/2	- 3/4
North American	20 7/8	20	20	- 3/4
RCA Common	9 5/8	9 1/8	9 1/8	- 3/8
Stewart Warner	13 3/8	12 3/4	13 3/8	+ 3/8
Zenith Radio	33 3/4	31	31	- 1 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	15	15
Majestic	2 1/2	2 1/4	2 1/2
Nat. Union Radio	1 1/4	1 1/4	1 1/4

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	9	10

New WBS Disk Series

World Broadcasting System is waxing a series for Sure Laboratories (Sure Breath Purifier). WJJD, Chicago, already is running the disks, through Selvaire Broadcasting System, and WAVE starts them next, with other stations to be added.

"Merry Oldsmobile" also is being waxed for Oldsmobile by WBS, with Glen Gray and the Casa Loma Orchestra, Kenny Sargent and Pewee Hunt among the talent. Series will be placed on 59 stations starting Sunday.

Long Siege for Dennis

E. A. Dennis, president of Vibro Master Co. Inc., manufacturers of Vibro master cutting and playback recording machines, who has been in the Kings County Hospital for the past two weeks, is expected to remain there for another four weeks at least. Mrs. Dennis is handling the business during his illness.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

Start Move to Curb "Celebrity Nights"

At a meeting held yesterday afternoon at the offices of the Theater Authority Inc., a move was started to eradicate the practice of holding so-called "celebrity nights" wherein the main purpose is to acquire the services of radio name talent free and consequently displace other artists who would be paid for the job in question. Move would also prove a boon to the radio talent including stars and name acts who are prevailed upon to come as guests and then called upon for bows and songs etc., and lending atmosphere for which they are not paid. Agents of the radio acts are often the ones who call upon their acts to help out.

Several organizations agreed to cooperate in the move, including the Screen Actors' Guild, American Guild of Musical Artists, Actors' Equity, American Federation of Actors and others. Alan Correlli of the Theater Authority stated that his organization would expand its activities to other cities and in the case where 15 per cent of benefit receipts are received, the moneys will be applied locally to indigent actors. Henry Jaffee, attorney for the Theater Authority, is drawing up an inter-organization agreement on the proposal to eradicate radio and other talent from working gratis at the celebrity night and similar type stunts.

Raymond R. Morgan Co. 30 Stations With ACA; Starting "Chan" Series Expect to Get 70 More

(Continued from Page 1)
go on the air for Stokely-Van Camp food products on Oct. 25 in the East, Nov. 1 in the middle West, Nov. 8 in the Northwest, and Nov. 15 and 22 in the Southwest and Pacific Coast, respectively.

The staggered opening dates are to permit of an elaborate merchandising campaign being launched in each territory. Time already has been bought on some twenty-odd major stations, with KNX carrying the 15-minute show locally on a three-a-week schedule for an initial 39-week period.

Cy Kendall gets the coveted role of "Charlie", and J. Donald Wilson is set as announcer and narrator.

In addition to producing the show and selling the account, the Morgan concern is buying all time and handling the merchandising campaign and all other details.

Government Launching Goodwill Radio Series

(Continued from Page 1)
World", is scheduled to be heard Mondays, 10:30-11 p.m. beginning Oct. 18 for 26 weeks. Facilities of CBS will be used, and programs will have specially prepared New York talent now being trained for the series.

Programs will be under the direction of Director of Radio Division of Education William D. Boutwell. Assistants include Phillip L. Green, assistant director and program executive. Bernard Schoenfeld, Philip Cohen, and Rudolph Schramm, musical director.

WMPS Personnel Shifts

Memphis—Several promotions and new appointments have been made recently in WMPS personnel. Tommy Ragland, announcer, who hails from WREC, was promoted to continuity chief; Bob Knapp, former WCPO announcer, is now traffic manager; Fred Vosse, chief announcer, now in charge of special events, and Clair Weidenaar, former program director of WGL, Fort Wayne, Ind., is the new program director here.

(Continued from Page 1)
work in line. ACA can concentrate on other national networks, in addition to the work now being done on local independent stations throughout the country.

Negotiations for 40-hour five-day week, raise in pay and better working conditions are now going on with following outlets: WWSW, WFIL, KYW, WPEN, WRAX, WJW, WPAY, KOMA, and stations in Buffalo and on the West Coast. ACA also revealed that agreements have been reached with WHN, WCAU and KBNX. Negotiations with WWSW and KYW are expected to be completed by Oct. 14.

ACA was formerly known as ARTA.

Colin on CBS Board

Ralph F. Colin, of the legal firm of Rosenberg, Goldmark & Colin, was elected to the CBS board of directors at Wednesday's meeting of the board. At the same conclave S. R. Dean, comptroller, was promoted to the post of assistant treasurer.

Colin has been serving CBS as legal counsel for several years and his election fills the last vacancy on the board. Spring meeting of the stockholders increased the board from 10 to 14 members. Edward Klauber, Mefford Runyon and Paul Kesten were elected directors earlier in the year. Dean has been with CBS about five years. He was at one time a staff attorney.

Coy Williams Joins Ferris

Coy Williams, former sports editor of the World-Telegram and previously with the Cleveland Press and Los Angeles Examiner, joins the Earle Ferris Radio Feature Service in Hollywood today as account executive, with Carroll Nye to handle the editorial desk.

Star Series in Release

Star Radio Programs Inc. has started general release of the complete 26 scripts on the melodrama, "Death Stalks the Honeymoon." Station orders received before the series was finished are now being filled.

COMING and GOING

W. H. STEIN of Music Corp. of America is expected in New York this week-end from Chicago.

JULES STEIN, MCA president, plans to move to the Coast for the winter, due to increased activity of MCA in western bookings.

LUCIO VILLEGAS, president of Pan-American Radio Productions of Los Angeles, has arrived in New York and is at the Hotel Commodore. He is here to close deals for two Spanish programs.

EMIL COLEMAN and orchestra fly to Detroit today for special engagement and return to New York Saturday morning. Group will fly to Boston Saturday night to fulfill one-night stand there.

JESSE BLOCK and EVE SULLY arrived in Boston yesterday for a vaudeville engagement. PHIL SPITALNY and orchestra go to the Stanley Theater, Pittsburgh, next Friday for a week's engagement.

FRANK PURKETT, vice-president and general manager of Associated Cinema Studios, planned back to Hollywood yesterday from Chicago where he has been for the past week huddling with Bauer & Black execs in connection with the May Robson "Lady of Millions" series.

LEWIS ALLEN WEISS, Don Lee network general manager, left Hollywood for New York by train yesterday to confer with Mutual execs in the east and attend the special NAB meeting on Oct. 12.

EILEEN BARTON is in Detroit to play a week of vaudeville with Milton Berle and will fly back to Chicago for her Monday Campana show. ARTHUR HAYES, eastern manager of Radio Sales, returns to New York from St. Louis and Minneapolis.

J. PORTER SMITH and HOWARD SHUMAN of KTHS, Hot Springs, Ark., are in town.

DOROTHY THOMPSON is at Oberlin College, Ohio, today as guest of honor and will go to Cleveland from there. She'll fly to New York in time for her evening broadcast.

JOY HODGES flew to Boston yesterday to fulfill a theater engagement, for which she resigned from the Joe Penner program.

Bi-So-Dol Show Set

"Mr. Keen, Tracer of Lost Persons", is the title of the dramatic serial program which American Home Products Inc. (Bi-So-Dol) will start Oct. 12 on NBC-Blue, running Tuesdays, Wednesdays and Thursdays at 7:15-7:30 p.m. Blackett-Sample-Hummert is the agency.

Dental Vocalist for Series

Dr. John B. Senesac, lecturer, dentist and vocalist, will soon inaugurate a combined sponsored program. He will be sponsored by a leading dental product. J. William Cody is responsible for the management and direction.



Greetings from Radio Daily

October 8

Florence Malone
Sherrill Ellsworth

October 9

Lee Wiley
Vivian Della Chlesa
Robert Armbruster
Art Jacobson

October 10

Helen Hayes
Johnny Greene
Charles Pickard

NBC-CBS KEY STATIONS IN AGREEMENT WITH AFM

(Continued from Page 1)
tions are generally known, it was stipulated that if the exact terms in each case were to be made public it would come through the AFM. The latter stated it would be inadvisable to divulge the terms right now since something may come up later to alter matters, and also much depends upon the trade agreement with the Independent Radio Network Affiliates being worked out satisfactorily.

Additional musicians to be hired by the key stations across the country will contribute nearly \$1,000,000 to the forthcoming added payrolls for the AFM members. In most cases the figure will be around the \$1,000 weekly mark per outlet, in addition to the present staff musician payrolls.

It is expected that the AFM executive committee now will do nothing until Oct. 15, when it is scheduled to resume its various negotiations. All of the executive committee members are scattered around the country at present. Mutual network will come into the AFM deal as soon as agreements are reached with WGN, Chicago, and KHJ, Los Angeles. The WOR pact will follow with these two outlets.

WWVA Supplies Prize When Sponsor Renegs

(Continued from Page 1)
question, a decision which proved to be disastrous in one direction and highly successful in another. The advertiser started his third campaign in the WWVA market with a plan to promote the sale of two new food products in a highly competitive field. Competition was powerful and most effective, with the result that the advertiser in question was immediately faced with an extremely difficult job of publicity and merchandising. His merchandising plan involved the awarding of an automobile to the user of his products who submitted the largest number of trademarks cut from the packages in which his products were packed. Contest rules were announced over WWVA and the campaign took effect immediately. The campaign was broadcast for 10 weeks over WWVA, when it became evident to the management of the station that previous experience with the advertiser would not repeat, and action was immediately taken which ended in discontinuing the broadcasts. The advertiser took the stand, on certain technicalities, that he was not liable for the awarding of the automobile

SECRETARY AVAILABLE

Rapid — Executive Ability — Correspondence — Publicity — Advertising and Exploitation. Write Box A-111 RADIO DAILY, 1501 Broadway, New York City.

NEW PROGRAMS—IDEAS

Quiz from Theater

"Kroger Kwestion - Nite" draws theater-going crowds every Monday night to the Orpheum Theater, where Paul Hodges, WMPS announcer, trips up and down the aisles, asking patrons foolish questions and paying good money for correct answers. Here's the tie-up: Kroger stores offer \$50.00 in two, three, and five dollar shots for answers to Hodges' questions. Persons giving correct answers in ten seconds after question is stated are awarded the specified prize. The grand prize question is worth \$100 to anyone who answers same, with prize money increasing \$25 each week if question is unanswered. The question is selected from a list of 25, which are released a week previous to the program in all local Kroger stores where listeners may look up the answers. Contestants for the \$100 question are selected by pulling numbers out of a hat. To date, the program is pulling a tremendous audience.

WMPS Rhythm Club

An unusual program is the Rhythm Club currently featured on WMPS, Memphis, from 12 midnight until 1 a.m. The program features Hiram Higsby and popular recordings. What makes it novel is the fact that Hiram

offered in connection with his broadcasts over the station. Argument on the part of the station had no effect and in the meantime listeners were beginning to inquire about the automobile prize which they were offered. Rather than prolong the controversy at the expense of breaking down listeners confidence, the station was compelled to fulfill the obligation of the advertiser. The automobile was purchased and listeners advised to send in their accumulated trademarks direct to the station. An extra staff of clerks was assigned to the task of counting the entries submitted, and the winner judged. WWVA's fulfillment of the advertiser's obligation was in keeping with its friendly attitude towards its listeners and did much to cement the enjoyable relationship between station and listeners. Favorable comments received were many and most gratifying.

Notwithstanding the attitude of the advertiser towards the station, the fulfillment of the contest obligation by the latter worked out to the advertiser's decided advantage. During the ten weeks the campaign was on the air, warehouse reports indicated 11,734 cases sold, or 211,212 packages. Proof of retail purchases was evidenced in the return of 70,454 trademarks, which came from 173 cities and towns in Ohio, Pennsylvania and West Virginia.

So WWVA is now a firm subscriber to the theory that its an ill wind that blows nobody good. Listeners are happy—the station is happy in that it kept faith with its listeners—and the advertiser should be happy.

dedicates one night's program to blonde members of the fairer sex, the next night to red heads, then brunettes, bachelors, etc., answering requests made on the telephone right over the air. Competition has set in among the ladies to see who tops the list in requests—the blondes, brunettes or red heads. Needless to say, this program has plenty of color.

Time Every Five Minutes

The Marvel Bread Co., Miami, Okla., has contracted for a 30-minute program, daily except Sunday, over WMBH, Joplin, Mo., known as "Time, Toast and Tunes," featuring the time every five minutes from 7:30 till 8 o'clock in the morning, with a series of cheery messages from the Marvel Man of the Hour. Program is to run for six months.

Remotes from Ft. Benning

Entertaining and educational are the weekly remote broadcasts from the World's Largest Infantry School, Ft. Benning, over WRBL, Columbus, Ga. The program usually consists of a concert by the Ft. Benning Glee Club, a number of band selections by the 29th Infantry Band, and a general talk on the highlights of the week.

Two Sponsors Double Up For Football Over WFAS

Mayflower Stations Inc., sponsor of "Mayflower Reporter" street interviews over WFAS, White Plains, on a thrice-weekly basis since last April, has arranged for co-sponsorship of the programs with Case Radio Service during the continuance of the football season, in order to make available to Mayflower sponsorship a weekly half-hour "Sports Roundup."

Mayflower Stations, operating 52 service stations in Westchester and lower Connecticut, continue to award premiums to all listeners submitting questions to the "Mayflower Reporter," as well as dollar bills for such questions actually used on the air, and they are also continuing the "Mayflower Safety Patrol," which each week selects by observation the "Safe Driver of the Week" and rewards this individual with a cash bonus.

The Mayflower Saturday "Sports Round-up," placed through J. Stirling Getchell Inc., New York, is handled by Don Kearney and John Dillon.

TRANSCRIPTION & RECORDING SPECIALISTS

INTERNATIONAL PRODUCTION STUDIOS
33 W. 60th St., N.Y.C. COL. 5-7366-7

FOTOFONE SOUND SYSTEM

REACH TENTATIVE TRUCE IN SONGWRITER DISPUTE

(Continued from Page 1)
possibility that peace will be permanent from next week on. Both sides agreed that the battle was about over.

It was decided after the conferences held in the offices of the Music Publishers Protective Ass'n that attorneys for both sides would meet early next week and draw up a new form of contract between writer and publisher which will hold good during the term of the agreement between them. A. M. Wattenberg will represent the publishers, and John Schulman of Hays, Garfield & Schulman will represent the Song Writers Protective Ass'n members.

Understood that Article 9 of the SPA by-laws will not be included in contract form, but the division of the music fees derived from electrical transcription licenses will be not less than 50 per cent to the writers. With the exception of the increased proportion of fees being allotted by the publishers to the writers, the new form of contract will be substantially the same. A few minor changes will, of course, be present.

Canada Dry Expanding Activity on the Radio

(Continued from Page 1)
WTAR to list of news spots, with more additions contemplated in the near future. Thirty-eight outlets are now on the spot announcement list, an increase of four the past week. J. M. Mathes Inc. is agency, with Carle Rollins account executive. Agency is now setting additional outlets.

Draws Wide Response

Baltimore — A beautiful job of proving coverage by mail return was exhibited recently when WFBR's "The Word Man"—a five minute, off-time Exlax feature—offered a gift on Monday to all those writing the station. After Tuesday's deluge of thousands of letters from Baltimore city and county, according to station officials, the rest of the week saw mail filtering through from D.C., West Virginia, Virginia, New Jersey, Pennsylvania, Ohio, New Hampshire, Massachusetts and New York.

BARRY McKINLEY

IN
"CHEVROLET
MUSICAL MOMENTS"

SUNDAY 6:30-7 P.M. EST
WABC-CBS Network



GRIFFIN
"TIME TO SHINE"

MONDAY 7-7:30 P.M. EST
WEAF-NBC Network

ORCHESTRAS MUSIC

UNDER the new title of "Fun in Music" and with the course enlarged to include instruction in all instruments and in rudimentary voice as well as in band instruments, Dr. Joseph E. Maddy, professor of music at the University of Michigan, will resume his weekly radio music lessons for the second year over the NBC-Red Network on Tuesday at 2 p.m. EST. In previous broadcasts over individual stations and over NBC networks, Dr. Maddy confined his instructions to band instruments with the course being known as Dr. Joseph E. Maddy's Band Music Lessons. Dr. Maddy will present his lessons from the NBC Chicago studios, with the aid of professional musicians.

The first performance of the "Village Festival" by Cesare Sodero, who until recently conducted his own program known as "Cesare Sodero Directs—" over WOR, will feature the "Sinfonietta" concert under the direction of Alfred Wallenstein over WOR-Mutual network next Thursday at 9:30-10 p.m. The orchestra will also offer Beethoven's "First Symphony."

Don Rowland, formerly with WLW, Cincinnati, has been added to Larry Lee's orchestra as sound effect man. The Lee orchestra is now on one-night stand tour in Texas, before settling down at Olmos Club, San Antonio, Oct. 31.

On the evening of Oct. 13, over the Mutual system, Vincent Lopez will introduce for the first time on the air a new type of swing tune. This swing classic, called "Chopin's Ghost," the piano-playing maestro feels, is a perfect example of what he will endeavor to illustrate in his lectures at New York University starting Nov. 9.

Guy Lombardo and his band have been awarded the "Distinguished Service to Radio" medal by Radio Stars magazine. Lester C. Grady, editor of the magazine, will make the presentation Sunday on the Lombardo-Bond Bread show on CBS.

U. of Md. Broadcasting Course
Washington Bureau, RADIO DAILY
Washington—A broadcasting course has been inaugurated at University of Maryland. Enrollment will be limited to 25 students. Dr. Ray Ehrensberger of the speech department will instruct, aided by Jess Willard of Station WJSV. Executives and specialists from the CBS New York office will lecture, and WJSV has promised summer work to students who complete the course.

Boran to Emcee Convention

Arthur Boran, mimic and comedian, has been engaged to emcee at tomorrow night's affair of the Tobacco Council Convention in the Waldorf-Astoria Hotel.



● ● ● Little shots about Big Shots: . . . Horace Heidt, who is currently appearing in person at Loew's State Theater besides doing his air show, attributes a stretcher in the Rose Bowl for his success. . . Seems that in 1923 while a lineman for the U. of C., he awoke in a dressing room with surgeons nodding their heads. "Bad spinal injury," their voices droned, "may be an invalid for life" . . . Care and medical attention plus his iron-will cured him in a few months—after which he decided to lay off the pigskin and play with the ivories—on the piano of course.

● ● ● Colonel Jack Major was being considered for the Ford show and appeared at the rehearsal where he was introduced to the Chandler Goldwaite, who impressed the Col. as being an exec. . . . "What do you think of our show?" asked Mr. Goldwaite. . . . To which C. J. M. replied: "I think it's swell except for the music of Rex Chandler's orchestra". Major didn't appear on the show—because Goldwaite IS Rex Chandler.

● ● ● Because the boys at St. John's College in Annapolis had been eating too fast, Georgia Smith, college dietician, has decided to place radios in the mess halls to slow the pace. . . . For breakfast, languid waltzes—leisurely fox-trots for lunch and measured military marches or swing music for dinner. . . . No consideration is made for the cocktail hour or late supper.

● ● ● Jimmy Rogan is a CBSound effects man who handles the Phil Lord "Gangbuster" show. . . . He was in rehearsal on another show where a temperamental director was having trouble with the cast, etc., and through the control-room talk-back shouted to the people in the studio: "Columbia employs me on this show and has given me full control. They have faith in my ability and while I'm running this show you'll take my orders. In short, 'I'm God here'!" . . . To which Rogan yelled back: "I'll be doggone! Four days a week I work for 'Lord' and now on my fifth, I have to work for 'God'".

● ● ● They tell this story about Mark Warnow who was taken on the coldest Saturday of last year to view his first football game at Yankee Stadium by Freddie Rich. . . . Mark sat on the bench, his head and chin dug in his coat collar, hands in his pockets, while others got up and shouted for the teams and were excited over plays. . . . Mark would only peek out when the college bands began to play. After each selection, he'd return to the warmest position. . . . At the end of the game, Rich turned to Warnow and asked how he liked the game! . . . "Fine thing you do to me," Warnow replied. "You drag me all the way up to the Bronx and make me sit in this freezing weather till I catch cold—for what? To hear two bands play OFF-KEY all afternoon!"

● ● ● When Vincent Sorey was at CBS, his orchestra was auditioning for a potential sponsor. . . . They played "Poet and Peasant" overture, "Cavaleria Rusticana" and similar compositions sandwiched between a few Sousa marches. When the audition was over, Sorey walked into the client's room for comment or a contract. He asked the buyer what he thought of the show. . . . "You played too fast and too loud," was the reply. When Vincent pointed out that the music was marked to be played that way, the sponsor is said to have replied: "I don't care what it's marked. Play it 'thirty' or even 'twenty-five'! 'Forty' is too fast!"

NEW BUSINESS Signed by Stations

KYA, San Francisco; Tidewater Associated Oil, through Lord & Thomas; Lydia Pinkham Co., through Erwin-Wasey; Knox Co., through Allen C. Smith; H. R. Jessup (La Vida Water).

KJBS, San Francisco: Doyle Packing, through Beaumont & Hohman; Meyer Bottling Co.

KFRC, San Francisco: Albers Bros. Milling Co., through Erwin-Wasey; C. H. Baker Shoe Co., through S. L. Kay; Dynamite Cereal Products, through Emil Brisacher; Standard Beverages, through Emil Reinhardt.

WNAC, Boston: Thomas Leeming & Co. (Baume Bengue), through Wm. Esty (also 12 other Yankee net stations); Nash-Kelvinator, through Geyer, Cornell & Newell; Sears-Roebuck, through Chambers & Wiswell; Lever Bros. Co. (Lux and Rinso), through Ruthrauff & Ryan (also 5 other Yankee net stations); First Nat'l Stores, through Badger & Browning (also 5 other Yankee stations); Buick, through Arthur Kudner (also WEAN and WICC); Chevrolet, through Campbell-Ewald; Main Development Commission, through Brooke, Smith, French & Dorrance; Lea & Perrins, through Schwimmer & Scott; Stickney & Poor Spice Co., through Badger & Browning (also 14 other Yankee net stations); Carter Medicine, through Street & Finney; Penick & Ford, through J. Walter Thompson; F. A. Stuart Co., through Thompson-Koch Co.

WLS, Chicago: Mantle Lamp Co.; Coleman Lamp Co.; Penn Tobacco Co.; Flex-O-Glass; Olson Rug; Pinex.

WGN, Chicago: Beaumont Laboratories (4-Way Cold Tablets), through H. W. Kastor & Sons; Pinex, through Russel M. Seeds; Canada Dry, through J. M. Mathas; Washington State Apples, through J. Walter Thompson.

WENR, Chicago: Crown Overalls, through H. W. Kastor.

WBT, Charlotte, N. C.: Mantle Lamp, through Presba, Fellers & Presba; Atlantic Refining Co., through N. W. Ayer; American Gas Machine Co., through Greve Adv. Agency; Vick Chemical; through Morse International; Procter & Gamble, through H. W. Kastor & Sons; Chilean Nitrate Educational Bur., through O'Dea, Sheldon & Co.; General Motors; Chrysler.

WWL, New Orleans: Anacin; Oldsmobile; Tums; Manette Lamps; Hamlin's Wizard Oil.

KSL, Salt Lake City: S & W Food Products, through Emil Brisacher; Omega Oil, through Husband & Thomas; Nash, through Edward Petry.

WBAL, Baltimore: Sherwin-Williams; Pontiac; Bakers' Broadcast; General Motors; Woodbury's; Musterole; Emerson Drug.

WIP, Philadelphia: Varady of Vienna, through Baggaley, Horton and Hoyt.

WFIL, Philadelphia: Gulf Refining; Canada Dry.

WFAS, White Plains: Chevrolet; Mayflower Stations, through J. Stirling Getchell; Emerson Radio, through E. J. Edmond Co., distributors; Socony, through J. Stirling Getchell; Amer. Lumberman's Mutual Insurance, through M. T. Coogan & Co., agents.

WATL, Atlanta: Atlantic Ice & Coal; John B. Daniel Co. (Cheney's Expectorant).

KGVO, Missoula, Mont.: Carter Liver Pills, through Spot Broadcasting.

Leave Chicago NBC Staff

Chicago—G. B. McDermott, heading spot sales, and Whitney Clement, local sales, have been let out by NBC. George Hessberger's Ensemble also has been dropped.



CHARLES GREEN, president of Consolidated Radio Artists Inc., has arrived from New York to confer with Bob Sanders, manager of the local CRA office, on Fall band bookings on the Coast.

Rush Hughes, who announced his retirement from radio activities recently, has been set for a role as a radio commentator in M-G-M's "Rosalie" with Eleanor Powell and Nelson Eddy. Even as an actor he can't get away from it.

Tom Breneman, conductor of the CBS "Western Homes" program and busy on other KNX chores, will find time to play the role of Colonel Ezra Simpson with Rudy Vallee, commenting on Hollywood and pictures, on Oct. 14.

Lloyd Pantages is all set to start his new CBS coast-to-coast series on Oct. 17. Cyril Armbrister is producer, and Pantages repeats his 4:45 EST chatter at 8-8:15 for the Pacific Coast.

Lois January and Lucille Lund, cinema starlets, will be the co-starring guests in the dramatic interlude of the Exposition Park Concert over KEHE on Sunday. Emil Baffa and his orchestra are the mainstay as always.

"Whispering Jack" Smith has returned to radio with his "Whispering Strings" in a new series over KHJ at 9:15-9:30 each Tuesday and Thursday.

Meredith Willson, musical director, and Max Terr, vocal director, are the only survivors of the sinking "Show Boat" who were rescued to carry on with the new M-G-M show for Maxwell.

The hillbilly quintet, Sons of the Pioneers, will be featured on the "Hollywood Barn Dance" over CBS Pacific Coast on Saturday night. Composers and arrangers of frontier songs, the Pioneers will "give" in some of their best known numbers. Peter Potter, producer, also announces the Morgan Family and the Stafford Sisters on the show.

CBS has a new twice-monthly commentator series labeled "Headlines and Bylines" starting on a sustaining basis on Oct. 17. Lewis Browne, author, conducts, with guesting celebs from time to time.

Lewis TeeGarden, recently resigned KEHE production manager who is now free-lancing as producer-announcer, returns to the familiar mike at KEHE to handle the interviews on "Bureau of Missing Persons", Sunday night feature at 7:30 to 8.

Lud Gluskin will introduce another of his singing discoveries on "Hollywood Showcase" over CBS Pacific Coast on Sunday at 7 p.m. The lucky gal is Katherine Kay, one-time Paramount starlet and dramatic actress.

RADIO PERSONALITIES

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

HAROLD E. SMITH

YEARS ago, when radio was a profound mystery and practically unheard of by the rank and file, Harold E. Smith, general manager of WOKO-WABY, Albany, became interested in the strange force that could transmit messages without the use of wires. This was in 1913, when Smith was concert violinist at Rector's, New York, and at the internationally famed Hippodrome. Becoming an enthusiast of irrepressible ardor, Smith set up a wireless communication with Great Britain and France over his 50 watt amateur station and was drafted for Warrant Radio Regimental Sergeant in the World War.



Transmitted television away back in 1925....

At the close of the big fracas, Smith returned to his violin but retained his interest in radio, finally buying Station WOKO in 1924 with Raymond Curtis. WOKO was then a 10 watt station on Dyckman Street, New York City. Its transmitting apparatus, which is still in Smith's possession, was mounted upon a breadboard.

Throughout WOKO's course, Smith has been actively identified with its progress. Within recent years it has been in the CBS network, moving steadily forward as one of the country's radio outlets.

Harold E. Smith was interested in television as long ago as 1925, when, with the station at Mount Beacon, he was successful in transmitting pictures to Poughkeepsie, 18 miles away. Eye to the future, Smith will be ready when practical television becomes an everyday reality.

Leo Salkin Quits CRA

Chicago—Leo Salkin, manager of Consolidated Radio Artists, has resigned, effective Oct. 15. Successor not yet named. Salkin, who has headed Chicago office for 16 months since it was organized, says he plans to manage a band or two. He formerly operated a talent booking agency here.

WHK-WCLE Appointments

Cleveland—Lewis Sisk, graduate of the Ohio State University School of Business Administration, advertising specialist, has joined the WHK-WCLE continuity staff. He succeeds Donald Gehring, who has been named to the post of traffic manager of the two stations. Gehring replaces the former Winifred Kellogg, who married recently.

Russell Williams has been chosen WHK-WCLE merchandising manager. He succeeds William Brusman who has been promoted to the sales staff.

WBAP Promotions

Fort Worth—Promotions at station WBAP give the following titles to staff members: Ken Douglass, now production director; Nelson Olmsted, assistant production director; Cy Leland, special events director.

Radiage Studios Opened

Chicago—Leslie N. Zemer, former Hollywood talent booker, has opened the Radiage Studios here at 154 East Erie St., to book radio talent, offer program ideas and counsel and make short transcriptions.

Columbus Day on WOV

Columbus Day ceremonies at Columbus Circle will be aired by WOV

next Tuesday at 12-1 p.m. Governor Lehman, Mayor LaGuardia, the Italian Consul General and the Italian publisher, Generoso Pope, will speak.



GUILA ADAMS, Chicago poet and the gal who plays a leading part in Arnold Grimm's Daughter had a birthday yesterday, same day as James Whitcomb Riley whose anniversary the networks are marking. Marge Kerr is out of the hospital and convalescing at home from her appendicitis operation.

Howard Blake, staff writer for Coronet magazine, is pinchhitting for Frank Moss on Campana's Vanity Fair scripts. Moss is laid up with a throat infection.

Joe (Josh Higgins) Dumond is back at work following an illness.

Helen Shervey of NBC program department is cruising south.

Larry Larsen, NBC organist, vacationing in Toronto.

BOSTON

Neil A. Wallace, news editor and announcer at WEEL, and Evelyn M. Scott, secretary to the WEEL production manager, will be married early in January.

Bobby Norris and his "Melody Strings" are now heard over Yankee net in a new thrice weekly series at 6:15 p.m.

COLUMBIA STATIONS ATTENTION!

The Sunday Players stand ready to carry on with your **BIBLE DRAMAS**, a world famous program already featured on many Columbia outlets. Fifty-two half hour episodes beautifully produced and recorded. Your opening program by air express if you wish to avoid missing another Sunday. Wire today and keep that large and loyal audience of your finest people.

MERTENS & PRICE, INC.

THE SUNDAY PLAYERS BIBLE DRAMA

1240 SOUTH MAIN ST. LOS ANGELES, CALIF.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

New Antenna for WHAM Designed to Cut Fading

Rochester—Stromberg Carlson Telephone Mfg. Co. is constructing a \$25,000 self-supporting vertical antenna to cut down fading and increase day and night coverage of WHAM. Structure of 450 feet will be tallest in western New York.

Unguyed vertical radiator will replace station's present antenna system. Initial installation of this type of tower by Blaw-Knox, it is expected to be complete by middle of November—twice the height of station's present towers. Seventy thousand feet of copper will be used in ground system.

Television Tieup Likely Between London and Paris

London — A television tie-up between London and Paris, by which fans in either city would be able to view broadcasts from the other, is regarded as a likely new development. Technicians approve practicability of relaying pictures by land-line and radio links. Re-broadcast, scenes from one capital could then be caught in the other.

Telev viewers on England's south coast are at present experiencing interference from Eiffel Tower, which is using 30 kilowatts, against the 7 of Alexandra Palace here. Even without the proposed tie-up, it may thus be possible soon for Brighton residents to enjoy alternative programs on their sets.

Among other recent television developments by BBC was a most successful broadcast of the opera "La Serva Padrona," which gave audiences a better illusion than films. It was the best transmission of its kind to date.

New Vibration Pickups

Cleveland—Brush Development Co. has announced a complete line of vibration pickups of typical piezoelectric Rochelle salt crystal design and applicable to study of noises and vibrations in various industrial applications. Now available are types VP-1, VP-5, and DP-1. They cover complete frequency range, and complete info may be had upon request.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH
Electrical Lighting Equipment
of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Circle 6-5470-1

NEW PATENTS Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

2,094,602—Apparatus for the Generation of Short Electromagnetic Waves. Ernst E. W. Kassner, London England.

2,094,606—Cathode Ray Tube. Max Knoll, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,094,625—Selective Radio Receiving System. Leland E. Thompson, Merchantville, N. J., assignor to RCA.

2,094,654—Mount for Electron Discharge Device. Julian Hirmann, Hillside, N. J. assignor, by mesne assignments, to RCA.

2,094,657—Indirectly Heated Electronic Tube. Paul Kapteyn, Berlin, Germany.

2,094,676—Method of and Arrangement for Connecting Braun Tubes. Kurt Schlesinger, Berlin, Germany.

2,094,675—Getter for Vacuum Tubes. Bernard Salzberg, East Orange, N. J. assignor, by mesne assignments, to RCA.

2,094,677—Screen Apparatus for Television Receivers. Kurt Schlesinger, Berlin, Germany.

2,094,678—Detector for Ultra Short Waves. Kurt Schlesinger, Berlin, Germany.

2,094,684—Tuning Indicator Circuit. Francis H. Shepard, Rutherford, N. J. assignor, by mesne assignments, to RCA.

2,094,751—Tuning Means for Receiver Sets. Hans O. Roosenstein, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie, m.b.H.

2,094,760—High Power Rectifier. Percy L. Spencer, West Newton, Mass., assignor to Raytheon Mfg. Co.

2,095,035—Superheterodyne Receiver. Klaas Posthumus and Theodorus J. Weyers, Eindhoven, Netherlands, assignors to RCA.

2,095,050—Signaling. Harold H. Beverage, Riverhead, N. Y., assignor to RCA.

2,095,078—Directive Antenna System. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.

2,095,079—Radio Receiver. Helmut Pitsch, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie, m.b.H.

2,095,083—Directional Antenna System. Gustav Renatus, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie, m.b.H.

2,095,124—Electric Translating Circuit. William D. Cockrell, Schenectady, N. Y., assignor to General Electric Co.

2,095,184—Receiving System. Harold F. Elliott, Palo Alto, Cal.

Notes from WGH

Raymond P. Aylor, just appointed chief engineer to succeed Horace E. Slone who resigned to teach at Clemson U., has perfected a 5-tube time flasher to assist in accurate timing of programs. Gadget consists of vacuum tube time delay relay, adjustable for operation between 1/2 second and 30 seconds. Variable tone oscillator and audio amplifier is used to apply signal at level at the transmitter.

Station has installed new Western Electric 110-A program amplifier with reported increase in signal strength on all fronts. New studios are said to be in offing.

Harry Lee Johnson, USNR, is combination Transradio - Broadcast operator.

KFI-KECA Add Equipment

West Coast Bureau, RADIO DAILY

Los Angeles—A new compression amplifier, recent invention to lower tone-peaks and increase clarity, has been added at KECA, while KFI has obtained a reverse feedback, Harrison Holliday, gen. mgr. of the stations, has announced.

ACTONE transcription needles 100% shadowgraphed

Ask any Station technician; for most of America's broadcast units rely on these brilliant playback and steel cutting needles. Samples on request.
Mfd. by W. H. BAGASHAW Co., Lowell, Mass.
Distr. by H. W. ACTON CO., Inc.
370 Seventh Avenue, New York City

Checks Interference

Lamar, Col.—A new plan for studying radio telegraphic news signals and atmospheric effects on their reception has been inaugurated by Jack E. Phillips, KIDW chief engineer. Assisted by chief engineers Ralph Rea of KOKO, and John Thomas of KG1W, he is logging the fadeouts and interference on news schedules and checking the time with same failings on the two other stations of the Southwest Broadcasting Co. Nearby stations are cooperating in the research.

Adds Mobile Unit

Baltimore — WFBR has added a mobile radio station, mounted on a trailer and completely equipped with studio and control room.

TWO WAY COMMUNICATION

List Price
\$15
per station



Inter-phones, office to office, studio to studio, factory, house to garage, remote controls and hundreds of other uses. Positive in operation. Simple to install. Modern in appearance. Any number of 'phones on same line.

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

Work Gets Under Way On New WMPS Studios

Memphis — The new offices and studios of WMPS local NBC-Blue outlet, are now under construction. Due to this fact, local programs are being produced under rather cramped conditions.

A new big local show known as "Mid-South Dinner Time" recently made its debut on WMPS. The show features Hiram Higsby as emcee, Herb Summerfield and the WMPS staff orchestra, The Rhythm Rangers, Hillbilly band, Dave and Edith, soloists and Fred Vosse, with news for the farmers. Due to the immensity of this program, the temporary studio being used at present was not near large enough to accommodate the artists. So, the building manager of the Columbian Tower (home of WMPS) was approached and asked for space as near the temporary studios as possible. All he had was a large vault, formerly used for keeping records and the like. The big vault was cleaned out, and wires put in for the mikes, and thrown into immediate use as a studio. So WMPS now has what it calls the "Most Unusual Studio in the World."

Tube Manual Out

A comprehensive radio tube manual has just been published by Philco under the auspices of the Radio Manufacturers Service.

CONQUEST PORTABLE RADIO RECEIVER and PLAYBACK COMBINATION

A superior unit that speeds the sales of talent, time or transcriptions . . . bringing your product into the prospect's office . . . with high fidelity reproduction of both radio broadcasts and recorded programs. . . . A playback that recreates every note, every word, with a clarity beyond belief. . . . A microphone attachment that permits off-stage voices blending with recorded music . . . or its use as an efficient public address system. A flip of the switch and you have 33 1/3 or 78 r.p.m. for discs up to 17 inches diameter . . . radio . . . or phonograph and microphone.

For Specifications and Prices
Write Today to

CONQUEST ALLIANCE CO., Inc.
515 Madison Ave., New York
228 No. La Salle St., Chicago

Program ★
Reviews

"SKOLSKY FROM HOLLYWOOD"

Emerson Drug Co.
(Bromo-Seltzer)
WJZ-NBC Blue Network,
Wednesdays, 8:30-8:45 p.m.
J. Walter Thompson

SKOLSKY OFFERS BEST MATERIAL OF CHATTERERS. BUT IS HANDICAPPED BY POOR DELIVERY.

Broadway Columnist, Sidney Skol-sky, who deserted the Main Stem for the glamour of Hollywood, bowed in on his own radio show plugging Bromo-Seltzer, in what is firmly established as the best air show for a chatterer—from a material stand-point. However, his voice sounded like that of a youngster attempting to act excited. It lacked the punch and fire of Winchell or the smooth-ness of Fidler.

Utilizing the sub-heads from his daily column, Skolsky started with the "Gospel Truth" and followed with "Watching Them Make Pic-tures", bits of idiosyncrasies of stars on the set; "Two Sides to Every Story", regarding Mussolini's son in the Hollywoods, giving Hal Roach's favorable version and Donald Ogden Stewart's reverse; a "Tintype" on Il Duce's boy; a preview of a picture which wasn't the least bit flattering to the producer; "Movie Boners" and finally "Candid Camera Shots". Each feature was introduced with a brief announcement from the wordslinger, who stressed the fact that Bromo Seltzer was good for headaches, and stomach ailments. Skolsky, himself, stated that the product had more fans than many a movie star.

All in all, the show was interest-ing and informative, not depending on scandal to please the mongers.

"The Instrumentalists"

To fill the Thursday 10:30-11 a.m. spot on WABC-CBS, Ray Block and an orchestra of CBS lads yesterday presented the first of a series of musical programs titled "The Instru-mentalists", designed to give chances to deserving talent. Various mem-bers of the band were called upon to do specialties, on the piano, elec-tric guitar, flute, etc., and a deep-throated thrush named Muriel Byrd sang a few numbers in a very en-joyable style. The orchestra selec-tions ranged from soft to hot, and altogether, it was a thoroughly pleas-ing half hour.

FCC ACTIVITIES

APPLICATION RECEIVED
WRTD, Richmond, Vol. assignment of license to Times-Dispatch Radio Corp.

APPLICATION RETURNED
Greater Greenwood Broadcasting Station, Greenwood, S. C. CP for new station. 1420 kc., 100 watts. 250 watts LS., unlimited.

EXAMINER'S RECOMMENDATION
Dr. Wm. States Jacobs Broadcasting Co., Houston. CP for new station. 1200 kc., 1 KW., unlimited, be granted.

Concentration on Coast Seen by Harry Maizlish

Concentration of radio broadcast-ing activity on the West Coast is ex-pected to reach a new high in the near future, according to Harry Maizlish, managing director of War-ner Bros.' KFVB, Los Angeles, who has been in New York on business. Not only have many of the more important programs switched west, Maizlish points out, but advertising agencies and others in radio activity have either opened offices in Holly-wood or are planning to do so. He thinks Hollywood will become the national center of radio activity in time.

Maizlish came east to confer with Jack L. Warner before he sailed for Europe on matters pertaining to na-tional radio programs originating at KFVB.

Murfee Joins WJSV

Washington Bureau, RADIO DAILY

Washington—Bill Murfee, formerly associated with the American Radia-tor Co., has been added to the com-mercial staff of WJSV. A. D. Willard, Jr., manager of station, an-nounced appointment yesterday.

Baldwin Attending Parley

Washington Bureau, RADIO DAILY

Washington—James W. Baldwin, NAB managing director, will repre-sent NAB at a meeting to be held here today for purpose of consider-ing broadcast phases of Inter-Amer-ican Radio Conference to be held at Havana beginning Nov. 1.

See Television Preview

Group of business executives as guests of President Lenox R. Lohr and NBC received a preview of tele-vision as perfected to date by RCA and NBS engineers, the preview be-ing in advance of the forthcoming showing to be held at the 34th an-nual business show later this month. Demonstration of some of the new business machines in action were televised. More than a score of ex-ecutives were present.

Added to Silver Show

Minerva Pious and Jerry Housner have been added to the cast of the International Silver Co. program heard over CBS Sundays, 5-5:30 p.m. Cliff Arquette, Cy Kendall and Wil-ford Hari have also been set as steady members of the series, which is of a dramatic nature and features film names.

Raymond's Program to Shift

Raymond's program featuring Lloyd Pantages which starts Oct. 17 over CBS, 2:30-2:45 p.m., will shift to the 1:45 p.m. spot on Nov. 7. The repeat at 11 p.m. will remain as scheduled.

Installs Telephone Links

Sound Reproductions Corp. has in-stalled permanent telephone cables connecting with WABC, WMCA and WNEW.

Columbia Workshop Sets Plays for Fall Schedule

(Continued from Page 1)

the seventh request performance of "Meridian 7-1212", experimental ra-dio tragedy written by Reis around the telephone company's method of giving the correct time. It will be aired Sunday at 8-8:30 p.m. over CBS.

On succeeding Sundays, the fol-lowing are scheduled: Oct. 17, "The Killers", by Ernest Hemingway; Oct. 24, "I've Got the Tune", by Mark Blitzstein; Oct. 31, "Sweep", by Reis; Nov. 7, "Come of Age", by Clemence Dane; Nov. 14, "Mr. Jus-tice", by Reis; Nov. 21, "Georgia Transport", by John Williams An-drews; Nov. 28, "Ninth Avenue L", by Charles Tazewell.

WTAM Accounts Renew

Cleveland—I. J. Fox furs has re-turned to WTAM this fall with a new variety program labeled "Holly-wood Follies," weekly half-hour fea-turing Pinky Hunter, crooning vocal-ist and emcee; Myron Roman's or-chestra; Dorothea Beckloff, ballad singer; Rex Griffith, former WLW tenor, and Sidney Andorn, radio gos-sip reporter. Lang, Fisher & Kirk is the agency.

For the fourth consecutive year, Spang's Bakeries are sponsoring the Junior Safety Police club over WTAM every Friday evening. For each broadcast, a young hero is picked to receive the gold heroism medal and his story dramatized dur-ing the half hour program. Stubby Gordon's orchestra plays on the pro-gram. Jackie Hughes is the young emcee.

Schirer Joins CBS Abroad

William L. Schirer, foreign corre-spondent for the Chicago Tribune and UP news service, was yesterday appointed Central European repre-sentative for CBS. He will work di-rectly under Edward R. Murrow, re-cently appointed European Director of CBS, and will make his headquar-ters in Vienna.

"Myrt & Marge" Add Stations

The "Myrt & Marge" CBS program, sponsored by Colgate-Palmolive-Peet, will add eight stations (WADC, WMMN, WMBD, WIBW, WIBX, WDOD, WNOX and WNAX) to its Monday through Friday network, 10:15-10:30 a.m., effective Nov. 1. Benton & Bowles has the account.

New Du Mont Oscillograph

Upper Montclair, N. J.—A new all-purpose five-inch cathode ray oscillo-graph, Type 168, embodying flexi-ble precision of a laboratory instru-ment with the ruggedness and port-ability required for field work, is being marketed by the Allen B. Du Mont Laboratories Inc. It has high gain amplifiers of wide frequency range and extremely high input im-pedance.

Duchin Gets Pilot Award

Eddy Duchin and his orchestra have been awarded the latest Pilot award of merit.



YOU WILL SOON BE HEARING PLENTY ABOUT THE RADIO DAILY ANNUAL FOR 1938 FOR IT IS ON THE WAY AND HOW!!!



GUEST-ING

MONROE SILVER, originator of "Cohen at the Telephone," on "National Barn Dance," Oct. 16 (NBC-Blue, 9 p.m.).

EDWARD G. ROBINSON, on Al Jolson show, Oct. 12 (CBS, 8:30 p.m.).

GLENN HUNTER, BLANCHE RING, JAMES MUNRO, HARRY MARSHALL and ERENA GRECKO, on Chamberlain Brown program, Oct. 11 (WMCA, 1:15 p.m.).

HILDEGARDE, on "Your Hit Parade" with Mark Warnow orchestra, Oct. 13 (NBC-Red, 10 p.m.).

DALE CARNEGIE, on "Hobby Lobby," Oct. 13 (CBS, 7:15 p.m., and WOR, 10:15 p.m.).

JOHN BARRYMORE, on Bakers' Broadcast, Oct. 10 (NBC-Blue, 7:30 p.m.).

MAL STEVENS, N. Y. U. Football coach, and BEBE BENSON, actress, on Mary Small Revue, today (NBC-BLUE, 7-7:30).

"Lancer Spy", 20th Century-Fox's espionage film marking the debut of George Sanders in a starring role, will be previewed tonight on "Hollywood Hotel" over CBS at 9-10. Dolores Del Rio, Peter Lorre, Sig Ruman and Gregory Ratoiff also will be heard.

WFAS Branch Studios in Yonkers

White Plains, N. Y.—Because of the vastly increased coverage in lower Westchester resulting from the installation of the new vertical radiator, WFAS has made arrangements to install branch studios in the First National Bank Building in Yonkers to more closely serve that section of the county. The studios will be acoustically treated and equipped in conformance with the latest development of the industry. A branch office will be maintained in Yonkers in connection with the station's activities there. It is expected that the Yonkers set-up will be on the air within two weeks.

ONE MINUTE INTERVIEW

LOUIS TAPPE

"It becomes more and more evident through some of the big network shows that name actors, particularly of the screen, must yield mike honors to the comparatively anonymous radio players. One reason, I think, is lack of intensive broadcast direction. Radio production men, having little or no stage and screen experience, appear to stand in awe of the celebrities, with the result that they are allowed to slide through their lines, relying almost entirely upon their own judgment. Actually they need more mike preparation than the lesser lights of the airwaves, who are with radio almost every day of their lives."

STATIONS OF AMERICA

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

KGW, Portland, Oregon

620 Kc.—5,000 Watts LS, 1,000 Night

W. CAREY JENNINGS, Station Manager
CHESTER L. BLOMSNESS, Commercial Manager

FULL day's celebration last August dedicated KGW's new transmission tower—a 625-foot monument to Oregon's pioneer of the airwaves. Governor, Mayor, stars of ether participated, recalling gala day of 15 years before, when newspaper Oregonian first announced its plans for the station. Still under same management and with same call letters. KGW's new transmitter marked mightiest step in mighty history.

It was a grand day in 1923 when station pushed up to 100 watts to air finest caliber commercial and sustaining. Three years later, Westinghouse equipment was installed and power jumped to 1,000, raised again two years ago to 5,000 for daytime operation. Same year saw installation of latest RCA equipment, insuring high fidelity—first one of new series of high fidelity transmitters went into operation. In 1936, all technical facilities were standardized with new RCA microphones, amplifiers, and exciter unit.

Back in 1927, station affiliated with NBC Pacific Coast Red. First studios in territory to incorporate live-end and dead-end constructions, insuring most realistic studio reproduction, were built by station in 1933.

Headquarters of station are in Oregonian Building.

☆ Coast-to-Coast ☆

GORDON HITTEMARK is emceeing a new sponsored series honoring heroes of the nation's capital over WRC, the NBC outlet in Washington.

WPG, Atlantic City: Margaret Keever, program director and announcer of the "Home Forum," is commentator on the new "News for Women" program . . . Betty Phillips, young song stylist on Ethel Rattay's "Tea Time Topics," has a new song recital on Saturdays . . . Sears-Roebuck are back for the third year as sponsors of the football round-up.

George W. Mehrtens of Columbia Trade Press Service, Washington correspondent for RADIO DAILY, and Elizabeth Lock of that city will march up the aisle today.

WICC, Bridgeport: Sales Manager Fred L. Rowe is on the sick list . . . Rosabelle Nelson is readying a fall series of children's tales . . . Farewell for the season to Mary Dolores Hanford, producing a radio script in the New York area.

Pianists Al and Lee Reiser are set for two guest appearances on coast to coast programs next month.

Each of the seven members of Ed Smalle's chorus are heard as soloists on other programs. The three feminine members of the group will be heard in opera stock companies this fall.

Bess Flynn, author of the WOR-Mutual's serial program, "We Are Four," heard Monday through Friday at 12:45 p.m., has been laid up with the flu and during the siege has

dictated all her radio scripts to a secretary from her bed.

WLW, Cincinnati: James Fells, formerly of Des Moines and Los Angeles, is now on the WLW-WSAI announcing staff, where he is using the name of Jimmy Gibson . . . Homer Griffith has a new program of music and philosophy every Friday night at 8:15.

Clarence Ethers, Judge Davis and Gilbert Young make up the instrumental personnel of "The Swingators", a new name-the-song program sponsored by General Electric over WBT, Charlotte. Caldwell Cline is announcer.

Maxwell Anderson's "Winterset" is the second in the series of Dramatic Hours by the Radio Playhouse Acting Company to be broadcast over WNYC, next Sunday at 5:30-6:30 p.m.

WREC, Memphis, is airing for mid-south listeners the contest between Governor Carl E. Bailey and Congressman John E. Miller of Arkansas, for the Senate vacancy created by the death of the late Senator Joe T. Robinson. Governor Bailey spoke on the initial broadcast. Spots have been reserved for Oct. 9 and 14 for other talks preliminary to the Arkansas election Oct. 18.

Don Kerr, the WMCA emcee, has some rabid fans in Brooklyn. They not only have formed a Don Kerr Club, but claim they never miss a word of his on the radio—and even take his talk down in shorthand. And they attend all his personal appearances—so the leader of the club says.

AGENCIES

J. WALTER THOMPSON CO., through its Seattle offices, will launch national advertising for Washington's winter playgrounds in January. This first advertising will be undertaken for the recently formed Washington State Progress Commission, and will be followed by a large campaign for attraction of summer tourists.

HARRY POMAR moves over from the Harvey Massengale Advertising Agency of Atlanta to head up the newly created WATL Merchandising Department. He will work with the Grumbley organization, whose merchandising service the station recently contracted for in covering Atlanta and the surrounding communities.

ANNE WEINSTEIN, secretary to Al Schillin of Schillin Advertising Corp., has resigned after four years. Gertrude Friedlander has been promoted to take her place.

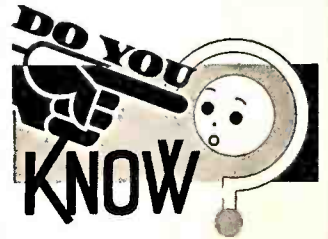
NBC World Series Standbys

In the event that any game in the World Series is cancelled, all NBC programs regularly scheduled for that particular day and omitted because of the series will be heard over the NBC networks, with the sole exception of Sunday's broadcast of "Magic Key of RCA."

This rule will hold true during the full length of the Series, including the possibility that the series may be extended to nine games. In place of the "Magic Key" on Sunday afternoon over the NBC-Blue network, which will be omitted even though a game is cancelled because of the extensive facilities demanding arrangement long before its performance, a full-hour variety show presented by NBC novelty groups and vocal stars will be heard.

NBC Wash'n Sports Dept.

Washington Bureau, RADIO DAILY
Washington—Creation of a sports department to coordinate all sports events originating in Washington carried by NBC is announced by Kenneth H. Berkeley, general manager of WRC and WMAL. Department will consist of Bill Coyle, Bud Barry, George Gunn, William McAndrew and Robert Cottingham.



Harry Von Zell is proud of the fact that he can dictate faster than the average stenographer is able to take it. And then there's Floyd Gibbons.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 71

NEW YORK, N. Y., MONDAY, OCTOBER 11, 1937

FIVE CENTS

Pre-Havana Parley Asks Proposals

FRANK BRAUCHER NAMED V. P. OF SALES AT WOR

Frank Braucher, formerly vice-president and director of Crowell Publishing Co., has been appointed vice-president in charge of sales at WOR, it is announced by Alfred J. McCosker, president of Bamberger Broadcasting Service. Braucher takes over his new duties Oct. 18.

Entire business career of Braucher has been in the magazine field. He (Continued on Page 3)

Two Television Sessions At Film Engineers' Meet

Two demonstrations of television will be given Thursday at 8 and 9:15 p.m. on the 62nd floor of the RCA Bldg. in connection with the annual convention of the Society of Motion Picture Engineers being held Oct. 11-14 at the Hotel Pennsylvania. Dr. B. E. Schackelford will be in charge of the demonstrations for RCA.

Holmes Succeeds Latham As Y. & R. Time Buyer

Jack Latham, Young & Rubicam radio time buyer, has resigned from the agency to join American Tobacco Co. as assistant to George W. Hill Jr., advertising manager of the company. Latham has been with the agency radio staff for the past four years. Until the addition of Carlos (Continued on Page 2)

Lee Managing KTOK

Oklahoma City—Joseph W. Lee is now general manager of KTOK, key station of Oklahoma Network and member Mutual Broadcasting System.

Clean

The father of this particular anecdote probably has white hair by now, but anyway the story's clean.

It seems that the Ascap headquarters sent one of their lapel buttons to a member on the coast.

Back came a wire collect:

"Would greatly appreciate your sending a coat to pin this button on."

WDAS Loses Appeal

Philadelphia—The Supreme Court of Pennsylvania upheld the decision of the lower court which issued an injunction restraining station WDAS, a restaurant, a ballroom, and a recording laboratory from playing phonograph records made by Fred Waring. The appeal of WDAS was backed by RCA Victor Co., and the NAB.

WDZ 'ONE STATION CHAIN' HAS STUDIOS IN 4 TOWNS

Tuscola, Ill.—WDZ, America's third oldest station, is pioneering again. With the recent opening of three out-of-town studios, WDZ is now a "one station chain." On Sept. 7, studios were opened in the Plaza Hotel in Danville, Ill., with Emerson Russell of the WDZ sales staff in charge. (Continued on Page 3)

New Miami Beach Station Begins Activity on Nov. 1

Miami Beach, Fla.—WKAT, new local station with Frank Katzentine as owner and Jan Musselman as manager, starts broadcasting Nov. 1. A slogan contest, with \$2,000 in Spartan radio prizes, is among its first features. Station has 100 watts on 1500 kc.

Firestone Special

Firestone Tire & Rubber Co., through Sweeney & James Co., Cleveland, has signed a 45 NBC-Blue network hookup to air the highlights and winners of the National Dairy Show in Chicago. Oct. 13-14 at 4-4:15 p.m.

Craven of FCC Invites Industry to Submit Suggestions for Coming Inter-America Radio Conference

RESPONSE IS GREATER VIA RADIO, AFA TOLD

Providence—Responsiveness to radio is greater than to any other media, said B. J. Hauser, assistant production manager for NBC, in addressing the three-day 18th annual convention of the New England Advertising Clubs, district unit of Advertising Federation of America, here last week. Radio has become an intimate part of people's lives, declared Hauser, as proven by the (Continued on Page 6)

Major Philly Stations All Set on Orchestras

Philadelphia—Having settled its battle with the musicians union, WCAU announces that a Meyer Davis unit of 16 men under the baton of Robert Golden will be featured as the house band.

Rumors pervade radio row that not only will Meyer Davis' music be featured on WCAU but also at WFIL and WIP, with Bill Marshall heading the WFIL unit, while Clarence Fuhr (Continued on Page 3)

Stopak for Allegheny

Josef Stopak, NBC concert master, has resigned from NBC to devote his full time to his new Allegheny Steel commercial which starts next month.

By MILTON F. LUNCH
RADIO DAILY Staff Correspondent

Washington—An invitation to the radio industry to make any proposals that might help the work of the inter-America radio conference to be held in Havana starting Nov. 1 was extended by Commissioner T. A. M. Craven of the FCC at the preliminary meeting held here Friday.

"Cooperation between the governments, public and FCC will be our aim," said Craven. "We hope for a fine cooperative spirit so as to be (Continued on Page 2)

CBS TELE TRANSMITTER READY EARLY NEXT YEAR

Construction of the new CBS television transmitter, which is now being given its first power tests at Camden, N. J., preparatory to installation atop the Chrysler Bldg. here, is expected to be completed in time for delivery shortly after first of the year.

Equipment actually consists of two complete and almost identical trans- (Continued on Page 3)

American Chicle Show Starts on Mutual Net

American Chicle Co. made a sudden decision to debut on the ether Friday, choosing the Mutual network (10 stations provided the time could be cleared.) Contract for eight weeks calls for 6:45-7 p.m., (Continued on Page 6)

★ THE WEEK IN RADIO ★

... Key Stations-AFM Agree

By M. H. SHAPIRO

ALTHOUGH it was like making so many trips to the dentist and having strong teeth yanked, the network representatives went to and from the offices of the AFM, conferred and argued, but finally came to terms on the additional sums of money to be spent for staff musicians... this clears the way for the independently owned network affiliates to conclude their bargaining with the AFM, and it is now up to the remainder of the outlets

to decide within the next week what they will do...

Network billings took a slight drop in September, as compared to the same month a year ago, with CBS being the only web to report a gain... cumulative totals for the year to date are, of course, well above the same period a year ago... The KOL affiliation with Mutual appears to be deferred until January, despite reports that the Seattle CBS

(Continued on Page 3)

Ouch!

Henny Youngman, the comedian on the Kate Smith program over CBS, is responsible for the following bit of intelligence.

Harry Einstein, who is better known on radio and screen as Parkyakarkus, is supposed to have a sister who's a burlesque queen.

Her name—still Youngman telling it—is Stripyakarkus.



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JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL
 (Saturday, Oct. 9)

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 1/2	157 1/4	157 1/2	+ 1/2
CBS A	24	24	24	—
Crosley Radio	11 1/2	11 1/4	11 1/4	- 3/4
Gen. Electric	42 1/2	41 1/2	42	+ 1/2
North American	19 1/2	19 1/2	19 1/2	+ 1/8
RCA Common	9	8 3/4	8 3/4	—
Stewart Warner	13	12 1/2	12 1/2	- 1/4
Zenith Radio	30 3/4	30 3/4	30 3/4	—
NEW YORK CURB EXCHANGE				
Majestic	2	2	2	—
Nat. Union Radio	1 1/4	1 1/4	1 1/4	—

FCC ACTIVITIES

HEARINGS SCHEDULED

Today: Harwell V. Shepard, Denton, Tex. CP for new station.

Oct. 12: W. C. Irwin, Amarillo, CP for new station; Northwestern Broadcasting Co., Vernon, Tex., CP for new station; KFDM, Beaumont, Vol. assignment of license to Beaumont Broadcasting Corp.

Oct. 13: Bruce Vance Hedrick, Salisbury, N. C., CP for new station.

Oct. 14: WAAB, Boston, Mod. of license to 1410 kc., 1 KW., unlimited; Tri-City Broadcasting Co., Schenectady, CP for new station; WMFJ, Daytona Beach, Mod. of CP to 1240 kc., 1 KW., unlimited; Troy Broadcasting Co., Troy, CP for new station. 950 kc., 1 KW., daytime; Curtis Radiocasting Corp., Indianapolis, CP for new station; Beaumont Broadcasting Assn., Beaumont, CP for new station.

Oct. 15: C. Bruce McConnell, Indianapolis, CP for new station; KTUL, Tulsa, CP to increase power to 1 KW., 5 KW. LS. 1400 kc., unlimited; John P. Harris, Hutchinson, Kan., CP for new station.

APPLICATIONS RECEIVED

KRQA, Santa Fe, N. M. Vol. assignment of license to I. E. Lambert from J. Laurence Martin.

Radio Enterprises, Inc., Lufkin, Tex. CP for new station. 1310 kc., 100 watts, daytime.

Liebling Joins Radio Guide

Leonard Liebling, editor of Musical Courier and formerly music critic of the N. Y. American, has been appointed music editor of Radio Guide, edited by Curtis Mitchell.

Pre-Havana Conference Asks Industry Proposals

(Continued from Page 1)

able to give stability to broadcasting in this country."

Managing Director James W. Baldwin of NAB told the meeting he would get in immediate touch with his membership to make specific proposals for future meetings of the sub-committee before leaving for Havana. A. D. Ring, chief of the FCC broadcast section, will head an engineering sub-committee to make recommendations.

Short wave broadcast, allocation of frequencies, amateurs, etc., will be taken up at the parley.

WLW 20-Hour Schedule

Cincinnati—Operating time at WLW had to be extended to 20 hours and 15 minutes on weekdays to handle the new fall schedule, which includes 13 new programs and half a dozen old ones in new dress. Robert Jennings is program director.

Crosley Corp. has not made any appointment yet to succeed William S. Hedges, Crosley v.-p. and general manager of WLW and WSAI, who resigned last week.

RCA Labor Fight Settled

Camden, N. J.—Labor troubles of a year's standing between United Electrical Workers and the RCA Victor plant were settled late last week. Edward F. McGrady, who recently joined RCA to handle labor matters, took part in the conferences leading to the settlement.

FCC-Lawyer Case Put Off

Washington Bureau, RADIO DAILY
 Washington—The case of the FCC vs. Paul M. Segal and George S. Smith, attorneys, has been postponed to Oct. 19, on request of attorneys. Hearing was supposed to have started last week.

Mento Everitt in "Jenny"

Miss Mento Everitt, character actress, will be starred in the new "Jenny Peabody" dramatic series which starts Oct. 18 at 3:30-3:45 p.m. on 42 CBS stations for F. & F. Coughdrops. Blakett-Sample-Hummert is the agency.

Robert Elliot to WGY

Robert Elliot, assistant to NBC night executive John Almonte for the past five years, leaves the New York headquarters of NBC to join sales staff of WGY, NBC owned and operated station in Schenectady, effective Oct. 15.

KIRO Starts on CBS

KIRO, Seattle, yesterday began broadcasting as an affiliate of CBS.

AL DONAHUE

and his orchestra
 at the

RAINBOW ROOM

For Fall and Winter Season
 Fourth Return Engagement

Holmes Succeeds Latham As Y. & R. Time Buyer

(Continued from Page 1)

Franco to the staff about a year ago, he handled both network and radio time buying. Since then, he has devoted his time to spot radio.

Joe Holmes, under the supervision of Franco, succeeds to Latham's former post. He has been serving in the department for the past seven months.

Latham takes over his new duties on Friday and will work on all the various media used by American Tobacco to promote Lucky Strike cigarettes, Half & Half smoking tobacco, Roi-Tan cigars, etc.

Furgason & Aston Change

Furgason & Aston Inc. has changed the name of the organization to Gene Furgason & Co. Change in no way affects either personnel or branch offices. Under the new scheme of operation the organization will be expanded to offer a larger service to stations and advertisers than heretofore.

Jimmy Wade and Pete Wasser of New York offices continue as officers of the new company in the capacity of vice-presidents in complete charge of eastern territory. S. M. Aston is taking charge of the Detroit territory and Bill Lintecum that of Kansas City.

Florida Broadcasters Meet

Miami—At a special meeting of the Florida Broadcasters Ass'n here, a resolution was adopted asking the NAB president to select Fred W. Borton of WQAM to represent Florida and three other southeastern states at the New York meeting this week. An appeal was made to all Florida broadcasters to attend.

Brown & Williamson Shift

Brown & Williamson will shift the Tommy Dorsey Friday night show on the NBC-Blue network to the 9:30-10 p.m. spot. This is a half-hour earlier than show was formerly aired.

Universal Tele Registers

Washington Bureau, RADIO DAILY
 Washington—Universal Television Corp. of New York has filed registration statement with the Securities & Exchange Commission, listing 500,000 shares at \$2.50 each. John W. McKay is president of the research development organization.

FOLLOW THE LEAD OF THE LEADERS

For the last word in complete studio and equipment facilities for reference and electrical transcription recording, call, write or wire.

SOUND REPRODUCTIONS CORP.

17 West 46th St., New York City
 BRyant 9-8265

COMING and GOING

RUBY COWAN of Paramount Pictures was in Washington last week looking around for new talent, and reports are that he spotted some potentials at WJSV.

SAM SERWER of Music Publishers Holding Corp. expects to leave New York today on a business trip to Philadelphia, Baltimore, and Washington.

BLAYNE BUTCHER and wife have returned from Hollywood. Butcher will be in charge of all radio production from New York for Lennen & Mitchell.

H. V. KALTENBORN arrived in Hollywood on Friday by plane from New York.

HAVEN MACQUARRIE is in New York searching for picture talent.

VIVIAN DELLA CHIESA, NBC soloist, goes to the Indiana State Teachers' Association state meeting in Indianapolis, Oct. 22, for a personal appearance.

AILEEN STANLEY arrives from Europe aboard the Queen Mary next Monday.

JACK VAN VOLKENBURG, assistant manager of WBBM (Chicago), and JOHN McCORMICK, WKRC (Cincinnati) manager, are in town visiting CBS headquarters.

EDWIN S. REYNOLDS of the CBS sales promotion department leaves town today for a southern trek.

GIOVANNI MARTINELLI, opera singer, will arrive on the Aquitania tomorrow.

FRANK R. McNINCH, FCC chairman, goes to White Sulphur Springs, W. Va., to address the Investment Bankers Ass'n convention Nov. 3-7.

LEE GRANT AND HIS ORCHESTRA

26th WEEK

SPONSORED BY GENERAL MILLS



3 HOURS DAILY 2:30-5:30 P.M.

COMING ON THE AIR



DR. JOHN B. SENESAC
 DENTAL FACTS AND MOUTH HEALTH
 Management: J. William Cody
 1650 Broadway, N. Y. C. Suite 1104
 COlumbus 5-8905

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

**WDZ "One Station Chain"
Has Studios in 4 Towns**

(Continued from Page 1)

This week, studios in the First National Bank Building in Mattoon, Ill., go into operation with Walt Schafer, also of the sales staff, as studio director. At the same time in Effingham, Ill., broadcasts begin from new studios in the Register Bldg. with salesman Ray Livesay in charge. Every day each studio comes on the air on set schedule. Danville broadcasts two hours and 45 minutes, Mattoon gives two hours and Effingham an hour. Programs for the remaining five hours and 15 minutes originate in the main Tuscola studios. In Danville, remote lines also connect the Fisher theater from which point daily organ and man-on-the-street programs originate. In Mattoon, remote lines bring an afternoon commercial organ program from the Mattoon Theater. Still in experimental stages, WDZ's daily programs coming from four different points has already shown an increased listener interest in each of the towns, a great advance in sales, and a keen sense of rivalry between studios with each town strongly backing "its studio" with the best available talent. If the experiment proves successful, more studios from towns in the broadcast area will be added to the "WDZ Chain".

**CBS Tele Transmitter
Ready Early Next Year**

(Continued from Page 1)

mitters, one to be used in transmitting high fidelity sound covering a frequency range of up to 10,000 cycles, while the other will transmit pictures simultaneously. The frequency range required to transmit high frequency pictures extends up to 2,500,000 cycles. Each transmitter has a 7½ kw. output with 30 kw. peak modulation. Power consumed in producing this output will be about 400 kw.

Transmitting equipment will be installed on the 73rd and 74th floors of the Chrysler Bldg. Steel structure of the building has been reinforced to carry the additional weight. Studios will be in the Grand Central Terminal building across the street.

Experiments are now going on in Camden to determine type of antenna best suited to the Chrysler Tower.

Cutting to Scout Talent

J. Ernest Cutting, who has resigned from NBC, will embark on a country-wide expedition for new talent of all types. He will submit his finds to radio, movie or other channels for which they have talents.

**HELENA BLUE'S
NOVELTY STRINGS**
SWING WITH STRINGS

MANAGEMENT
ROCKWELL-O'KEEFE

☆ **THE WEEK IN RADIO** ☆

... Key Stations-AFM Agree

(Continued from Page 1)

station would be released on Oct. 10. . . . Mutual, however, has two commercials to protect and plans to record them and broadcast the shows within an hour after being heard on the MBS net. . . .

Western group of broadcasters went on record as being in back of the NAB in its plans to departmentalize . . . same group also asked broadcasters to get together on the AFM matter and do their utmost to make the best of a bad situation. . . . One of the best known radio publicity offices, that owned by Bob Taplinger, was sold to Tom Fizzdale of Chicago . . . Taplinger becomes general press representative for all Warner Bros. organizations. . . .

Song writers seeking a better cut on the electrical transcription fees from the publisher, as well as other concessions, are now about to settle their differences and draw up a new standard form of contract . . . publishers will grant the writers a minimum of 50 per cent of the proceeds . . . U. S. Government plans a program on CBS intended to promote the good neighbor policy with Latin-American countries . . . ACA, CIO affiliate, claims 30 stations signed with 70 more in the offing . . . Herbert I. Rosenthal was made general manager of Columbia Artists Inc. . . . Hearing before Federal Trade Com-

Macfadden Adds Stations

Macfadden Publications on Friday added WSB, WMC, WAPI and WSMB to its "True Story Court of Human Relations," NBC-Red network program. Arthur Kudner has the account.

International Film Review

To acquaint listeners with foreign film fare, WBNX will present the "International Film Review" each Tuesday at 5:30 p.m. Bob Stokes, the commentator, is a member of the National Board of Review of Motion Pictures.

O'Rourke on Roth Program

Tex O'Rourke, humorist who appeared on "Magic Key of RCA" for a stretch, joins Al Roth's "Melodic Contrasts" tonight as emcee. Program is heard weekly at 9 p.m. on NBC-Blue.

BROADCASTERS!

*While in New
York Visit*
PRESTO

See our complete line of recording equipment and transcription tables at our offices.

PRESTO RECORDING CORP.
139 W. 19th St. (bet. 6th & 7th Aves.)
Phone: CHelsea 2-6425

**Major Philly Stations
All Set on Orchestras**

(Continued from Page 1)

man will remain at WIP as music director.

WIP, with a day to day agreement with Local 77, awaits the settlement of the negotiations between AFM and the networks before signing permanent pact.

WRAX and WPEN having signed some weeks ago, WDAS also on a day to day agreement, and KYW's permanent agreement signed for some time, finds major local stations with union bands for the first time in years.

**Frank Braucher Named
V.P. of Sales at WOR**

(Continued from Page 1)

was western manager of Scribner's and also was associated with Woman's Home Companion before being made advertising director of the entire Crowell group.

STATION WOR

IS PLEASED TO ANNOUNCE

THE APPOINTMENT OF

FRANK BRAUCHER

AS VICE PRESIDENT

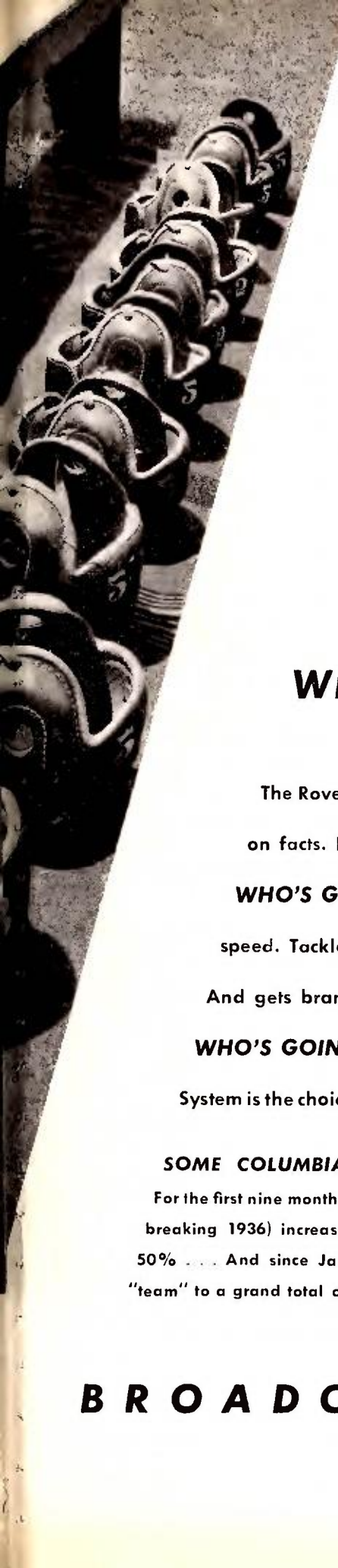
IN CHARGE OF SALES

AFTER OCTOBER EIGHTEENTH

AT 1440 BROADWAY



T H E C O L U M B I A



WHO'S GOING IN?

The Rover Boys at end? Stover of Yale? Hardly. The coach is short on fiction and strong on facts. He'll send in a young dynamo. Packed with brawn. Fast as an antelope.

WHO'S GOING IN for the successful advertiser? Radio packs both power and speed. Tackles every distribution problem. Puts 86,000,000 customers on the line.

And gets brand names over. It's today's high-scorer for All-American advertisers!

WHO'S GOING IN on Columbia? Year after year, the Columbia Broadcasting System is the choice of more of the country's largest advertisers than any other network.

SOME COLUMBIA SCORES AT THE BEGINNING OF THE LAST QUARTER:

For the first nine months of 1937 over 1936, the volume of advertising on Columbia (after a record-breaking 1936) increased 33.7%. TOBACCO, FOOD and AUTOMOBILE advertising increased over 50% And since January 1st, 15 additional radio stations have increased the Columbia "team" to a grand total of 107 Columbia Network stations . . . the largest network in the world.

B R O A D C A S T I N G S Y S T E M

AGENCIES

HENRY P. CLARK, South American manager for McCann-Erickson, is on furlough in Chicago. He reports S. A. radio is gradually copying North America from the commercial angle.

LORD & THOMAS agency has leased large quarters in the Guaranty Building, 6331 Hollywood Boulevard, Hollywood, with Tom McAvity and Jack Runyon provided ample room to function on forthcoming radio activities.

WARD H. WEBB, in the past connected with several Kansas City advertising firms as account executive, has moved to Chicago where he will be associated with Ruthrauff & Ryan, handling special radio work.

H. H. DOBBERTEN has been appointed director of media of Benton & Bowles Inc., New York. He has been a member of the agency's media department during the past two years, prior to which time he was associated with Brooke, Smith & French, Detroit. Dobberten succeeds A. M. Lewis, who resigned to join Pedlar & Ryan Inc.

GEORGE ROBERTS of Kenyon & Eckhardt is passing out cigars for little Georgie's appearance.

ERWIN, WASEY & CO. and Frank Presbrey Co. both deny a rumored consolidation of the two agencies. Howard D. Williams, vice-president of Erwin, Wasey, spoke for that agency, and Charles Presbrey for the latter organization.

GUEST-ING

GERTRUDE LAWRENCE, PAUL McGRATH and NANCY KELLY in scenes from "Susan and God," on Kate Smith program. Oct. 14 (CBS, 8 p.m.)

JUDY GARLAND, on Ben Bernie program, Oct. 12; GERTRUDE NIESEN, FRED LAWRENCE, BILLY WILSON and RAY HENDRICKS, same program, Oct. 19 (NBC-Blue, 9 p.m.)

ERNO RAPEE, on Nellie Revell program, Oct. 12 (NBC-Red, 5 p.m.)

PAULINE PIERCE, on "Rising Musical Star," Oct. 17 (NBC-Red, 10 p.m.)

DAVE SCHOOLER, on "Music By—" Oct. 14 (WOR, 8 p.m.)

CONGRESSMAN ISRAEL SIEGEL will be guest speaker on tomorrow's "Spotlight on Youth," World Peaceways program, over WNEW at 8 p.m. Break-up of the Dillinger gang will be dramatized in this episode.



● ● ● Despite the reports that Ted Collins will take the Kate Smith Hour to the coast so that the singer might do pictures—it won't happen. Collins told us that his stand-pat edict is prompted by the fact that here the show has the pick of N. Y. talent. A westward move might be considered a year from now when the other shows come east... Miss Smith is so happy that CBS painted her dressing room pink, gave her a chaise-lounge and shower... Gladys Swarthout will be the first non-comic guest on the "Hollywood Mardi Gras" show this month... Bob Goldstein, who said that "Tobacco Road" was still No. 1 on the "Spit Parade," is signing big names for radio, pictures and theaters through his new agency, Feature Artists Service... Ned Williams says that Irving Mills has relinquished his club colored booking unit only and that George Immerman has resigned... Friends of Hollywood-bound Mark Hellinger, from Bugs Baer to Jimmy Walker, will give him a sendoff party Nov. 5 at 7:30 p.m. in the Waldorf-Astoria.

● ● ● KFWB, Los Angeles, auditioned its show which features the Norman Spencers, Senior & Junior, called "Can You Write a Song," featuring amateur tunesmiths. Program is likely to go network... Haven MacQuarrie, producer and director of "Do You Want To Be An Actor?" is New York-bound in search of movie talent and will air his show via a local station.

● ● ● Jeanette MacDonald's initials spelled "JAM" before she married Gene Raymond and went on the Vick's show. Now it's "JAR." Sponsor is claiming tie-up... Final set-up on the Harry Conn CBS show consists of the addition of Mark Warnow's band and Crooner Barry Wood. A waxing will be made Friday at a playhouse loaded with guests... Did you know that J. Walter Thompson were negotiating with Jack Pearl to take over on one of their shows... Colonel Jack Major will introduce his Uncle Eustace on his show today, conducting the orchestra... Press Agent Jimmy Davis' jacket-pocket is bulging. On investigation it'll be discovered that Jimmy always carries a filled fountain-pen plus a blank check-book—so that his clients can't say they haven't a check or pen when the pay-off comes around.

● ● ● Hudson Butler, announcer at WATL, Atlanta, asked the station to deduct a day's pay for not working on Sundays because his religious principles are opposed to Sabbath labor. Station readily complied... Mickey Alpert will wed Kathryn Rand before closing at the Riviera next Tuesday—because Ben Marden will pay for the license and wedding reception if he does... Howard Lally's crew will go into the Winter Room there... Henry Cox, who resigned from CBS, is now with Wilson, Powell & Hayward... Mary O'Keefe, ass't program director at WTHT, Hartford, is the sister of Walter.

Response is Greater Via Radio, AFA Told

(Continued from Page 1)
swift replies to specific offers or to invitations to write in, favorably or otherwise.

Various data was presented by Hauser on the growth of the industry and continued expansion in radio set sales, which range about 25 per cent higher this year over last year's record, the fact that 71.8 per cent of new car owners want radios in their cars, results obtained by advertisers, etc.

American Chicle Show Starts on Mutual Net

(Continued from Page 1)
with Lou Little, football coach, as commentator on forthcoming games, plus guests from sports fraternity. First show on WOR Friday night was heard at 8-8:15 p.m. due to previous commitment for the time by Mayor LaGuardia. Agency is Badger, Browning & Hersey, Inc.

Stations sought by the gum company, in addition to WOR, are: WGN, WHK, WHKC, WIRE, WABY, WCAE, CKLW, WSPD and WKBW.

ORCHESTRAS
MUSIC

FRANK NOVAK and his "sweet-swing" band will remain at the Raleigh Room of the Warwick Hotel through the Fall season. Wes Vaughan and William Bardo continue as vocalists with the band, while Joan Brooks holds down the featured singing spot. Novak has been at the Hearst-owned spot since early in June.

Roger Wessman and his Sophisticated Swingsters are back again over WNBC, New Britain, Conn., Sundays at 4 p.m. Roger puts on a half-hour show, with Bill Norton doing the vocals. Hal McIntyre's Orchestra, a long-time favorite with WNBC listeners, is heard Sundays at 1:30 for a half hour session. Jimmy Motto sings. Ditto for the Waikiki Islanders Saturdays at 12:15.

Ernie Holst's orchestra will be heard from Florida this Winter.

A second sponsor is interested in Ed Smalle's chorus, currently heard on the Thursday night beer series which precedes Rudy Vallee's program on WEAJ.

ACTONE transcription needles 100% shadowgraphed

Ask any Station technician; for most of America's broadcast units rely on these brilliant playback and steel cutting needles. Samples on request. Mfd. by W. H. BAGASHAW Co., Lowell, Mass. Distr. by H. W. ACTON CO., Inc. 370 Seventh Avenue, New York City

NAT BRUSILOFF MUSICAL DIRECTOR

New York's Own Station
WMCA
"AT THE TOP OF THE DIAL"
1697 BROADWAY CI 6-2200

TRANSCRIPTION & RECORDING SPECIALISTS

INTERNATIONAL PRODUCTION STUDIOS
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FOTOTONE SOUND SYSTEM

ATTENTION ADVERTISING AGENCIES

Send for free sample scripts of our new 5-minute Hit Program—"HOLLYWOOD NITE LETTER." An original, authentic, breezy summary of the biggest news in the world of screen and radio. Gathered personally by our own reporters; air-mailed daily direct from Hollywood... Franchise is still open for many choice cities. Special low introductory prices.

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Immediately Available
For Exclusive Sponsorship

"Cape Cod Folks"

By

Joseph C. Lincoln

Chase & Ludlum
30 Rockefeller Plaza

Phone
Circle 7-4366

★ Program Reviews and Comments ★

"WE, THE PEOPLE"

Sanka Coffee
WABC—CBS, Thursdays,
7:30-8 p.m.
Young & Rubicam

CAST OF POOR SUBJECTS GIVES PROGRAM WEAK START, THOUGH HEATER IS GOOD.

Although following closely the pattern set last season by Phil Lord, the initial program of the present series was way below par on opening shot with bad lines and poor selection of guests mostly to blame. Most radical departure from last season is the replacement of Phil Lord with Gabriel Heatter, who, though doing a very good job, was unable to pull the show out of its rut.

First program had Helen Hayes, star of Sanka programs for the past two years, as featured guest; a news-reel cameraman, a girl who was the victim of mistaken identity and was sentenced to jail unjustly, an employee of the Minneapolis Public Library, a farmer whose land is gradually sinking into the earth, an actual eye witness to the Chicago fire, and finally the board that picks each week's guests. Miss Hayes was picked up from Boston, where her show is playing.

Program has all the elements, as proved last year, but is in definite need of fresh material, and more interesting guests to hold its audience from last season. Mark Warnow did his usual fine job of providing musical background, and should be given a credit during the presentation.

LOU LITTLE

American Chicle Co.
WOR-Mutual, Fridays, 6:45-7 p.m.
(initial program aired 8-8:15 p.m.).
Badger, Browning & Hersey Inc.

GOOD FOOTBALL COMMENTARY WITH LOU LITTLE A SWELL TALKER.

Most of the many current programs embracing football forecasts, chatter and guest stars are pretty much alike, but this one has quite an advantage in the personality of Lou Little. He not only knows his grid-iron stuff, and how to dish it out in natural showmanly style, but he also has an unusually good radio voice, deep and solid, that registers very happily over the air.

John T. Casey acted as a sort of interviewer, asking Little an occasional question. Guest of the evening was Chick Meehan.

"GRAND CENTRAL STATION"

Lambert Co. (Listerine)
WJZ—NBC-Blue, Fridays, 8-8:30 p.m.
McManus, John & Adams, Detroit
PRIZEFIGHTER STORY STARTS NEW SERIES OFF AT GOOD GALLOP.

The Grand Central station in this series comes in only as a brief piece of opening atmosphere. A complete playlet will be presented each time. For the initial presentation, a fighter arrives and surprises his manager by producing a wife. Manager has been opposed to the kid marrying, so he secretly tries to make a deal with the Mrs. on threat of exposing her past. When she refuses, the manager goes in for dirty work, causing a marital split, defeat for the kid, and the usual routine that accompanies these familiar situations where a fighter's wife and his manager are at odds, but finally winding up with the good old rainbow finish.

Action moved along pretty fast, and there was a good cast including Ned Wever, Rosaline Greene, Clayton Collyer, Erik Rolf, John Brown and Charles Cantor. Himan Brown is the producer.

"Say It with Music"

A new musical show with a novel twist is Arthur Gutman's way of making a comeback via radio, and it should be a successful one judging by opening performance over WOR last Thursday night at 8. Program is a symphonic pattern of popular music, and is second only to Mark Warnow's "Blue Velvet" musicals. Aided by Walter Ahrens, Elinor Sherry and the Embassy trio, Gutman sets a fast moving musical show through its paces, and makes the audience like it.

The Berlin tune, "Say It with Music," is Gutman's theme, and first program included a new tune, "A Wee Bunch of Shamrock," which has hit possibilities, selections from "The Firefly," "Toy Soldiers on Parade" and a tone poem, "Love Songs of the World." Miss Sherry and Ahrens, together with the trio, also turned in topnotch performances.

"Everybody's Music" Finale

First concert devoted entirely to music written for the radio and the premiere of radio's first opera will be given when Howard Barlow directs the Columbia Symphony Orchestra in a two-hour concert concluding the "Everybody's Music" series next Sunday, 3-5 p.m.

Opera is Louis Gruenberg's libretto and score based on the W. H. Hudson novel, "Green Mansions." Compositions written for the Columbia Composers' Commission also will be performed in review.

Henry M. Neely, commentator of the series throughout the summer, will fill the same role on this occasion.

"BEHIND THE HEADLINES"

Liberty Magazine
WMCA—Intercity Network,
Friday, 7:15-7:30 p.m.

VERY ENTERTAININGLY DRAMATIZED MAGAZINE CONTENTS AND COMMENT.

Despite its title, this is not a news program, but a snappy presentation of the highlights in the current issue of Liberty Magazine. Through the medium of Garnett Marks, who does a swell job as commentator, and a sort of heckler known as "Vox Pop," which is one of the departments in the mag, the principal features of the current issue are discussed and dramatized.

Outstanding item on this occasion was the behind-the-scene story of the John L. Lewis-William Green feud. The hanging of an actor, who gave his best "performance" on the scaffold, was another interestingly dramatized bit.

Program, as efficiently handled, should serve its purpose of attracting readers.

Bing Crosby

Bing Crosby returned to the Kraft Music Hall Thursday night on the NBC-Red network after an absence of three months, during which time Bob Burns held down the bag as emcee. Naturally the voice of Bing is a welcome one and he appears to be in finer fettle than ever. Somehow it takes a Crosby to bring out Burns to better advantage also, and the lines that can be written for Crosby in his banter with guests cannot always be written for Burns. Beatrice Lillie was also in fine form, both on her satirical singing and gags. Mischa Levitsky outdid himself at the concert grand piano and the program as a whole was smooth and entertaining. Velveeta cheese received the credits.

"How About It?"

Sam Hammer's "How About It?" over WOR on Friday nights has developed into a highly entertaining affair. The program has contestants telling what they would do if they found themselves in a certain situation, embarrassing or otherwise. The

Loses Suit Against Gibbons

Supreme Court Justice Ferdinand Pecora dismissed the complaint in the \$250,000 suit for damages brought against Floyd Gibbons by Charles Locke, author and commentator. Justice Pecora said that it was not proven that the material used by Gibbons was slanderous to Locke. However, the court allowed Locke 20 days in which to file an amended complaint if he should so desire.

Locke alleged that he wrote material for Gibbons last January in connection with Ohio river floods and that Gibbons went on station WLW and so colored the original material that Locke's reputation as a writer was damaged.

questions are of general and topical interest, and not only stimulate intelligent and fast thinking, but they produce a lot of good, natural humor.

Hammer also has built up an excellent "Your Invention" program on WMCA.

2,000,000 JEWS!

A Huge City!

Reach Them by Radio!

Tune in:—
Zion Variety Show—Monday at 7:30 P.M.
Voice of Jerusalem—Thursday at 8:15 P.M.
Station WMCA

JUDGE FOR YOURSELF!

ADVERTISERS BROADCASTING CO.
205 EAST 42nd ST. NEW YORK, N. Y.
Murray Hill 4-1364

COLONEL JACK MAJOR

INTRODUCES

UNCLE EUSTACE

AND HIS SWING-DINGERS
FROM PADUCAH

TODAY 3-3:30

WABC-Columbia Network

Mr. Radio User!

ONE MINUTE—FIVE MINUTES—
FIFTEEN MINUTES
HALF HOUR—FEATURES

CUSTOM BUILT AND READY FOR
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Drop in at

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RKO BLDG.—RADIO CITY
CIRCLE 7-4428

GENNETT SOUND EFFECT RECORDS

ELECTRICAL
TRANSCRIPTIONS

THOMAS J. VALENTINO
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BRyant 9-5543

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

Greetings from Radio Daily

October 11

Jeff Bryant

Leo Reisman

Jimmy Donnelly

Elsie Ashcroft

LOS ANGELES

JOE KEARNS, Margaret McDonald and Inez Seabury become permanent members of Lloyd Pantages' troupe on the weekly CBS airing.

Dave Howell, the "Cruising Troubadour", and Julie Bennell, commentator, have a new 15-minute program on KMPC, Fridays at 3:45, sponsored by the hotel greeters' publication, "About Town".

Emil Seidel and his orchestra replaces Louis Prima on the Ed Lowry "Sing Time" program over KHJ-Don Lee on October 12. Prima and his gang have been on the show for several weeks.

Buddy Twiss and Joe Parker initial a 15-minute program of comment labeled "Best of the Week" over NBC Pacific Coast Red on October 26 for Globe A-1 Mills.

"Curtain Calls", KFWB Sunday night feature, will be broadcast from the Figueroa Playhouse for the next few months due to increased Sunday activity at KFWB.

KHJ-Don Lee is releasing to Mutual nationally all of the important grid battles of U.S.C. and U.C.L.A. locally, including the clash of the two local squads on Dec. 4, according to Van Newkirk, newly-appointed chief of the Don Lee special events department.

Margaret McGuirk at WOR

Margaret McGuirk, formerly of the Charles Dallas Reach Agency, has joined the sales promotion department of WOR as assistant to Joseph Creamer, sales promotion manager of the station.

FRANK NOVAK

"America's Most Versatile Musician"

RALEIGH ROOM

Warwick Hotel, New York

6th MONTH AND EXTENDED!



Coast-to-Coast



THE early morning program of WFBR, Baltimore, brings new listeners to the station by the dozens as well as individually through the choice of recordings and alarm clock of Ralph Powers, staff announcer. This "waker-upper" is in contact every morning with the Naval Academy, School for Blind, Coast Guard Station, Police Precincts, dormitory of a boys' school and an entire ward of a Baltimore hospital.

For the first time in the history of Dayton, O. radio, WHIO presented an eye-witness account of the World Series, with Si Burick, Dayton Daily News sports editor, presenting his daily "Sports News and Views" program direct from New York at his regular time of 6:15 p.m.

Dalton LaMasurier, manager of KFJM, Grand Forks, N. D., cancelled his entire morning schedule when President Roosevelt visited his locality last week, and covered the chief executive's every move from 9:30 a.m. to 12 noon. Entire KFJM production staff was pressed into service as mikes were set up at five different points along the route of the President's parade, including the state fair grounds.

WNBC, New Britain, Conn.: *The Texas Cowboy* (Hal Goodwin) and *Christy Finegan's Wranglers* are commercializing for Goodrich Silver-town Tires on Sundays . . . Victor Zembruski and his Victorian Trio are off the schedule until further notice . . . Milt Berkowitz, news editor, handles "Monitor Views the News" daily except Sunday, besides the regular 9:15 a.m. *Transradio* newscast.

The original "Varsity Club" has returned to the WFBR, Baltimore, airwaves for its third year of programs designed for the entertainment of young men of high school age. This is the second year the series has been under the same sponsorship and is produced and directed by Brent Gunts. WFBR's youngest production man.

Boost Short-Wave Schedule

Thirteen different foreign countries ranging from Nicaragua to Norway are now receiving special short-wave broadcasts, sent in seven different languages by W3XAL, NBC short-wave station. NBC reported sharp boost last month in number and diversity of these special airings, each expressly designed for particular foreign country, and hails progress as important step in America's bid for international short-wave supremacy.

Bradenton Seeks Station

Bradenton, Fla.—Local Chamber of Commerce has voted to apply to FCC for permit to operate a 100-watt station here to be used in publicizing the city and county.

Time Adds Space

In preparation for its new NBC "March of Time" series, Time Inc. has taken Room 1237, RCA Bldg., for its editorial staff doing the script.

De Leath Becomes De Leth

Vaughn De Leath has decided to make De Leth her official surname hereafter. A numerologist induced her to delete the "a."

CHICAGO

BESS JOHNSON, for years the voice of Lady Esther on the Wayne King broadcasts and an actress in "Today's Children", leaving here shortly to try New York. Reported she will headline Palm Olive's new daytime script show. Miss Johnson was radio director at Stack-Goble until account moved to Lord & Thomas recently, when she moved along with it.

Henry Hoople, Scandinavian dialect actor, who has been ill for about six months, is fully recovered and back in local circulation.

John L. Sullivan has launched a new program on WAAF titled "Deserving of Credit" in which he interviews persons of noteworthy accomplishments.

Kay Armin, WAAF blues singer, is joining Stan Norris' orchestra as featured soloist. She will continue her air spots on WAAF.

Barbara Luddy and Bruce Kamman (Prof. Kaltenmeyer) will go to Milwaukee this week to be interviewed by Ed Thompson, Milwaukee radio editor, on his WTMJ program.

Two new vocalists, Virginia Price and Clayton Rochotto, discovered by Ben Kanter, musical director of WJJD, are heard each afternoon on "Song Bag".

Two New WPA Series

Mary Roberts Rinehart has donated the use of her book, "Tish," for a radio series by the WPA Federal Theater radio division over CBS starting Oct. 14 at 10-10:30 p.m. William N. Robson will direct, assisted by Donald Macfarlane. Leo Fontaine and Joel Hammil are doing the scripts.

"Epic of America," from the James Truslow Adams best-seller, will be presented by WPA over WOR next month.

CBS Latin Series

A series titled "Brave New World," an education program in cooperation with the U. S. Office of Education to promote the friendly relations between this country and Latin America, starts Nov. 1 at 10:30-11 p.m. over CBS. Production of the series will be under direction of Irving Reis.

VARIETY....radio review....September 22nd

AL ROTH'S "MELODIC CONTRASTS" PROGRAM

WJZ-NBC...Monday 9 P. M. EST

"New conception of handling a half hour of tunes has been skillfully worked out under Al Roth's direction, with his musicians highlighted. Something different and apart in the musical line, than anything that has come along on the networks. It certainly rates high sponsorship."



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 72

NEW YORK, N. Y., TUESDAY, OCTOBER 12, 1937

FIVE CENTS

NAB Showdown Starts

JEAN HERSHOLT TO STAR IN CHESEBROUGH SERIES

West Coast Bureau, *RADIO DAILY*
Los Angeles — Jean Hersholt has been signed by the Chesebrough Mfg. Co. (vaseline) to star in a new series beginning Nov. 7 at 2:30-3 p.m. over the coast-to-coast CBS network. A repeat will be aired at 5:30 p.m. Chesebrough used to be a consistent user of radio for some years, but has been off the air of late. Program precedes the New York Philharmon-
(Continued on Page 2)

Admiracion Laboratories Renews on Mutual Hookup

Admiracion Laboratories Inc. has renewed Sunday show over Mutual network of 14 stations effective Oct. 17. Tim and Irene remain as headliners, with D'Artega and his orchestra and Hal Gordon vocalist.

Test Campaign Started By Midwest Radio Corp.

Cincinnati — Midwest Radio Corp. of this city, operating on a factory-to-consumer basis, has started a test air campaign in five cities where it has 16 factory branch showrooms. Announcements are now scheduled five times weekly over KDKA, Pittsburgh; WCFL, Chicago; WHK, Cleveland; WHN, New York, and WFIL, Philadelphia. Key Advertising Co., Cincinnati, is the agency.

Hickok Oil Test Series

Kansas City — Russell C. Comer advertising agency has sold the quarter-hour script show, "Adventures of Clem and Tina", to Hickok Oil Co. for a test campaign over WJR, Detroit.

KVOD Drama Splurge

Denver — KVOD plans to produce a heavy schedule of local talent and staff shows this winter, with sponsors taking to the idea. "Swanee Shore", kid serial, has started; "Voice of Death" and "Court of Cars" are in preparation, along with a series of weekly plays, and others are contemplated. C. & K. Foods is sponsoring "Swanee Shore".

Sarnoff Tuning Up

David Sarnoff, RCA president, has gone in for physical culture, but seriously.

Strip across the board is six days weekly at 7 a.m., when Artie McGovern, well known conditioner of big shots, arrives at the Sarnoff home and puts the RCA prexy through the routine.

SUPREME COURT TO HEAR RADIO PATENT POOL CASE

Washington Bureau, *RADIO DAILY*
Washington — U. S. Supreme Court yesterday agreed to hear the case of General Talking Pictures Corp. vs. Western Electric involving licensing rights under the patent pooling arrangement of RCA, Western Electric, A.T.&T. and Electrical Research Products. G.T.P. appealed the Second Circuit (New York) Court of Appeals
(Continued on Page 7)

Fri. Eve Football Spot Is Wanted by Chrysler

Chrysler is reported dickering for a Friday evening spot on CBS to air a football summary and forecast using Frank G. Menke, columnist, as commentator, John Reed King, announcer, and Ann Leaf, organist. Un-
(Continued on Page 2)

WGRM Making Bow

Granada, Miss. — WGRM, new local station, expects to be on the air about Oct. 18.

Combined Red-Blue Networks Get NBC Symphony Orchestra

KSTP Educational Parley Draws Prominent Speakers

St. Paul — Big-time names in the educational and broadcasting fields have been obtained by KSTP for the first annual northwest educational broadcasting conference on Oct. 16, called and sponsored by the station in an effort to aid civic and educa-
(Continued on page 5)

Special Convention Opening Today Loaded With Dynamite—IRNA Holds Up Several AFM Clauses

FATHER COUGHLIN DROPS NEW FALL RADIO SERIES

Detroit — As a result of pressure from his superiors, particularly Archbishop Edward Mooney, who objected to his attacks on the administration, Father Charles Coughlin is abandoning his new radio series which was to have started Oct. 31 over 35 stations for 26 weeks. Aircasters Inc. of this city has just recently set the network for the series, in a Sunday 4-5 p.m. spot.

Texas Broadcasters Oppose Ascap Tax Bill

Texas delegation of broadcasters now in the city went on record yesterday as being opposed to the bill introduced in the Texas legislature calling for a 25 per cent tax on gross collections of such organizations as Ascap. Bill also asked that Ascap
(Continued on Page 5)

Roosevelt on All Webs

President Roosevelt's "fireside chat" at 9:30-10 o'clock tonight will be heard over all three national networks, CBS, NBC and Mutual, with a large number of independent stations also picking up.

By M. H. SHAPIRO
Associate Editor, *RADIO DAILY*
Seeking to clear the deck for the NAB convention which gets under way this morning to iron out its end of the AFM situation and go ahead with its reorganization plans, more than 100 members of the Independent Radio Network Affiliates gathered in the Waldorf-Astoria yesterday and during the forenoon session partly okayed work of its Special Advisory Committee. The 5½ per cent levy on gross receipts (less
(Continued on Page 3)

WM. S. HEDGES REJOINING NBC STATION RELATIONS

William S. Hedges, recently resigned as vice-president of Crosley Corp. and general manager of WLW and WSAI, the Crosley stations in Cincinnati, is understood to be on the verge of returning to NBC station relations department. Hedges, before
(Continued on Page 7)

Weiss and McDougall Form New Ad Agency

Chicago — Following resignations as vice-presidents of Henri Hurst McDonald Agency, E. H. Weiss, radio director, and Charles H. McDougall, art director, are forming a new advertising agency to be called McDougall & Weiss, with headquarters in New York and offices in the Wrigley Bldg. here.

WQAM Makes News

Miami — Broadcasting of a fire-fighting demonstration last week by WQAM rated newspaper coverage with a nice big picture that included Commercial Manager Norman McKay, who was at the mike for the event. Station was so taken by surprise at getting newspaper recognition on the stunt that it is starting a scrap book.



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL
(Monday, Oct. 11)

NEW YORK STOCK EXCHANGE		Net
Am. Tel. & Tel.	High Low Close	Cng
CBS A	157 1/2 154 154 1/2	- 3 3/4
Crosley Radio	11 1/4 10 3/4 11	- 1/4
Gen. Electric	42 3/4 39 7/8 40	- 2
North American	19 3/8 18 1/8 18 1/8	- 1
RCA Common	9 8 8 1/8	- 5/8
Stewart Warner	13 12 1/2 12 1/2	- 3/8
Zenith Radio	30 1/4 25 25	- 5 1/4
NEW YORK CURB EXCHANGE		
Hazeltine Corp.	15 14 1/2 14 1/2	- 1/2
Nat. Union Radio	1 1/4 1 1/4 1 1/4	- 1/8
OVER THE COUNTER		
Stromberg Carlson	Bid 9	Asked 10

2,256 NBC Employees
Personnel employed by NBC in its coast to coast operations today totals 2,256 persons. This figure is 229 greater than it was in Jan. 1937 and excludes the 46 laid off recently. The largest NBC unit, Radio City, has 1,222 on the payroll.

Bettye Lee Taylor at WKAT
Miami Beach, Fla.—Bettye Lee Taylor, formerly with NBC in Cleveland, will be assistant to General Manager Jan Musselman at WKAT, new local station opening Nov. 1. Harry Richman will emcee the first broadcast. A. Frank Katzentine, former mayor, is owner of the station.

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

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Oct. 9, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Whispers in the Dark (Famous Music Corp.)		30
Moon Got in My Eyes (Select Music Corp.)		29
Remember Me (Witmark & Son)		29
That Old Feeling (Leo Feist, Inc.)		28
Have You Got Any Castles, Baby (Harms, Inc.)		26
So Many Memories (Shapiro, Bernstein, Inc.)		26
Roses in December (Irving Berlin, Inc.)		22
You Can't Stop Me From Dreaming (Remick Music Corp.)		22
It's the Natural Thing To Do (Select Music Corp.)		20
Blossoms On Broadway (Famous Music Corp.)		19
My Cabin of Dreams (Irving Berlin, Inc.)		19
One Rose (Shapiro, Bernstein, Inc.)		19
Stop, You're Breaking My Heart (Famous Music Corp.)		18
Is It Love Or Infatuation (Popular Melodies)		17
So Rare (Robbins Music Corp.)		17
You and I Know (Robbins Music Corp.)		15
Afraid To Dream (Miller Music, Inc.)		15
Can I Forget You (Chappell & Co.)		15
Getting Some Fun Out of Life (Donaldson, Douglas & Gumble)		15
Harbor Lights (Marlo Music Co.)		15

Jean Hersholt to Star In Chesebrough Series
(Continued from Page 1)
ic concerts, which CBS broadcasts each Sunday during the fall and winter. Jack Hasty will do the script. Dolan and Doane set the deal. McCann-Erickson, New York, has the account.

Igor Gorin for M-G-M Show
West Coast Bureau, RADIO DAILY
Los Angeles—Igor Gorin is the first player definitely set for the Nov. 4 opening program of the Maxwell House show being produced by M-G-M under direction of Bill Bacher. Each program will have a preview of a Metro film and will introduce some new personality.

WKRC Denies Union Charge
Cincinnati—Charges filed with the National Labor Relations Board that William S. Eckert, news writer, was discharged for union activity are denied in a reply filed by John McCormick, g.m. of the station. American Federation of Radio Artists has been lining up membership here.

Wyn W. Esch in Washington
Daytona Beach, Fla.—Wyn W. Esch, owner-director of WMFJ, has gone to Washington to prepare for a hearing on his station's request for power boost. Mrs. Esch went along.

A WEE BUNCH OF SHAMROCKS
A Modern Irish Ballad
ROY MUSIC CO.
1019 BROADWAY, NEW YORK, N.Y.

Fri. Eve Football Spot Is Wanted by Chrysler
(Continued from Page 1)
derstood that only time detail are holding up deal, with sponsor anxious to begin this week-end. Sponsor also desires to hold show to WABC only, with preferred time being the 7:15-7:30 p.m. spot.

Elgin Watch One-Shot
Elgin National Watch Co. will sponsor a one shot over CBS on Oct. 21 at 7:15-7:30 p.m. with a pick-up from London. Main portion of the program will be heard from a banquet being held at plant in Elgin, Ill., with London pick-up being made to allow Lord Elgin, whose ancestor was the namesake of the town and company, to speak.

WRD Staff Shifts
Richmond—Sam Lawder, former head announcer of WRD, has been transferred to the commercial department. Bernard Dabney, who was publicity director, has been promoted to program director, succeeding Cleveland Thomas, resigned. Jack Maxey, manager of the station has just returned from business trip to Baltimore.

Seattle Talent Studio
Seattle—Associated Talent Studios, subsidiary of Masterphone Sound Corp., has opened at 1530 Queen Anne Ave. to develop radio and film talent. E. M. Jensen is director.

"The Man in the Lobby" HAS BEEN SOLD
Nothing like it on the air
WCOP BOSTON

COMING and GOING

JOHN NEBLETT, sports commentator at WBNS, Columbus, O., flew to the Coast to air the Ohio State-USC football game last Saturday. JIMMY MATTHEWS, NBC announcer in San Francisco, spending a few days in Los Angeles.

E. C. MILLS, chairman of the Ascap administrative committee, left last night by plane for Austin, Tex., to work against the Anti-Ascap bill now before the Texas legislature.

LESTER LEE left for Chicago yesterday on business.

JAMES MIDDLEBROOKS, special CBS construction engineer, is in San Francisco to supervise work on new KSFO studios.

PHIL OHMAN has arrived in Hollywood on a baton-waving deal.

LAWRENCE EVANS, v.p. of Columbia Concerts Corp., leaves the Coast for N. Y. on Sunday with HELEN JEPSON, who has Metropolitan Opera commitments in addition to her General Motors programs.

CARLETON MORSE, scripter of "One Man's Family", flew here last week with MRS. MORSE to audition new "brain child".

MYRTLE STAHL, WGN educational director, has gone to Washington for a conference.

O. J. KELCHNER, WMMN manager, is in Chicago on business.

JOHN O'HARA, sports announcer, returned to St. Louis yesterday.

J. T. GRIFFIN and W. C. GILLESPIE of KTUL, in New York for the NAB meet, will stop off in Washington on their return trip to attend the hearing on KTUL increase in power.

LEWIS ALLEN WEISS of Don Lee Network, JOHN GILLIN of WOW, FRED W. BORTON of WMAQ, VINCE CALLAHAN and J. D. BLOOM of WWL, ARTHUR B. CHURCH of KMBC, JOSEPH LOPEZ of WICC, and FATHER BURK and A. S. FOSTER of WEW are among the delegates to New York.

MAURICE COLEMAN, manager of WATL, is New York-bound.

KYOS Anniversary
Marced, Cal.—KYOS, owned and operated by Merced Star Publishing Co., celebrates its first anniversary tomorrow with several special programs.

WQAM Staff Additions
Miami—Hal Moore, CBS announcer, has joined WQAM for the winter. Dinty Dennis, Kellogg's sports commentator, also has checked in for the season, while Bert Arnold, formerly with WFLA and the Buffalo Broadcasting Co., has joined the sales staff. Fred W. Borton, president of WQAM, is off to New York. Station has lengthened its schedule by one hour, hitting the air now at 6 a.m. with a variety eye-opener.

Darrell G. Chatard Dead
Chicago—Darrell G. Chatard, sales manager of Weco Co., died yesterday.

YOUR STATION'S
SCRIPT TROUBLES
Treated Just
3 BLOCKS DOWN
From the Waldorf
STAR RADIO PROGRAMS INC.
250 PARK AVE. NEW YORK CITY

NAB CONVENES TODAY; IRNA MAKES PROGRESS

(Continued from Page 1)

commissions, etc.) was accepted as the basis for allocation of expenditures for musicians, additional and otherwise. Also accepted was the deal whereby NBC and CBS would contribute \$200,000 annually toward aiding the stations needing it most via the reduction on time in exchange for sustaining program service. The afternoon session was taken up with the form of trade agreement to be signed between the stations and the AFM as the standard part of all contracts, with local autonomy as to actual musician working hours and price scales.

Trade Agreement Objections

Trade Agreement and the clauses to be included in all local contracts were not fully accepted at the afternoon session with the result that it was voted to seek changes accordingly from the AFM. This will be done when the IRNA committee meets the AFM committee next Monday. However, before the adjournment, a vote of confidence was given the IRNA committee, which is now headed by Samuel R. Rosenbaum of WFIL. Resignation of Bill Hedges as chairman was accepted with regrets, since he is no longer eligible as having an interest in network affiliates from that particular side of the fence.

Objections raised on the Trade Agreement with the AFM, were:

Clause 8, pertaining to an affiliate giving four weeks' notice to a musician whose services are being terminated. Many outlets pointed out that they are not now obliged to give more than the customary two weeks' notice and want it stated as two weeks.

Clause 10, having several sections dealing with conditions of employment of musicians and that which Federation members are required to do upon two weeks' notice from the AFM. This includes the stoppage of certain services to an affiliate which does not comply with the AFM agreement. Stations said that it would conflict with present existing contracts and such enforcement would prove bad for both the affiliate ordered to comply and the AFM as well.

Clause 20, pertaining to an affiliate which repeatedly violates rules of an AFM local, etc., being deprived of certain services after getting a two-week written notice. Stations want an arbitration clause inserted.

Clause 21, obligation of the musician to the Federation. Stations want

Resolution Against Dollar Publicity

The following resolution has been referred by Harold V. Hough of WBAP, Fort Worth, to the NAB meeting which opens today at the Waldorf-Astoria:

WHEREAS, it has been the custom of Agencies, Broadcasting Stations, and the management of the Chains to use the term "DOLLARS" in referring to gains and losses and amount of broadcasting business; and WHEREAS, this method does not present a true, fair, accurate picture of the business of the Broadcasting Industry, particularly, in relation of the receipts to the Stations.

WHEREAS, the published revenue, as submitted to the Public by the Agencies, Stations and Chains, does not show that portion being actually received by the Stations, but makes a misleading analysis, as no account is published of the percentage going to the stations, percentage for commissions, or the percentage for line charges, which is misleading to the Public, the Federal Communications Commission, and the Advertisers.

such reference to sympathetic musician strikes eliminated.

Other objections than the above were of minor importance. Although not all the features of the plan are exactly pleasing to all of the IRNA members, it appeared that a great majority felt it was the best thing that could be done under the circumstances. Any station employing musicians, or those not now hiring musicians, will employ enough musicians to bring up this end of the payroll to the 5½ per cent. However, outlets which have been hiring musicians in excess of the 5½ per cent figure, will not be allowed to reduce their musician payroll, but will have to maintain it during the course of the two year agreement with the AFM.

More conciliatory atmosphere was especially noticeable in regard to attitude toward the networks. Whereas the latter were not in attendance (by request) at past sessions of the IRNA, both NBC and CBS vice-presidents were on hand at yesterday's sessions.

NAB Problems

President John Elmer and Managing Director James W. Baldwin of the NAB have held preliminary meetings with the board of directors and, as is customary, resolutions to be proposed on the floor this morning had to be in at least one day in advance. These resolutions are being received, both in connection with the AFM business and the departmentalization plan. An important

THEREFORE BE IT RESOLVED that it is the wish of the National Association of Broadcasters that the standard yardstick of the measurement on broadcast business, in the future, be computed and published in the terms of unit hours instead of gross dollars.

BE IT FURTHER RESOLVED that the National Association of Broadcasters urge all Agencies, Member Stations and Non-member Stations to adopt the policy of presentation of unit hours, instead of gross dollars.

AND BE IT FURTHER RESOLVED, that a request be made to the National Broadcasting Company, the Columbia Broadcasting System, the Mutual Broadcasting System, and any other Chain, to use the practice of presenting any volume in phrases of unit hours instead of gross dollars.

BE IT FURTHER RESOLVED that the President of the National Association of Broadcasters appoint a committee to confer with the Chain management and to present to them the views of the National Association of Broadcasters.

resolution has been submitted by Harold V. Hough, of WBAP, and treasurer of the NAB. This resolution voices the opinion of many in the industry who seek to do away with announcing industry business volume in dollars, but, as in the case of newspapers and magazines which mention agate lines, desire that radio should use units of hours instead of gross dollars. The resolution, which is expected to be favorably voted upon, appears elsewhere on this page.

The NAB this morning virtually faces a battle for its life if the threats of an insurgent group are fulfilled. Objections have even been raised to the formation of the NAB Transcription Library as being comparatively unimportant now. Jacking up the dues will probably go through at this special convention to pay for the services of a well-known attorney and an engineer, or a so-called "czar" of the industry. M. H. Aylesworth is again mentioned and one outlet is openly boosting him for the job. Aylesworth, now associated with Scripps-Howard newspaper organization, has been sounded out and is reported not to have turned it down, but was merely "evasive". NAB is prepared to pay upwards of \$40,000 annually to the right man. NAB

NBC SYMPHONY ORCHESTRA ON COMBINED NETWORKS

(Continued from Page 1)

because of insistent demands from listeners and stations in all parts of the country to share in the series.

First conductor to direct the 92-piece orchestra will be Pierre Monteux, who will serve for first three airings. Arthur Rodzinski, who is now rehearsing the orchestra, takes over the baton for the Dec. 4, 11 and 18 airings, and Arturo Toscanini conducts 10 concerts beginning Dec. 25 airing. Rodzinski will conduct the final five broadcasts.

current receipts annually from dues is not more than \$80,000 and this sum is what two big names will cost.

Position taken by the National Independent Broadcasters, so-called group of 100-watters headed by Edward A. Allen of Lynchburg, Va., is reflected in numerous other unaffiliated outlets. Allen told RADIO DAILY that he and his type of station owner who belong to the NIB are not in the tough spot in which the affiliates found themselves, or are in now, and that they will deal only as individuals in their local territory when as and if the AFM via local unions or otherwise come to them. He does not believe any type of committee or organization can adjust the problems or speak for each small outlet as a whole.

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Spot Business

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RADIO STATION
REPRESENTATIVES

NEW YORK - CHICAGO
DETROIT - SAN FRANCISCO



MORE

for your
RADIO DOLLAR

INTERSTATE BROADCASTING CO.

730 Fifth Ave., New York

AGENCIES

FRITZ RYAN of Ruthrauff & Ryan is on the coast for a huddle with Tiny Ruffner and execs of the Hollywood office.

TOM REVERE, radio head of Benton & Bowles, has returned east after several months on the coast, where William Baker Jr. is due in today to head the local office.

CARL W. ART of the Seattle agency of that name has been appointed to a special committee of Northwest Boosters who will develop plans for a World's Fair in Seattle in 1942.

RUSSELL C. COMER Advertising Agency of Kansas City has sold Canadian rights to the juvenile series, "Air Adventures of Jimmie Allen," to Grow & Pitcher, Toronto. Deal includes 650 quarter-hour episodes.

BARNES-HILL INC., Milwaukee, has amended its articles changing its name to John Barnes Advertising Agency Inc. Ray E. Hill, formerly with WTMJ, is no longer associated with the agency.

WCLE Movie Art Series

Cleveland—"Movie Art and Problems", weekly 15-minute program conducted by Miss Bertelle M. Lyttle, editor of Cleveland Cinema Club Bulletin, starts Oct. 15 over WCLE. Object of the series is to give local movie fans the lowdown on how to judge films and arouse interest in the screen as a cultural force.

Corinne Jordan Makes Good

St. Paul — So successfully has Corinne Jordan, KSTP program director, sold the Montgomery-Ward retail store in the Twin City as "Ward's Daily Messenger," that the firm is not only renewing for another year her six-a-week 15-minute morning casts, but is adding an afternoon series of similar nature.

Percy Winner Promoted

Percy Winner, member of the NBC press department for the past year, has been promoted to director of international short wave service. Before joining NBC he was with the New York Post, commentator on CBS and WQXR, AP foreign correspondent for five years and American correspondent for foreign papers.

Warembud Program Director

Norman H. Warembud has been promoted to program director of WLTH, Brooklyn station with studios in Manhattan.



● ● ● From the conversation going on in the ante-room of the Waldorf-Astoria yesterday, a by-stander wouldn't believe that the men assembled are there for a serious problem and that this swapping of banter was merely a prelude to getting down to the business in hand.... A sign should have been placed above the entrance to the meeting: "Through These Portals Pass the Most Important Men of Radio"—and it wouldn't be exaggeration.... Walking through for the afternoon session, and registering for the scathy-eighth time that day, were Ray P. Jordan, manager of WDBJ, Roanoke, Va., who played the violin 13 years ago when the station debuted.... Of course, Ray made no mention of the fact that his hobby is ELEPHANTS... L. B. Wilson, proxy of WCKY, Cincy, received many glad-hands from the boys... J. O. Maland, vice-president of Central Broadcasting Co., and manager of WHO, Des Moines, did a swell job of introducing feller-workers—not forgetting that at one time he was mayor, ass't post-master, justice of peace and proprietor of a general store in Frost, Minn.... Richard Mason, general manager of WPTF, Raleigh, was a stand-out with his natty dress... Though Col. Harry C. Wilder, head of WSYR, Syracuse, shied away from the groups collecting in the hall, his colleagues sought him out and immediately he became the central figure in a serious confab.

● ● ● "What did you think of the Giants in that last game?" seemed to be the almighty problem for a time. The afternoon session which was set to begin at two and didn't convene until three, gave the representatives plenty of time to discuss outside matters.... Eugene P. O'Fallon, president of Denver's KFEL, was another who appeared to master the attention of others. His white hair gleamed in the light as he shook his head back and forth, acknowledging the salutation of new arrivals.... Quin A. Ryan of WGN, Chicago, reminded us of Alexander Woollcott.... Hugh J. Powell of KGGF, Coffeyville, Kan.; C. G. Phillips of KIDO, Boise, Ida.; Edmond Spence of WBAL, Baltimore; Wm. B. Dolph of WOL, Washington, and Robert M. Thompson of WJAS, Pittsburgh, were but a few who were anxious to get their hands on RADIO DAILY (free plug—are we embarrassed!)... William Fay of WHAM, Rochester, Howard Shuman of KTHS, Hot Springs, Ark., carried the paper under their arm as they walked in.

● ● ● Another topic overheard was the discussion of Justice Black and what they thought Washington and FDR will eventually do about it.... Henry Slavick, WMC, Memphis; Tom Gouch and John W. Runyon, KRLD, Dallas; John C. McCormack, KWKH, Shreveport; Herb Hollister of KANS, Don Searle of WIBW, and W. A. Bailey of KCKN, were part of the Kansas delegation.... Also John T. Hopkins, WJAX, Jacksonville; S. Van Volkenburg, WBEM; W. B. Greenwald, KWBG, Hutchinson; George W. Norton, WAVE, Louisville; G. R. Shatto, WIS, Columbia; Hugh Terry, KLZ, Denver; Maynard Marquardt, WCFL, Chicago; Luther L. Hill, Iowa Network, Des Moines; A. L. Chilton, WGST, Atlanta; Robert T. Convey, KWK, St. Louis; Earl Winger, WDOD, Chattanooga; and Norman Thomas of that station, were a mere handful who signed-in early for the fireworks.

● ● ● Returning from luncheon, talk started in a group discussing sport announcers.... The exact wordage wasn't recorded—but it must have been the aftermath of the Saturday pigskin and baseball airings.... John Shepard 3rd, head of the Colonial and Yankee networks, who entered radio as a hobby and built an institution, was the recipient of handshakes and "hellos" throughout the room... William C. Gillespie, vice-president and general manager of KTUL, Tulsa, introduced two "Ryans" from divided cities.

GUEST-ING

WALTER HUSTON, BETTY FURNESS and HOPE MANNING, on Kraft Music Hall, Oct. 14 (NBC-Red, 10 p.m.).

PHIL BAKER, pinch-hitting for Burns and Allen, Oct. 18 (NBC-Red, 8 p.m.).

GLADYS SWARTHOUT, on "Hollywood Mardi Gras," Oct. 19 (NBC-Red, 9:30 p.m.).

WALTER CONNOLLY and TOM BRENNEMAN, on Rudy Vallee program, Oct. 14 (NBC-Red, 8 p.m.).

OTTO KRUGER, on Elza Schallert program, Oct. 14 (NBC-Blue, 11:15 p.m.).

SEDDLEY BROWN and ALLIE LOWE MILES, on Nellie Revell program, Oct. 19 (NBC-Red, 5 p.m.). ELMORE VINCENT and DON JOHNSON (Fishface and Figsbottle), same program, Oct. 26; SHOWMEN QUARTET, Nov. 2; ALLEN PRESCOTT, Nov. 9; CAROL WEYMAN, Nov. 16; ROSS GRAHAM, Nov. 23.

JEAN PARKER and LEO CARRILLO in "The Barrier", on "Hollywood Hotel" Oct. 22 (CBS, 9 p.m.).

SYLVIA SIDNEY, on Kate Smith program, Oct. 21 (CBS, 8 p.m.).

DORIS FISHER and ETON BOYS, on Theater Matinee, Oct. 21 (CBS, 3 p.m.).

ARTHUR POND guest speaker on Commentator Forum Oct. 14 (Mutual, 10 p.m.).

FRED MacMURRAY and MADGE EVANS in "Up Pops the Devil", on Lux Radio Theater, Oct. 18 (CBS, 9 p.m.).

"Hollywood Hotel" Previews

West Coast Bureau, RADIO DAILY

Los Angeles—Louella Parsons announces the next four "Hollywood Hotel" previews as follows: "The Awful Truth", with Irene Dunne and Cary Grant, Oct. 15; "The Barrier", with Jean Parker and Leo Carrillo, Oct. 22; "The Great Garrick", featuring Brian Aherne and Olivia de Havilland, Oct. 29, and Fred Astaire and Burns and Allen in "Damsel in Distress", Nov. 4.

WRAC School Broadcasts

Williamsport, Pa.—Success of the High School Broadcasts aired weekly by WRAC from local school has resulted in the school installing its own RCA equipment, a present from last year's graduating class.

KASS-TOHRNER INC.

RADIO PRODUCTIONS

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LENORE ULRIC

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"DORRAN"

ONE HALF HOUR DRAMA SERIES
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CIRCLE 7-4428

You don't have to be rich to RETIRE AT 60 or 55 on \$200 a month. Call me and find out!

Jules Hamburg
—INSURANCE—

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

**Texas Broadcasters
Oppose Ascaph Tax Bill**

(Continued from Page 1)
file a list of its compositions in the state and its rate schedule. Measure introduced by Rep. Metcalf of San Angelo the other day, was at a special session of the legislature seeking to raise funds for old age pensions and similar appropriations.
Wire to James Curtis, at Longview, Tex., head of the Texas Broadcasters Association, was signed by O. L. Taylor of Amarillo and other radio men from the state. Wire said in part that Bill No. 53, introduced by Rep. Metcalf would prove inimicable to the welfare of the broadcasting industry in the state since the money so raised would be a small amount and that retaliation by Ascaph would result in its representative being taken out of the state and broadcasters would have to deal with the society in N. Y., and probably at higher rates than now contracted for. Taylor, et al, urged defeat of the bill.

Food Firm Gets Disk Series

West Coast Bureau, RADIO DAILY
Los Angeles—Radio Transcriptions of America reports the sale of its "Komedey Kingdom" series to a Chicago food products manufacturer for release on 20-odd stations, and the "Cinnamon Bear" disked holiday program to a Portland, Ore., department store, which will distribute the published song numbers from the production as interest-building giveaways. E. Callison, Transco office secretary, is off to La Jolla on a belated vacation.

Hecker Adds Coast Stations

Hecker Products (Gold Dust & Silver Dust) through Batten, Barton Durstine & Osborn, yesterday signed the 24 Don Lee stations for the Mutual-Beatrice Fairfax program, 2:45-3 p.m., effective today. Network now totals 28 stations. Program is aired Tuesdays through Fridays.

Guatemala Station Debuts

TWG, new short wave station in Guatemala, gives its inaugural program today with an exchange of greetings between Don Carlos Salazar, Guatemala's secretary of state for foreign affairs, and Secretary of State Cordell Hull. Program will be heard over NBC-Blue at 10:30-11 p.m.

Lohr Throwing Party

Lenox R. Lohr, NBC president, will throw a party tonight at the Waldorf-Astoria for all managers of NBC affiliated stations who are in town attending the NAB special meeting.

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INTERNATIONAL PRODUCTION STUDIOS
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NEW PROGRAMS—IDEAS

German Hour Clicks

Begun about a year ago as an experiment in the Westchester market, the German Broadcast Hours over WFAS, White Plains, conducted by Bruno Klohoker, have seen a rather remarkable growth. Last May, demand for additional time made it necessary for Klohoker to begin a morning program each Saturday at 9:30, in addition to the originally planned Wednesday afternoon half-hour from 4:15 to 4:45. The morning program was started in the face of the so-called "summer slump." Within four months thereafter, a third half-hour was committed for the German Broadcast, and this was begun last Monday.

Statistics compiled by Mr. Klohoker show that nearly 125,000 German-speaking Americans reside within the strictest primary area of WFAS, and the response that these listeners have

accorded the German Broadcast Hours has produced a renewal average of better than 95 per cent. All three programs are participating in sponsorship, and both the Wednesday and Saturday periods have waiting lists. A limited number of participations are available on the Monday afternoon hour.

City Schools Put on Shows

WBAP, Fort Worth, has inaugurated a series of "City Schools" programs each Saturday morning during school term. Each of the local senior high schools is being presented in programs on consecutive Saturdays, and every key position in the formulation and presentation of each program is being filled by students themselves. Ken Douglass, WBAP production director, will assist in preparation of programs.

OKLAHOMA CITY

Frank Goodson, KFXR operator, is now a benedict.

Bruce Howard, formerly with technical staffs at Hollywood film studios, is new chief engineer at KTOK.

Oklahoma Network has moved its general offices to the Wells-Roberts Hotel here.

Perry Wooley, former KBIX announcer, has joined KFXR.

Eddie Coontz has left the WKY announcing staff to join Barnsdall Refining in charge of radio programs.

Robert Donley, WKY announcer, has a new son.

Lloyd C. Stokley of the WKY sales staff is recovering from injuries received in an auto crash.

Tom Johnson, formerly with KOMA, is now commercial manager at KTOK.

Lawrence Peay is a new engineer at KTOK, with Bruce Howard, formerly of KOMA, now chief engineer.

Alfred C. Rogers, formerly of Penn Tobacco, is now on KTOK sales staff.

Neal Barrett, KOMA station manager, is organizing an advertising club in Shreveport, La.

Gene Reynolds, former program director at KBST, Big Springs, Tex., is a new announcer at KOMA, while Bob Duren has joined from KFJZ, Walter Beck from KTSA and Dan Bowers from KGP.

OMAHA

KOIL has signed George Johnson, formerly with Tri-States Theater Corp. here, as organist to succeed Eddie Butler, resigned. Johnson starts with two daily programs: a poetry period called "Vagabond Dreamer," with Had Hughes, and the "Golden Hour," with Tenor Kenny Golden.

John Gillin, manager of WOW, left Friday night for New York.

"Uncle Tom's Playhouse," which Announcer Tom Chase of WOW had suspended during the infantile paralysis epidemic, goes back on the air Saturday.

Jettabee Ann Hopkins' "Jangles" program, which she writes, directs and takes a part in, has gone on the air over WOW for a 15-minute daily shot.

Edward Green, Adelaide Lee and Orlie Penwitz, all formerly of the Bee-News, are additions to the KOIL staff.



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Offices Manned By
Seasoned Radio Men**
Acting as branch sales offices for eighteen progressive radio stations, and each in a position to deal with the advertiser's problems as the stations themselves would.
John Blair & Co.
CHICAGO NEW YORK DETROIT
SAN FRANCISCO LOS ANGELES

**2,000,000 JEWS!
A Huge City!
Reach Them by Radio!**
Tune in:—
Zion Variety Show—Monday at 7:30 P.M.
Voice of Jerusalem—Thursday at 8:15 P.M.
Station WMCA
JUDGE FOR YOURSELF!
ADVERTISERS BROADCASTING CO.
205 EAST 42nd ST. NEW YORK, N. Y.
MURRAY Hill 4-1364

**KSTP Educational Parley
Draws Prominent Speakers**

(Continued from Page 1)
tional groups in raising the level of their air programs.

Judith Waller, educational director of NBC's central division in Chicago; Dr. Malcolm MacLean, director of the general college at the University of Minnesota, and Guy Fraser Harrison, conductor of the Rochester Civic orchestra and guest conductor the past season of the Minneapolis symphony, will attend.

In addition, Henry A. Bellows of General Mills, former vice-president of CBS and member of the original federal radio commission, will act as general chairman of an afternoon discussion panel on "New Objectives and Techniques in Educational Broadcasting."

Joins Artis's Management

Edmund Van Zandt, formerly correspondent on the Fort Worth Star-Telegram, has joined Artists Management Bureau as assistant to Irving Strouse on the Paul Whiteman account.

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

**THE BEST
ELECTRICAL TRANSCRIPTION
IS THE
CHEAPEST!**
A show is no better than its recording! Here are the "quality" methods we use:
Standard wax recordings on 1/2 ton machines (double safety wax reserve). Factory processed, surface-noiseless pressings, for rebroadcast purposes matching maximum range of "High Fidelity" radio stations, best pick ups and speakers on market.
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WILBUR EVANS, who appeared with Jeanette McDonald in "The Student Prince" last week, has been signed for two additional performances, Oct. 17 and 31. By something of a coincidence, both attended the same Philadelphia High School.

Clifford Carling has joined Columbia Management of California as assistant to Art Rush, managing director.

John Dolph, assistant to vice-president Don W. Thornburg, of CBS, flew to Portland on receipt of news that his brother, William Vanderbilt Dolph, had been killed in an automobile accident.

James Peterson, production director of KVI, Seattle, is in town to study KNX-CBS production methods. James Wallace, chief engineer of the same station, who has been "observing" at KNX and other stations for the past several weeks, returned to Seattle.

Michael Blair, newspaper columnist and radio reporter recently out here from New York, is doing his first radio work on the coast over KFVD.

Anne Brenton becomes chief of the CBS music clearance department, succeeding her former boss, Paul Zens, who leaves KNX to join Kalmar-Ruby, music publishers. Dick Hall has been added to the department as assistant to Miss Brenton.

Jack Salter, vice-president of Columbia Concerts Corp., is here from San Francisco with Yehudi Menuhin, violin virtuoso, who appears locally in concert October 19 at the Philharmonic Auditorium. Calvin Franklin also in for conferences with Art Rush.

KFAC has reinstated last year's successful "Open Forum" program on which topics of the day are discussed by prominent speakers. Laird Brandon again handles the program, which is sponsored by Floyd A. Allen, investments.

Stuart Hamblen and his "Cowboy Church" has been switched to the Sunday 6-7 p.m. spot on KEHE.

Radio Transcriptions Co. of America has a new series in work titled "Extra, Extra", with Elvia Allman and Elliott Lewis jointly starred as reporters on rival newspapers. Earl Hampton is doing the scripts.

A group of Los Angeles radio dealers now sponsors a three-hour "Saturday Matinee" of transcribed music over KEHE.

Louis K. Sidney arrived last week and is busy on the M-G-M lot in connection with the radio show coming up.

Douglas Johnson, nine-year-old violin prodigy featured on Robert Hollinshead's "Concert Miniatures" over KEHE Monday, displays a remarkable repertoire for a juvenile.

Big Freddie Miller, vaudeville headliner for years, now offers a daily pianologue over Don Lee-Mutual at 8:15-8:30 each morning.

Program Reviews and Comments

"30 MINUTES IN HOLLYWOOD"

with George Jessel and Norma Talmadge

Regional sponsors (Crawford Clothes in New York, through Redfield-Johnstone agency)
WOR-Mutual, Sundays, 6-6:30 p.m.

DESPITE TALENT LINEUP, SHOW LACKS CONSTRUCTION AND GETS OFF TO ONLY FAIR START.

The talent was there, but for one reason and another, the initial program in the George Jessel series was too disjointed to register the way it should have done. It seemed to be in need of a script, mostly. Show started off with some gagging about other stars on the air, which was pretty good though not entirely fresh, and after that the routine seemed to have no definite line of action.

Tommy Tucker, the orchestra leader, Amy Arnell, Dorothy McNulty, Norma Talmadge, a gifted seven-year-old singer named Josephine Starr, and a county sheriff were brought into the picture in turn. Miss Talmadge had only a brief bit, exchanging a few gag lines and saying a few words on styles. Miss McNulty, a singer-comedienne who could have enlivened the party considerably if given a chance, also was largely wasted.

As a surprise guest, Eddie Cantor appeared, and even though he took time to get in a couple of plugs for his own sponsor's product, he supplied the brightest sequence in the program.

Everybody knows that Jessel can do better than this. He has done it even when alone.

Richard Brooks

A glowing 15-minute word picture of New York, contrasting its splendor with its squalor, was delivered by Richard Brooks, WNEW commentator, at 5:45 p.m. last Saturday. It was a repeat performance by request following his rendition of the same piece the previous night. Specific point of the somewhat poetic dissertation was the "strike" of a lower east side woman against having more babies to be reared in a sordid tenement, which was compared with a modern housing project across the river which she had just visited. Delivered in good oratorical style by Brooks, the talk was excellent from a civic service standpoint as well as dramatically engrossing.

U. of Chicago Round Table

Among the most intelligently informative discussions of current topics heard over the air is the Sunday round table of the University of Chicago, over NBC-Red at 12:30 p.m. The speakers always are well-informed, talk dispassionately and illuminate the many sides and angles of the question in hand. Subject of last Sunday's talk was "What Does Europe Want?" in which C. M. Utley, Carroll Binder and Quincy Wright discoursed about the motives, etc., behind the present warfare.

"LOG CABIN REVUE"

General Foods
WEAF-NBC-Red,
Saturdays, 8:30-9 p.m.
Benton & Bowles

JACK HALEY HANDICAPPED IN COMEDY MATERIAL BUT SHOW CLICKS MUSICALLY.

Despite a scarcity of good material, first airing of new series clicked with expert musical direction making up for poor comedy. Jack Haley has done some good radio work in the past, but needs better material. Musical end of the program is handled by Ted Fiorito and his orchestra, who make a long-delayed return to radio and do a fine job. Virginia Verrill, formerly heard with Haley on "Show Boat", does some fine vocalizing, her rendition of "Man In the Moon" being one of the high-spots of the half-hour.

New period also utilizes the guest star policy, with Wendy Barrie, motion picture star, enacting a comedy skit with Haley on initial show. Warren Hull, also from "Show Boat", has little to do on series, but does it well. Ted Fiorito's orchestra featured "Swamp Fire" and a novelty number, "Three Little Sugars".

Program, with some fresh material for Haley, should click with Saturday night dialers, but comedy must be improved.

Tuskegee Institute Choir

Easily the best musical aggregation of its kind, the noted Tuskegee Institute Choir of 100 Negro boys and girls began a new series Sunday over NBC-Red. Fine blending of rich vocal work, under the direction of William L. Dawson, was displayed in an enjoyable group of selections that included "Go Down, Moses," "Deep River," "Hold Out Your Light," "Swing Low, Sweet Chariot" and other spirituals. Governor Bibb Graves also appeared for a remark introducing the new series. Programs will be heard at 1:30-2 p.m.

Jack Benny

Sam (Schlepperman) Hearn rejoined the Jack Benny cast Sunday night over NBC-Red, and added further to the merriment of the radio's best comedy program. Abe Lyman also was on hand again to give Benny a bit of heckling, and Mary Livingstone, Kenny Baker, Phil Harris, Andy Devine and Don Wilson all were in top form, and the program trotted along at a smart and snappy pace.

"Land of Make-Believe"

For juveniles, and for a lot of grownups as well, this little Sunday program presented by Alice Remsen over WJZ-NBC-Blue at 11:05-11:15 a.m. is a delightful piece of angel-cake entertainment. As the "musical story lady," Miss Remsen last Sunday started a new story called "The Magic Door," wherein she leads her



FOR the first time since the Lady Esther account went on the air half dozen years ago the "voice" of the lady will become male. Basil Loughrane, radio production chief at Lord & Thomas, is taking over the commercial Oct. 26 announcing from Bess Johnson, who goes to New York to head a new Colgate-Palmolive-Peet serial through Benton & Bowles. Phil Stewart continues as the announcer for the musical portion of the program.

Ben Kanter, musical director of WJJD, has engaged Rose Vanderbosch as staff pianist. She replaces Julane Pelletier who is free lancing.

El Prow, former WIND announcer, now of WDAX, Fargo, N. D., is visiting local studios.

Dave Nowinson, formerly of WIND staff and now of Des Moines, also here on vacation.

WIND is launching "Listen to Yourself," man-on-the-street interviews with a new wrinkle. Talks are first recorded and then the persons interviewed get a chance to hear themselves since the recordings are not aired until the following day.

Charlie White, ex-pug who runs a reducing salon, is planning to try for a radio comeback. He used to be popular as a Keep Fit broadcaster.

Bill Baldwin, WGN announcer, leaving here to join KWKH, Shreveport, La.

children to a land of sleeping princesses, houses made of candy, a gingerbread lady, the old woman in the shoe and other fairy-book and fable stuff that is dear to the hearts of kids. All songs and patter are written as well as delivered by Miss Remsen, who catches the spirit of her material and does a dandy job all-around.

Briefly

In presenting "A Doll's House", Ibsen classic, on the Kate Smith program over CBS last Thursday night, the narration was done by a member of the cast, who gave listeners the lowdown on the action from his viewpoint as one of the characters. It was interesting and effective. Ruth Gordon, Paul Lukas, Sam Jaffee and Dennis King did a grand job in this adaptation.

Edgar Bergen, minus Charlie McCarthy except for the tag line, provided a very entertaining and instructive interview on Rudy Vallee's program over NBC-Red last Thursday night. Eddie Peabody, banjoist, and Edward Arnold in a dramatic skit, also were good. Tommy Riggs and his Betty Lou again suffered from antiquated comedy.

Wm. S. Hedges Rejoining NBC Station Relations

(Continued from Page 1)
going with the Crosley interests last December, was head of the NBC owned, managed and operated stations.

Hedges has been highly commended for his yeoman work as head of the Special Advisory Committee of the IRNA, a work which was entirely in the interest of both NBC and CBS independently owned affiliated outlets.

Philip Morris Co. Sales Boosted 50% by Radio

O. H. Chalkley, president of Philip Morris & Co., stated last week that sales for 1937 are running 50 per cent ahead of last year. Main advertising of cigaret firm is done by radio, and credit for increased sales is given to the air advertising.

WBT DeLuxe Data Folder

A "station facts" folder that is in the deluxe class has been gotten up by WBT, the CBS outlet in Charlotte, and is being distributed by Sales Manager Dewey H. Long. The departmentalized brochure starts off with a comprehensive listing of statistical facts about Charlotte and WBT's trading area, a comparison of the station's wattage with other stations in the Carolinas, facts about WBT's popularity and showmanship, farm data, primary and secondary coverage data with maps, radio families by counties and towns of over 5,000, Brookmire income map, copy of rate card, and a Buckley Dement survey.

WCCO Educational Program

Minneapolis—An educational radio series which has attracted nationwide attention because of its unusual character starts its third successive year over WCCO on Oct. 20. Sponsored by Minnesota Educational Ass'n, the program is well known as "North Star School". Discussions of home and school problems, with emphasis on child behavior and training, will be featured by Minnesota's leading educators during this year's series.

Ruth Brink Recuperating

St. Louis—Ruth Brink, WIL songbird, is recuperating following an appendix removal and will soon be back in her old spot.

Bergen-McCarthy Dinking

Edgar Bergen and "Charlie McCarthy" will do their stuff for a series of RCA-Victor recordings.

ORCHESTRAS - MUSIC

FREDDY MARTIN, who is playing his third winter season at Chicago's Aragon Ballroom, has been signed for an eight-week engagement at the Cocoanut Grove in Los Angeles beginning next June 28.

Maestro Ray Block will organize and direct a new series of Wednesday afternoon programs over CBS at 3-3:30, designed to give a hearing to experimental ideas in music and radio production.

Henry Busse is using Don Huston as soloist on his Marro-Oil broadcast over NBC Sunday mornings.

Jimmy Dorsey's orchestra is the latest dance band to be added to the list of those being broadcast over WHN from Cincinnati. It's heard on Sundays, 7:45-8 p.m., and Thursdays, 8-8:30 p.m.

June Raines is now vocalizing with Harry Hearn's Henry Grady Hotel Orchestra, which broadcasts nightly over Atlanta's WATL.

The Paul Pioneer Co. is publishing a folio of harmony songs arranged by

Ed Smalle whose choruses are well known to radio followers. The songs in this folio are all arranged for vocal quartets.

Bandsman Ernie Holst has six other orchestra leaders under contract to him. Among them is Al Skinner, brother of the famed arranger, Frank Skinner. Al's orchestra is currently filling an engagement at the Westchester Country Club.

During the period Phil Baker's series emanates from Hollywood, bandsman Oscar Bradley will score musical movies for two different firms. He was once associated with Fox Films in this capacity.

Ray Block is reviving the old blues tunes popular during the hey-day of jazz music on his Swinging the Blues program, Tuesday at 12 noon via WABC. Arrangements and presentation are in the manner of the Dixieland jazz band style.

Lyn Murray has a total of nine weekly network shows on which he directs orchestras or choruses.

New Wash'n Programs

Washington Bureau, RADIO DAILY
Washington—Six new fall commercials over WRC and WMAL are: WRC—"Washington Heroes", with Gordon Hittenmark as emcee; "House of Approval", with Mary Mason and Jim McGrath; "Fall Paint Parade", with Bryson Rash; WMAL—"Cabbages and Kings", with Bud Barry and Edwin Rogers; "Question Man", with Jim McGrath, and "Station PDS Presents", with Lee Everett.

School Programs Set

Chicago—Harold W. Kent, a local school principal, has been named radio director for the programs to be aired nightly by local stations in cooperation with the public school system starting the first of the year. Reps. from stations who will have a hand in the broadcasts are Judith Waller, NBC; Myrtle Stahl, WGN; John Baker, WLS; Holland Engle, WCFL; Al Hollender, WJJD and WIND.

Sues Over Skelly Script

Chicago—Patricia Ann Manners, singer, has brought suit in Superior Court against her former husband, Al Shebel, and James A. Waters Jr., co-authors of Skelly Oil's "Court of Missing Heirs," which debuts on CBS today, claiming she helped write the scripts.

NEW ORLEANS

Carl Lelky, only radio station staff orchestra maestro here, is sandblasting and replating his orchestra, changing instrumentation. Lineup now is: Carl, piano; his wife Maureen, violin; Manuel Perez Sandi, cellist; Dave Winstein, reeds, and Pinky Gerbrecht, trumpet.

Johnny Hamp and his tunesters are due in the Blue Room Oct. 21, replacing Lee Shelley, who has carried on though suffering from a bad appendix.

Vince Callahan and Chief Engineer J. D. Bloom of WWL are New York bound.

BOSTON

Stephen Burke has joined the WAAB announcing staff. He comes to the Colonial network station from WCOP.

NBC offices, WBZ-WBZA, are now on a five-day week.

Bill Williams, sports commentator, is now airing over WBZ-WBZA every evening except Sunday for Hanley's Ale.

FOLLOW THE LEAD OF THE LEADERS

For the last word in complete studio and equipment facilities for reference and electrical transcription recording, call, write or wire.

SOUND REPRODUCTIONS CORP.
17 West 46th St., New York City
BRyant 9-8265

Supreme Court to Hear Radio Patent Pool Case

(Continued from Page 1)
decision favoring the defendant companies in a patent infringement suit.

The picture company had bought a large number of vacuum tube amplifiers from American Transformer Co. which included license notices limiting their use to amateur and broadcast purposes. The amplifiers were used in making talking picture projection equipment. Radio companies brought suit charging infringement because amplifiers were used outside the "licensed" agreement.

WEW Sets Program Director

St. Louis—Art "T" Jones of Chicago has been named program director and production executive of WEW, which is now on a commercial basis. Hugh Sanders, formerly announcer at WIL and KWK, also has joined the staff, and Ray Fleming from KMOX is the commercial manager.

Father W. A. Burk, S. J., and Business Manager A. S. Foster have several spots in view for new studio space.

Newspaper Turns to Radio

Merced, Cal.—Merced Sun-Star is turning to radio for promotion with a series of commercial programs over KYOS, its affiliate. Remote interviews with the city editor, advertising manager and chief linotype man have been scheduled.

Women's Federation on NBC

General Federation of Women's Clubs starts another season of weekly broadcasts over NBC-Blue at 4:30-5 p.m., Oct. 21, on the general theme of "Education for Living".

HELENA BLUE'S NOVELTY STRINGS

SWING WITH STRINGS
MANAGEMENT
ROCKWELL-O'KEEFE

AIR FEATURES, Inc.

RADIO PRODUCTIONS

247 Park Ave. New York City

WESTCHESTER
"New York's Hearthside"
Is Yours with
W-F-A-S
Hotel Roger Smith White Plains

SECRETARY AVAILABLE
Rapid — Executive Ability — Correspondence — Publicity — Advertising and Exploitation. Write Box A-111 RADIO DAILY, 1501 Broadway, New York City.

RADIO DAILY

SAN FRANCISCO

John B. Hughes, KFRC commentator and president of regional chapter of American Federation of Radio Artists, will hold an informal meeting for bay area artists this month. Ted Maxwell, NBC writer, and Jack Moyles, CBS announcer, are vice-presidents; Vic Connors, secretary; Theodore Hale, treasurer.

Until now an understudy mikeman, Don Colvin, KYA, stepped forth as a full-fledged announcer to handle the St. Mary's-Nevada grid battle at Kezar Stadium Saturday. Ernie Smith, Phil Ray and Doug Montell were the other sports casters.

Russian Rhapsody, with Zarova, went coast-to-coast Friday night via KGO and NBC-Blue. Program's increasing popularity won it the break.

A new series of commentaries, titled "Listen," started Sunday over KFRC, delivered by Herb Allen, staff announcer.

Marjorie Smith, veteran radio trouper, given a steady spot in the CRS skit "Kismet" via KYA and the Hearst net.

Tro Harper, publicity chief for KSFO, now doing regular announcing work from 6:15 a.m. to 1 p.m. in addition to his press job.

Both Bob Dumm, KSFO special events announcer, and George Tolin, KYA mikeman and emcee, have been signed by Associated Oil Company which sponsors football broadcasts, to do "color" commenting before the games, at the half-way mark, and at the end.

Herb Allen subs for John B. Hughes, commentator on KFRC, when Hughes is called out of town.

Contest for Call Letters

Longview, Wash.—J. Elroy McCaw and associates, building a new radio station here, will conduct a contest for appropriate call letters, to be selected about Dec. 1.

KWSC Adds to Schedule

Pullman, Wash.—KWSC, which has been airing on reduced schedule for the summer, is enlarging its activities with new features and sports programs. Kenneth Yeend is director.

Yale News Sponsored

Bridgeport, Conn.—American Tobacco Co. (Lucky Strikes) is sponsoring the Yale Daily News' nightly news programs over WICC, Mondays and Fridays.

ONE MINUTE INTERVIEW

SHEP FIELDS

"It's too bad more radio entertainers aren't privileged to meet their public. One-night stands are indeed a revelation. Imagine a flock of people, in town after town, crowding around, shouting for requests. It's a foolproof way of finding out what the public likes. As I say, it's a shame more performers can't be better guided by the listeners' tastes."

★ Coast-to-Coast ★

ED SIMS, commercial manager of WMFJ, Daytona Beach, Fla., has been elected Chaplain of the local post of the Veterans of Foreign Wars. Sims, sometimes called "Ball o'Fire" because of his boundless energy, is one of the younger vets of the World War. He recently addressed the young men's class of the First Christian Church, Daytona Beach, on "The Church and Radio."

WRGA, Rome, Ga.: *Lee Bennet*, formerly of WRDW, Augusta, has joined the announcing staff . . . Program Director *Jimmy Kirby* will entirely revamp program schedules starting Oct. 18 . . . UP news service starts on the same date; Major *Will A. Patton* is news editor.

KVOD, Denver: *Archie Hall*, production manager, has a new western novel running in newspapers . . . *Dan Garretson*, engineer, is spending his vacation in a radio repair shop . . . *Harry Hill*, news editor, has been complimented by NBC for his original Wednesday feature, "The Judge Tells His Story," which may go network . . . *Buzz Eagle* sounds like the name of a comic strip hero, but he's the ace salesman at this station . . . With 22 local remote pickups weekly, KVOD tops local field.

William Lerner of New York has joined the announcing staff at *WELL*, New Haven.

James H. Street, author, has become a Radio Guide staff writer, and *John Boyle* joins the publication Oct. 18 from the UP.

Perry Lafferty, formerly with *WBRY*, New Haven, and later at *WOC*, Davenport, is back at *WBRY* to comment on the *New Haven Symphony Orchestra* series.

Margery Dempsey of *Winnie*, Lou and *Sally*, *WLS* trio, is engaged to *James H. Murphy*, Burlington business man and *WLS* sponsor.

KGW-KEX artists are presenting entertainment at a "1938 Radio Show" being sponsored by *Walla Walla*, Wash., radio dealers the first two days of this week. *Tony Stanchfield* is emcee.

WJSV, Washington, is now airing the official weather forecast at 10:45 a.m. and 10:35 p.m. formerly presented by the government station *NAA*.

WHIO, Dayton, has three news services—*AP*, *UP* and *Press Radio*—and is airing 14 newscasts Monday through Friday. Station's affiliated paper, *Dayton Daily News*, plugs "Hear the news first—over *WHIO*."

WKRC, Cincinnati: General Mgr. *John McCormick* and Sales Mgr.

Bill Williamson were in N. Y. conferring with CBS execs . . . *Dick Bray*, sports announcer, is now sponsored by *Cincy Oil Works*, while *Marsha Wheeler's* "Personalities on Parade" has Radio Dial sponsorship . . . *Joe Dunlevy*, singing minstrel, being heard Monday through Friday at 10 a.m.

Buddy Manners, "swing singer," is the newest addition to *Don Albert's* vocal staff. She is heard with the maestro over *WHN* on Sundays at 7-7:30 p.m.

Judy and *Jane* are back on the air over *WHO*, Des Moines.

Allan C. Anthony did able subbing for *John O'Hara* conductor of the *Sports Review* over *KWK*, St. Louis, while *O'Hara* was in New York airing the *World Series*.

WICC, Bridgeport: *Lois McClean* has been added to the "First Offender" cast . . . *Mac Parker* and *Bill Elliott* are handling *Lucky Strike's* Yale News broadcasts . . . Morning schedule between 7 and 8 a.m. have been re-arranged to conform to a program of concrete interest under the general supervision of *Jeanne Poli*, latest *WICC* announcer addition. The period, to be generally titled "The Listeners' Corner," will include as formerly the "Commuters Club." The *WICC* Local News Period, the "Birthday Roll of Honor," and "Tune for Today" features, with additional special features to be added from time to time.

With high school sports overlooked by other stations because of the *Golden Gophers*, *KSTP* in St. Paul-Minneapolis is reaping itself a good share of good-will in a new program that spotlights sports of Minneapolis and St. Paul high schools. *Al Wold*, who handles high school sports for *The Minneapolis Journal*, *KSTP's* publicity affiliate, will act as master-of-ceremonies.

Arthur Hayes, eastern sales head of *Radio Sales*, celebrated his fifth wedding anniversary on Friday by having his secretary, *Rita Brunner*, resign to go to the west coast.

KSD, St. Louis: *Warner Schoyen*, formerly of the *Evansville, Ind., Courier*, has succeeded *Ray Behymer*, resigned, on the news staff . . . *Norman Terry*, who has been with *O. R. French Adv'g Agency* and *Laclede Gas & Light*, is a new member of the sales staff; he's a brother of the *KVOR* manager . . . *Richard O'Brien* of the sales staff is the father of a girl.

WGPC, Albany, Ga. like its sister stations *WATL* and *WRBL*, maintains a Community Service department whose duty it is to co-operate with all civic and charitable organ-

PORTLAND, ORE.

Don Austin, formerly of *KGW-KEX*, is now program manager at *KMPC*, Beverly Hills, Cal.

Billy Sandiford, at one time with *KOIN*, has joined the radio department of *Mac Wilkins & Cole*, which is adding clients. *Billy* also is in charge of *KAST* at Astoria.

izations in the city and adjoining communities. The station freely offers its time to such worthy institutions.

Bert Swor and *Lou Lubin*, the blackface comedians featured on NBC's "Bicycle Party" commercial, are making a series of *Minstrel Shorts* for *Warner-Vitaphone* at the Brooklyn studios.

First reading "clinic" of the air, over CBS at 6:15-6:30 p.m. Wednesday, will have *Bruce Barton*, *Gelett Burgess*, *Judge Jeanette Brill*, *Princess Kropotkin* and *Alice Hughes* among the first contestants in a reading test. Each will read a 500-word script.

The Varsiteers, new quartet of recent Penn State graduates, are being heard twice weekly on *KDKA*, Pittsburgh.

Viola Blakely, actress-wife of *Earl Smith*, tenor of the *Eton Boys* quartet, has been signed as leading lady of "Wall Street Scene," comedy which opens at the *Comedy* theater Oct. 18.

Canadian Broadcasting Corp. is sending out over a coast-to-coast network a series of true dramas based on experiences of the *Royal Canadian Mounted Police*, adapted from official records by *Harwood Steele*. Each drama is produced by *Rupert Lucas* with a cast of *Toronto* players.

Arnold Schoen, Jr., son of a *Saugerties*, N. Y., publisher, while studying journalism at *Syracuse University*, is gaining practical experience by broadcasting morning news programs over *WSYR*.

WIOD, Miami, is offering young folks a chance to demonstrate their ability on a special "Do you want to be an announcer?" contest. The program is sponsored by the *Live and Let Live* drug store.

The *Rev. Donald Gray Barnhouse* yesterday resumed his religious programs over *WMCA* at 6:00 p.m. The series will be heard for 30 weeks.

1	2	3	4	5	6	7
SUN	MON	TUE	WED	THU	FRI	SAT
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Greetings from Radio Daily

Ted Collins
Theodore Webb
Jane Ace



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 73

NEW YORK, N. Y., WEDNESDAY, OCTOBER 13, 1937

FIVE CENTS

New NAB Setup Adopted

Looking On ... AND LISTENING IN

COMMERCIALS There are three types of commercial plugs that are now old enough to put on long trousers, get a shave, and otherwise act in a manner becoming to grownups.

First of these is the palpably paid for testimonial, the kind that fools very few persons but actually does the advertiser harm because of the suspicion of fakery imparted to the listener.

Next comes the unethical blurb that slanders competitive products through the medium of thinly veiled innuendo—such as a cigaret claiming to be the only one not containing a certain harmful ingredient.

Third is the cosmetics commercial that claims more magic results from a jar of gooey than Aladdin obtained from his famous lamp.

In a lesser degree, there are objections to overdoses of gagging about the sponsored product, bombastic reading of commercial copy that would make a better impression if delivered in subdued tones, and unimaginative theme songs built around the advertised item.

A small local advertiser who is after direct sales, and probably must get them immediately, may have some justification in bearing down a little on the persuasive pedal, but the big national concern to whom long-term good-will is of prime importance makes a mistake when it goes in for too much high pressure, undignified statements or specious claims of any kind.

One-line commercials that catch the listener unaware, and are over before he can turn the dial, will do more good in the long run than a lot of flowery copy that is lost in the atmosphere.

Short Plug

Norfolk—One of the shortest commercials with a daily strip is employed on the "Mrs. Sandman and Jimmie" kid feature, running currently on WTAR, sponsored by Merchants Bakery. Opener consists of about 50 words and closing only slightly longer. Total copy seldom exceeds 100 words, or 45 seconds of commercial plugging on a quarter-hour dramatic show.

FAVOR RADIO PROBE; "NOTHING TO HIDE"

Declaring that broadcasters have conducted their business of providing entertainment and civic service, along with a commercial medium, in the best interests of the public as they have seen it, two resolutions favoring any federal investigation of the radio industry that may be instituted were introduced and adopted at yesterday afternoon's session of the NAB meeting in the Waldorf-Astoria.

One of the resolutions, submitted by Ed Craney of KGIR, Butte, Mont.,
(Continued on Page 7)

Transfers Completed By Seattle Stations

Seattle—With the KIRO-CBS affiliation going into effect suddenly over the week-end, KOL terminated its contract with the Columbia network and is now affiliated with Mutual.

KIRO is now carrying the full CBS network schedule of sustaining and commercial programs. Network rate remains the same. Station is a 1,000-watter operating on 710 kcs.

WHN May Become Third NBC Outlet in New York

Negotiations are understood to be under way between NBC and WHN whereby the latter will become a third NBC outlet in New York. WHN, according to plans, would air commercial programs simultaneously.
(Continued on Page 6)

Full Text of Proposal On NAB Reorganization

More Bakers Starting "Jimmie Allen" Serial

Kansas City—Following 52-week test campaigns by the Indianapolis and Cincinnati affiliates of Campbell-Taggart Associated Bakeries, via WIRE and WKRC, 11 more members of the association went on the air
(Continued on Page 6)

Reorganization Plan is Unanimously Approved—Small-Watters Ask Aid in AFM Situation

By M. H. SHAPIRO
Associate Editor, RADIO DAILY

Reorganization steps were unanimously adopted yesterday by the NAB membership at its special meeting held at the Waldorf-Astoria, the new departmentalization plan automatically including an increase in dues, finally set at one-half (50 per cent) of the current annual payments. Adhering to its policy throughout the AFM controversy, nothing was done by the NAB as an organization in regard to attempting negotiations on the musician question, but individual groups with common interests were encouraged to proceed. An adjournment was taken until 10 a. m. this morning.

Committee was appointed to devise and propose reorganization plans in accordance with the NAB Committee wishes. This committee comprises: Ed Craney of KGIR, Mark Ethridge of WHAS, John Shepard 3rd of Yankee and Colonial networks, Walter T. Damm of WTMJ, and Edward A. Allen of WLVA. This committee will meet tomorrow and begin active work on a proposed reorganization plan to be submitted to the membership at a later date.

Registration at the special meeting was 300, but these included non-members, et al, who wished to be present, the meeting being an open one to permit everyone being heard. Most of the discussion along the open meeting lines revolved around the needs of helping the independently owned and unaffiliated outlets. Lloyd C. Thomas, of WROK, took the lead in this matter, but NAB still was unable to deviate from its adopted policy of not taking
(Continued on Page 2)

Dawson Special

Washington Bur., RADIO DAILY
Washington—Last night's performance of "Where At Last It Will Break" by the Northern Dramatic Co., WOL's stock company of the air, was almost an all-Dawson affair. Ronald Dawson did the script, played the lead, directed the show and also produced it. Stock company has filled the Tuesday spot nine years.

INDEP'T BROADCASTERS PICK A F M COMMITTEE

A large group of independent broadcasters desirous of doing something about the AFM situation and avoiding possible last minute negotiations held two sessions last night at the Waldorf-Astoria and named a committee to handle some matters for them and contact the NAB board regarding course of action. Earlier in the day at NAB headquarters, independents were advised to obtain a competent attorney should they de-
(Continued on Page 7)

IRNA Urges Continuing Temporary Organization

Stating that independent stations were anxious to remain on friendly basis with NAB, Mark Ethridge, chairman of the Special Advisory Committee, stated yesterday that IRNA was in favor of continuing the temporary organization for the solution of the affiliates' problems until such a time as the NAB proves itself worthy of taking over the job. Ethridge made clear his status to the assembled gathering at two different sessions when he said that although he was not actively engaged in the broadcasting field, he had been hand-
(Continued on Page 6)

Following is the full text of the proposal for reorganization of the National Association of Broadcasters as delivered by Ed Craney of KGIR, Butte, Mont., at yesterday afternoon's session in the Waldorf-Astoria:

It is recommended that the following resolution be presented to and adopted by the members of the National Asso-
(Continued on Page 3)



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F. T. C. CASES

Cease and Desist Orders

Bathasweet Corp., New York, has entered into a stipulation with the Federal Trade Commission agreeing to discontinue representing that Bathasweet, a chemical compound for softening water, contains the secret of beautiful body skin, and that through the use of this preparation in the bath water, skin imperfections will disappear.

Government Station Bill Likely at Extra Session

Washington Bureau, RADIO DAILY
Washington — Due to persistent urging from the White House and the State and Commerce Departments, Congressman Celler's bill to construct a Government shortwave station is expected to be taken up at the special session called by President Roosevelt last night for November 15. All other proposed radio legislation will most likely be put off until the January session.

New Mutual Rate Card

Mutual yesterday issued its latest rate card containing all the new MBS affiliates which have joined the network in the past year.

Sauter Taking Party to Philly

James E. Sauter is taking a party over to Philadelphia next Monday to witness the premiere of the new American banks series with the Philadelphia Symphony orchestra over NBC.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

New NAB Setup Is Adopted

(Continued from Page 1)

issue as an organization in the AFM matter. It appeared that the IRNA committee was at first loath to give the benefit of their hard work and contributed money to another group which was not interested earlier. Subsequently Mark Ethridge agreed that he would meet with a committee of independents and do all he could toward aiding them. Independents and general run of small waters wanted a member of the IRNA committee to meet with them, but it was stressed that the NAB would also help in a general way when as and if a committee was appointed from the indies. NAB was still seeking to avoid presenting a front to deal with the AFM.

While John J. Gillin Jr., board member, and John Elmer, NAB president, put sincere efforts into getting free thoughts from those present and also seeking to clarify many issues, especially on the AFM situation, numerous members almost beclouded the actual issues that confronted the gathering. Pat Stanton of WDAS asked many questions, while Lloyd Thomas wanted a definite expression of "advice, assistance, counsel and cooperation." Question of NAB official aid for the indies was argued pro and con until Mark Ethridge definitely agreed to extend aid personally. Strict parliamentary proceedings sometimes got away from the chair, but the main thing was to obtain expressions from anybody who wished to talk.

Stanley Hubbard of KSTP sought expressions from such former members as might be present and called upon Isaac D. Levy of WCAU. Levy did not mince words as to what he thought about the NAB and told of his Ascaph and musician's union experiences, and how his views and actions were taken as personal by many members. He would return to the NAB when it was in a position to do something for him, Levy said. Later upon request from a member that he rejoin because the NAB needed such men, Levy said that the reorganization would proceed better if he weren't in the organization at the time. Ike was applauded coming and going.

The forenoon session was taken up with explanatory matters by John Elmer and Mark Ethridge. Elmer outlined the NAB position and its attitude in regard to current issue, while Ethridge gave official status of the IRNA negotiations. In the afternoon, the meeting concerned itself with matters as explained above. About the middle of the session, Ed Craney made a resolution that the meeting be a closed one,

despite the fact that the board of directors had voted it would be an open meeting. Resolutions were passed and contradicted and finally forgotten as those present kept their seats. Edgar Bell mentioned that no one had yet thanked the IRNA committee for the fine work it had done and a vote of thanks was extended. At another point, a member stated that the IRNA committee had really set up a trade agreement ultimately binding upon the entire industry.

Upon request of Arthur Church that an electrical transcription representative say a few words, Lloyd Egner, head of NBC's Thesaurus department stated that an erroneous impression existed that the ET men had agreed with the AFM that they would fall in line with their request that no union-made transcriptions be supplied to stations which did not comply with AFM conditions. He said this was not true and that the ET men had agreed to nothing definite with Weber. John Kennedy of WCHS stated that, while he had recently resigned, he and the three outlets he represented would rejoin the NAB as soon as reorganization took effect in satisfactory manner. Stanley Hubbard also wanted a committee appointed to bring back former NAB members into the fold.

Ike Levy's parting shot was advice to the effect that the broadcasters make peace with the AFM at the best possible price and forget about it. He decried the \$55,000 expenditure for NAB Transcription Service and praised Jos. N. Weber as a personality. Only a miracle, he thought, would bring him back into the NAB fold. NAB reorganization resolution is reprinted elsewhere in this issue.

The resolution by Harold V. Hough, WBAP [published in yesterday's RADIO DAILY], urging broadcasters to use "unit hours" instead of "dollars" in referring to gains or losses in business, also was adopted.

Annette Hanshaw Disking

Annette Hanshaw, singing star of the former "Show Boat" series, has just appeared as guest vocalist on some De Soto transcriptions and a repeat for Chevrolet, and is booked for two more Chevrolets.

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COMING and GOING

CAMPBELL ARNOUX, WTAR, Norfolk, general manager, is spending the week in New York. BILL RAY, NBC press chief in Chicago, is in Louisville for few days.

CONNIE DRAKE, a Roy Campbell soloist, left for the Chez Maurice, Montreal, to replace Eleanor Bowers, another Roy Campbell vocalist.

CHARLES MICHELSON, manager of the eastern office of Earnshaw Radio Productions and Speedy-Cue Sound Effect Records, leaves New York on Monday on two-week business tour of up-State New York and Northern Pennsylvania stations.

TED HUSING goes to Baltimore to cover Saturday's Harvard-Navy football battle for CBS.

ALEXANDER KIPNIS, opera singer, arrives here tomorrow on the Washington for engagements at the Metropolitan and Chicago opera.

CHARLES MILLER of Music Corp. of America, and MRS. MILLER; ARTHUR BODANZKI, orchestra conductor, and MRS. BODANZKI, and VINA BOVY, Belgian soprano, arriving tomorrow on the Normandie.

Bobby Godet Joining Fields

Bobby Godet, WNEW singer, leaves this week for Fort Worth to join Shep Fields' orchestra for an engagement at the Lake Worth Casino.

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HOTEL

Transradio Press Service

FULL TEXT OF PROPOSAL ON NAB REORGANIZATION

(Continued from Page 1)
ciation of Broadcasters at its meeting held at the Waldorf-Astoria Hotel, New York City, begun October 12, 1937:

RESOLVED:

1. That the Bureau of Copyrights of the National Association of Broadcasters be and it is hereby divorced from the Association and required to function henceforth as a separate and private business enterprise, the Association, however, to continue its stock ownership in the Bureau, and the Board of Directors to be authorized by majority vote from time to time to appropriate funds of the Association for the purpose of further support of the Bureau, but only if and to the extent that a real need for such support develops and upon a clear showing by the Bureau of the nature and extent of such need.

2. That the proposal for increase in membership dues, now before this meeting for consideration, be adopted.

3. That a Committee of five members of the Association, consisting of Mark Etheridge, Chairman, Ed Allen, Ed Craney, Walter J. Damm, and John Shepard, III, be and it is hereby created, and charged with the duty of perfecting and presenting to the Association detailed plans for the reorganization and future development of the Association, and the Board of Directors of the Association is hereby instructed to appropriate and pay for the Committee's expenses, including the employment of a secretary and any necessary personnel.

4. That at this meeting the Board of Directors of the Association fix a time and place for the next regular meeting of the Association, at which the report of said Committee of Five shall be considered.

PARAGRAPH 1

The Bureau of Copyrights was created under a resolution adopted by the membership of the Association. It has been developed by the Managing Director under the supervision of the Board of Directors. Today it is a separate corporation. Nevertheless it is being conducted within the offices of the Association and is making use of the Association's personnel, finances and facilities. All of this was necessary to give effect to the resolution adopted by the Association.

There is now a widespread feeling among the members that the Bureau is ready to proceed on its own feet and that it will make better progress as an independent organization; in other words, that the period during which the Association willingly gave liberal support to the Bureau is now over, and that with its present public domain library and transcribed selections, the Bureau will go forward more rapidly if it must look to its own work to produce revenue to meet its expenses instead of being dependent upon the Association for such revenue. These members believe that the funds of the Association must henceforth be devoted to the general work of the Association and cannot be further diverted to the purposes of the Bureau.

In order that the benefit of the pioneering work heretofore done may not be lost, it is hoped that the Bureau will

Ike Levy and the NAB

Ike Levy of WCAU, Philadelphia, addressing the NAB meeting yesterday, drew the following analogy to illustrate his stand regarding the broadcasters' organization:

"There is an old theatrical story about an agent who mentioned an actor who disliked him. 'I don't know why he don't like me', the agent said. 'I never did anything for him.'"

devote more effort to a vigorous promotion and sales program for the service which the Bureau has to offer. Members of the Association are urged to support it by purchase of the library as insurance against future withdrawals of licenses by any licensing organization. To meet the case where a real need develops at any time in the future for support of the Bureau by the Association, it is suggested that the Board of Directors be given authority to appropriate funds for this purpose, but only upon a clear showing by the Bureau as to the nature and extent of this need.

PARAGRAPH 2

This point needs little discussion. Members consulted have stated they are ready and willing to pay increased dues, and pay willingly, for the performance of what they believe are the necessary and proper functions of the Association. If the program herein outlined is to be carried out, a substantial increase in dues must be approved. Failure of this proposal will defeat the program.

PARAGRAPH 3

In a meeting such as this it is obviously impossible to develop a detailed plan for the future. It is unfortunate that such a plan has not been presented for consideration of the members in advance of this meeting. Even if such plan were ready, however, it would be impossible to put it into effect for the very good reason that this is a special meeting, called for a special purpose, and the Association's Constitution and By-Laws will not permit actions other than those outlined in the resolution summoning the meeting. Many valuable suggestions for reorganization of the Association have been advanced, and some of these have received consideration in recent meetings of the Board and other groups. The purpose of the proposed Committee of Five is to give thought and study to these suggestions, weigh them in the light of the needs of the industry, set up the objectives to be achieved, and recommend the necessary changes in the Constitution and By-Laws of the organization to permit achievement of these objectives.

Conceivably, this Committee would give thought and study to such suggestions as the employment of a President who might be compensated for his services and recommend such changes in the basic law of the Association which would define the scope of his authority and his duties. It is hoped and expected that it would adopt policies so sound in principle that each and every unit of this industry, from the largest networks to the smallest part-time station would be proud of its membership in the organization, and that provision would be made to make such policies effective by binding each member to adhere strictly to them. If it is the will of the industry to appoint and compensate such a leader, then each member should bind himself to follow his leadership.

These are merely illustrations. Many more must be considered. But it would be the duty of this committee to draft a report, complete in detail, place a copy of it in the hands of each member at least 60 days in advance of the date for the next meeting and invite criticism of the recommendations contained in the report. The Committee would then be expected to redraft its report in the light of the suggestions and criticisms of the members and send copies of such revised report to each and every member at least 30 days in advance of the meeting in order that each member may come to the meeting prepared to act formally and finally upon the report. The report in its finished form should contain estimates of cost and if further increases in dues payments are necessary, the necessary changes in the by-laws should be recommended. The report should be complete in detail, the

recommendations definite, and there should be included therewith, drafts of all amendments to the Constitution and By-Laws required to give effect to the recommendations. Through the work of this Committee, the regular meeting of the membership would be in position to take definite and decisive action upon the program for the future development of the Association. To complete the task expected of it, the Committee of Five will necessarily need the assistance of personnel, including a secretary, and will have other expenses. The Board of Directors should, therefore, have authority to meet these expenses.

PARAGRAPH 4

This meeting has the power to fix a time and place for the next annual meeting. At such regular annual meeting the terms of all officers and one-third of the members of the Board will terminate, elections will be held, and the recommendations of the Committee of Five may be approved or rejected. The complete reorganization program which is being started here should be carried to conclusion at that meeting. The meeting ought to be held in January and in any event not later than February.

PARAGRAPH 5

This meeting has the power to adopt a program for departmentalization of the National Association of Broadcasters. Such a program should be adopted at this session.

Experience demonstrates that the routine functions of the Association can be divided into administrative divisions under the Managing Director. The work of these divisions or departments would be limited to administrative as distinguished from policy-making functions. They would gather and compile data for use of various committees of the Association and otherwise coordinate their work with the work of these committees. The personnel of these divisions should be selected by the Board. The functions for which divisions might be immediately created are:

1. *Administrative.* This division would have charge of all office records, billings, collections, payment of current bills, stenographic work, printing, mailing, etc.

2. *Engineering.* This division would be headed by a competent engineer with an adequate staff. It would devote its energies to collecting and compiling engineering data for use by the Engineering Committee of the Association; prepare reports advising working engineers and operators of member stations of changes in technical rules and regulations of the Commission; gather and publish information and suggestions which will be helpful to station operators; collect and compile data for use by the Association at international conferences; bring up to date, amplify and simplify the engineering handbook published by the Association; and perform

(Continued on Page 6)

"A PROGRAM IS ONLY AS GOOD AS ITS DIRECTION"

HENRY SOUVAINÉ

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NEW BUSINESS

Signed by Stations

WBBM, Chicago: Oldsmobile, ETs, through D. P. Brothier & Co.

KECA, Los Angeles: Turns "Vocal Varieties", ETs, through H. W. Kastor Co.

WSPR, Springfield: Chevrolet, ETs, Kellogg Food Co., ETs, Italian Gems; McCann Co. (ice cream), announcements.

WOPI, Bristol: Chevrolet, "Musical Moments", ETs, through Campbell-Ewald.

WRTD, Richmond: Sherwin-Williams; General Motors; Buick; American Banks; Pepperell Mfg.; American Tobacco Co.

WMFJ, Daytona Beach; Motorola (auto radios), spots.

WIL, St. Louis: Adam Hats; Hyde Park Breweries, sporting events; Hartz Mountain Products, Jerre Cammack at the Organ.

WFIL, Philadelphia: Sterling Products; Colgate-Palmolive-Pert, through Benton & Bowles; Gulf Oil Corp., news, through Young & Rubicam; Lever Bros. (Spry), spots, through Ruthrauff & Ryan; Smith Bros., spots, through Brown & Tarcher; Canada Dry Ginger Ale, news, through J. M. Mathes; Socony-Vacuum Oil, sports, through J. Stirling Gatchell; Philco, spots, through Julian Pollack; American Oil Co., spots, through Joseph Katz Co.; General Foods, spots, through Benton & Bowles; American Chiclé Co. (Sen-Sen), through Badger, Browning & Hershey; B-C Remedy Co., sports review, through Harvey Messengale; NuTone Chimes, spots, through Merrill Agency; New Departure Mfg. Co., spots, through Lord & Thomas; Lea & Perrins, Inc., spots, Schwimmer & Scott.

KFRC, San Francisco: Chamberlain Laboratories, spots, through Coolidge Advertising Des Moines; American Tobacco Co. (Roi-Tan Cigars), spots, through L. C. Gumbiner; Pinex, announcements with weather report, through R. M. Seed Co., Inc.; Ionized Yeast, ETs, through Ruthrauff & Ryan, Inc.; Brown Chevrolet, announcements, through Campbell-Ewald; Buick Motor, announcements, through Arthur Kudner; General Cigar (Wm. Penn), spots, through H. W. Kastor & Sons.

WMAZ, Macon: Atlantic Ice and Coal, weather reports; Nash Motors, announcements.

KHJ, Los Angeles: General Cigar Co. (Wm. Penn), spots, through H. W. Kastor & Sons; Ionized Yeast, "Whispering Jack Smith," through Ruthrauff & Ryan; Gardner Nursery Co., ETs, through Northwest Radio Advertising Co.

Paul Specht Recording

Paul Specht, the orchestra leader, who a few years ago retired to his 400-acre farm, has returned to New York with a new band to make transcriptions for the State of Pennsylvania. The records will be used in radio programs in connection with a state publicity campaign.

Following the completion of the programs, Specht will return to the air under a sponsor to be announced later.

Immediately Available
For Exclusive Sponsorship

"Cape Cod Folks"

By

Joseph C. Lincoln

Chase & Ludlam Phone
30 Rockefeller Plaza Circle 7-4366



● ● ● Yesterday, Columbus Day, was celebrated not only by schools, banks and other public institutions—but also by radio people who declared that America's discoverer really "had something there" and closed shop early.... This, however, had nothing to do with the NAB special meeting at the Waldorf-Astoria, which went "buzzin' right along" despite the holiday.... From the a.m. to p.m. sessions, word got around that Stanley Hubbard of KSTP, Twin Cities, was distributing a "radical pamphlet" describing "Where the American \$ Goes!"—and the graphic diagram made up by the station's research division.... Immediately, Stan became the most sought after fellow there—every one wanting his "informative" booklet.... Pat Stanton of WDAS sat around with his boss' son, Alexander Dannenbaum, after paying a visit to John McCormack's brother here in town.... Another famous son of a famous father present was Jack Howard of the Scripps-Howard clan—who bowed in with a natty blue shirt and bow-tie.... Col. Lambdin Kay of WSB-WAGA suddenly became uncomfortable from the odor of a back-seater's pipe smoke—and, before turning to see the offender, declared, "Betcha that's Stan Hubbard!"—and sure enough it was.... Word reached us that Willard D. Egolf, commercial manager of KVOO, Tulsa, made use of his time on the train to N. Y. by landing a nice account.

● ● ● Again the p.m. session was 45 minutes late getting started.... Guess the out-of-towners enjoy the food of the Big City—or somethin'.... Joe M. Nassau of WIBG said he came up not only for the confab—but to collect 15 bucks from Gene Marshall, news editor of WNYC.... Father James Wagner of WHBY, Green Bay, Wis., collected a group around himself talking about his new 30-ft. cruiser.... Ralph Atlass of WIND-WJJD reported that the Cubs were leading the league until Owner Wrigley returned to the city—and then the slump which resulted in the loss of the pennant.... Vince Callahan of WWL is getting out some swell promotion stunts around Washington.... Charles C. Carlson of WJBW was glad to be in one place for a coupla days. He's been on the road for three weeks now.

● ● ● After NAB prexy John Elmer introduces Ed Craig of WSM, who is to read the resolution drawn up early that morning, Ed takes the floor with RADIO DAILY rolled up in his right hand—and emphasizes his punch-lines with a wave of the paper.... Honestly—this wasn't pre-arranged—but thanx, Ed.... Spot Prof. Cyril Jamsky, formerly with WCCO, who is rated as the top consulting radio engineer in the business now. Also Parke Godley.... Lloyd Egner of NBC transcriptions sitting three lanes away from Percy Deutsch of World Broadcasting.... Scoop Russell of WMAL-WRC sits quietly making notes as the speakers sprout their stuff.... Ed Twamley of WBEN was a late arrival for the p.m. siesta.... Hope H. Barroll Jr. of Baltimore kept nodding to new arrivals.... John Gillion of WOW took the rostrum by storm with his snappy attire.... Some one points out that Harold Hough of WBAP was the original "Hired Hand of the Air".... Fred Borton of WQAM—and a rabid candid camera fan—didn't have one with him this afternoon.... To H. K. Carpenter of WHK should go some sort of credential for a distinguished feat.... He took out a lighter to set to his ciggie—and what do you think happened? It worked on the first try!

● ● ● Standing up at the back of the room were Bill Hedges, former NAB prexy, and Walter Damm of WTMJ—who was NAB head six or more years ago.... Niles Trammell, NBC v.p. in Chicago and in charge of the western territory, is an interested listener and not the least bit fidgety during the proceedings.... Jack Hopkins of WJAX keeps telling people that his station has the biggest fall business of its existence.

GUEST-ING

IDA LUPINO, with Tyrone Power in "Petticoat Fever," Oct. 17 (NBC-Red, 9 p.m.).

OSCAR BRADLEY, orchestra leader of Phil Baker program, with Baker pinch-hitting for Burns and Allen, Oct. 18 (NBC-Red, 8 p.m.).

GERALD SAVORY, author of the play "George and Margaret," on Bide Dudley program, Oct. 15 (WOR-Mutual, 4:30 p.m.).

MELISSE, fashion cartoonist, guest of Chuck Thorndike on "Man Behind the Cartoon," today (WINS, 2:30 p.m.).

New WNEW Variety Show

"News for Everyone" is a new variety show on WNEW at 5-5:30 p.m. daily and 6:30-7 on Sunday. John Jaeger is emcee, Richard Brooks handles news for men, Irene Collins does the women's news, while Tune Reporters Orchestra supplies music with Miss Collins and Paul Carley as vocalists. Michaels Department Store of Newark is sponsor.

New Dance Bands on WMCA

New remote dance bands recently added to the WMCA late night schedule include Joe Marsala from the Hickory House, Cass Cagen from Club El Dorado and Rita Rio and her all-girl orchestra from the Hollywood Restaurant, all in the midtown Manhattan area; also Coleridge Davis and his Hardy Brothers Orchestra from the New Frolics in Union City.

Joan Brooks in New Spot

Joan Brooks starts a new series with her Singing Strings augmented to 17 men over NBC-Blue on Oct. 19 at 6:15 p.m. Miss Brooks has set back her out of town bookings and will remain as featured singer at the Warwick Hotel for at least another two weeks. She auditioned for two commercials in the past week.

Japan and China on WMCA

With the Far Eastern War in the headlines, WMCA has booked the Japanese embassy in New York for a talk on Japan's story of the conflict to be followed by a talk from the Chinese embassy on China's statement concerning the invasion. The series is expected to begin the latter part of this week.

2,000,000 JEWS!

A Huge City!
Reach Them by Radio!

Tune in—
Zion Variety Show—Monday at 7:30 P.M.
Voice of Jerusalem—Thursday at 8:15 P.M.
Station WMCA

JUDGE FOR YOURSELF!

ADVERTISERS BROADCASTING CO.
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MUrray Hill 4-1364

LOS ANGELES

DOROTHY BURGESS, stage and screen player, plays the feminine lead in "Hi, Sailor," dramatic original written and produced by Joseph G. Catanich for the Community Chest program over KFVB Tuesday. David Thompson plays opposite Miss Burgess.

Marvin Young NBC production manager, besides putting things into the air also plucks 'em out of the air. A stray wild duck liked the looks of the Young chicken ranch and settled down to raise a family... the duck being of that gender and Marvin of unquestioned veracity.

Howard Swart, writer of actor in "The Newlyweds" undoubtedly was more interested in the World Series than anyone locally. His CBS program followed the baseball broadcasts... and a ninth inning rally might have left the cast figuratively and literally speechless.

"White Fires," CBS west coast dramatic show written by Jon Slott and produced by Charles Vanda, CBS program director, was cited in the recent report of the Carnegie Institute as a "worthy educational series."

Dom McBain, CBS engineer, has received his air pilot's license and is demonstrating his skill to Announcers Don Forbes, Dick Joy and Art Gilmore and others at every opportunity.

Raymond Paige has been signed to appear in the Bobby Breen picture now in preparation by Sol Lesser. Ray's musical organization will be featured in one sequence, and the maestro himself will be called upon to read lines and do a bit of acting. Picture concern also reported talking to Phil Baker and Joe Penner, which would indicate that the forthcoming opus might be a "radio revue."

David Heenan, onetime City Editor of the Honolulu Star-Bulletin and more recently with United Press in San Francisco, has joined the Raymond R. Morgan Company staff. Heenan's first assignment will be a five-week tour of the country with Morgan, on which they will launch the "Charlie Chan" radio program for Stokely-Van Camp.

Among the congratulatory telegrams received by Peg Murray on the occasion of his initial broadcast was one from Bob Ripley.

AGENCIES

ROBERT S. BLEES has merged with Bennett-Laing Advertising, Hanover, N. H., where he becomes vice-president and general manager. Agency is lining up talent for a Dartmouth College program to be aired over New England, sponsored by local talent.

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NEW PROGRAMS—IDEAS

Department Store Idea

"Burdine's Bouquet for Today" is the title of a five-minute daily program which brought business to WQAM, Miami, from a department store which had not been using radio regularly.

The store salutes a woman of community achievements each day by having a special delivery messenger present her with a bouquet of flowers at the exact moment her name is announced on the air. The radio audience nominates the women to receive these floral awards and radio tributes.

Program opens with a brief theme, short commercial copy is used to promote the home furnishings department, a musical number is played, and the award is made. Hawaiian music, discovered by an extensive survey to be most popular among women listeners, is used.

Store merchandises the program with window space and newspaper ads, and reports good results and much good-will.

American History at WSM

Aired under hand of educational department, WSM, Nashville, is producing series of American history dramatizations with entertainment appeal for young and old. Continuity is result of research and collaboration by school officials of twenty states, and cast of 40 will be used. Story of Jamestown, and Voyage of Mayflower are typical scripts, aired under title "Adventures That Made America."

WDZ Music Course by Radio

Classroom radio has added 50 schools in Douglas County, Ill., for group singing led from studio of WDZ, Tuscola, by teacher Morris Russell. Twenty-seven schools put in radio equipment at outset; number nearly doubled in two weeks of program, with pupils in classroom singing from textbook as Russell directs. Course is regular part of curriculum, with exams and credits.

"Mystic" Interviews

"Parade of Life," mysto-magic street interviews of WBT, Charlotte, has returned to airwaves with Bill Bivens guessing vital statistics of occasional pedestrians. His victim selected, Bill attempts to reveal person's age, occupation, hobbies, etc.,

TWO WAY COMMUNICATION

List Price \$15 per station



Inter-'phones, office to office, studio to studio, factory, house to garage, remote controls and hundreds of other uses. Positive in operation. Simple to install. Modern in appearance. Any number of 'phones on same line.

Microphone Division

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

talking into mike from second-story window. Announcer Lee Kirby, meanwhile, corrals the walker, has him listen to Bivens' story, then gives him chance to make corrections from street level.

Salute Schools and Frats

Salutes to schools or fraternities within trading area of George Muse Clothing Co. comprise commercials of that company over WAGA, Atlanta. Program, which opened last week under title "Kollege Kwips," outlines activities of schools chosen, with music and news of the sports, society and fashion variety.

Children's Questions

A step toward solving parental problem posed by offspring's endless questions is essayed by WEBC, Superior, Wis., in a program titled "Cousin Dorothy and Barbara," presented by Dorothy Mitchell. Twice-weekly broadcasts are designed to answer such questions in dramatized story form.

Foreign Legion Dramas

Always a bullseye for romantic interest, the Foreign Legion comes to the airwaves in a Sunday series of dramatic sketches over KSD, St. Louis, sponsored by the S. G. Adams Stationery Co. Scriptor was a member of the outfit five years and bases episodes on own experiences.

SAN ANTONIO

New staff members added to KTSA include Bee Reynolds (continuity); Thomas Seawell (accounting), and Tommy Hudson, mikeman.

Featured in WOAI new mystery drama, "Can You Solve It?" each Sunday are Lewis Valentine, script writer; Jimmy McClain, announcer; Percy Barbat, characters, and Gladys Goronzik, lead.

Charles St. Clair and his ork are playing a return engagement at the Gunter Hotel. Remote is through KTSA.

Edna Harper is the new pianist heard regularly now over KABC.

Claus' Old Time Orchestra now airing over KMAC every Sunday evening.

Gerald "Bud" Morgan, program director for Mission Broadcasting Co., has turned columnist for several local weekly tabloids.

"American Album's" 7th Year

"American Album of Familiar Music" next Sunday celebrates its seventh year on the air. Program, heard over NBC-Red at 9:30-10 p.m., stars Frank Munn, with Jean Dickenson and Gus Haenschen's orchestra. Munn has been in the program six years, during which time he has sung more than 300 solos.

"Ballroom" on New Schedule

Martin Block's "Make Believe Ballroom" is now heard on a new schedule, starting at 5:30 p.m. each weekday night. Block and the "Ballroom" also make a morning appearance on WNEW at 10-11 a.m.

HUDSON MOTORS

presents



DAVE EELMAN'S

HOBBY LOBBY

UNDER THE MUSICAL DIRECTION OF



HARRY SALTER

TONIGHT AND EVERY WEDNESDAY

7:15-7:45 P. M. E.S.T.

OVER 76 STATIONS

WABC—COLUMBIA NETWORK

REPEAT WOR—10:30 P. M. E.S.T.

Full Text of Proposal On NAB Reorganization

(Continued from Page 3)
such other services as may be assigned to it.

3. **Legal.** This division would devote itself to the collection and publication of digests on such subjects as libel and slander, taxes, labor, decisions and pronouncements of the Federal Communications Commission and of the Federal Trade Commission, and of the Courts on appeal from decisions of these commissions, and all other cases involving issues of interest to broadcasters and their legal counsel. This division should function in close harmony with the Legislative Committee and the State Committees of the Association to the end that all data pertinent to the issues raised by state or federal legislation may be available. This division would have charge of collecting all legal data pertaining to broadcasting and copyright, transcripts of testimony on state and federal bills, briefs, etc., and become a central depository for all legal information on the subject of broadcasting.

4. **Economics.** This division would collect and make available all statistical information such as the business index; cooperate closely with the Commercial Committee of the Association, and through that Committee with statistical departments of other Associations such as the ANA and AAAA; collect and publish information on sales, rates, sales costs, standardization of contracts and rate cards, and such other services as may be assigned to it from time to time.

5. **Information and Library.** This division would collect all available publications on the subject of broadcasting with a view that the National Association of Broadcasters will possess the most complete library of radio information in the United States. It would also have charge of preparing publicity releases and would assist in the preparation of bulletins. It would invite inquiries from the Congress, State Legislators, educational institutions, students, speakers, and the general public on the general subject of broadcasting.

At the outset it may be advisable to combine two or more of these divisions into one, or it may be found advisable to create additional divisions. It should be kept in mind that the purpose of getting such divisions started at this time is to provide an efficient and experienced staff which will actually be in existence and functioning at the time of the regular meeting. In other words, these divisions, organized and staffed, and familiar with the administrative work of the Association and its Standing Committees, would constitute a necessary framework upon which the superstructure of the Association would be erected.

It should be made clear that these divisions are administrative or working divisions, concerned with routine and not with policy-making matters. To meet such needs as may be raised by important specific questions of policy, provision should be made to give the officers and directors of the Association authority to retain expert legal, engineering and other counsel, from time to time. For example, in a tax matter, the Board should have authority to consult the best tax expert in the country; on copyright matters, the best copyright expert, etc. The Board, acting in conjunction with the Legislative Committee, should have power to appoint the best possible legislative counsel to deal with specific legislative proposals. These appointments may be temporary or permanent, depending upon the requirements of the specific task to be performed.

Prescott's Tenth Year

Allen Prescott, the NBC "Wife-saver", celebrates his tenth year in radio this week.

CLYDE BARRIE

HAvmeyr 9-3494

STATIONS OF AMERICA

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

KYOS—Merced, Cal.

1040 Kilocycles—250 Watts

RAY McCLUNG, President M. F. WOODLING, Mgr.

KYOS, owned and operated by the Merced Star Publishing Co. today celebrates its first anniversary with several special programs. The 13th of October culminates a successful first year financially and from the standpoint of public acceptance.

Believing that, like local newspapers, a radio station must build maximum popularity and effectiveness on local influence and appeal, the management has done an outstanding job in that respect. With its inception KYOS had an alliance with two local newspapers other than Merced Sun-Star. Arrangement called for program listing, publicity and sales promotion in return for broadcasting local news. This alliance has worked beautifully as proven by radio time sales in Madera and Turlock, the two communities where newspapers are located.

KYOS features local and United Press news, a large percentage of local talent shows, numerous school programs and contest features. More than most smallies KYOS has featured stunt broadcasts and remotes of every description. Sports have received much attention through from-the-scene description to studio interviews and reviews. The five KYOS milkmen have a total of 28 years' experience. M. F. "Woody" Woodling is manager, Charles Foll, production head, and Johnny Crews, chief engineer.

ORCHESTRAS - MUSIC

GUS ARNHEIM is playing one-nighters up and down the west coast while the Rockwell-O'Keefe office irons out the details of a pending picture deal.

Bobby Carroll and his orchestra is re-engaged at the Club Cinderella, Denver, with a KVOD wire. Another KVOD orchestra is Lawrence Welk's, from Denver's Rainbow Ballroom, while the Kit Kats, novelty musical quartet with Maestro Tony Ferrar and Charlotte Sachs, blues singer, is heard tri-weekly.

Johnnie Wynn's orchestra from the Triangle Club at Belmont Shores is a new nightly remote over KGER, Long Beach, Cal.

CRA bookings: Harold Stern and ork go to New Penn Club, Pittsburgh, on Nov. 5, . . . Joe Haymes' ork was opening dance band at Ray Calvin's Aragon ballroom, Boston, Oct. 9-11. . . . Hudson-Delange ork plays week of ballroom dates in New England for Cy Shribman, starting Oct. 29. . . Jacques Renard and ork set for two weeks at Solomon's ballroom, Los Angeles.

Billy Swanson and his program of Modern Rhythms is now heard on Sundays, Thursdays and Fridays over the Mutual System. In his first four weeks of broadcasting he has had three schedule changes due to the many new fall programs that returned to the networks during this time, political speeches and special broadcasts from here and abroad.

The Village Barn Cowboys are now broadcasting every afternoon over WOR.

Mal Hallett, who has been hanging up some records during the past two

weeks on his theater-dance tour arranged by Community Dances Inc., plays a string of 30 college and society dance dates starting Oct. 27 in the east. The band will be in New York on Oct. 25 for recordings.

Europe's newest musical craze, "Swingfonietta," will be introduced to America next Saturday evening in the Georgian Room of the Hotel Piccadilly by Jenö Bartal and his orchestra.

Ray Ventura, noted orchestra leader of France, will demonstrate his talent in a special broadcast over WMCA tomorrow at 9:35 p.m. Ventura will conduct the WMCA orchestra in an arrangement of his original compositions. He will also be interviewed on the program by Martin Starr.

WBRY, New Haven, inaugurates a nightly 10:45 p.m. broadcast of Leon Mason and his orchestra from the Hotel Garde. Jeannette Castle vocalizes.

Mal Hallett and his orchestra recently did a one-night stand in Norfolk at the Town Club. Preceding the dance, band did a half hour broadcast over WTAR from the club, with Bob Kerr as emcee.

Bernie Cummins and his band bow out of the Biltmore tomorrow after a three month run and go on a tour of one-nighters. Though a few dates are still to be pencilled in, here is his itinerary: Oct. 15, Johnson City, N. Y.; Oct. 16, Pottstown, Pa.; Oct. 19, Danville, Va.; Oct. 20, Greensboro, N. C.; Oct. 21-23, University of Virginia; Oct. 26, Bellefonte, Pa.; Oct. 27, Pittsburgh; Oct. 30, Cincinnati.

More Bakers Starting "Jimmie Allen" Serial

(Continued from Page 1)

this week with the transcribed juvenile series, "Air Adventures of Jimmie Allen" produced by Russell C. Comer Agency of this city. Originally scheduled to break Oct. 1 under the individual sponsorship of 32 plants, difficulties in clearing suitable time made necessary a postponement. Stations carrying the strip are: KFH, KLRA, WJDX, KTRH, WSB, WOAI, WBCN, WMC, KOA, KWBG and KRGV, with KMOX and WTJS set to go Nov. 1. Another 20 bakeries plan to sponsor the series as soon as time arrangements can be made with stations.

WHN May Become Third NBC Outlet in New York

(Continued from Page 1)

with the NBC outlet, either Red or Blue. Negotiations will in no way affect the WLW Line affiliation. It is expected that complete details of the agreement will be announced within the next few days.

IRNA Urges Continuing Temporary Organization

(Continued from Page 1)

ed the chairmanship of the committee, and was only relaying the conclusions reached by that body.

Ethridge is associated with the Louisville Courier-Journal-Times, owners of WHAS.

Coughlin Time Not Canceled

Although advices from Detroit stated that Father Coughlin had abandoned his radio series, scheduled to start October 31, WMCA and several other Eastern stations that were on the network for the program yesterday reported that the time had not yet been canceled.

Bernard Shaw on NBC

George Bernard Shaw will speak over NBC on Nov. 2 at 4:20 p.m. in the opening program of a series of talks by leading thinkers of Great Britain, arranged by British Broadcasting Corp. Subsequent programs will present many distinguished speakers, including H. G. Wells, Lady Astor, Margaret Bondfield, Gracie Fields and Ian Hay.

LEE GRANT AND HIS ORCHESTRA

"... orchestra makes for nice variety for the listeners."

VARIETY



3 HOURS DAILY

2:30-5:30 P.M.

KANSAS CITY

KCMO's recently organized 24-voice symphonic choir, directed by Larry Sherwood, station manager, goes on the air next Sunday for a weekly series.

E. E. Horton of the Daily Kansas City Kansan staff takes over publicity duties at KCKN, succeeding Virginia Wallace, who suffered a breakdown.

"True Detective Mysteries" resumed last week on KCMO after a layoff. Lee Roberts, program director, handles the 30-minute live show.

"Kansas Roundup", Consolidated Drug Co. show aired by WIBW and carried by KCKN, has been expanded to a full hour.

Arthur B. Church, president of KMBC, left last week for Washington and other eastern points on a two-week trip.

Don Wilkie, west coast representative for Arthur B. Church productions, returns to Los Angeles this week from K. C. and Chicago. Mrs. Wilkie is recovering from an operation in a Dayton, O., hospital.

J. W. McConnell has been signed to head the KMBC artists bureau now being formed.

Sam Picard, CBS vice-president, is here for a visit with Sid Q. Noel, president of First National Television.

Inauguration of a new schedule gives KMBC the only all-live-talent program for the early morning period, 5:55-8:15. "Across the Breakfast Table", written and produced by Margaret Heckle and Neal Keehn, is back as a sustainer.

LINCOLN

Marge Thomas, formerly scripting on a part-time basis for Central Broadcasting, replaced Jettabee Ann Hopkins, who resigned to go to WOW, Omaha.

Joe Matthews, salesman with KFAB-KFOR, is now with WHBL, Sheboygan, Wis., and the stations are hunting a replacement.

Joe di Natale, KFOR promotion man, is back from vacation in New York. Lyle De Moss, KFAB program director, takes the wife and two kids on his much belated exodus this week.

Reggie Martin, KFAB-KFOR station manager, covered the Nebraska-Iowa game at Ames by direct wire Saturday.

11 Years for KGER Band

Long Beach, Cal.—Long Beach Municipal Band has been airing daily afternoon concerts over KGER for nearly 11 years without interruption. It is one of the very few bands in the world that give daily concerts.

HELENA BLUE'S NOVELTY STRINGS

SWING WITH STRINGS

MANAGEMENT
ROCKWELL-O'KEEFE

RADIO PERSONALITIES

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

PHIL SPITALNY

INCLUDED among the pioneers of radio, from a talent angle, is Phil Spitalny, creator, conductor and head man of the most famous all-girl aggregation in show business. Spitalny, who disbanded a successful male orchestra in order to create his female musical unit and astound the industry with its success, is a veteran of radio, and has been sponsored by General Electric for two of the three years that his orchestra has been in existence. The program is heard over an NBC-Red network of 55 stations on Mondays at 9:30-10 p.m. and has been set for the 1937-38 season.



Maestro of radio's only all-girl orchestra...

Organizing of the feminine group took Spitalny six months, 1,200 auditions and untold dollars. Not satisfied to have fine musicians, the maestro demanded a good singing voice of each girl, and 32 girls had to be selected. So well did Spitalny do his selecting that only four minor changes have occurred in three years. First testing group with a road tour, Spitalny was soon snared by his present sponsor, who, selling goods to housewives, wanted salesgirls for the job, and found in the orchestra a crack sales force. It took plenty of courage on the part of the famous General Electric to experiment with a new idea in radio advertising, but they have been well repaid for the gamble.

Favor Radio Probe: "Nothing to Hide"

(Continued from Page 1)

stated that the radio business has "nothing to hide" and therefore has nothing to fear from a probe.

Lloyd C. Thomas of WROK, Rockford, Ill., who introduced a similar resolution, recommended cooperation with any government investigation.

Both proposals were referred to the NAB board of directors.

Martha Deane's 2 Press Agents

Mary Margaret McBride (Martha Deane) has two advance press agents in the field contacting newspapers in the 45 key cities in which her new CBS General Foods program is aired.

Sponsors of large programs have sent out their press agents to contact the papers in the past but this is the first time the talent has undertaken the task. Understood that calls are paying very good publicity dividends.

Place Foreign Language Spots

Procter & Gamble, through Compton Adv. Agency, has placed daily announcements for Ivory Soap and Crisco on the Jewish Women's Hour over WBNX for a year.

Maryland Pharmaceutical Co. is using the station for Rem and Rel announcements in five languages—Italian, German, Polish, Jewish and Spanish.

Foreign Radio Expositions

Moscow—Exposition of Radio-Television will be held at the People's Amphitheater, Oct. 25-31.

Paris—Eighth International Congress and Exhibition of Electrical Radio will be held Oct. 19-23 at the Palais de la Radio.

Indep't Broadcasters Pick AFM Committee

(Continued from Page 1)

sire to send a committee to trade with the AFM.

Discussions on ways and means were a heated affair. Many of the unaffiliated outfits were in favor of doing nothing for the time being, at least, being of the opinion that they were not in so much of a spot as were key stations and affiliates.

Lloyd C. Thomas of WROK presided at the meeting. The committee comprises Harold Loeb, WFDF; H. B. McNaughton, WTBO; Gregory Gentling, KROC; John Elmer, WCBM; S. Schultz, WLAW. Up to a late hour last night, the chairman of the group had not yet been chosen.

Young Announcers on KGER

Long Beach, Cal.—As a novelty and to provide broadcasting experience for ambitious youth, KGER is trying out certain Junior College students who demonstrate a flair for sports announcing. After satisfactory auditions, these boys are permitted to handle some play-by-play descriptions when KGER broadcasts High School or Junior College games.

WHIO Early Birds

Dayton, O.—After receiving many requests from early morning listeners and to make way for much needed commercial time, WHIO now begins its daily schedule at 5:45 instead of 6 a.m.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA

2:30-5:30 Daily

LOUISVILLE

Biff Carr, WGRC program chief, and the station's "Curbstone Reporter", has resigned. His duties will be taken over by Bob McIntosh, who has been commercial manager of the Louisville studios.

In addition to his announcing duties, Pete Monroe of WHAS is now writing special articles for trade publications, American Saddle Horse Breeders' Association.

Golden West Cowboys from WSM back in town for appearance at Savoy Theater.

Earl P. Carter of Pan-American Recording Studios planned to New York and ordered new recording outfits.

Professor Quiz, assisted by Joe Eaton, WHAS program director, was featured at Jefferson County Armory during Kentuckiana Women's Institute.

While aboard his houseboat on the Ohio River, Harry Currie leaned too heavily on the guard rail, and plunged over the side. Fortunately, he was rescued and no damage done. He's back on the job as director of the WHAS ork.

Rumors floating around WHAS studios that Joe Eaton, program director, will soon return to mike as emcee for a Saturday Night Jamboree program.

Dot Rothe and Sam, Gil and Louie trio, are now filling morning sustaining spot on WHAS, billed as Dot and Three Dashes.

Bill Bond, brother of NBC's Ford Bond, handling half hour sports review on WAVE in behalf of local brewery account.

Chet Sutherland, from Canada, airing his comedy on WAVE each Tuesday for a soft drink concern. Burton Blackwell is filling the role of straight man.

KASS-TOHRNER INC.
RADIO PRODUCTIONS

Presents

LENORE ULRIC

IN

"DORRAN"

ONE HALF HOUR DRAMA SERIES
RECORDED FOR AUDITION

RKO BLDG.—RADIO CITY
CIRCLE 7-4428

GENNETT SOUND EFFECT RECORDS

ELECTRICAL
TRANSCRIPTIONS

THOMAS J. VALENTINO
729—7th Avenue, N.Y.C.
BRyant 9-5543

BIRMINGHAM

No changes are anticipated when control of WBRC is transferred to Eloise H. Smith, widow and executrix of the estate of Marcellus D. Smith Jr., late president.

While Tuskegee Institute Choir will originate at WAPI, this station will not carry the NBC program due to local commercials.

Betty Lou Gerson, former Birmingham girl and of "First Nighter", is being welcomed back in "Don Winslow" on NBC-Red.

Happy Hal Byrnes is back on WSGN with a morning spot. "At the Theater" has been revived by WSGN, under sponsorship.

COLUMBUS

While Irvn Schiebeck, WCOL sportscaster is on the west coast with the Ohio State football squad, his daily stint will be handled by Paul Walker.

John Kenward Agnew, assistant program director and staff organist of WHKC, is resuming his "Agnew Airs" after an absence of several weeks.

Herb Welch, announcer for WCOL, is leaving here to join the announcing staff of WBNS.

Charles Lake, WBNS announcer, has resigned here to join a southern Ohio station.

Lewis Browne in New Series

Lewis Browne, commentator, returns to CBS airwaves in a new series Oct. 17, from the coast.



Coast-to-Coast



GEORGE BURNS and Gracie Allen, on their arrival in New York this week with their adopted kiddies, Sandra and Ronnie, were gobbled up by the reporters and photographers. Papers gave them quite a splurge.

Sponsors of the Maxwell House show to be produced by M-G-M for debut Nov. 4 on NBC-Red are still looking for a suitable title for the program. A public contest may be conducted, according to Benton & Bowles Inc., the agency in the case.

WNEW will hereafter air the INS summary of the day's stock market activities at 3:30 p.m. on Monday through Friday and 12:30 noon on Saturdays.

When Victor Bay's new concert series, "Essays in Music" debuts over CBS tomorrow at 10:30 p.m., the tagline at the conclusion of the program will be, "Produced by George Zachary."

WLBC, Muncie, Ind.—Bill Craig, commercial manager, off to New York on business trip... Fred "Packhorse" Ayer, merchandising manager, back from Chicago trip... Henry "Harpo" Marks now spicing com-

mercials on football broadcasts... Happy Apple, The Old Ranger, drawing big studio audiences to daily broadcasts... Ed Pierre deMiller, news editor, is writing short stories... Ken Williams, mikeman, now doing some production work... Don Burton will be at mike for the Ind.-Ill. and Purdue-Ind. games, which have been added to the Singers Bakery schedule.

Nancy, youngest member of the Drew family, has joined the Drew Brothers and is now heard with them via WHN.

Man-in-the-Street idea has been revived at WTAR, Norfolk, with slight twist, although no effort has been made to change the label. The show now has turned into an outdoor question box affair. Instead of opinions on current questions, persons are asked to test their i.q. ratings on a prepared batch of queries. Lee Chadwick is handling the shows, three weekly.

Norman Corwin will present original oral and musical interpretations of Arturo Giovannitti's poem, "The Walker," in his "Poetic License" program over WQXR tonight at 9:45-10 p.m. Following Corwin's perform-

KANSAS CITY

John Larkin, formerly with WHB, has been added to the announcing staff at KCKN, replacing Kenneth Young.

First of a series of 30-minute dramas by the Footlighters, little theater group, starts Sunday on KXBY. Lester Boyer is handling production.

Lambert Pharmacal (Listerine brushless shave) has renewed the Fatty Lewis show on WDAF after a 13-week test. H. W. Kastor is the agency.

ance of the poem, his own piano composition, "Theme and Variations Based Upon 'The Walker'" will be played by Carmella Parrino, concert pianist.

Mells, Kirk and Howard, zany comedians featured at the Hollywood Restaurant, will do guest shots throughout the winter.

Ivy Dale, of the Ed Smalle chorus heard on the Leo Reisman series, can be heard in the presentations of the opera company currently at the Hippodrome.

Pianists Al and Lee Reiser have given up two of their sustaining series via NBC, and will concentrate on their commercial series.

John J. Anthony, director of WMCA's "Good Will Hour" will deliver an address at the Congregation Benai Jeshurun in Newark, N. J., next Tuesday.



The only way to judge a sales organization is by its sales.

Transamerican has created and has currently in force 49 radio accounts using 164 programs weekly on broadcasting stations throughout the United States.

TRANSAMERICAN BROADCASTING & TELEVISION CORP.

JOHN L. CLARK, President

Complete Broadcasting Facilities Wired and Transcribed

NEW YORK
521 Fifth Avenue
Murray Hill 6-2370

CHICAGO
333 North Michigan Avenue
STate 0366

HOLLYWOOD
5833 Fernwood Avenue
Hollywood 5315



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 74

NEW YORK, N. Y., THURSDAY, OCTOBER 14, 1937

FIVE CENTS

NAB Takes AFM Stand

'RADIO MONTH' PLANNED BY SET MANUFACTURERS

Plan for a drive by the electrical and radio set manufacturing industry to make the public "radio conscious" has been placed before the International Association of Electrical Leagues by Harry Boyd Brown, national merchandising manager of Philco.

Set-up calls for observance of a "Radio Month", after the first of the year, with Philco offering full anonymous cooperation, even in circular-

(Continued on Page 3)

One Hour Being Added To WHK Night Schedule

Cleveland—WHK adds an hour to its broadcasting schedule starting Sunday night, according to John T. Vorpe, production manager. This will keep the station on the air until 1 a. m., an hour later than any other outlet in the vicinity. Dance bands offered by the Mutual net will be carried on the extra time.

"Phantom" Interference Threatens Philly Area

Philadelphia—A "phantom" who threatened to "drown you all out when I get this set working properly," had radio engineers here guessing yesterday as wave traps were set to catch the intruder. Loud noises and an eerie whistle

(Continued on Page 2)

18 Weekly UBC Feeds

Cleveland — WHK and WCLE, United Broadcasting Co. stations, have boosted their weekly feeds to Mutual from 11 weekly to 18, with a further increase ahead.

Woman Contact

Chicago—In recognition of the growing importance of the modern woman as the chief buyer in the American family, WBBM has appointed Mrs. Carroll Mountjoy as "Women's Contact Woman." Mrs. Mountjoy, formerly of Stack-Goble agency and once with WWJ, Detroit, will maintain public relations with clubs, schools and organizations.

Surrealism on WBAL

Baltimore—Will we have surrealism in radio 50 years from now? Brad Bradley, assistant program director of WBAL, has his own ideas on the subject and comes forth with an original to be aired Sunday at 4:30-5 p. m. The love interest in Bradley's piece will involve a man's hand, calloused and grimy from hard work, and a female elevator operator's larynx. Half-hour show will be enacted by large staff of WBAL Players.

WHIP, HAMMOND, IND., BEGINS DAILY SCHEDULE

Hammond, Ind.—WHIP, new 5,000-watt on 1480 kc. with directional antenna on Chicago, started regular broadcasting yesterday. Station, operated by Hammond-Calumet Broadcasting Corp., with Dr. George

(Continued on Page 2)

"Tiny" Ruffner Is Made R. & R. Vice-President

West Coast Bureau, RADIO DAILY Los Angeles—E. B. "Tiny" Ruffner has been made a vice-president of Ruthrauff & Ryan, it was announced here by F. B. Ryan, president, prior to his departure for New York after

(Continued on Page 6)

Coughlin Cancellation

Detroit—Official cancellation of the Father Coughlin radio time booked to start Oct. 31 was received yesterday by Aircasters Inc., it is announced by Stanley G. Boynton.

Independent Broadcasters Are Assured of NAB Help

Gilbert & Sullivan Music Now Available for Radio

Orchestrations of Gilbert and Sullivan music, made available for the first time to radio through the Bass Publishers of New York, have been prepared on "The Mikado", "H.M.S. Pinafore" and "Pirates of Penzance" in 14 instrumental parts. Printing of "Gondoliers", "Iolanthe", "Patience" and "Yeomen of the Guard" orchestrations will follow.

Issues Warning to All Broadcasters Regarding Musician Negotiations; Conservative Element Wins

By M. H. SHAPIRO

Associate Editor, RADIO DAILY

After a day and a half of quibbling by the Special Membership Meeting over minor items of importance as well as major problems relative to the reorganization plans, the Board of Directors of the NAB held a long and bitter session yesterday afternoon and evening, at the Waldorf-Astoria, with the conservative element going to the fore and winning out on an official expression from the NAB on its stand and attitude in the AFM situation. Resolution, which finally was passed unanimously, is regarded as a warning to the broadcasters not to sign away their rights in negotiating with the AFM, nor jeopardize their obligation to the public. Further, the resolution tells the broadcasters to fear the possibility of sympathetic strikes, breaking of existing contracts, possible restraint of trade (via AFM demands), and its major obligations at large.

NAB board discussed other resolutions and various factions in the board held to their own views on various problems. Argument relative to the importance of preserving free use of electrical transcriptions was

(Continued on Page 3)

RADIO NOT INCLUDED IN PATMAN CHAIN BILL

Washington Bureau, RADIO DAILY Washington—Confirming previous forecasts of Congressman Patman, spokesmen for National Retail Dry Goods Ass'n yesterday stated that radio and movies would be eliminated in Patman's new prospective bill seeking to restrain corporations from operating retail outlets in more than one state. The new bill may be introduced in the special session which convenes next month.

Chrysler Sports Program Starts Tomorrow on CBS

Chrysler Corp., through Lee Anderson Adv., Detroit, tomorrow will start Frank G. Menke on WABC, 7:15-7:30 p. m. Menke is editor and publisher of the "All Sports Record Book." Program will be a sports broadcast. Bernie London, CBS page, is Menke's personal representative.

Educational Parley

Chicago—Second annual conference on Educational Broadcasting will be held at Drake Hotel, Nov. 29-Dec. 1. George Zook will preside and there will be talks by Dr. Robert Maynard Hutchins of University of Chicago and Dr. Walter Dill Scott of Northwestern.

Pet Milk Is Renewing On 57 CBS Stations

Pet Milk Sales Corp. will renew the "Mary Lee Taylor" series on 57 CBS stations, Tuesdays, Thursdays, 11-11:15 a. m., with repeat at 3 p. m., effective Nov. 2. Renewal is for 52 weeks and was placed by the Gardner Advertising Co.

Vocal Diagnosis

Chicago—Clark Dennis, NBC tenor, has his severest critic in his father, a physician of Flint, Mich. Got a letter the other day informing him that his voice was "slightly inhibited in the nasal passages, with a diaphragmatic quality predominating over the laryngeal." He has taken it to his vocal instructor for interpretation.

(Continued on Page 3)



Vol. 2, No. 74 Thurs., Oct. 14, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

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

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Wednesday, Oct. 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156	151 1/4	154 1/4	...
CBS B	22 3/8	22 3/8	22 3/8	...
Crosley Radio	10	9	10	...
Gen. Electric	40 3/4	38 1/4	40	...
North American	18 3/4	17 1/4	18 1/4	...
RCA Common	8 5/8	8	8 1/4	...
Stewart Warner	12 1/2	12	12	...
Zenith Radio	26 1/2	22 1/2	24 1/2	...
NEW YORK CURB EXCHANGE				
Nat. Union Radio	1 1/8	1 1/8	1 1/8	...
OVER THE COUNTER				
	Bid	Asked		
Stromberg Carlson	9	10		

Mark Smith Is Elected By Radio Artists Union

American Federation of Radio Artists has elected Mark Smith, president of the New York local. Smith had been acting as temporary chairman. Others elected are Walter Preston, William Adams, Ben Grauer, Alexander McKee and John Brown, vice-presidents; Wilfred Lytell, treasurer, and Lucille Wall, recording secretary.

KLZ College Series

Denver—For the next 16 weeks, KLZ is going to college with a series of programs bearing the apt title, "The Campus Review", featuring talent provided by students enrolled in eight Rocky Mountain Region colleges and universities.

The first program in the series, produced for the Gano-Downs department store, will star entertainers supplied by Colorado College. This broadcast will be transmitted to KLZ from the studios of KVOR, affiliated station located at Colorado Springs, seat of the college.

THE MAGIC KITCHEN

Now Available for food
accounts

WCOP

BOSTON

"Phantom" Interference Threatens Philly Area

(Continued from Page 1)

ushered him in Tuesday night on suburban police broadcasts. He faded while describing his equipment, but only after jumbling the airwaves and shunting over to police broadcasters morsels of a commercial program. Engineers have set traps throughout the area.

WWVA to Celebrate Harvest Home Festival

Wheeling—Elaborate Harvest Home Festival of WWVA on Saturday will feature, for first time in station's history, four performances in one day of its popular Jamboree. Under plans announced by Managing Director George W. Smith, regular evening shows will be presented at 8:30 and 11, and for benefit of those unable to see them, Studio Jamboree will be presented direct from Market Auditorium. In addition, Kiddies Matinee Jamboree is set for 2:30 in the afternoon, with re-broadcasts of their voices as recorded in interviews scheduled for 5:30. Open house will prevail at the station until 8 p.m., with admission to three evening shows the same as in the past. Jamborees were arranged by Walter Patterson, program director.

Station also will dedicate its mobile transmitter.

Stations for Mantle Lamp

Chicago—Mantle Lamp's "Friendly Philosopher", originating at WIND here starting tomorrow for the WLW Line, will also go over KQV, WBAL, WFIL, WHN, KWK and WXYZ. Homer Griffith, Phil Kalar Quartet and Leonard Smith comprise talent.

New WMCA Program

"Diamond Entertainers", sponsored by Herbert's Jewelry, starts Sunday at 12:30-1:30 p.m. over WMCA. Talent includes Jerry Mason, tenor; Kay Powell, soprano; Libby Hall, blues singer, the Diamond Quartet, and a 13-piece orchestra. Jack Coombs will produce and direct.

Ted Kimball at KDYL

Salt Lake City—After four years as special events announcer for NBC in Washington, Ted Kimball has returned to the KDYL staff. He's a great-grandson of Brigham Young.

"Time" Retains Barlow

Howard Barlow and his orchestra will continue to furnish the musical background for the "March of Time" program which shifts to the NBC-Blue tonight, 8:30 p.m.

60 Stations for Lever Show

The Lever Bros., Edward G. Robinson show on CBS which starts next Tuesday, 8-8:30 p.m., will be aired over 60 stations from coast-to-coast. Ruthrauff & Ryan has the account.

WHIP, Hammond, Ind. Starts Daily Schedule

(Continued from Page 1)

F. Fourrier as president, Doris Keane as managing director and O. E. Richardson as commercial manager, also has auxiliary studios at Englewood Y.M.C.A., Chicago. Formal opening ceremonies take place next week.

Equity Council Refuses Dullzell's Resignation

Council of Actors' Equity Ass'n has refused to accept the resignation of Paul Dullzell, executive secretary, who handed the council a surprise at its meeting this week by asking to be relieved about the first of the year. Dullzell has long been a pillar of the organization and highly regarded in his management of affairs of the actors' group.

Frank Gillmore, Equity president, who leaves the organization soon to devote his time to the Four A's, is on his way back from the west.

300 Stations to Carry Appeal

Over 300 stations in the U. S. have agreed to carry a special broadcast of the 1937 Campaign of Community Mobilization for Human Needs on Oct. 18, 10:30-11 p.m. President Franklin D. Roosevelt will speak during the program from his home in Hyde Park. The Pittsburgh Symphony Orchestra, under the direction of Otto Klemperer, will supply musical portion of the broadcast. Charles Taft, chairman of the movement, will also be heard.

2 More for Lyman with Benny

Abe Lyman, who has appeared on the first two Jack Benny programs of this season, will heckle the comedian on two more before returning from Hollywood to New York. Lyman will come East at the end of the month to direct personally his WEAF "Waltz Time" program.

Script Show for Premmac

Charles Premmac, tenor, has had a special dramatic script show written for him, which will afford opportunity to display his voice. The script is under consideration by several advertising agencies and their clients. Charles Premmac is at present second in importance on "Idea Bailey Allen's Homemakers of the Air."

Chas. Freeman Joins Blair

Chicago—Charles M. Freeman, formerly western manager of Forbes' Magazine, has joined John Blair & Co., station reps. He also was with Good Housekeeping and Farmer's Wife.

JOHN B. HATCH ASSOCIATES

An agency serving a N. E. clientele. Specializing in radio broadcast advertising.

(Send for booklet)

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Commonwealth 0466

COMING and GOING

EARLE FERRIS returns today to his New York office after a cross-country trip visiting clients and Chicago office.

ELIZABETH HINES rushed to New York from Chicago because of the serious illness of her father. Marge Calvert is subbing on the Romance of Helen Trent show.

ALICE FAYE has come east on a two-week vacation from radio and film work. Her husband, Tony Martin, has been in town for the World Series.

JACK BARRY of WIP, Philadelphia, went to Boston to air the Boston College-Temple U. game over WBZ-WBZA.

OWEN BALCH, special events man for KCKN, Kansas City, Kan., left yesterday for a flying trip to Washington and is expected back the first part of next week after stopping off in Springfield, Ill., to visit his dad, who is an executive with WCBS.

SHEP FIELDS and his orchestra, en route to New York from Hollywood, stop off Saturday and Sunday to play an engagement at the Casino Park Ballroom near Fort Worth, Texas.

CHARLES VANDA, CBS West Coast program director, left Hollywood Tuesday for a three-week jaunt to St. Louis, Chicago and New York on CBS business.

JOHNNY HYDE, executive of the William Morris Agency, is in New York from Hollywood and will return west next week.

ELEANOR BOWERS, a Roy Campbell soloist, is back in New York from a Montreal engagement.

FRANK GILLMORE, president of Actors' Equity, is on his way back to New York from Denver.

F. B. RYAN, president of Ruthrauff & Ryan agency, is on his way back to New York from the Coast.

Kate Smith Announces Hero-of-Month Committee

Nominating committee for Kate Smith's Command Appearance, which will be revived on her CBS program as a monthly feature beginning Oct. 28, is as follows: J. Edgar Hoover, director of the Federal Bureau of Investigation; Admiral Cary T. Grayson, chairman of the American Red Cross; Elsie Robinson, noted writer and columnist, and Dr. James E. West, Chief Executive of the Boy Scouts of America.

Sloan's "Behind Prison Bars"

"Behind Prison Bars" is the title of the Warden Lewis E. Lawes series starting over NBC-Blue on Oct. 18 at 10-10:30 p.m. for Sloan's Liniment. Ben Grauer will be announcer. Agency is Cecil, Warwick & Legler.

Ray Perkins Booked

Ray Perkins has been booked for personal appearances in Middletown, N. Y., Oct. 19, and Pittsburgh, Oct. 27.

LEE GRANT AND HIS ORCHESTRA

27th WEEK

SPONSORED BY GENERAL MILLS



3 HOURS DAILY

2:30-5:30 P.M.

NAB TAKES A STAND ON AFM SITUATION

(Continued from Page 1)

prolonged and eventually worked into the big resolution. Unfavorable element raked the NAB unmercifully.

Resolution adopted by the NAB board follows:

WHEREAS, the broadcasting stations of the United States are licensed by the federal government under a mandate to serve the public interest, convenience and/or necessity; and

WHEREAS, radio broadcasting constitutes the greatest medium of simultaneous mass communication the world has ever known; and

WHEREAS, every consideration should and is being given by the industry to the social aspects of unemployment, in giving relief, the radio industry must keep foremost its grave responsibility to protect the freedom and growth of this marvelous facility for public service; and

WHEREAS, the broadcasting stations by virtue of long experience in rendering public service, have found that the public interest requires, in addition to locally produced programs by union musicians, the broadcasting of other local programs and of network and transcription programs; and

WHEREAS, there has not been and there is not now any dispute between the broadcasting industry and the American Federation of Musicians, in regard to wages, hours or working conditions; and

WHEREAS, negotiations between the American Federation of Musicians and committees representing a substantial part of the broadcasting industry have resulted in a conclusion as to the degree of re-employment acceptable to the American Federation of Musicians; and

WHEREAS, the American Federation of Musicians seeks to impose upon the broadcasting industry, by uniform contract, a system which in effect gives to the American Federation of Musicians the sole right to license the procurement by those stations of network and transcription programs; and

WHEREAS, such contract in effect transferring the control of the operation of any station may be sufficient ground for revocation of that station's federal license to broadcast, and also may constitute a violation of the federal statutes relating to restraint of trade; therefore now be it

RESOLVED, That the Board of Directors of the National Association of Broadcasters recommends to broadcasters that in any agreement entered into between the American Federation of Musicians and broadcasting stations should specifically provide that such agreements shall not contain any restrictions designed to prevent any stations from broadcasting network, transcription or any other programs including those of civic, educational, religious, fraternal and public events character construed by it to be in the public interest; and that each station should consult its own counsel in all matters affecting (1) arbitration, (2) sympathetic strikes, (3) inviolability of contracts, (4) possible restraint of trade, and (5) its obligations to serve the public interest in providing educational and entertainment programs.

Morning Session

Major question at yesterday morning's session of the NAB membership at the Waldorf-Astoria centered on reorganization steps, with the membership amending two paragraphs of

the resolution adopted at Tuesday's session. Idle talk concerning a "czar" took on an aspect of reality when continued references were made toward the advisability of the NAB hiring such a person with price no object. The present tangle with the AFM was practically ignored, the only reference made to that crisis being to drive home the point of a strong reorganization by the NAB. Convention adjourned at 1 p.m., with board of directors holding a special session immediately thereafter.

Expressing confidence in the committee which is drafting the reorganization plans, H. K. Carpenter made a motion to amend resolutions adopted the day before to place complete power for reorganization plans in the hands of the committee. Don Elias, WWNC, offered counter-amendment which was adopted by convention. New amendments are as follows: Paragraph 4 changed to read: "NAB Committee for reorganization shall be able to schedule the date for the next convention as soon as that is legally possible. Original stated that Board of Directors should call meeting." Paragraph 5 was entirely deleted from the resolution, so as to give the Committee free reign in any action it should care to take.

Stanley Hubbard, KSTP, demanded action from the NAB in regard to labor associations and, indirectly, a radio "czar." Ed Craig, who headed the committee which drew up the resolutions passed at Tuesday's session, then took the floor, and made a plea with the NAB members to allow the Committee to work out the problem of reorganization. Craig stated that no great catastrophe could overtake the industry in the next few months, and that Committee would have plans ready by January or February. Craig also favored the "czar" idea.

Lloyd Thomas then took the floor, and delivered a plea for unification by the NAB and broadcasters that are non-members. His was the first talk of the day to draw a thundering applause from the convention. He expressed himself as dissatisfied with results of the convention in no uncertain terms, but added that he knew Committee was doing a good job, and that he for one was determined to stick to NAB despite increased dues. Earl J. Glade, KSL, followed Thomas with additional endorsement of Committee, also receiving a big hand at the conclusion of his short talk.

Mark Ethridge, next to take the floor, submitted his resignation as a member of the Committee. A long distance call earlier in the morning had forced him to take the action, with Barry Bingham ordering him back to Louisville and his regular duties. At the insistence of Craig, however, Ethridge promised to serve in an advisory capacity. Ethridge then proceeded to express his views on reorganization, stating that labor associations were very important, and expressing the view that banking groups could be of infinite assistance to the NAB in dealing with this matter. Cecil D. Mastin, WNBF, and

John Shepard 3rd, Yankee and Colonial networks, were next to speak.

Craig made a suggestion to amend resolution to allow four members to serve on the Advisory Committee, and have Ethridge legally serve as an advisory member of the committee. Final decision was for Craig to appoint fifth member, and to serve in an advisory capacity.

Don Elias went out on a limb for a "czar." Elias, not pulling his punches, told NAB that they were practically unable to cope with any of the serious situations which now faced the industry, and that no expense should be denied, nor should hasty judgment enter in negotiations for the "czar."

Samuel Rosenbaum, WCAU, also made plea for a "czar," but insisted that the Committee be given an unhampered hand in present work, and that they be allowed free reign in drawing up their reorganization plans and resolutions.

Harold Loeb, WFDF, who was appointed to the Independent Broadcasters' AFM Committee, reviewed the minutes of the meeting held Tuesday night by the independents in regard to their AFM fight, and announced the names of the members of the committee.

Paul T. Morency, WTIC, made a motion to temporarily close the purse of the NAB Bureau of Copyrights. Insisting that monies laid out for the bureau should be put aside as a fund for the entire NAB, Morency asked for more complete descriptions of expenditures in this channel. James W. Baldwin, managing director of NAB, stepped forward and explained the entire setup to the convention. Asking for a veto of Morency's motion, Baldwin pointed out that another music crisis would arise in 1940, and that the NAB Bureau of Copyrights would act as a weapon in their favor at that time. Harold V. Hough, WBAP, treasurer of the bureau, backed up Baldwin, and Morency withdrew motion.

"Radio Month" Planned By Set Manufacturers

(Continued from Page 1)

izing. Idea would be to focus public attention on imperfect performance of estimated ten million obsolete sets, and to improve reception generally, with concomitant boost in sales, service, and electrical consumption. Even slight public response, it was pointed out, would measurably increase pres-

INDEP'T BROADCASTERS ASSURED OF NAB HELP

(Continued from Page 1)

be able to negotiate with the AFM or inform them of their position should it become necessary. Questionnaire will also seek to ascertain the reaction to each station in regard to the AFM demand that more musicians be hired.

Committee representing the independents is not a "negotiating committee," and has power only to treat with and ask advice of the NAB board for the most part. General sentiment is that the indies would be foolish to send a committee to the AFM until it becomes necessary and majority feel that their particular problems cannot be served by any one group which it may appoint to represent them.

ent \$150,000,000 annual utility revenue from current consumption of the 24 million radio sets now in national use. At least 5,000,000 sets, Brown estimated, now need servicing so badly that they are being used only for special events.

Committee weighing matter is headed by Pres. George B. Conover, Managing Director of the Electrical Association of Philadelphia. Serving with him are John C. Bartlett, m.d. Electrical Institute of Washington, D. C., and Ralph Neumiller, exec. v.p. Electrical and Gas Association of New York, Inc.

TRANSRADIO NEWS

Will solve your Program Problems

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ELECTROPHONE SOUND SYSTEM

PROMOTION

Radio Dealer Tieup

In a clever and novel showmanship piece entitled "Drawing The Curtains," WHP of Harrisburg, Pa., recently issued a 12-page supplement, which was included in the regular evening issue of the Harrisburg Telegraph. Supplement carried interesting stories and pictures covering diversified programs the station presents through CBS and locally, in addition to pertinent facts about radio sets.

This practical tie-up of radio dealer with the station was conceived by Dick Redmond, publicity and promotion director. Besides giving the station an excellent exploitation splurge, the newspaper, which owns the station, netted quite a profit from the advertising of the dealers.

To further publicize their new fall series of programs, and the change of time for the major network features, the station placed giant placards in the lobbies of all important Harrisburg theaters, with floodlights focused on the placard. Manager A. K. Redmond made the arrangement.

Procter & Gamble Contest

The new \$51,480 prize contest being run by Procter & Gamble for Crisco, through Compton Advertising Inc., is being plugged on the NBC "Vic & Sade" programs Mondays, Thursdays and Fridays. In Canada the transcription series, "Kitty Keene" and "Gospel Singer" are promoting the contest. "Houseboat Hannah," another disk series on WOR and Honolulu, are also a part of the campaign.

Contest will run for six weeks with weekly awards of \$1,000, first prize; 10 prizes of \$100 and 200 Westinghouse roasters will be given for the best 25 word letter, on, "I like the new super creamed Crisco because. . . ." Proof of purchase, one Crisco wrapper, must accompany all entries. Contest closes Nov. 14.

Booming Series Broadcasts

Window display cards for stores, restaurants or other gathering places providing reception of world series broadcasts, were distributed by KSFO, San Francisco, pointing out that station's play-by-play airing could be heard at those places. Good, inexpensive plug was thus obtained.

Why-Listen Contest

KFOX, Long Beach, has annual station letter-writing contest, with prizes for dialers penning best letters on why they listen to the station. Letters from spots as remote as Australia were reported in last year's contest. Hal Nichols is in charge.

AL DONAHUE

and his orchestra
at the

RAINBOW ROOM

For Fall and Winter Season
Fourth Return Engagement



● ● ● "I think that we have selected a worthy and capable committee to draw up and take care of pending business. Let's adjourn now and go back home. We can't argue more than we already have—unless we don't care about accomplishing anything further. I move we adjourn." . . . Thus did Bill Gillespie, v.p. and general manager of KTUL, Tulsa, rise at the extra-special meeting of the NAB yesterday (extra-special because it was scheduled for the 12th only) and pleaded with the boys to return back home. . . . This was at 12:34—and prompted Don Elias of WWNC to ask for the floor, after which he turned to Bill, still on the rostrum, and asked: "Do you INSIST we go home?" . . . A roar followed this remark and for a moment this indicated that it was all over but the packing for the return trip. . . . Ah, but not only were we wrong in assuming this—but every one else. . . . Up until the motion to quit, the assemblage was quiet and reserved, but havoc broke loose with every one seeking a crack at the floor, resolutions, and what have you. . . . At 1:33, Prexy John Elmer took a motion, a second and a vote to adjourn—except for half of the members of committees, who were told to remain—for more confabs!

● ● ● As we walked into the room that a.m., Samuel Rosenbaum of WCAL, Philly, was in the midst of discussing the resolutions. . . . Stewart Sprague, former legal mouthpiece at NBC and now engaged in private practice, was an interested listener. . . . Probably concocting legal ways to break into the set-up—if he was hired by an opposing client! . . . J. H. Kennedy of WCHS sat in deep thought with L. B. Wilson. . . . Paul W. (Fritz) Morency of WTIC, Hartford, kept bobbing up and down with counter-replies and suggestions. . . . If a count were taken on the times persons had the floor, Fritz would cop the prize with plenty to spare. . . . Mark Ethridge of WHAS had his usual say on things.

● ● ● After a while (this, also after Bill Gillespie's motion to quit) Jim Baldwin, managing director of NAB, discussed the NAB transcriptions and you couldn't get Lloyd Egner of NBC and his assistant, Frank E. Chizzini of the transcription dept. to bat an eyelash—they were that engrossed. . . . Bill McClancy, NBC's traffic manager, also appeared interested. . . . John Shepard 3rd got up to speak from the floor—but it was decided by Pres. Elmer to test his mike voice from the dais. . . . Tilford Jones of KXYZ, step-son of Jesse Jones, head of RFC, was another engaged spectator. . . . Harold Hough, WBAP, raised a howl when he took the floor and referred to something they were offering public and sponsors as "junk" and then hastily altered it to "material" . . . Baldwin, as the meeting came to a close, suggested rather strongly that inasmuch as station owners or their reps were present—why not run up and hear the records now in a suite. . . . Roy Thompson of WFBG, in the lobby, told us he would do as Jim asked—but also listen to other transcriptions—not that he cared since his station employed a house band of nine men. . . . Sounds Supreme Courtish, eh.

● ● ● After the Tuesday p.m. session, CBS threw a cocktail party for the entire crowd. . . . Here Don Shaw, McCann-Erickson radio biggie, made an appearance and was actually mobbed by station reps who offered him invites for the evening, etc.—but he went searching for John Royal, whom he didn't see, and wound up swapping stories with Doc Morton of NBC, who can tell a couple good ones on the least provocation; Lew Frost of NBC's Frisco crowd; G. R. Shafto of WIS and Lloyd Egner. . . . But to Doc went the prize for the best stories. . . . That nite NBC threw a dinner for their own kind only—and Prexy Lenox Lohr climaxed the evening with a remark that this is to be a "speechless session" . . . Graham McNamee was emcee of the entertainment which included the assistance of Alan Kent, Sheila Barrett and Carol Deis.

GUEST-ING

ARTURO DE FILIPPI, tenor, on "True Story Court of Human Relations", tomorrow (NBC-Red, 9:30 p.m.).

MARIO CHAMLEE and WYNNE GIBSON, added to Rudy Vallee program, tonight (NBC-Red, 8 p.m.).

AMOS 'N' ANDY, on "Hollywood Mardi Gras", Oct. 19, postponed from Oct. 12 (NBC-Red, 9:30 p.m.).

HILDA BURKE, on the "Hit Parade," Oct. 23 (CBS, 10 p.m.).

LOTTE LEHMANN, on the Ford Sunday Evening Hour, Oct. 24 (CBS, 9 p.m.).

GEORGE JESSEL, second appearance on Rinso program, Oct. 19 (CBS, 8:30 p.m.).

CARY GRANT, in scenes from "The Awful Truth," on "Hollywood Hotel," tomorrow (CBS, 9 p.m.).

BALTIMORE

A special talk by g.m. H. L. Katz of May Co. store was aired simultaneously last week over WCAO, WBAL, and WFBR.

Bob Hurleigh's much commended weekly news review over WFBR has been taken by Auto Cruiser Co. of America.

Rex Reynolds, WBAL singer, actor and emcee, has started new sponsored series of "Golden Dawn Melodies."

Art Perkins is at the mike for new series over WCBM playing up Hutzler Bros. Co. (den't store) stamp collectors' department.

WFBR has Saturday night program from lobby of New Theater, airing opinions of audience on film shown. Free tickets to those interviewed.

WCAO will start new sponsored series of Question Man programs from lobby of Loew's Century Theater.

"Lone Ranger" Adds Stations

Detroit—"The Lone Ranger" serial drama, produced at WXYZ, and aired over Mutual, has added three more eastern stations and one in the west, according to H. Allen Campbell, g.m. of King-Trendle Broadcasting Co. Outlets are WFIL, Philadelphia; WNBF, Binghamton; WSYR, Syracuse, and the Don Lee station in Portland, Ore. This makes 26 stations carrying the program.

Grossman to New Haven

New Haven—Murray L. Grossman, WRB commercial manager in Waterbury, has been transferred to the business managership of the New Haven station.

YOUR FINANCIAL PROGRESS,
YOUR FAMILY'S SAFETY DEPEND
UPON THE PLANNING YOU DO NOW.
I WILL GLADLY DISCUSS YOUR INSURANCE PROBLEMS—NO OBLIGATION.

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NEW BUSINESS
Signed by Stations

WBZ-WBZA, Boston: Beaumont Laboratories; Lamont Corliss & Co.; Bayuk Cigars; Oyster Shell Products Co.; Richardson & Robbins Co.; Oneida Ltd.; State of Pennsylvania; Graham Paige; Nash Motor; Pacquin Laboratories; Thomas Leeming & Co.

KFOJ, Long Beach, Cal.: Chevrolet.

WBT, Charlotte: Buick.

WIND, Gary and Chicago: Carter Medicine; Chamberlain Laboratories.

WJJD, Chicago: French Lick Springs Hotel (Pluto Water), through H. W. Kastor & Sons.

KSFO, San Francisco: Chrysler; Table Products Inc.

KYA, San Francisco: Maryland Pharmaceutical Co.

KFRC, San Francisco: Chamberlain Laboratories; American Tobacco Co.; Pinex Co.; Ironized Yeast; Chevrolet; Buick; General Cigar; Nutone Chimes.

WIP, Philadelphia: Emerson Radio, spots.

SAN ANTONIO

KTSA Squibs: Tol Wear from Dallas is a new voice here . . . Robert (Bob) Hopper and J. G. Roundtree are the latest additions to the operating department . . . "Gunter Goings On" is a new daily feature dealing with news about the hotel . . . Ernest Hauser is now conducting the studio orchestra.

Maxine Gilliam, kid vocalist, heard over KMAC Sunday, looks like a real little "find."

Bill Boyd's Musical Cowboys are the early birds on KONO, coming on at 6 a.m.

Vivian Vorden and her radio ork are now playing nightly out at the Broadway Tavern.

INDIANAPOLIS

Len Riley, sportscaster WFBM will be at mike for Indiana University home-cooking game against University of Illinois on Saturday.

Gwen Schort joins WFBM announcing staff, handling two shows daily.

"The Three Victors" heard each Monday over WFBM, were formerly billed as "Rusty Hinge Trio" with Charlie Davis' orchestra.

ROC Adds to Staff

Radio Orchestra Corp. has added Mac O'Connell to its sales staff in charge of production department and Ben Taft in charge of the radio department, it is announced by Norman E. Campbell, general manager.

DON KERR

Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
General Mills Sports Parade
Fox-Fabian Professional Parade

Program Reviews and Comments

"MR. KEEN"

(Tracer of Lost Persons)
American Home Products
(Bi-So-Dol)
WJZ—NBC-Blue, Tue., Wed., Thu.,
7:15-7:30 p.m.
Blackett-Sample-Hummert Inc.

DRAMATIC SERIAL WITH NOVEL ANGLE SHAPES UP AS ENROSSING ENTERTAINMENT.

Title character of this new dramatic serial is a kind old gent who undertakes to locate any missing person anywhere in the world, or make no charge for his services. He has a young girl as assistant, and the first client to enter the picture is an agitated young man seeking a girl and willing to wager that Mr. Keen will never be able to find her. Title of the episode is "The Case of the Girl Who Couldn't Be Found."

Mr. Keen assigns his girl assistant to the case. Implication at sign-off time was that the young man's lost girl is an imaginary creature, and that love interest is in the offing between him and the young lady handling his case.

First program sounded as though the series will prove highly entertaining. Comic as well as tragic and weird cases are among those scheduled.

"Court of Missing Heirs"

By clever manipulation of a new angle on the currently popular true experience form, rather commonplace material is used here to produce a script show with a great human appeal and, for the sponsor, Skelly Oil Co., an excellent opportunity for effective merchandising.

Founded upon authentic court records, and represented as an attempt to solve the mystery of some of America's unclaimed estates, the opening program offered two case histories, using dramatic sequences to high-point the lives of men who died leaving estates totaling \$29,000. A reward is offered for information leading to the whereabouts of rightful heirs to these fortunes. Commercials are nicely tied-in to the service angle of the program, and the announced distribution, through service stations, of weekly bulletins containing information on additional cases, should prove an effective teaser in bringing listeners to the sponsor's retail outlets.

Al Shebel and James Waters handle the scripts ably. Production and cast are good, and the show should catch on. Incidentally, the problem of prize contests seems to have been whipped in this show. You can't beat \$29,000 or more in weekly, cash prizes—especially when it is the deceased dramatic principals who put up the dough, and not the sponsor. Show originates at WBBM and airs over 20 midwest CBS stations. Blackett-Sample-Hummert is the agency.

Al Donohue Orchestra

Reason for the popularity of Al Donohue's orchestra at the Rainbow Grill was satisfactorily demonstrated in a remote caught Tuesday night at 11:30 over WEA-F-NBC-Red. A wide range of selections, moods and tempos not only were handled with facility, but arrangements and renditions were very beautifully designed to appeal to the dancing feet as well as to the ears. Starting off with a snappy version of "Runnin' Wild," the band next toned down to "In a Little Carolina Town" with feminine vocalizing in appropriate Dixie vein. Then to a stretch of swayful dance music, and on to "Blue Bayou," "Sweet Varsity Sue," "Caprice Viennoise" and others, with intermittent vocal interpolations. All very smart and pleasurable.

Lou Breese Orchestra

His sub-billing of "breezing along" is aptly descriptive of the music dispensed by Lou Breese, caught at 11:15 p.m. Tuesday over WEA-F-NBC-Red in a remote from the French Casino. From "That Old Feeling," augmented by a feminine voice, and "Goodbye, Jonah," with an appropriate baritone singer, the orchestra swung along to "You Can't Have Everything," "Tears in My Heart" and "Big Apple," with additional vocals here and there. It was good going all the way, calculated to delight both dancers and listeners.

"Fun in Music"

Conducted by Dr. Joseph E. Maddy, professor of music at Michigan University, and aired over NBC-Red on Tuesdays at 2-2:30 p.m., this program is something of a course of instruction in the playing of various band instruments. With the use of books purchased for 50 cents, students can sit at their radio receivers and enjoy a year's course without cost. Both commentary and demonstration are employed by Dr. Maddy in conducting his classes, which also cover vocal work.

Briefly

Hal Gordon, tenor, caught Tuesday at 1:45-2 p.m. over WJZ-NBC Blue, has a nice individual style, a voice with a mightily appealing quality, plus better diction than usual for a vocalist.

"News for Everyone" on WNEW, at 5-5:30 p.m. weekdays except Saturday, and 6:30-7 p.m. Sundays, is a fairly cohesive conglomeration of music, vocals and news. Richard Brooks handles regular news, Irene Collins gives fashion news and sings,

☆ **F. C. C.** ☆
ACTIVITIES

APPLICATIONS GRANTED
Laura M. Doerenbecher, Tacoma, Wash. Auth. for involuntary transfer of control of corp. to Laura M. Doerenbecher. 570 kc., 1 KW., 5 KW. LS., unlimited.

SET FOR HEARING
Evening News Press, Inc., Port Angeles, Wash. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

EXAMINER'S RECOMMENDATIONS
KPO, Wenatchee, Wash. CP to increase power, change frequency to 1360 kc., 1 KW., unlimited, be granted.

Genesee Radio Corp., Flint, Mich. CP for new station. 1200 kc., 100 watts, 250 watts LS., specified, be denied.
Richard Field Lewis, Oakland, Cal. CP for new station. 1160 kc., 1 KW., daytime.

OMAHA

Gene and Glenn, formerly with the Cornbelt Wireless Network at Des Moines, are now carrying two programs daily from WOW, as well as making personal appearances in this territory.

Program Manager Harry Burke of WOW is back from a Dodge sales meeting at Kansas City.

Mr. and Mrs. Henry Field of KMA at Shenandoah, Ia., have left for a month's vacation in California.

3 Years for Courtney

Alan Courtney's "Joymakers" will celebrate Courtney's third anniversary on WNEW in a special series of programs the week of Oct. 18.

Courtney and his Gang are heard on Monday through Saturday at 11:30 a.m. in an hour variety show. More than 200,000 listeners have been enrolled in the "Joymakers Club" conducted by Courtney. Currently heard with Courtney on this show are: Don Lamont, Jimmie Rich, Lucille and Lanny, and Dixie Dean.

"Veteran's Campfire"

"Veteran's Campfire", a series presenting World War veterans in ad lib reminiscences of the war is scheduled on WNEW each Friday night at 9. Larry Nixon is emcee.

Paul Carley also vocalizes and John Jaeger is emcee.

Fisk Jubilee Singers in "Magnolia Blossoms" provided a very entertaining program of Negro spirituals and folks songs over NBC-Blue from WSM, Nashville, at 11:30 p.m. Monday. The Fisk Jubilee group is one of the top units of its kind.

Immediately Available
For Exclusive Sponsorship

"Cape Cod Folks"

By
Joseph C. Lincoln

Chase & Ludlam Phone
30 Rockefeller Plaza Circle 7-4366

HELENA BLUE'S NOVELTY STRINGS

SWING WITH STRINGS
MANAGEMENT
ROCKWELL-O'KEEFE



AL SPAN, head of CBS West Coast sound effects, thinks there's something in a name after all. Just out from New York, Span pulled up for a traffic stop at the "Crossroads of the World" and found himself right next to the car of a friend he had forgotten to say goodbye to in New York three weeks previously when they were working together on the Myrt and Marge show. Neither knew the other was headed for Hollywood.

Glenn Morris and Eleanor Holm, just back from the summer engagement in Billy Rose's Aquacade at the Cleveland Fair, on Union Oil's "Thrills" over NBC Coast Red on Wednesday night.

Bob Mitchell, whose "Streamline Swing" electric organ concerts are a regular KHJ-Don Lee feature, is also the busy conductor of the St. Brendan Choir, which outstanding choral organization has been much in demand recently.

Frederick Stark, KHJ conductor, bought himself a house next door to a golf course so that all he need do is step over the backyard fence to tee off.

Raine Bennett, well known in local radio circles as a news commentator and producer, joins the staff of the Herald-Express as radio editor, relieving John Clark, who has been temporarily filling the post, and succeeding the veteran Gene Inge, who resigned recently to open his own office as a producer and consultant.

John J. Colbert has been made news editor at KFVB, succeeding Charles "Chuck" Benson, who resigned to join Hal Rorke's publicity staff at CBS. Colbert also conducts "The Lamplighter" program on KFVB and will continue that chore in addition to his new duties.

Survey conducted by the W. R. Penny Market Research Corp. reveals that KMPC's listening audience has been doubled since being taken over by G. S. Richards of Detroit last June, according to Leo Tyson, general manager. Tyson credits the build-up to increased number of live programs, aggressive

ONE MINUTE INTERVIEW

BETTY GOODWIN

"One of the few positive statements that can be made about television at this stage of the game is that it's sure to spruce up us women. From Hoboken to Walla Walla we'll be seeing today's fashions today. And if it's the television camera we're facing, instead of the television screen, then the need for being clothes-conscious and figure-conscious will be even more acute."

ORCHESTRAS - MUSIC

VICTOR YOUNG is sponsoring a movement to establish a Federal Ministry of Fine Arts for the encouragement and possible subsidizing of promising young American artists. The film and radio maestro had a big turnout of picture, radio and society headliners for his concert at the Philharmonic last Friday night, proceeds from which go into the fund to finance the national movement. First half of the program consisted of Young's own composition, including "Arizona Sketches," which was played at the Hollywood Bowl last season.

It's a girl at the Eddie MacKinny's in Chicago. He plays bass fiddle with Roger Pryor's ork.

Sammy Kaye will swing and swat at Dorney Park, Allentown, Pa., tonight.

Ozzie Nelson has made his home in Hollywood and will confine his year's activities solely to his radio commercial with Harriet Hilliard and Peg Murray over WJZ and the Blue Network Sunday nights at 7:30.

Elisel Grenet, composer of "Mama Inez" and more than 400 other rumbas, will be heard with his Cuban orchestra regularly via WHN from the Club Yumuri on Thursday evenings at 10:30.

Mickey Rooney, juvenile film star, does a bit of song writing on the side and had his "That's What Love Will Do To You" featured by Hal Kemp

coverage of special events and a number of exclusive features, and is naturally elated at the audience response in such a brief period.

Raymond R. Morgan Co. has placed the transcribed "Judy and Jane" show on KNX, KSFO, KOIN and KMJ on a five-times-weekly schedule, starting Nov. 1 for Pacific Coast coverage for Folger Coffee. Show has been on various midwest stations for some time.

KMPC has a new serial drama, "This Day Is Long", written by Ralph W. Towner and featuring Leslie Claire, New York stage actress, stripped through Monday to Friday at 3:30 p.m. Katherine Taylor, picture actress, and George Volger also are prominently cast.

Paul Richards, baritone, formerly on CBS network shows and with the Vincent Lopez orchestra, now is heard on KMPC each Wednesday at 3:45 p.m.

Community News on WFBR

Baltimore—A new series of broadcasts, "Community News and Views," was recently inaugurated by WFBR and is heard every weekday afternoon, Monday through Saturday. Presented as a variety show, the primary purpose of the broadcast is to bring to the air news of community happenings in and around Baltimore.

last Friday. Mickey also conducts his own juve orchestra.

Julie Wintz and his orchestra are now broadcasting on Sundays from the Village Barn over WOR.

Shep Fields and his "Rippling Rhythm" Orchestra, now working in the Paramount Picture, "Big Broadcast of 1938," will follow his screen activities this Fall with a road trip through the West and South, winding up at the Palmer House, Chicago, late in November.

Sammy Smith, one of the best known music publishers' contact men in the radio field, joins the Braun Organization in its New York offices this week. H. J. Braun, head of the organization, in town from the company's main offices in Chicago, announced that Smith will assist Bill Ortmann, professional manager. For the past few years Smith has been professional manager for Southern.

Merle Pitt, who experimented with an all-musician's swing band, and heard recently on a guest shot at the "Make Believe Ballroom," is being given more time on WNEW. He is now heard daily at 5-5:30 and Sunday at 11:30-12, in a real "jam" session.

Emery Deutsch, whose orchestra opened at Detroit's Book-Cadillac yesterday, will be heard via CBS Tuesdays, Thursdays and Saturdays, for midnight dancing.

"Tiny" Ruffner Is Made R. & R. Vice-President

(Continued from Page 1)

several days in Hollywood conferring with Ruffner, who has been radio head of the local agency for some time. The appointment relieves Ruffner of active production duties, permitting his functioning in a supervisory capacity over producers Ben Larson of the Jolson program, Nate Tufts on the Penner show and Clark Andrews, who will produce the new Edward G. Robinson series.

At the same time it was revealed that the Robinson-Claire Trevor dramatic half-hour for Rinso, to precede the Jolson half-hour in the East at 8-8:30 EST starting Oct. 19, will not figure in the Jolson rebroadcast for the Pacific Coast. Whether Robinson objected to a dual schedule of heavy dramatic roles within a few hours could not be learned, but the decision leaves KNX and other CBS Pacific Coast stations with an open half-hour at 8-8:30 Coast time which had been cleared for the Rinso airing.

Jack Major in New Spot

Jack Major did a guest shot on the CBS variety show, 9:30-10 p.m., last night. Next week he will become the emcee on the show.



VERNE SMITH has been added to the cast of Gold Medal's Arnold Grimm's Daughter on CBS.

Herb Carlborg has been made Detroit manager of Radio Sales Inc. in Detroit, Kelly Smith, the boss, has announced.

Margaret McLean of Young & Rubicam radio department has gone to Hollywood for vacation.

Ed Wood, commercial manager of WGN, off to west coast for combined business and pleasure trip.

Carl Harris and Putney Haight are handling the Chicago Community Fund drive for J. Walter Thompson with Dick Marvin taking care of the radio end.

"Complete Story Hour" of WJJD celebrates its 100th broadcast with a studio party and Director Joe Allabough taking the entire cast to see "The Women" at the Erlanger in the afternoon.

Wilbur H. Cummings replaces John M. Larson as NBC studio field engineer. Larson transfers to New York staff.

Dave Rose's "Tone Poem" to be played by Chicago Symphony orchestra shortly. Dave is pianist-arranger at NBC here, shortly to leave for Hollywood, where he has a job with Paramount.

"Dan Harding's Wife," sponsored by National Biscuit on WMAQ, has been renewed for 13 weeks.

Buick Motors is using announcements on both WENR and WMAQ. J. L. Van Volkenburg, WBBM assistant manager, to New York on a business trip.

It's a boy at the Wynn Orrs. He's radio director for Stack-Goble agency and producer of Swift's "Junior Nurses."

Allen Grant, NBC pianist, has had published a new suite of songs for children.

Hugh Studebaker is spending a week's vacation in the Ozarks.

John Gray, formerly of WBBM news staff, has moved to Tulsa as CBS production man on Barnsdall "Fun Bug."

Leo Poulette, who uses the name of Don Harris, has been signed as new mikeman on WIND. He's due here next week from WHAM, Rochester.

Frances Brewer of KSTP, St. Paul, actress and writer, has been added to production staff of WJJD, replacing Pauline Hert.

Ed Knight, WBBM engineer, back at work after a siege in the hospital.

Dunning via Radio

Baltimore—Local tax collector has so much faith in the power of radio to get results that he has induced the municipality to buy time on WBAL for announcements in an effort to boost tax collections.

San Francisco

"Carefree Carnival," NBC variety show, shifts to Hollywood on Sunday for an indefinite stay. Of the cast, Vera Vague, Charley Marshall, Maestro Meredith Willson, and Producer Arnold Maguire will go there to live. Ned Tollinger, emcee of the show for six months, will stay here, going back to his old job in the production department.

Larry Allen, of the NBC Artists Service, now working in the sales department. The program department is taking over the star booking biz.

Now that ill health has caused Darrell Donnell, radio editor of Examiner, to temporarily cease his NBC newscasts, Burton Bennett, announcer, is taking his place.

Guy Sinclair winds up newscasting for KROW tomorrow.

Bob Garred, KSFO newscaster, will journey to Palo Alto on Nov. 6, to speak before the annual conference of the California Scholastic Press Association.

One of the nicest commercial feathers in NBC's cap is the new account of Sussman & Wormers Co. (better known as S. & W.) food products, which begins a 52-week series, twice a week, via the NBC Red Pacific network on Sunday, 8:15 p.m. Titled "I Want a Divorce," each show of 15-minutes duration will be complete in itself. First show presents the work of Carlton E. Morse, author of "One Man's Family." Succeeding dramas will be written by Peter B. Kyne, Donald Henderson Clarke, Hugh Wiley, Elsie Robinson, Arnold Maguire. The National Players will enact the roles. Through Emil Brisacher and Staff.

Harry Wickersham, KJBS producer, is conducting a "Crime Quiz" Sundays at 11 a.m. Each program is complete in itself.

Kenneth Owen, announcer-operator at KJBS, has joined the CBS Hollywood staff. Fred Henry, announcer, also went with him to KNX.

Bill Darnell on New Program

Bill Darnell, baritone, formerly of WTAM, Cleveland, has been engaged as soloist on a new WNEW daily program; Monday thru Friday at 1:30 p.m. broadcast presents a fifteen minute show.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	8
11	12	13	14
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

Greetings from Radio Daily

Irene Rich
Georgia Backus
Harry Hershfield

Dan Russo
F. C. Taylor

★ Coast-to-Coast ★

LYMAN BROWN, formerly of LKASA, Elk City, Okla., and KPND, Pampa, Tex., is scheduled to report today at KFRO, Longview, as a new announcer. Brown is being added to the KFRO staff so that no announcer will work more than one hour at a time before the microphone. Idea is to have a change in voice as often as possible.

John Buchanan, who has been promotion and traffic manager for Mt. Rainier and Rainier National Park in Washington, has resigned to become public relations director of KMO, Tacoma.

Theodore Bell of KRSC and formerly of the radio staff of Cornish School of Seattle has been added to the faculty of the University of Washington, Seattle, as radio speech instructor.

Doris Fisher, recently signed to a CBS contract, is now heard in song cycles over WABC on Mondays at 9-9:30 a.m. and Thursdays at 3-3:30 p.m. This is the same Miss Fisher who wrote the score for the Hollywood Restaurant last year and for the Harlem Uproar House this year. She is a daughter of Fred Fisher, composer of such hits as "Dardenella" and "I'm Always Chasing Rainbows."

WHOM, Jersey City, aired the unveiling of the Statue of Christopher Columbus in Columbus Park, Hoboken, on Columbus Day and also carried a remote last Sunday when the Memorial Parade honoring the Polish Generals, Kasimir Pulaski and Wladimir Krzyzanowski, was held. WHOM specializes in foreign language programs and these events were highly received by its audiences. Ray Marshall, Frank Kreuger, Boleslaw Rosalak and Michael Keniski presided at the microphones for these special broadcasts.

Bert Swor and Lou Lubin, the blackface comedians, are making transcriptions for Alka-Seltzer.

Mells, Kirk and Howard, the comics at the Hollywood Restaurant, are auditioning for a soap sponsor this week.

Larry Roller, director of public events and special features for WHK-WCLE, Cleveland, has received a certificate signed by Fred P. Cone, governor of the State of Florida, for meritorious service to the State of Florida at the Great Lakes Exposition of 1936-37.

A broadcast unique in Rocky Mountain Region Radio history was presented by KLZ during the American Federation of Labor convention. At the suggestion of Fred D. Fleming,

KLZ news editor and former Associated Press man, every "big name" newspaperman "covering" the convention was invited to attend a round-table discussion of the present labor crisis.

Unique in annals of the Rock River Methodist Episcopal conference, church district which comprises Chicago and all of northern Illinois, was a broadcast from WROK, Rockford, where the churchmen met. "Heralds of Destiny," an electrical transcription, in which was dramatized highlights in the career of Bishop James M. Thoburn of India, who as a young missionary established outposts of the Methodist church in that country, was put on the air by WROK during a morning half hour.

WSYR, Syracuse: Nick Stemmler, sports announcer, is back on the job after a honeymoon . . . Victor Miller, staff pianist, and Peggy Kimball, organist, are featured in a new thrice-weekly series . . . Bud Squires, street quizzer and special events man, is back on the job after a vacation.

W. E. Debnam, reporter for the Norfolk Ledger-Dispatch, who has been doing quarter hour weekly shots in past seasons, has been signed thrice weekly over WTAR by Canada Dry Ginger Ale. Feature is News Index, a daily sustainer for several months.

KLZ, Denver: Jack Fitzpatrick, sports and news commentator, is back on the job from a 10-day jaunt to football camps . . . Les Weelans, musical director, is reviving "The Melody Men," programs of pop melodies of yesteryear slanted at "just folks" audience, with Spray Coffee & Spice Co. as sponsor.

KFRO, Longview, Tex.: James R. Curtis, prexy of station, threw a dinner party at Town Tavern for members of staff including Harold Johnson, Joan Thompson, Edward Bumpas, John C. MacDonald and Travis Cabiness . . . Manager Johnson went to Fort Worth as delegate to the Texas State meeting of Kiwanis . . . Prexy Curtis attends the San Antonio Dog Show tomorrow and Saturday, and the Houston Dog Show next Tuesday and Wednesday—he's a St. Bernard fancier.

KDYL, Salt Lake City: "Sons of the Pioneers," early morning show emceed by Elwyn Quinn, is making quite a hit, according to mail returns; contents include musical offerings, weather data, livestock news, farm and ranch bulletins, etc. . . "Pigskin Parade," with Frank Austin as sportscaster, salutes teams both musically and by comment with a fast-moving forecast of games, while sponsor distributes the Dick Dunkel Dope Sheets as promotion.



YOU CAN'T
SELL 'EM . . .
IF YOU CAN'T
REACH 'EM . . .
THE RADIO . . .
INDUSTRY IS
A FERTILE . . .
MARKET AND
RADIO DAILY
GOES DIRECT
TO ITS BUSY
EXECUTIVES



FACTS about Station KIDO

Boise, Idaho and its Coverage of one of America's Richest Potential Markets..!

KIDO covers a primary area . . . with a total population of 201,493 or 49,144 family homes . . . of these 36,710 are radio equipped. Mail response to KIDO the first 6 months of 1937 doubled the total mail received during the year 1936!

Comparison—Two Nearest Cities

Major cities of the section give a general idea of per capita buying intensity for the area.

I—The Comparison by Per Capita Spending

Retail Classification	Boise Idaho	Spokane Washington	Salt Lake City, Utah
Food	\$115	\$107	\$87
General Merchandise..	186	97	80
Apparel	35	40	41
Automotive	214	85	59
Filling Stations	55	29	20
Furniture	51	23	32
Building Material	60	17*	17
Restaurants	49	34	21
Drugs	25	16	15
Miscellaneous Retail..	96	58	47

Total Retail Sales Per Capita Comparison

BOISE, IDAHO	\$892
Spokane, Wash.	508
Salt Lake City, Utah	422

* NOTE—Country General Store Sales Comparison omitted.

Retail Sales Per Capita Comparison (BOISE, IDAHO AND UNITED STATES)

EXPLANATION:

Per Capita Spending is the common measurement for comparing cities, counties and states. It means—the average spending of the average person during the course of one year at Retail Stores.

I—Comparison with State and U. S. Average

Retail Classification	Boise Per Capita	Idaho Per Capita	U. S. Per Capita
Food	\$115	\$61	\$68
Apparel	35	12	22
General Merchandise..	186	38	38
Automotive	214*	62	38
Filling Stations	55	23	16
Furniture	51	13	10
Building Material	60	33	15
Restaurants	49	17	19
Drugs	25	11	10
Miscellaneous Retail..	96	24	24

* 1st in U. S.—cities of 10,000 population and over.

Total Retail Sales Per Capita Comparison

BOISE	\$892
IDAHO	315
United States	265

(Compiled by The HURD Advertising Agency, Bridgeport, Conn.)

NATIONAL REPRESENTATIVES

JOHN BLAIR & COMPANY

AFFILIATED WITH NBC-RED AND BLUE NETWORKS



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 75

NEW YORK, N. Y., FRIDAY, OCTOBER 15, 1937

FIVE CENTS

FCC Merges 3 Divisions

WORLD SERIES LISTENERS WERE FEWER THIS YEAR

One out of every four radio homes reported listening each day to the World Series broadcasts of Wednesday, Oct. 6, to Saturday, Oct. 9, inclusive, according to the survey made by The Cooperative Analysis of Broadcasting.

The high, says the CAB, was for Wednesday and Saturday, with a figure of 27 per cent, while on Friday

(Continued on Page 3)

ARTA Filing Charges In Oklahoma Campaign

Oklahoma City—The ARTA, which is engaged in an organizing campaign in this territory, is filing charges with the National Labor Relations Board charging KFXR has refused to negotiate, according to Joseph Harris, organizer for the labor group. Wage

(Continued on Page 3)

WOR Basic Daytime Rate Raised to \$1.100 an Hour

WOR has upped its rate card for the first time since Aug. 1, 1929, in so far as its basic daytime rate is concerned and the first increase in its evening tariff since May, 1935, when the outlet went to 50,000 watts.

(Continued on Page 2)

Godfrey's Good Deed

An hour after midnight tonight, Arthur Godfrey inaugurates eight continuous hours of broadcasting for the benefit of the Red Cross over WJSV, Washington. He will play recordings, sing, etc., and will answer requests from fans only when accompanied by a promise to join the Red Cross. He will be assisted by Johnny Salb at the organ.

Full Basket

Schenectady—"The Market Basket," presented by Martha Brooks over WGY, Monday through Saturday, is now running at an all time high with 26 of the 30 available weekly commercial periods being sponsored by 11 varied concerns. Oldest sponsor on the program is Rival Dog Foods with a continuous airing of two years.

Business for W. U.

Announcement made Wednesday evening by Martin Block on his "Make-Believe Ballroom" over WNEW, inviting listeners to telegraph their applications for tickets to "Sunday Swing Session", to be aired from the International Casino at 11:30 a.m. Sunday, caused a jam at Western Union. The station received about 1,300 wires in the single evening, according to the telegraph company.

NBC CONSUMMATES DEAL MAKING WHN AN OUTLET

The NBC-WHN pact, whereby the latter outlet will be made available to all NBC sponsors, yesterday was officially consummated with the signing of contracts by parties involved. Although both NBC and WHN have

(Continued on Page 3)

Polish Commercial Set On 11 Mutual Stations

Catro-Lek Laboratories, through Chambers & Wiswell, Boston, on Sunday will start a new series of Polish musical programs on 11 Mutual stations (WGN, WOR, WAAB, CKLW,

(Continued on Page 3)

Elliott Roosevelt on Coast

Washington Bureau, RADIO DAILY Washington—Elliott Roosevelt, general manager of Hearst stations in Texas, is here for conferences with Ford Billings, who holds a similar rank in the Hearst west coast setup. Roosevelt will be in town several days, but denies that any particular significance is attached to his visit.

McNinch Announces a Board of Six and Himself Will Supplant Broadcast, Telephone and Telegraph Units

ANA ANNUAL CONVENTION MOSTLY A CLOSED AFFAIR

Twenty-eighth annual meeting of the Association of National Advertisers, to be held at The Homestead, Hot Springs, Va., Oct. 27-30, will devote its first day wholly to closed meetings to which only members of the ANA will be admitted. This applies to both morning and afternoon sessions. The afternoon gatherings will be divided into groups by industries, including grocery

(Continued on Page 3)

Butcher Leaves NBC To Rejoin Own Concern

Jesse Butcher, who left his own radio production and managerial firm to join NBC station relations department some time ago, has resigned to rejoin his former partner Bruce Chapman of Chapman-Butcher Inc. In addition to radio shows on the air handled by the concern, several

(Continued on Page 3)

Waxing 30 "Kay White"

West Coast Bureau, RADIO DAILY Los Angeles—Associated Cinema Studios is waxing 30 five-minute disks of the Los Angeles Soap Co.'s "Kay White" for the Barnes-Chase Co. Produced by Art Fulton, the series is a continuation of earlier sequences for use on a number of Midwestern stations.

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent
Washington—Taking the first definite step in reorganization program of the FCC, newly appointed Chairman Frank R. McNinch exploded a bombshell at his press conference yesterday when he disclosed that by unanimous vote of the commission it had been decided to abolish the three division plan—broadcast, telegraph and telephone—in favor of a single board of six besides himself, effective Nov. 15. With abolishment of these divisions, the FCC also loses three directors, R. T. Bartley, tele-

(Continued on Page 3)

BROADCASTERS PLEASED WITH NAB STAND ON AFM

Majority of the broadcasters who attended the NAB Special Meeting, voiced the opinion before leaving town that the resolution adopted by the NAB board of directors in regard to an AFM stand was an excellent idea and much more important, with two possible exceptions, than the business transacted at the open ses-

(Continued on Page 2)

CBS Workshop Starting Regional Unit on WCAO

Columbia Workshop yesterday announced the establishment of a new unit, to be heard on a 13-week trial basis over WCAO, Baltimore. The building of additional units locally

(Continued on Page 3)

Television on 3x4' Screen Is Demonstrated by RCA

50 Episodes Completed In May Robson Series

West Coast Bureau, RADIO DAILY Los Angeles—More than 50 episodes already have been recorded at Associated Cinema Studios in May Robson's "Lady of Millions" for Bauer & Black, according to Frank Purkett,

(Continued on Page 2)

First demonstration of the RCA projection tube in the reception of a broadcast television program took place last night on the tower of the Empire State Building with the sending of a program received from the NBC studios back to the RCA Building.

An enlarged picture, approximately 3x4 feet, was thrown on the screen

(Continued on Page 3)

Nutty News

Miami, Fla.—Under the title of "The News Distorter," news of the day is being given a more or less odd twist in a new series over WIOD. Program airs at 6:40 p.m. daily with "dizzy news from a daffy world" in a light and satirical vein. Dialers find it a relief from the calamitous and other serious news.



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JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Thursday, Oct. 14)

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Crosley Radio, Gen. Electric, North American, RCA Common, Stewart Warner, Zenith Radio, NEW YORK CURB EXCHANGE, Majestic, Nat. Union Radio, Stromberg Carlson. Includes Bid and Asked prices.

Zion Tabernacle on WJJD Detroit—Zion Gospel Tabernacle of Zion, Ill., inaugurates a series of weekly half-hours at 2-2:30 p.m. Thursdays over WJJD, with the Rev. G. K. Neal in charge of the program. Malcolm-Howard Agency of Chicago is placing the schedule.

English Lessons on WOV "The Elementary School of the Air," designed to teach English to Italian listeners, will be resumed over WOV at 11:15 a.m. tomorrow on a weekly basis.

NBC Spelling Bee Returning The NBC Spelling Bee, old-fashioned spelling match, with Paul Wing at the helm, returns Sunday at 1:30 p.m. over NBC-Blue.

Joyce Howard Signed by CBS Joyce Howard, radio and night club singer, yesterday was signed under the exclusive management of Columbia Artists Inc. She will be placed on her own sustaining series in the near future.

MARTIN BLOCK'S "Make-Believe Ballroom" A WNEW FEATURE 1250 Kc. 10 TO 11 A. M. 6 TO 7:30 P. M.

Petrillo After NBC and Mutual

Chicago—James C. Petrillo, having attached CBS production men, sound effects and announcers as affiliates of the local Musicians' Union, is tackling NBC and Mutual before leaving for New York tomorrow to renew the fight to bring radio stations to terms with the AFM. He has appointments with Niles Trammell of NBC and W. E. MacFarlane of Mutual.

50 Episodes Completed In May Robson Series

(Continued from Page 1) v.p. and g.m. of the studio. George Godfrey is directing, and Dorothy Farrar, Cliff Carpenter, Alton Phillips and Charles Girard are recent cast additions. The series starts airing Monday night over KNX and a nationwide group of CBS stations.

New Pepsodent Program Being Announced Shortly

With two and a half months remaining before Amos 'n' Andy are scheduled to switch sponsors, Pepsodent is understood to be announcing its new show within the next two weeks. After numerous auditions, sponsor is now weeding out scripts submitted, and has revealed that a selection will be made shortly. Present set-up has been on the air for sponsor since 1928, and on NBC since 1929. Amos 'n' Andy begin airing for Campbell Soup on Jan. 1. Lord & Thomas is the agency.

WOR Basic Daytime Rate Raised to \$1.100 an Hour

(Continued from Page 1) New rates are effective Nov. 14, with the usual protection to present advertisers for 52 weeks from that date. New rates (Card No. 12) call for \$1.100 per hour between hours of 6 p.m. and 11:15 p.m., \$660 for half-hour and \$440 for 15 minutes. Rate (daily except Sunday) for 8 a.m. to 6 p.m. is \$600 per hour, \$360 for a half and \$240 for a quarter-hour. Sunday noon to 6 p.m. is \$825 per hour, \$495 a half and \$330 for quarter-hour. Rebates and discounts remain the same. Current WOR Card (No. 11) calls for \$925 per hour for evening hours and \$500 for daytime, with Sunday, noon to 6 p.m. \$667 per hour.

"March of Time" Party

In celebration of the switch of "March of Time" from CBS to NBC-Blue at 8:30 last night, Time Inc. gave a cocktail party on the 64th floor of the RCA Building following the broadcast.

Cast for Chrysler Show

Complete talent was set yesterday by CBS for the new Chrysler Corp. show which starts today over WABC and will be heard weekly at 7:15-7:30 p.m. Program, entitled "Chrysler Sports Parade," will feature Frank G. Menke, John Reed King and Ann Leaf, organist. Columbia Artists Inc. set deal with Lee Anderson Adv., Detroit.

Broadcasters Pleased With NAB Stand on AFM

(Continued from Page 1) sions Tuesday and Wednesday. Consensus of opinion is that President John Elmer's method of presiding was far better than if he had taken a strict parliamentary position, inasmuch as the broadcasters came there to express their views and if held down would have regarded the proceedings with suspicion and distrust. Elmer's tolerant and patient handling of the gavel is considered to have offered full opportunity to all who wished to talk, with the result that about all of the radio men checked out feeling better, according to several NAB officials who sought to feel out the members as they left. While differences of opinion still prevail as to whether the NAB should have taken action sooner on the AFM, it is held that the NAB knowing that to a certain extent it was incapable of handling the matter to suit all factions and groups, did the right thing by letting each group with the same interests decide for itself what it wanted to do. Independent station men have gone back home to take up a policy of "watching and waiting" as to the AFM. As stated in these columns yesterday, some of them are taking means to be ready to negotiate if they have to, but most of them will wait to be called upon by the nearest AFM local union officials and will do nothing until they absolutely have to.

Emily Earl Joins WOR

Emily Earl, actress and soloist, has been signed by WOR and will appear regularly on the Pat Barnes series beginning Oct. 22. Program is heard at 9:30-10 p.m.

KFRO Gets Sound Truck

Longview, Tex.—KFRO has added a Chevrolet truck to be used as short-wave relay and sound truck. It will be equipped with RCA ACT-120 shortwave transmitter, and will be ready Nov. 1 under call letters KTVL.

O'Dea Named Commissioner Richard E. O'Dea, vice-president of WNEW, has been appointed Commissioner of Finance of Paterson, N. J.

Ruth Barry Joins BBDO

Ruth Barry of Kenyon & Eckhardt resigns from the agency today to join the publicity staff of Batten, Barton, Durstine & Osborn as assistant to Oliver P. Newman. Mary Watson formerly of the BBDO press staff has been made a copywriter.

COMING and GOING

W. BIGGIE LEVIN, Chicago talent manager, arrives in New York today on business. He goes to Philadelphia on Monday for the premiere of the American Banks program with the Philadelphia Orchestra over NBC. W. E. PLUMMER of the firm of Glenn D. Gillett has arrived on the Pacific Coast from Washington, via the Panama Canal, on an extended trip for the purpose of contracting radio engineering work. WILLIAM R. BAKER JR. has arrived in Hollywood to supervise the radio activities of Benton & Bowles. JIM ROGERS, Lord & Thomas account executive on Lucky Strikes, is on the Coast for huddles with Tom McAvity and Jack Runyon on the new Warner show for his account. GRACE MOORE leaves Hollywood tomorrow, bound for New York. She will fill concert engagements on the Chicago Opera and General Motors radio programs. Due back on the Coast for a new Columbia picture the first of the year. DEWEY LONG, WBT sales manager, has returned to Charlotte from a two-day business trip to Atlanta, where he was working on two special campaigns. BOAKE CARTER will go to Boston to speak in Symphony Hall on Tuesday evening. BOB RIPLEY is due to stop off in Chicago next Monday and Tuesday on his way to Coast. RAY VENTURA, French band leader, music publisher and night club operator, sails from New York today on the Normandie. LAWRENCE GILLIAN, feature and drama producer for British Broadcasting Corp., is being sent from England to the Canadian Broadcasting Corp. He follows the recent visit of Felix Green, North American representative of BBC.

Copyright Bill to Try

Washington Bureau, RADIO DAILY Washington—Senator Duffy will try to obtain hearings on the controversial copyright bill when the special session opens Nov. 15, it is learned at his office here.

Educational Series on NBC

Dr. Florence Hale, nationally known educator and radio chairman of the National Education Assn., will be heard in a new series of weekly programs, which she will conduct in the manner of a radio column on matters of educational interest, beginning tomorrow at 11-11:15 a.m. over NBC-Red. Discussing problems in modern education as they relate to the teacher, the parent and the pupil, Dr. Hale will base her weekly column on questions brought up by the listening audience through the medium of fan mail.

Maypole Announcing on WCFL

Chicago—Roy Maypole Jr., young writer-producer, is now on the announcing staff of WCFL, the voice of labor.

BARRY MCKINLEY

IN "CHEVROLET MUSICAL MOMENTS"

SUNDAY 6:30-7 P.M. EST WABC-CBS Network

★ GRIFFIN "TIME TO SHINE" MONDAY 7-7:30 P.M. EST WFAF-NBC Network

FCC MERGES DIVISIONS INTO A BOARD OF SIX

(Continued from Page 1)

graph; A. G. Patterson, telephone, and John T. Killeen, broadcast division, all of whom were highly recommended by the chairman.

"Some of reasons underlying this fundamental change in organization policy are that experience has shown that to subdivide small commission has a divisive effect and tends away from cooperation and mutual understanding," said McNinch. "Assignment of such important work as has heretofore been handled by divisions theoretically composed of three commissioners, but in fact functioning with two commissioners because of impracticability of chairman's keeping himself currently informed and attending meetings, has resulted in two members of the Commission carrying an unnecessary load of responsibility and exercising an undesirably large portion of power and functions of the Commission, while at same time denying other commissioners any practical opportunity to participate in decisions."

McNinch made it clear that action was not merely taken because of his own suggestion, but was decided upon after many hours of debate on part of all concerned.

"A commission functioning as such," McNinch added, "has benefit of free discussion and exchange of views. It learns better to cooperate, Commissioners gain a better understanding of each other, and they influence and share in every important responsibility."

Asked if he would support proposal of Senator Wheeler to divorce newspapers from radio stations, Chairman McNinch declared that although he was interested in all legislation pertaining to radio, matter at present time was one which in his opinion Senate should decide.

McNinch stated there would be no other changes in personnel for the present and that, if anything, it was his impression the Commission was understaffed.

Beside the new chairman, those acting upon the reorganized commission will include T. A. M. Craven, George Henry Payne, Eugene O. Sykes, Thad H. Brown, Paul A. Walker, former Governor Norman S. Case and T. J. Slowie, secretary.

Alberta Hunter With Sears

Alberta Hunter, Negro torch singer, will be featured in a weekly series with Jerry Sears and his Orchestra starting today at 6:35-6:45 p.m. over NBC-Red.

TRANSCRIPTION & RECORDING

SPECIALISTS

INTERNATIONAL PRODUCTION STUDIOS
33 W. 60th St., N.Y.C. Col. 5-7366-7

PHOTOTONE SOUND SYSTEM

New Television Tube Demonstrated by RCA

(Continued from Page 1)

by the projection tube. Recent advances made in black and white television picture transmission and reception also were shown by RCA. The NBC television transmitter recently was equipped with a new antenna system which is expected to materially improve the field test transmissions.

Demonstration was held in connection with the convention of the Society of Motion Picture Engineers, and President David Sarnoff of RCA addressed the group.

The New RCA cathode-ray tube of intense brilliance enabled the projection of moving images in black and white on the 3x4-ft. screen, marking the first demonstration of a broadcast television program on such a screen.

Addressing the engineers, Sarnoff pointed out that although television progress seems slow at times, and "television today is an unfinished product," the size of the screen has been increased from approximately 5x8 inches to 7x10, and in addition important progress has been made in projecting pictures 3x4 feet on a screen.

Television programs will cost much more than present radio shows, Sarnoff stated, and this constituted a tele problem as formidable as the technical problems yet to be solved. A program technique also must be worked out, and advertisers must be provided with assurance that the more costly medium will be worth the expense, he added.

Both film and live talent were used for the demonstration. Show included two dramatic sketches written for television, harp solos by Margaret Brill, a comedy skit by Herman and Banta and a newsreel. The show was picked up by iconoscope cameras in the NBC studios at Radio City, relayed by coaxial cable to the Empire State Tower transmitter, and broadcast from there back to the RCA Building.

World Series Listeners Were Fewer This Year

(Continued from Page 1)

day the audience dropped to 20 per cent.

In the 1935 Detroit-Chicago World Series (sponsored by Ford) the average size of the audience for four week-days was approximately 32 per cent.

ARTA Filing Charges In Oklahoma Campaign

(Continued from Page 1)

increases and other demands are wanted by ARTA. Union has made contact with KOMA, lining up entire announcing, engineering and continuity staffs. Station management is awaiting advice from New York.

ANA Annual Convention Mostly A Closed Affair

(Continued from Page 1)

products, drugs, petroleum, distilled liquor, insurance, industrial advertisers et al. Evening session of the first day will be devoted to business of the association, including election of officers.

Thursday (Oct. 28) will see an innovation in ANA meetings, with the session on that day closed to all but ANA members and their invited agency representatives. Speakers scheduled include John Benson, president of American Association of Advertising Agencies; Donald S. Shaw, McCann-Erickson Inc.; Gordon E. Cole, Cannon Mills Inc.; B. C. Duffy, BBD&O Inc., and M. H. Leister, Sun Oil Co. Thursday afternoon discussion will include radio by the same group, also newspapers and other media. There will be no speakers at this session.

Broadcasting executives and representatives of other media will be among the invited guests on Friday (Oct. 29), when the meeting will be an open one, but admission will be by invitation only for the above and to advertisers and their agencies. Several speakers are set for the Friday session, including Dr. Alexander Dye, chief of the Bureau of Foreign and Domestic Commerce; Dean Donham, of the Harvard Graduate School of Business; Arthur Kudner of Arthur Kudner Inc.; Lewis Brown, president of Johns-Manville Corp., and Mrs. W. D. Sporborg, chairman of the Legislative Committee of the General Federation of Women's Clubs. Luncheon speaker will be Frank Kent, Washington correspondent.

Officials of the ANA are highly enthusiastic about the speakers and their subjects, and are of the opinion that the meeting will prove one of the most interesting and helpful to date.

Butcher Leaves NBC To Rejoin Own Concern

(Continued from Page 1)

new political time contracts have recently been signed.

Butcher said that the most cordial relationship exists between himself and NBC officials, but since it appeared that the network expansion plans were being curtailed as a matter of policy, for the time being at least, he felt it would be a good opportunity for him to go back into business on his own. Butcher was formerly press department head for CBS.

NBC CONSUMMATES DEAL MAKING WHN AN OUTLET

(Continued from Page 1)

not as yet issued an official confirmation, it was learned by RADIO DAILY that Herbert Petty, who has handled negotiations for WHN, will issue a statement within the next two days regarding the deal. Only word to come from station was that deal does not make WHN an affiliated station of NBC, but is only a pact whereby NBC may offer sponsors an extra outlet in New York.

Exact starting date for new set-up is not as yet known, but it is understood that several national sponsors have already included WHN in station lists. There is a possibility that WHN will make bow on NBC next Tuesday carrying the Packard Mardi Gras.

It has also been learned that NBC pact will in no way affect the WLW wire affiliation which WHN now has.

CBS Workshop Starting Regional Unit on WCAO

(Continued from Page 1)

throughout the country now depends on the results achieved on WCAO. Irving Reis, director of the CBS show, will be general supervisor of the new units, and Sidney Paul has been named to direct the Baltimore venture.

Polish Commercial Set On 11 Mutual Stations

(Continued from Page 1)

WFIL, WCLE, WEAN, WICC, WSPR, WCAE and WKBW, 12:15-12:30 p.m. Program, originating from Boston, will plug Catro Balsam.



JESSICA DRAGONETTE

Now

on

Concert Tour

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT
CLARK H. GETTS, INC.
WALDORF-ASTORIA

★ F. C. C. ★ ACTIVITIES

APPLICATIONS DISMISSED
WLAP, Lexington, Ky. CP to increase power to 500 watts, 1 KW. LS. 610 kc., unlimited.

APPLICATIONS DENIED
Richland Broadcasting Co., Mansfield, O. CP for new station. 1370 kc., 100 watts, daytime.
WCOP, Boston. Temp. auth. to operate from local sunset on special dates for election purposes.

HEARINGS SCHEDULED
Oct. 28: West Texas Broadcasting Co., Wichita Falls, Tex. CP for new station. 1380 kc., 1 KW., unlimited.

Wichita Broadcasting Co., Wichita Falls. CP for new station. 620 kc., 250 watts, 1 KW. LS., unlimited.

Faith Broadcasting Co., Inc., Wichita Falls. CP for new station. 1380 kc., 1 KW., 5 KW. LS., unlimited.

KFPL, Dublin, Tex. Vol. assignment of license to WFTX, Inc., and change frequency to 1500 kc. 100 watts, 250 watts LS., unlimited.

Chase S. Osborne, Jr., Fresno, Cal. CP for new station. 1400 kc., 500 watts, unlimited.

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

Waterloo Times-Tribune Pub. Co., Waterloo, Ia. CP for new station. 1370 kc., 100 watts, daytime.

WREN, Lawrence, Kan. Auth. to transfer control of Corp. 1220 kc., 1 KW., 5 KW. LS., share time.

NEW CALL LETTERS
KWLK, Twin City Broadcasting Corp. Long View, Wash.
WGRM (formerly WMFN), P. K. Ewing, Grenada, Miss.

PITTSBURGH

Leonard Kapner, WCAE general manager, will trot the aisle of matrimony with Dorothy Yellig.

Art Lewis, former Pittsburgh radio man, doing a swell job on the sales staff at WOC, Davenport.

Elsie Lichtensul, Pittsburgh's first lady of Radio doing a one a week "News Digest" for Rhea's Bakery over WCAE on Sundays.

Charles Roe, former announcer on WCAE, has been made a member of the station's production staff of which Cliff Daniels is head.

"Romance Backstage," WCAE commercial, now has Bob Sherwood handling the tenor spot. Also Nancy Martin and John Mitchell besides regular dramatic staff. Show is produced by Dave Olsen and written by Frank Seidel.



● ● ● Despite the general belief (and printed reports, too) that Walt Disney's "Mickey Mouse" air show will go to a Ruthrauff & Ryan account (possibly Rinso or Lifebuoy), rest assured that it will be sponsored by Pepsodent... Theater Guild is negotiating for an air show a la Lux—using their stories and stars... Abbey Theater Players are also being offered for guestar shots on variety shows... Don Bestor was in town for a few hours to wax an audition at NBC... Ben Bernie's next air sponsor will be a cigar firm—if the terms submitted are agreed upon... Jean Sablon gets another spot on NBC... Igor Gorin has been signed as permanent feature on the MGM show beginning Nov. 4... Mrs. Peter Van Steeden rushed to Bermuda 12 hours ago to recover from a pneumonia attack... Fletcher Henderson left the bandstand of Roseland to attend the funeral of his mother in Ga... Starting with next week's Walter O'Keefe show, Lucille and Lanny are set there... Irving Brecher won't go to the Jack Benny writers' staff—but to Jolson's... Raymond Paige has been signed to write the music and appear in Bobby Breen's next flicker, "Lucky Star"... Al Shayne is slated for a shot on "Hammerstein Music Hall" late this month... Louis Sobol has been asked to place his "John Hancock" on a contract calling for two 15-minute coast-to-coast appearances weekly... Ed Sullivan and Leonard Lyons are two other columnists in the throes of prospective aircasting.

● ● ● Nadine Conner will go from "Show Boat" to the new Maxwell House show... Menasha Skulnick, one of the funniest comics on the Jewish stage has been signed for the "Rise of the Goldbergs" show... Though the NAB meet broke up Wednesday afternoon, many remained in town and visited the Hollywood where they danced the "Big Apple" with the chorines to Leon Navara's and Rita Rio's bands... How to interview Silent Rattan, a deaf and dumb wrestler, was a problem faced by Francis "Jake" Higgins, WLBC sports announcer in Muncie... Undaunted, Higgins prepared a number of queries which could be answered by a nod of the head and movement of hands... "Jake's" only mistake was when he asked the wrestler his favorite hold—and Rattan gave a demonstration by tying the announcer into a knot!... Frank Lewis has been engaged to handle the publicity and campaign arrangements for the Broadway division of the non-partisan League sponsoring the re-election of Mayor LaGuardia and election of Thomas E. Dewey.

● ● ● Jane Wyatt is scheduled to succeed Rosalind Russell on the Silver Theater show... Mickey Aldrich and Jack Henderson resign from Rockwell-O'Keefe tomorrow... Gregory Coleman and Al Jacobs will go into the music publishing business... "We, The People" will be converted into short subjects and produced independently... Gladys Swarthout goes on Hollywood "Mardi Gras" Nov. 2—with Amos 'n' Andy set for the next show and Fred Allen in between... Arthur Mundorff, former engineer for CBS, has been shifted to production... Mack Green is with Remick now... Teddy Bergman is in charge of radio for Sound Masters Inc... Leo Reisman will use Ed Smalle's choir on his Lucky audition... Adele Allershand has joined Columbia Pictures... Mack Millar is suing Ray Noble on the coast for 700 bucks... Jerry Wald is now producer-writer for Warners... "Mr. Ripple Goes to Town" will introduce Shep Fields on the screen... Andre Kostelanetz is in the hospital for a minor op and signed in under the tag of "King"... Rose Blaine and Tiny Wolf replaced Frances Faye at the Yacht Club... Eddie Elkins gets an MBS wire from there... Mrs. Joe Rines wears a Bulova wrist watch... her husband is star of the Gruen show... Incidentally, show will be split in three hereafter with Sheila Barrett and Joe Rines supplying drama and comedy and Graham McNamee reading the plugs only.

GUEST-ING

WEBER and FIELDS, on George Jessel's "30 Minutes in Hollywood," Oct. 17 (Mutual, 6 p.m.).

HELEN JEPSON and DONALD DICKSON, soloists on General Motors Concert, Oct. 17 (NBC-Blue, 8 p.m.).

FRANCES FAYE, and GORDON AND REVEL on Benny Davis "Star-dust Revue," Oct. 17 (Mutual, 8 p.m.).

TOMMY DORSEY and EDITH WRIGHT, on "Sunday Swing Concert," Oct. 17 (WNEW, 11:30 a.m.).

HENRY FONDA, on "Movie Club," tonight (WHN, 8 p.m.).

CLARK GABLE, on Chase & Sanborn Hour, Oct. 17 (NBC-Red, 8 p.m.).

SPENCER TRACY, in radio version of "Arrowsmith," on Lux Theater, Oct. 25 (CBS, 9 p.m.).

JAMES KIRKWOOD, VIOLA PHILCO and ADELE ROWLAND, on "Hammerstein Musical Hall," Oct. 22 (CBS, 8 p.m.).

ELIZABETH RETHBERG, on Chesterfield program, Oct. 20 (CBS, 9 p.m.).

Women's Club Airing

All the women's clubs of Western Montana participate in a new weekly airing over KGVO, Missoula, Montana. Show deals with matters of interest to mothers, and large feminine audience is reported, despite short time of program on airwaves.

All-Jewish Interviews

WLTH last night aired for the first time an all-Jewish man-on-the-street program. Victor Packer, in charge of Jewish programs, conducted the show, which will be heard weekly at 6:45-7 p.m. Samuel Gellard, president of the station, made the introductory remarks on the opener.

Robinson Recording Moves

Philadelphia—Robinson Recording Laboratories have moved into new center-city quarters in the WIP studio building. New spot will boast \$12,000 in latest equipment.

10 for Uncle Don

Uncle Don (Don Carney) of WOR next month celebrates his tenth year in radio. Several schools will observe "Uncle Don Day," while a giant children's show will be staged at the New Amsterdam Roof, as part of the anniversary schedule which will run through November. A "celebration committee" has been formed by Bill Treadwell, writer and commentator. Uncle Don to date has made more than 4,500 consecutive broadcasts.

1	9	3	7
2	8	4	6
3	7	5	1
4	6	2	8
5	1	9	3
6	8	4	7
7	5	1	2
8	2	9	6
9	3	7	5
10	4	6	1

Greetings from Radio Daily

October 15

Bob Trout Vivian Fridell
Joseph Koestner Don Bigelow

Maurice Harbater
Ransom M. Sherman

October 16

Wilfred Lytell

October 17

Irene Noblette Helen Choat
Jack Owens Roger Kinne
Stevens Field



THE "Carefree Carnival," which moves from San Francisco to Hollywood permanently on Sunday, has had Lois January and Zarova, vocalists, added to the regular cast by NBC, and Ben Alexander set as emcee.

KMTR has a new 45-minute variety show handled by Frank Robinson Brown set on a Tuesday through Saturday schedule at 11:45 to midnight. Airing from the Hollywood Knickerbocker, and welcomes all comers on a catch-as-catch-can pattern.

The final episode of Kay Van Ripper's current series of "English Coronets" will be heard over KHJ-Mutual on Sunday night. Every member of Miss Van Ripper's original supporting cast will be on the program. Among these are Duane Thompson, Ted Osborne, Fred McKaye, Johnny Gibson, Fred Harrington, Gale Gordon and Charles Carroll.

Gino Severi, KFAC musical director, will present Gilbert Fraser, Atwater Kent medalist who has been singing and studying abroad for the past four years, in his first Los Angeles appearance over KFAC Saturday night at 7:15-7:30.

The Edward G. Robinson broadcasts will be from the Wilshire Ebell Theater. Phil Ohman is reported set for the musical end of the dramatic half-hour which is coupled with Al Jolson's half hour for Rinso-Lifebuoy.

Back from personal appearances in the Northwest, the Morgan Family troupe is again functioning on KNX every morning except Sunday.

Charlotte Murrie is a new blues singer heard on KFAC regularly, and the same station presents other new voices in a trio called "The Melodiers," with Frieda Stoll, soprano, Catherine Toomay, contralto, and Robert Ballagh, young lyric tenor.

"Preview Tonight" is back on KECA after a month's absence due to complicated schedules. Beatrice Benaderat and Hanly Stafford have the leading roles in the series written by John Boylan and produced by Don Clark.

NBC is closing a short term lease on the El Capitan Theater. Current congestion inspires the addition of the Hollywood Boulevard legit house to NBC present facilities until the new studios remedy the situation. Theater has been operated by Henry Duffy under a policy of Coast production of Broadway successes.

Bert Kalmar and Harry Ruby, tunesmiths, will appear with Ted FioRito in his "Hollywood Melody Shop" at the Beverly Wilshire on Sunday night. Heard over KNX and CBS Pacific Coast at 10:15 p.m.

The Howard W. Wilson Company has been named station representative for KMPC in New York, Chicago and Kansas City territory.

NEW PROGRAMS—IDEAS

Home Classes By Radio

A full week of high school radio lessons were broadcast recently by WQBC, Vicksburg, Miss., in cooperation with the faculty of St. Aloysius High School. Students, listening in at home, were instructed to bring in written radio assignments at end of week. Ninety per cent responded, the remainder lacking either interest or radios. Pupils were reported to have enjoyed the experiment, while parents said that as result they had better understanding of teaching methods, were thus better able to help their children. Faculty enjoyed absence of pupils' questions, found medium effective.

Scavenger Hunt

The "Scavenger Hunt," popular party stunt in which players are expected to corral certain articles within stated time limit, has been streamlined for radio by WBAL, Baltimore. Chief Huntsman Garry Morfit reads list of articles into microphone—for instance, a street car transfer, some hard-to-get picture, perhaps a dog of peculiar ancestry. Enterprising dialers are given one hour in which to report in person at the studio with the objects. Cash award to first in with all articles.

"Deserving of Credit"

Persons "Deserving of Credit" for acts of heroism or other major achievement are asked to tell their stories in a new program over WAAF, Chicago, sponsored by the Newart Company. John L. Sullivan, radio production manager of the Malcolm - Howard Advertising Agency, produces the show and acts as emcee. Persons interviewed get award from sponsor.

WTAR's "Stork Club"

Newest WTAR, Norfolk, feature is the "Stork Club", heard Tuesday evenings at 7:15 and no relation to swing music. Although planned to start some weeks ago, idea was just okayed by Norfolk General Hospital, from the maternity ward of which the programs originate.

Announcers Jeff Baker and John Carl Morgan have been interviewing the new mammas, and, whenever possible, the new papas. The mothers seem to take to the broadcast as a lot of fun, but to date the fathers have been rather mike-shy. Only difficulty so far is that the young 'uns have been asleep when shows have been aired, so local color is rather hard to get across.

New "Down Beat" Program

Those who enjoy modern music and want facts on ork leaders and name bands find it all on the new "Down Beat" program, airing over KCKN, Kansas City, Kan., under the direction of Ruth Royal. Miss Royal interviews visiting musical celebrities, gives lowdown on local musicians, and for the actual songs uses local talent and transcriptions, in addition to playing the piano herself, or "swinging it" on Hammond Electric organ.

The Three B(ee)s Contest

A spelling bee, a pronunciation bee, and a word marathon bee are coordinated in a new contest feature over KLZ, Denver, under title "The Three B's." Contestants are judged on point basis, with proportionate credit given for score in each bee. Wes Battersea conducts show in Sunday afternoon spot.

New Network Shows

SATURDAY, OCT. 16

Carborundum Co. program, CBS, 7:30-8.

SUNDAY, OCT. 17

Modern Food Process program, NBC-Blue, 4:45-5 p.m.

Sealtest Inc., "Rising Musical Stars," with Alexander Smallens, NBC-Red, 10-10:30 p.m.

Raymonds Inc. (cosmetics), Lloyd Pantages, CBS, 1:45-2 p.m.

NBC Spelling Bee (sustaining), returns to NBC-Blue, 1:30 p.m.

MONDAY, OCT. 18

Wm. R. Warner Co. (Sloan's Liniment), Warden Lewis E. Lawes, "Behind Prison Bars," NBC-Blue, 10-10:30 p.m.

American School of the Air, (sustaining), CBS, 2:30-3 p.m.

American Banks program, with Philadelphia Orchestra, NBC-Blue, 9-10 p.m.

TUESDAY, OCT. 19

"Story of Industry" (sustaining), in cooperation with Dept. of Commerce, CBS, 4:30-5 p.m.

Lever Bros., "Today," with Edward G. Robinson, CBS, 8-8:30 p.m.

F. & F. Laboratories (Cough Drops), "Jenny Peabody," CBS, 3:30-3:45 p.m.

THURSDAY, OCT. 21

Elgin Watch Co., CBS, 7:15 p.m.
Florida Citrus Commission, Emily Post,

"How to Get the Most Out of Life," CBS, Tues. and Thur., 10:30-10:45 a.m.

General Federation of Women's Clubs, "Education for Living" (sustaining), NBC-Blue, 4:30-5 p.m.

SUNDAY, OCT. 24

Radio Newsreel, Cummert Products, NBC-Red, 3-3:30 p.m.

Lutheran Hour, Mutual, 4:30-5 p.m.

FRIDAY, OCT. 29

Barbasol, Mary Jane Walsh and orchestra, Mutual, 8-8:15 p.m.

MONDAY, NOV. 1

Bowey's Inc., (Dari-Rich drink), "Terry and the Pirates," NBC-Red, Mon., Tue., Wed., 5:15-5:30 p.m.

"Brave New World" (sustaining), in cooperation with U. S. Office of Education, 10:30-11 p.m.

THURSDAY, NOV. 4

General Foods' Maxwell House Coffee show, produced by Metro-Goldwyn-Mayer under direction of Bill Bacher, NBC-Red, 9-10 p.m.

FRIDAY, NOV. 5

Dr. Karl Reiland, talks, Pepperell Mfg. Co., NBC-Blue, 7:15-7:30 p.m.

WEDNESDAY, NOV. 17

Fred Allen, returns for Bristol-Myers, NBC-Red, 9-10 p.m. (date tentative).



GRACIE BARRIE who is singing at the Chez Paree is doing sustainers over NBC to the accompaniment of Maurie Stein's orchestra.

Joan Kay, headliner of "Kitty Keene Inc.," and Norbert E. Bibon, Evanston banker, are to be married Saturday. She will continue her radio work.

Bess Johnson, back from a hop to New York, reports that she goes to work for new Colgate-Palmolive-Peet daytime show, through Benton & Bowles, in New York Nov. 1.

Marge Kerr, Tom Fizzdale's first aide here, not getting along so well after appendicitis operation and still confined at home.

Sheila Graham, Hollywood commentator, now is flying here each Monday for her appearance on the Campana Vanity Fair show. She hops right back to coast the same night.

Harold Stokes, WGN dance orchestra director, has sold his motor yacht. Plans to try farming.

Ros Metzger, radio director of Ruthrauff & Ryan also looking around at farms.

Joe Novy, WBBM engineer, back from Cleveland, where he attended father's funeral.

Roger Doolens opened an office here for Earle Ferris in St. Clair Hotel Monday. Fizzdale, on way home from coast, met him here and then went on for Procter & Gamble conference in Cincinnati.

Carroll Mountjoy, formerly of Stack-Goble agency, has joined WBBM public affairs staff, handling contacts with women's clubs, parent teacher groups and such.

Broadcasts from Traffic Court over WIND will be resumed this fall.

Harvey & Howe Inc., home economics consultant concern, will launch an hour's cooking school on WBBM, tomorrow. Program is expected to attract participating food sponsors. Eleanor Howe will be the conductor.

Patricia Ann Manners debuts as a movie commentator on WBBM, Sunday.

ST. LOUIS

Robert T. Convey of KWK has been elected a member of the Board of Governors of the Advertising Club of St. Louis, to serve for two years.

Cliff Frederickson of the Early Birds of KWK will leave that organization to join WHO in Des Moines.

OKLAHOMA CITY

Neal Barrett, manager of KOMA, reports his wife and son are recovering from ptomaine poisoning.

WKY's new sound truck with short wave equipment will soon be ready.

David Fris has joined the KOMA sales staff.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

New WMCA Equipment Designed for Accuracy

Equipment designed to reduce to a minimum the margin of error due to the human factor will feature the mechanical and electrical apparatus to be installed in WMCA's new broadcasting studios now being built at 1657 Broadway for occupancy Jan. 1, according to Donald Flamm, president. Entirely new in design and construction, the equipment is being assembled according to WMCA specifications at the RCA plant in Camden, N. J.

Following extensive surveys of rack-mounted and console types of equipment now in use, the WMCA apparatus has been prepared to include the best features of both, it was explained. While retaining the flexibility of the former, it also includes the compactness of the latter, allowing the operator complete control with a minimum of effort.

Installed in special sub-studios, the new control desks are built of metal in modernistic designs to harmonize with the motif of the new studios. All mechanical equipment is enclosed in the desk, thus providing for simplified installation and operation and eliminating the unsightly and rambling effect of other methods.

The master control room, which is the nerve center of the entire station, is likewise equipped to provide freedom of movement to engineers and to reduce human error through mechanical facility. In addition to the control desk, the master control room is to be furnished with new type RCA amplifiers which, it is stated, are adaptable to the needs of modern studio designing.

An exclusive feature of this control room, in use only at WMCA, is to be a special dial control system for remote broadcasts. This dial, similar to an ordinary telephone dial, will make it possible for the operator to open any of 100 remote circuits simply by dialing for contact. A similar dial system is to be installed in all executive offices for selecting any outgoing program or broadcast from other stations. Executive offices will have also high fidelity reproducing units, it was stated.

As additional protection of accu-

CHARLES ROSS, Inc.

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WHAM Lets Contracts

Rochester, N. Y.—Following permission from the FCC to erect new equipment, WHAM has let contracts for a new 450-foot vertical radiator, also a new radial ground system of 450 feet in radius. Installation is expected to be ready on Dec. 1. Primary coverage is expected to be increased by 20 per cent in radius. Blaw-Knox has the WHAM contract. Outlet is an NBC affiliate and owned by Stromberg-Carlson Telephone Co.

radio in transmission, two power circuits will supply all power for the entire system, one acting as an emergency line. Plans also provide for an auxiliary transmitter supplementing the plant in Long Island. This auxiliary unit will be built adjacent to the control room for quick handling in the event of a failure in the main transmitter.

Even the clocks in the new building are to be protected against error. Electrically controlled, all clocks will be fitted with special mechanical springs, which will keep them going for as long as two hours should there be any interruption of electrical power.

KSD Pack Transmitter

St. Louis—Joe Volk, KSD plant engineer, has built a modern high frequency pack transmitter with new features making it more dependable for relay broadcast use and increasing signal strength due to stability and high modulation percentage. Transmitter's light weight facilitates use for longer periods, makes it easier to cover broadcasts under adverse conditions. First used on airing of St. Louis National Horse Show, where it proved efficiency.

Improves Speech Input

Memphis—WHBQ recently completed installation of outstanding improvements in speech input equipment. Control studio has new RCA high fidelity tri-channel pre-amplifier and RCA transcription reproducers with range from 30 to 10,000 cycles, with new constant speed device. Also added were new remote control amplifiers, for use with Western Electric dynamic mikes, to improve quality of remote pickups. Weldon Roy, chief engineer, had charge of installations.

WCAU Gets Volume Limiter

Philadelphia—WCAU has installed an automatic volume limiter to increase efficiency of its transmission. Station's 50,000 watt transmitter is located at Newtown Square.

KOMA Remodels

Oklahoma City—A \$5,000 remodeling program, which will retouch studios and add equipment, will be started immediately by KOMA.

Distributing New Mike

West Coast Bureau, RADIO DAILY

Los Angeles—Universal Microphone Co. has started distribution of its new transmitter-type microphone for small transmitting stations such as airports and police stations. Much like a standard telephone instrument in design, it is of telephone height and is available in three styles, with a switch on top, in the base, or on the side, as desired. It also is being built in high sensitivity carbon type, dynamic, or with Brush crystal unit. The California factory also reports an increasing demand for their tiny "candid microphone," which is in wide use for "on the spot" broadcasts where a concealed microphone is an essential, and James R. Fouch, president of Universal, predicts that the candid mike will soon become as popular in its field as candid cameras in news gathering.

New Rolling Stock

Miami—Replacement of one short-wave remote car and an additional new shortwave relay truck and mobile studio brings to three the total of WQAM rolling stock. New wagon is last word in mobile equipment, including RCA ultra high frequency transmitter and complete mobile Presto Recording unit. All equipment is readily detachable from truck so it may be used on aircraft or boats.

KFOX Mobile Equipment

Long Beach, Cal.—Mobile transmitting equipment for short-wave broadcast of special events under letters KFIO, has been designed by commercial manager Lawrence McDowell for KFOX. Transmitter, mounted in station radio truck can be transferred to McDowell's yacht, enabling coverage of events at sea.

ACTONE transcription needles 100% shadowgraphed

Ask any Station technician; for most of America's broadcast units rely on these brilliant playback and steel cutting needles. Samples on request. Mfd. by W. H. BAGASHAW Co., Lowell, Mass. Distr. by H. W. ACTON CO., Inc. 370 Seventh Avenue, New York City

Film Has Drawbacks In Tele Broadcasts

London—Experiments of the television unit of British Broadcasting Corp. show that film does not televise as well as living material, according to D. H. Munro, machinist behind the BBC television equipment at Alexandra Palace.

"We don't like to use film, and we don't except as a drop curtain between the living presentations that consume on an average of 110 of the 120-minute programs we broadcast daily," said Munro.

In an auxiliary capacity, however, film is regarded as very valuable in television activity.

WBBM's Trailer Studio

Chicago—Taking a tip from Europe's short wave broadcasters, WBBM is outfitting itself with a new mobile trailer studio equipped with recording apparatus, and for use in short-wave broadcasting or field strength measurements. A complete high fidelity Allied recording unit will enable the station to make recordings of special events inaccessible for lines, or beyond the range of short wave equipment, and present them later.

Modernize Studios

Wheeling, W. Va.—Complete modernization of studios, improving appearance and acoustics, nears completion at WWVA. Offices are also undergoing improvement, with new spot paneled in knotty pine for George W. Smith, managing director.

New Control Console

Syracuse—WSYR is now installing a new control console with 12 channels to simplify operations in handling network feeds, remotes, studio programs, transcriptions and auditions. Controls are centered in modernistic inclined panel.

TWO WAY COMMUNICATION

List

Price

\$15

per
station



Inter-'phones, office to office, studio to studio, factory, house to garage, remote controls and hundreds of other uses. Positive in operation. Simple to install. Modern in appearance. Any number of 'phones on same line.

Microphone Division

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

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

- 2,095,234—Volume Control System. George P. Adair, Takoma Park, Maryland.
- 2,095,261—Thermionic Tube Circuit. David C. McCaa, Lancaster, Pa., assignor to Alan N. Mann, as Trustee.
- 2,095,314—Frequency Modulation Detection. James W. Conklin, Rocky Point, N. Y., assignor to RCA.
- 2,095,321—Amplifying and Detecting System. Harold F. Elliott, Palo Alto, Cal.
- 2,095,327—Phase Modulation. Clarence W. Hansell, Rocky Point, N. Y., assignor to RCA.
- 2,095,337—Vacuum Tube Electrode. Everitt P. Loppacker, Bloomfield, N. J.
- 2,095,371—Modulation. Johannes Bohnfeld, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.B.H.
- 2,095,388—Electrical Regulator Apparatus. Lawrence A. Hyland, Washington, D. C., assignor, by mesne assignments, to Bendix Radio Corp.
- 2,095,391—Television System. Joseph W. Legg, Wilkensburg, Pa., assignor to Westinghouse Electric & Mfg. Co.
- 2,095,406—Frequency Separation System and Apparatus. Alfred W. Barber, Boonton, N. J., assignor to RCA.
- 2,095,588—Radio Direction Finder. Ettore Bellini, Paris, France, assignor to Cie Generale de Telegraphie Sans Fil.
- 2,095,717—Light Modulation System. Henry Shore, Elizabeth, N. J., assignor to RCA.
- 2,095,758—Transmitter. Forrest S. Mabry, Springfield, Mass., assignor to Westinghouse Electric & Mfg. Co.
- 2,095,768—Anode Construction. Joseph Stepien, Pittsburgh, Pa., assignor to Westinghouse Electric & Mfg. Co.
- 2,095,769—Boron and Boron and Carbon Starter for Mercury Arc. Lloyd W. Smede, Pittsburgh, Pa., assignor to Westinghouse Electric & Mfg. Co.
- 2,095,772—Discharge Device Control. Max Steenbeck, Berlin-Siemensstadt, Germany, assignor to Westinghouse Electric & Mfg. Co.
- 2,095,774—Method of Modulation for Radio Transmission. Paul B. Taylor, Washington, D. C., assignor to Westinghouse Electric & Mfg. Co.
- 2,095,930—Electric Discharge Tube. Fritz G. Houtermann, Hayes, England, and Gustav Hertz, Berlin-Dahlem, Germany.
- 2,095,934—Antenna for Automobile Radio Receivers. Donald H. Mitchell, Chicago, Ill., assignor to Galvin Mfg. Corp.

Urge Testing Needles

"Shadowgraphing" of all needles to determine slightest defects, is urged by Hart Lehman, New York, as the only means of assuring best record performance. Process consists of casting shadow of the point, 200 times enlarged, on a screen that reveals at once all imperfections. Comeback of records, Hart points out, demands foolproof way of testing needles for pointing and straightness.

Dedicate Mobile Transmitter

Wheeling—As part of its Home Festival celebration, WWVA tomorrow will dedicate its new mobile transmitter unit, "Little WWVA," which is housed in a recently remodeled trailer. In addition to its two shortwave transmitters, W8XKB and WAAH, it has a complete gasoline electric power unit to supply electricity for transmitters, lights, and other equipment. Dedication will be broadcast from the south end of the Market Auditorium building in Wheeling, with Mayor Schultz in inaugural role.

RCA Appoints Gallagher

Frank Gallagher has been appointed RCA sales representative in Akron, Canton, Youngstown and Erie.

STATIONS OF AMERICA

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

KMBC—Kansas City, Mo.

950 Kc.—5,000 Watts LS, 1,000 N.

ARTHUR B. CHURCH, General Manager
J. LESLIE FOX, Commercial Manager

ORGANIZED in 1921 under the call letters WPE, this station, then the experimental unit of Central Radio Co. and School, Kansas City, boasted the first specially built radio studio in the Middle West. A year after starting, call letters became KFIX. The guiding light of station since its inception, Arthur B. Church, was still at its head in 1928 when Federal Radio Commission rules became so stringent that it had to go commercial or cease. Church organized Midland Broadcasting Co., which was to operate the station under present letters.

Studios today occupy entire 11th floor of Pickwick Hotel, completely air conditioned and recently redecorated and rebuilt with latest acoustical equipment.

Transmitter at 50th and Belinder Road in Johnson County, Kan., is one of most modern in the country and serves as a model.

ORCHESTRAS - MUSIC

BILL McCUNE and his Staccato styled music heard via WOR-Mutual has returned to the "61" Club of the Hotel Bossert, where they were engaged for dinner and supper dancing during last season. Vincent Laydell and Hal Atkinson have been signed to do the vocals and on several numbers McCune joins them to form a trio. This marks the third year that Bill McCune and his orchestra have been heard on the air.

Mel Merkley, Fred Waring's press agent, back in Chicago from fortnight in Minneapolis, reports Waring set to play string of theaters. Priscilla Lane has left Waring crew to join her sister Rosemary in movie work in Hollywood. Johnny O'Connor, manager, has gone to New York to try to clinch a radio deal.

Lyn Murray's orchestra is now heard on a thrice weekly morning program featuring Ruth Carhart, and a twice weekly evening program with Patti Chapin. Both programs are heard via CBS.

Maestro Ray Block starts a new program, "Six Swell Tunes," next Tuesday, 11 a.m., via WABC. He'll feature old time favorites to be selected by listeners.

Robert Emmet Dolan, musical director of the new Ed Wynn show, "Hooray for What," is preparing arrangements for five songs to be featured in the production, written by Yip Harburg and Harold Arlen. They are "Moanin' in the Morning," "Down with Love," "I've Gone Romantic on You" and "Bud's Won't Bud."

Rose Blaine and "Tiny" Wolfe, vocalists recently heard with Abe Lyman's orchestra over late sustaining spots from the Hotel New Yorker, begin an engagement at the Yacht Club on 52nd Street, New York tonight. Harry Weinstein, Lyman's manager, booked.

Mrs. Osa Johnson, widow of the famous jungle explorer, will join forces with Vincent Lopez, piano-playing maestro, in a novel experiment upon her return to the United States from Nairobi, Africa, shortly. Mrs. Johnson will help Lopez assimilate enough of the music from the Dark Continent to attempt to portray the origin of jazz in his jazz lectures at New York University starting Nov. 9.

Philharmonic Symphony Orchestra begins its eighth year on CBS Oct. 24 at 3-5 p.m. John Barbirolli is set to conduct series.

Chuck Shanks and his Esquires, instrumental and vocal group recently added to the staff of WSPD, Toledo, will follow Hugo DePaul's swing crew onto the bandstand at the Parisian Room of the New Hotel Secor in Toledo on Oct. 27.

Ted Wallace and his Sing Band start their college dates today at the U. of Maryland. They record for Victor this week, and follow Mal Hallett over the newly created Theater-Dance circuit.

Johnny Hamp and his orchestra, currently playing the Gypsy Village at Louisville for CRA, go into the Roosevelt Hotel in New Orleans on Oct. 21.

Harry Reser and his orchestra have been set by CRA to open at the Arcadia Ballroom in New York on Oct. 27.

KANSAS CITY

Larry Sherwood, KCMO manager, is the father of an 8-pound boy, his second.

Frank Groves, who originated his "Yours Truly, Mr. Dooley" program on WHB three years ago, returns Monday to WHB in a sponsored spot.



**NEVER WAS
SPOT
ADVERTISING
IN RADIO
AS USEFUL
AS IT IS
TO-DAY AND
RADIO DAILY
WILL DO
THE TRICK
FORCEFULLY
FULLY AND
COMPLETELY**



PROMOTION

Booklet on WEEI

"This is WEEI," an eight page booklet, showing the daytime and night-time coverage of the station, which recently dedicated a new 5,000 watt transmitter, is being sent to the trade. Last page carries market data figures for the WEEI area. Station claims 4,000,000 listeners for its primary coverage.

Football Scoregraph

A football "scoregraph" for listeners on the Yale football games, designed by sports announcer Bill Slater, is being distributed as a promotional feature to football fans in New York and New England by the Socony-Vacuum Oil Company, sponsors of the broadcasts, through its service stations.

The scoregraph, printed in red and blue, is so designed that radio listeners may chart with a pencil the play-by-play progress of the game.

Boost Football Contest

Counter cards and window streamers in sponsoring store, plus news feed to all weekly and county papers in area, call attention of football fans to new score-guessing contest over KCKN, Kansas City, Kansas. Sponsor, Shepherd & Foster Clothing Co., airs John Goetz, former all conference end for Baker University, each Tuesday eve. Dialers are asked to supplement Goetz's ratings with their own, with prizes to best score-guessers weekly. Winners are interviewed over station on next broadcast.

Uses Bus Cards

Advertising of station features in bus display cards has been instituted by KFOX, Long Beach, Cal. Hal Nichols has concluded arrangements with Lang Transportation Co. for daily display of more than 200 station cards.

Stroud Twins on C. & S. Hour

The Stroud Twins (Clarence and Claude), Rudy Vallee discoveries, join the regular cast of the Chase & Sanborn Hour over NBC-Red next Sunday night. W. C. Fields is expected to be out of the show another week on account of his film commitments.

ONE MINUTE INTERVIEW

ED PRENTISS

"The sound effects man is the 'forgotten man' of radio. He is badly underpaid for one thing. I believe that the sound effects man should be paid as much as the actors on a show. He is just as important to the success of a program as the cast and his work can often make or break a program."

★ Coast-to-Coast ★

HENRY BLANC, continuity director at WFBR, Baltimore, is again presenting his "Did You Know" program every Tuesday and Thursday evening. This is the second year the program has been under the sponsorship of the Baltimore branch of the Morris Plan Bank. Presentation incorporates unusual facts and strange happenings with amusing incidents.

Joan Edwards, piano-playing contralto, will be featured on the Melodic Contrasts show when it switches to its new spot this Saturday, 8 p.m., via WJZ.

KNOW, Austin, Tex.: Jimmy Ribb, U. of Texas sophomore, is spotlighted on the new football program sponsored by local Seven-Up Bottling Co. . . The Vita Gold Gang, aired Saturday mornings from stage of Capitol Theater, is creating a lot of interest among Central Texas juveniles; Paul Forchheimer produces the kid talent show for a creamery sponsor . . . Plans for "Oddities in the News" program includes listener participation, with Program Director Walton Newtown personally reporting the unusual items and Chief Announcer Roland Booth handling commercials.

"Uncle Arthur," a fantasy of morals written by John Pudney, British author, with incidental music by Jack Clarke, will be presented for the first time in this country on Sunday, 6-6:30, over NBC-Blue. Sherman MacGregor will direct.

David Penn, WCOL (Columbus) newscaster, is doing a daily broadcast at the noon hour from the show windows of his sponsor, Dunn-Taft Co., with an INS teletype, mike and everything installed in the window.

Ed Smalle and his vocal septet are celebrating their fourth anniversary as a unit.

KSTP, Minneapolis-St. Paul, on Oct. 26 joins the group of NBC-Red stations broadcasting the Vox Pop program of interviews with "the man in the street." Parks Johnson and Wally Butterworth ask the questions. Program originates in New York and will be heard over KSTP regularly each Tuesday night.

"Speed Gibson's International Secret Police," ET program designed for children and sponsored by the Dreikorn Baking Co., of Holyoke, Mass., began its series Monday at WSPR, Springfield, Mass., with Ed Tacy doing the announcing. The ET's are prepared by the Quality Bakers of America.

WSPR, Springfield, Mass. — Telephone company officials are installing a new 51 pair cable in the con-

trol room in place of the old 26 pair cable. Increase in pickups has necessitated this change . . . Irma Serra, song stylist, now airs Monday, Wednesday and Friday 12:15 to 12:30 . . . Eula Bruce has been added to the reception staff.

The seventh of the World Peaceways anti-war series, "We, The Living," offers a radio adaptation of Paul Green's play "Johnny Johnson," over WNYC on Sunday at 12-1 p.m.

KCKN, Kansas City, Kan.: Jean Woodruff, formerly a teacher in the dramatic department at Baker University, has been added to announcing and continuity staff; also succeeds Virginia Wallace as "Your Neighborhood Reporter" . . . Ruth Royal, musical director, is now serving as women's commentator . . . Station has added to studio space by taking over Exhibition Hall in the basement of the building.

WSPD, Toledo—Joe Rockhold is substituting for Edward K. Ames on the 10:30 p.m. news broadcasts. . . Rockhold is also being heard daily at 4:15 p.m. from WSPD in his "Brush Creek Folks" program, with the aid of Connie Desmond.

Chic Endor and Charlie Farrell, in addition to Harry Richman, will be on the initial broadcast of WKAT, new 100-watt at Miami Beach, Fla., opening Nov. 1.

Edwin Jerome plays the title role in the "Dr. Friendly" series heard Mondays through Fridays at 4 p.m. over WHN. Others in the cast are Van Heflin, Mary Jane Higby, Alice Frost, Florence Malone, Bennett Kilpack and Thomas Cook.

The Jewel Cowboys, WREC (Memphis) unit sponsored by Swift & Co., played personal appearances at the Lownes County fair in Columbus, Miss., this week, broadcasting by remote control. James Sanders handled the broadcasts and gave listeners an "all-the-way-through" ticket to the side-show via air. The cowboys are scheduled also to appear at the Arkansas Rice Carnival in Stuttgart the latter part of the month.

Helen Moore has been appointed head of the NBC Radio City stenographic department. She succeeds Estelle Bergholz, who resigned last Friday.

WBT, Charlotte, went both on the air and in the air when a special broadcast from the Charlotte Municipal Airport was aired in connection with North Carolina Air Mail Week. Program Director Charles Crutchfield had Al Williams, world's great acrobatic fier, on the air before his plane which he had brought in from Kitty Hawk, birthplace of aviation, had come to a stop.

Coming Events

Oct. 16: Educational Broadcasting conference called by KSTP, St. Paul.

Oct. 19-23: Eighth International Congress and Exhibition of Electrical Radio, Palais de la Radio, Paris.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 25-31: Exposition of Radio-Television, People's Amphitheater, Moscow.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana

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

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

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

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

ALBANY

Royden N. (Doc) Rand, WOKO sportcaster, is recovering rapidly and will be back on the air by Nov. 15.

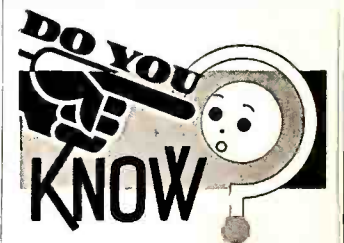
John Lloyd, Troy tenor, is now being sponsored by Glenco Products on WOKO.

Harole E. Smith, g.m. of WOKO-WABY, has placed Russell Wilde in charge of the Troy studios of the sister station. Smith has been in New York this week for the NAB confab.

Bert Madden was voted first in an announcer contest conducted by WOKO to select an emcee for American Rock Wool.

Crowley Coaches Junior G-Men

Jim Crowley, Fordham coach, gave some coaching yesterday afternoon to the Junior G-Men football team formed by members of the boys' organization in connection with the WOR program.



Dr. Ralph L. Power, Los Angeles radio counsellor and publicity man for a dozen sound studios, publicizes competing accounts and hasn't had a squawk in ten years.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 76

NEW YORK, N. Y., MONDAY, OCTOBER 18, 1937

FIVE CENTS

IRNA and AFM in Final Tussle

BEST FOODS ET SERIES GOING ON 200 STATIONS

Best Foods Inc. (Nucoa margarine) the week of Nov. 1 will place one-minute dramatized transcriptions on 200 stations across the country. Jean Paul King will be the announcer. Exact schedule is not set yet, but tentative arrangements call for 10 announcements a week at various times of the day. Campaign will run for an indefinite period. Benton & Bowles Inc. has the account.

F. Edward Spencer Heads C. & H. New York Office

F. Edward Spencer Jr., vice-president and general manager of Craig & Hollingbery, becomes head of the New York office as of today. Mrs. Jeanne Craig, widow of the former head of the firm, Norman Craig, (Continued on Page 5)

British Radio Spending Exceeds Movie Outlay

London—For the first time since it superceded the stage, the cinema has been robbed of premier importance in entertainment by the radio. National expenditures for radio sets, tubes, etc., are now estimated at \$220,000,000 yearly, against \$200,000,000 for movies. Radio public, at four listeners to each set, is figured at 32,000,000, against 22,000,000 weekly movie patrons.

Cantor's Ida With Jessel

The person everybody has heard about but never heard, Mrs. Ida Cantor, will make her initial radio appearance on the "30 Minutes in Hollywood" program over Mutual on Oct. 31 at 6-6:30 p.m. George Jessel and Norma Talmadge are the headliners.

Weekly Digest

West Coast Bur., RADIO DAILY

Los Angeles—CBS Pacific Coast network has started airing a weekly "Columbia Listeners' Digest" on Friday nights, incorporating a rebroadcast of outstanding features of various programs of the preceding week. Best comedy routine, best singer, drama bit, etc., are included. Idea conceived by Charles Vanda.

20% to News

Springfield, Mass.—News broadcasts are growing in popularity at WSPR, which is now presenting 13 1/4 hours of Transradio News programs a week out of 77 3/4 hours on the air, making nearly 20 per cent devoted to news. Howard S. Keeffe presents newscasts.

"HILLTOP HOUSE" BOUGHT AS PALMOLIVE CBS SHOW

"Hilltop House," serial script show, has been sold to Colgate-Palmolive-Peet for its new CBS 5:45-6 p.m. commercial which begins Nov. 1. Script will be heard on 66 stations plugging Palmolive soap. Bess Johnson will have the lead, and Adelaide Marstone is the writer.

Ed Wolf, who sold the script, will also produce the series. Time contract, placed by Benton & Bowles, (Continued on Page 2)

Thompson Buchanan Dead

Louisville — Thompson Buchanan, veteran playwright and radio author, died suddenly Friday. His air scripts included "Couple Next Door," "Milly of the Movies" and Skelly's "Court of Missing Heirs."

Radios on Tractors

Washington Bureau, RADIO DAILY

Washington — Appearing at the FCC hearing on his application to build a new radio station in Hutchinson, Kan., designed primarily to serve farmers, John P. Harris, Kansas publisher, said that most farmers of that state have either already equipped their tractors with radio or will soon do so.

★ THE WEEK IN RADIO ★

... McNinch Merges Divisions

By M. H. SHAPIRO

CHAIRMAN Frank R. McNinch of the FCC proved himself no dilly-dally proposition on Thursday when he merged the three FCC divisions into one, for greater efficiency, effective Nov. 15. There is much speculation as to how it will work out, but broadcasters generally figure conditions for them in Washington will probably be no worse nor better. Board of six, plus McNinch, will preside over all the FCC business. McNinch declares he

Broadcaster and Union Committees Lock Horns Again Today for Final Touches on Agreement Covering Musicians

WAXING SERIES OF 100 FOR ALLEN HAND LOTION

West Coast Bureau, RADIO DAILY

Los Angeles—Associated Cinema Studios has received a contract from the Frank Presbrey Co. agency in Chicago to produce 100 five-minute transcriptions for Allen's 2-Drop Hand Lotion. Frank Kling, v.p. of the agency, handles the account. Frank Purkett, g.m. of Associated, will produce the series from scripts by Virginia Barbaaras.

WGRM, Granada, Miss. Makes Debut Oct. 25

Biloxi, Miss.—P. K. Ewing, president of Ewing Broadcasting Co., owner of WGCM on the Mississippi coast, states that the new 100-watt radio in Granada, WGRM, will begin operations Oct. 25.

WFIL Settles Dispute With Musicians' Local

Philadelphia — Negotiations concluded between WFIL and the AFM Local 77 will permit the outlet to originate the Associated Banks programs, with the Philadelphia Orchestra, which starts today over the NBC Blue network. An impasse was reached early last week when the local demanded that WFIL expend as much for a house band as that spent (Continued on Page 5)

Committee representing the Independent Radio Network Affiliates will lock horns again with the AFM Executive Committee today in what is hoped to be the final touches on the Trade Agreement which will definitely relieve the affiliates from further conferences on the musician question. Committee, which is headed by Samuel R. Rosenbaum (Continued on Page 2)

Theodore Dreiser Signed By Kass-Tohrner for Radio

Under arrangements completed late last week, Theodore Dreiser, noted author, who until now has held out against radio, will personally supervise radio adaptation of his stories and character sketches in his book, "A Gallery of Women," with program to be handled by the Kass-Tohrner organization. Adaptation of scripts is being done by William Waters of the Kass-Tohrner office.

Several sponsors are understood to have expressed great interest in immediate presentation of the Dreiser series, and Arthur Kass is now setting audition dates. Stories will be offered as a group of 13 half-hour shows under the title of "Theodore Dreiser's Gallery of Women."

Change of attitude by Dreiser toward radio, according to Arthur Kass and Sue Tohrner, is indicative of a growing realization on the part of important writers that radio merits their attention.

Counsel for McNinch

Boston—John J. Murray, professor of public utility law and economics at Boston University, will serve as special counsel to FCC Chairman Frank R. McNinch.

WABI Speed

Bangor, Me.—Twenty minutes after the elimination of the Brady Gang, the WABI news service had a complete bulletin on the air. Eleven and a half hours later, at 8 p.m., station carried a half-hour dramatization of the gang's activities which culminated here. Manager R. M. Wallace reports much favorable fan mail lauding the station's enterprise.

(Continued on Page 2)



THE WEEK IN RADIO

McNinch Merges Divisions

(Continued from Page 1)

Vol. 2, No. 76 Mcn., Oct. 18, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Saturday, Oct. 16)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., High, Low, Close, Net Chg. Lists various stocks like CBS A, CBS B, Crosley Radio, etc.

CKAC Staff Changes

Montreal—Ferdinand Biondi, CKAC announcer, was recently promoted to program producer and assistant to Yves Bourassa, program director. Two new bilingual announcers have been added to the staff which already comprised five announcers. The new announcers are Pierre Normandin and Alain Gravel. The nominations were made by Phil Lalonde, director of CKAC.

WHBC Staff Changes

Canton, O.—Clarence W. Hayes has resigned as general manager of WHBC. Frederic Freeland, formerly of WTRC, Elkhart, Ind., is a new announcer, while Tom McCloskey, formerly of WADC, Akron, has joined to do announcing and continuity. Wade Barnes was promoted to chief announcer. Eleanor Guest and Gertrude Kearney are new members of the office staff.

Webbe Quits WNEW

Ted Webbe, chief announcer at WNEW, has resigned and Bill McGrath is now set to handle production in addition to regular duties. Martin Block heads program board.

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

every way possible . . . Today the IRNA (network affiliates independently owned) will go back to the AFM with a few proposed changes in the Trade Agreement voted by the IRNA membership . . . On Wednesday, the transcription and phonograph men are due to treat with Joseph N. Weber, but they are quite sure nothing definite will come of it that soon, because the IRNA will probably not be signed up as yet.

RCA demonstrated a new large television screen, 3x4 feet, with projection via a new tube recently developed . . . Association of National Advertisers announced program plans for its forthcoming 28th annual convention in Hot Springs, Va., starting Oct. 27 . . . NBC closed a deal with WHN whereby latter will become an additional New York outlet, but not exactly an affiliated network station. . . MGM is in the picture, of course. . . World Series games had fewer listeners this year, according to survey by Cooperative Analysis of Broadcasting . . . Radio manufacturing industry plans a "radio month" in a drive for more sales . . . Father Coughlin forced to cancel his radio commitments, due to censorship pressure from Archbishop Mooney . . . NBC will air its new symphony orchestra over the combined Red and Blue networks . . . Texas group of broadcasters in New York to attend the NAB meeting went on record as being opposed to the bill introduced in Austin seeking to tax ASCAP and similar organizations 25 per cent of their gross business in the state.

U. S. Supreme Court agreed to hear the so-called patent pooling case involving RCA, Western Electric, ERPI, ATT and others . . . Construction work on new CBS tele transmitter is expected to be ready early next year . . . Invitation was extended to the radio industry to make proposals that might help the work of the inter-American radio conference in Havana starting Nov. 1 . . . Comm. Craven of the FCC handed out the invites . . . Jack Latham, time buyer for Young & Rubicam, resigned to join American Tobacco Co., with Joe Holmes replacing Latham under supervision of Carlos Franco . . . Jimmy Petrillo, head of the AFM local in Chicago, opened the organization to membership of announcers and other radio men . . . somewhat like a move to forestall the CIO, but no bargain to the broadcasters in any case.

COMING and GOING

GEORGE LOTTMAN flew to Hollywood on Saturday night and arrived there yesterday. He will remain west until Wednesday or Thursday and then fly back.

GERALD C. CROSS, chief of the International Section of FCC, arrives today aboard the Santa Lucia from Lima, Peru, after attending the Pan American Aviation Conference there.

SIDNEY PIERMONT has left for the coast to cast the newly proposed M-G-M air show.

ARTHUR HAYES, eastern head of Radio Sales, left town Friday night to visit WJSV, Washington, and WBT, Charlotte.

DOROTHY ORTON, New York vocalist who recently came back from abroad and is now heard with Don Albert's "Album of Song" over WHN, leaves shortly for more engagements on the continent.

J. O. PERRINE, associate editor of Bell System Technical Journal, went to Salt Lake City last week to deliver a lecture on sound transmission.

HARRY BIXBEE of the engineering staff at WCAE, Pittsburgh, came to New York with JIM MURRAY and NORMAN TWIGGER, announcers, to cover the Pitt-Fordham game for Atlantic Refining.

CHESTER WIMOT, Australian radio man, has been visiting the NBC studios in San Francisco.

FLORENCE HOWARD, singer formerly heard via WMEK, Boston, is in New York for radio work.

JUDY STARR, currently at the Fox Theater, Detroit, will continue her vaudeville tour until she starts rehearsing for the "Ziegfeld Folies" next month.

CESAR SAERCHINGER of CBS arrives in New York today from abroad on the Queen Mary, which also brings in RICHARD TAUBER and AILEEN STANLEY.

VIC DIEHM, manager of WAZL, Hazleton, Pa., has returned to his desk after a short vacation in Bermuda.

PAUL LOYET, technical director at WHO, Des Moines, went to Washington last week on business.

LESTER LEE returned from a business trip to Chicago on Saturday.

W. B. GREENWALD, head of KWBG, Hutchinson, Kan., returned home yesterday after a New York visit.

Chi Bears' Games on WJJD

Chicago—Ralph Atlass' WJJD has signed exclusive broadcasts of the Chicago Bears football games at home and abroad for remainder of the season. Jimmy Dudley will be at the mike.

Charles Seebeck to WLEU

Allentown, Pa. — Charles E. Seebeck has resigned from the WSN announcing staff to join WLEU, Erie.

IRNA, AFM Committees Lock Horns Again Today

(Continued from Page 1)

of WFIL, has been instructed to ask for several changes in the trade agreement, but some of these which have already been discussed at past talks will not be allowed in the opinion of most committee members. Some of the changes in clauses may be allowed by the AFM.

The moot points, as reported last week, deal with an arbitration clause, two-week notice to musicians instead of four, obligation of the musician to the Federation on sympathetic strikes and non-interference with existing station contractual obligations which would have to be done should some affiliates be placed on the unfair list.

Otherwise, the IRNA membership agreed to the work of its committee, such as the 5 1/2 per cent of the gross (less commissions) as a basis for additional or new musician expenditures, as a minimum. Also accepted by the IRNA membership was the \$200,000 to be donated by the NBC and CBS networks toward aiding the most needy outlets.

For the IRNA, those who will attend are: Samuel R. Rosenbaum, chairman; Emile Gough, Hearst Radio; Mark Ethridge, WHAS; George W. Norton Jr., WAVE; John Shepard 3rd, Yankee and Colonial networks; John J. Gillin Jr., WOW, and possibly Ed Craig of WSN. Attorneys to be present are: Sol A. Rosenblatt and William Jaffee, for the IRNA; Sidley Kaye, for CBS, and Goddie Prime, for NBC.

"Hilltop House" Bought As Palmolive CBS Show

(Continued from Page 1)

calls for the nine remaining weeks of this year and a new 52-week contract as of Jan. 1. Series will shift to the 10:30-10:45 a.m. spot as soon as the time is available. C-P-P now has the "Myrt and Marge" show in the preceding quarter-hour.

Spot Recording Increases

Spot recording of important happenings for broadcast later over subscribing stations is reported on the increase in this country. A special news service is now offered by Radio-Rundfunk, New York recording and advertising agency, which makes acetate transcriptions of any news event and edits the material for compact broadcast.

The practice is extensively used abroad.

WHN Announcers with AFRA

WHN announcing staff has lined up with the American Federation of Radio Artists. The station's actors and singers already were with the AFRA.

NAT BRUSILOFF MUSICAL DIRECTOR New York's Own Station WMCA "AT THE TOP OF THE DIAL" 1697 BROADWAY CI 6-2200

FOLLOW THE LEAD OF THE LEADERS For the last word in complete studio and equipment facilities for reference and electrical transcription recording, call, write or wire. SOUND REPRODUCTIONS CORP. 17 West 46th St., New York City BRyant 9-8265

THE HOUR OF CHARM

MUSIC THAT LINGERS ON



PHIL SPITALNY Residing at
PARK CENTRAL HOTEL, NEW YORK

GUEST-ING

GLADYS SWARTHOUT, on "Hollywood Mardi Gras," Nov. 2 (NBC-Red, 9:30 p.m.).

RED GRANGE, on Alka-Seltzer "National Barn Dance," Oct. 23 (NBC-Blue, 9 p.m.).

PAUL STRAND, film director, interviewed by Sidney Kaufman on "China Comments," tonight (WQXR, 9:45 p.m.).

ROSS GRAHAM, GERALDINE AYRES and AMELIA HABERLAND, on "Metropolitan Opera Auditions of the Air," Oct. 24 (NBC-Blue, 5 p.m.).

FRED ALLEN and PORTLAND HOFFA, on "Hollywood Mardi Gras" with Lanny Ross, Oct. 26 (NBC-Red, 9:30 p.m.).

EDDIE CANTOR, pinch-hitting for Burns and Allen, Oct. 25 (NBC-Red, 8 p.m.).

JUDY GARLAND and BERT WHEELER, on "30 Minutes in Hollywood," Oct. 24 (Mutual, 6 p.m.).

GEORGE SOKOLSKY, guest on Commentator Magazine, Oct. 24, RAY TUCKER, Oct. 28; JOHN B. KENNEDY, Oct. 31 (Mutual, 9:30 p.m.).

JANE COWL, on "Hobby Lobby," Oct. 20 (CBS, 7:15 p.m.).

ALBERT SPALDING, on the Chesterfield program Oct. 27 (CBS, 9 p.m.).

LENORE ULRIC with Al Pearce on Ford show Oct. 26 (CBS, 9 p.m.).

ELSIE MacFARLANE and FRITZ KRUEGER, on Curtis Institute of Music, Oct. 27 (CBS, 4 p.m.).

LOUISE MASSEY and Her West-erners, return engagement on Al Pearce program, Oct. 19 (CBS, 9 p.m.).

SAN FRANCISCO

Thomas A. Wilmot, former gag writer for Joe Penner, has been signed by the CRS system to work on the production staff at KYA.

"The Hobby Club" on KLS, Oakland, is proving to be one of the station's most popular programs.

NBC's "Death at Midnight" horror series has been temporarily discontinued because of economic reasons.

Helen O'Neill, of the disbanded NBC Artists' Service, has been moved to the program department.

Paul Gates assisting Burton Bennett who has taken over Darrell Donnell's newscast. Donnell has been ordered to "go easy" by the doctor.

"Meet Your Neighbor" is a new show that debuted over NBC recently with Johnny O'Brien, harmonica ace, and Larry Keating as emcee. Guest artists and dramatic skits are heard.

Alma LaMarr, who conducts the "Home and Style Forum" over KYA five days a week, has been loaned to NBC to present a program over KPO on Tuesdays and Thursdays known as "Lady Alycia."

Shift of "Carefree Carnival" sponsored by Signal Oil Co., is reported to increase cost of show \$2,000 a week because southern California musicians must be hired at the special commercial rate.



● ● ● Little Shots About Big Shots:—Clem McCarthy was having dinner with Ned Brown and Jack Dempsey at the latter's eating establishment when the headwaiter came over and said that Mrs. McCarthy was on the phone for him....Clem excused himself from the Champ and Ned and walked over to the phone...."Hello, darling," he said....Mrs. McCarthy said that a telegram had arrived at the house, that she hadn't opened it as yet—and if Clem wanted her to read it over the phone.... "Yes, in just a second," he said as he placed one hand in his pocket, took his eyeglasses from their case and adjusted them on his nose....With these on, he returned to the phone and said: "Oke, darling, read it now!"

● ● ● Phil Spitalny has a right to be peeved at the movies—especially at Universal Pictures for titling the Deanna Durbin flicker, "100 Men and a Girl"....Phil was all set to call his presentation,—"Forty Girls and a Man"....At Glen Gray's opening at the New Yorker last week people actually sat in the band's laps—others being turned away—and more money was spent than at Benny Goodman's opening—or any other band debut of the season....Of course, we don't know about Horace Heidt or Richard Himber yet....Sylvia Sidney, who appears on the Kate Smith program next Thursday night over CBS, will do a piece from her film, "Dead End"....Carson Robison of "Buckaroos" fame, heard over WOR-Mutual has a 25-year-old son, Donald, who is a real honest-to-goodness cowboy. He manages dad's 300-acre ranch at Poughkeepsie, N. Y., and can ride rings around his father's singing cowboys.

● ● ● Shaw Newton, exec at Morse International, relates this classic of the year....A sponsor, who has a nephew as a bandleader, decided to go on the air last spring....He told his account executive to go out and hire Blank's orchestra for the show....This the agency did and the show continued along in swell fashion....The bandleader received queries as to how his uncle was feeling, etc., but never was able to comprehend the set-up....On the other hand, the sponsor wondered if his nephew was an ingrate, not even phoning or wiring a "thank you" for the employment.... Last week "Bert Blank" had dinner at his uncle's house and the sponsor asked if he enjoyed working on the show...."What show? I've been doing one-nighters all summer!"....It was then discovered that "RAY Blank's" band was hired all along!

● ● ● Earle Ennis, columnist on the San Francisco Chronicle and heard on KSFO, drinks a pint of milk before each airing—claiming that milk makes his voice smoother on the air....Paul Wagner of WPAY, Portsmouth, O., recently thrilled the listeners describing Joe Morris and his Death Dodgers demonstrating how driving a car should be done....Lee Kirby and Bill Bivens who conduct the Midnite Dancing Party via WBT, Charlotte, figure that listeners spend from 15 to 25 bucks nitely to phone their requests.... R. C. Handon, in charge of Philly's G-Men, will talk via WIBG Sunday.

● ● ● A songplugger was in the midst of completing his expense sheet when Del Casino phoned with a hot tip on a nag going to the barrier in three minutes. "Hurry and get a fin on the nose," Del warned. "It'll pay 20-to-1. It's inside info"....The songplugger phoned a bookie, placed his bet and went about completing his expense sheet. Five minutes later he phoned the bookie, was told that the horse is still running—and "won't be home until morning." Without batting an eye-lid, the plugger added this to the expense account: "Entertaining Del Casino—\$5".

AGENCIES

F. B. DYCK HOFF, business manager of the radio department of Compton Advertising Inc., has resigned to become an assistant to George Washington Hill Jr., advertising manager of the American Tobacco Co. Jack Latham, formerly of Young & Rubicam, recently announced that he was to join the cigarette firm in a similar capacity. Lee Graves, head of the agency's Chicago office, will be transferred to New York shortly to assume Dyck Hoff's former position. Effective today, Florence Sperl, secretary to John McMillin, radio director of Compton for the past two years, will assume charge of all casting and talent. Miss Sperl succeeds Betty Howard, who resigns Oct. 25 to join the radio department of Pedlar & Ryan.

BERT COCHRANE, who has been in charge of McCann-Erickson's Northwest coast activities at Seattle, has returned to join executive staff of the Chicago office. Paul Holder, who has been art director for the agency in Chicago, has been given a roving assignment in Europe with headquarters in London. He goes to Paris first.

BRUCE BARTON of BBD&O will head a list of American business leaders, attending the National Business Show in New York all this week, who will be heard in speeches from a luncheon in their honor at the Advertising Club of New York on Thursday. Lowell Thomas will be toastmaster, with WEAF carrying the program at 1:15-2 p.m. and WMCA broadcasting it at 1:15-1:45 p.m.

ARTHUR KUDNER INC. has been appointed to handle the American visit of the Duke and Duchess of Windsor. There is no commercial tie-up involved, however. Sam Fuson or Frank Getty of the Kudner office may accompany the royal couple on their U. S. tour.

Heinz Serial on Mich. Network

"Adventures of Tommy Thatcher," kid serial which recently completed a ten-week airing over WTAM, Cleveland, has been renewed starting today over the Michigan's network with WXYZ, Detroit, as the key station.

Program will be heard five times weekly, sponsored by H. J. Heinz Co. Russell Pratt and Jack Sharp head the cast. Agency is Maxon Inc.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
8	11	12	13
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

Greetings from Radio Daily

October 18

Helen Claire
Annette Hanshaw
John MacBryde

☆ **F. C. C.** ☆
ACTIVITIES

HEARINGS SCHEDULED
 Today: Voice of Detroit, Inc., Detroit. CP for new station. 1120 kc., 500 watts, 1 KW. L.S., unlimited.
 Cadillac Broadcasting Corp., Detroit. CP for new station. 1140 kc., 500 watts, daytime.
 WWPO, Inc., Pittsburgh. CP for new station. 1120 kc., 250 watts unlimited.
 Times Printing Co., Chattanooga. CP for new station. 1120 kc., 500 watts, 1 KW. L.S., unlimited.
 Martin R. O'Brien, Aurora, Ill. CP for new station. 1250 kc., 250 watts, daytime.
 Gerald A. Travis, LaPorte, Ind. CP for new station. 1420 kc., 250 watts, daytime.
 Fred M. Weil, Grand Coulee, Wash. CP for new station. 100 watts, 250 watts L.S., unlimited.
 Oct. 19: Sam Houston Broadcasting Ass'n, Huntsville, Tex. CP for new station. 1500 kc., 100 watts, daytime.
 Pacific Radio Corp., Grants Pass, Ore. CP for new station. 1320 kc., 500 watts, daytime.
 Shirley D. Parker, Yakima, Wash. CP for new station. 1310 kc., 100 watts, 250 watts L.S., unlimited.
 Kanawha Valley Broadcasting Co., Charleston, W. Va. CP for new station. 1500 kc., 100 watts, unlimited.
 Oct. 20: O. C. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited.
 Charles F. Engle, Natchez, CP for new station. 1210 kc., 100 watts, 250 watts L.S., unlimited.
 WJBG, Glenside, Pa. CP to increase power to 5 KW. 970 kc., limited.
 Oct. 21: WMBH, Joplin. CP for change in frequency and increase in power to 1380 kc., 500 watts, unlimited.
 Valley Broadcasting Co., Youngstown. CP for new station. 1350 kc., 1 KW., unlimited.
 Juan Piza, San Juan, P. R. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited.
 Oct. 22: Gila Broadcasting Co., Safford, Ariz. CP for new station. 1420 kc., 100 watts, 250 watts L.S., unlimited.
EXAMINER'S RECOMMENDATIONS
 Great Lakes Broadcasting Corp., Cleveland. CP for new station. 1270 kc., 1 KW., 5 KW. L.S., unlimited, be denied.
 Fall River Herald News Publishing Co., Fall River. CP for new station. 1210 kc., 100 watts, 250 watts L.S., unlimited, be denied.
 Southern Minnesota Supply Co., Mankato, Minn. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited, be granted.
APPLICATION RECEIVED
 Joe L. Smith, Jr., Beckley, W. Va. CP for new station. 1210 kc., 100 watts, 250 watts L.S., unlimited.

KVSO Good-will Series
 Ardmore, Okla.—KVSO is planning series of goodwill shows in surrounding towns, in co-operation with the Daily Ardmoreite, for the winter months. Response to a test on this idea proved unusually good, according to station manager James Griffith.

Bennett Leaves Hearst
 Walter V. Bennett has resigned from the sales staff of Hearst Radio Inc. to accept an executive position with Pathfinder magazine. New appointment takes effect immediately. No replacement has as yet been announced by Hearst Radio.

AL DONAHUE
 and his orchestra
 at the
RAINBOW ROOM
 For Fall and Winter Season
 Fourth Return Engagement

RADIO PERSONALITIES
One of a Series of Who's Who in the Industry
BEVERLY BROWN

DROP into WWL, New Orleans' 10,000-watter, any time between eight in the morning and late in the evenings and you'll see Beverly Brown. He may not see you because like as not he'll be bent over his typewriter, for that's his job. On the payroll he's identified as continuity editor. In the advertising fraternity they speak of Bev Brown as a writer of copy. Ask Bev himself what he does and he'll probably answer, "Oh I grind out copy."

Actually though Beverly Brown is a radio-dramatist and producer. He broke into radio about eight years ago by accident. While serving as dramatic director of the Little Theater in Augusta, Ga., he was called upon to read a script in the character of Santa Claus. A local department store nabbed him and since then he has spent six months of every year writing Santa Claus scripts which find their way to wax disks and in that way bring "The Real Honest to Goodness For True Santa Claus" to some 38 states including Canada, Mexico and the tropical countries.

Following up his success of Santa Claus he has since specialized in juvenile productions. "Skooby's Adventures," "Little Red School House," "Mickey Mouse" and "Dr. Pepper" have all been nationally sponsored.

Beverly Brown has only one hobby and that's "work"—thinking and working up new ideas. He likes cigars but doesn't smoke them, having recently sworn off and simultaneously gained 29 pounds. To his intimates he is known as "Baldy," due of course to his highly polished head. The inside is equally polished, though.



A specialist in Santa Claus scripts

WFIL Settles Dispute With Musicians' Local

(Continued from Page 1)
 by WCAU, a larger station whose gross is about \$800,000 as compared to WFIL's \$300,000. Since this would be in excess of the 5½ per cent on the gross, less commissions, which the AFM is willing to accept under the terms of the IRNA Trade Agreement, Samuel R. Rosenbaum, head of WFIL, rejected the deal.
 Deal now made with the local union resulted in WFIL taking on a house band as requested, but the excess payroll above the 5½ per cent on the gross will be shared equally between the sponsor, Associated Banks and the Philadelphia Orchestra. This will hold good until the AFM-IRNA agreement goes into effect, probably Nov. 1.

Preparing Cooking Series
 Dorit K. Weigert, co-director of the Iridor School of Cooking, is preparing a series of lectures on "Economy in the Kitchen" for the air-waves.

Uncle Ezra's Fourth Year
 Pat Barrett this week starts his fourth year of broadcasting from "Uncle Ezra's Radio Station E-Z-R-A" over NBC for Alka-Seltzer.

WWSW Puts Lines in Schools
 Pittsburgh—WWSW will install lines into various Allegheny County schools for dramatic and musical broadcasts direct from the schools as extra curricular activity. Walter Sickles, program director, is handling the programs.

F. Edward Spencer Heads C. & H. New York Office

(Continued from Page 1)
 temporarily has been the New York office chief executive, but she has to serve only in an advisory capacity after Nov. 1. She will, however, as a controlling stockholder, continue to hold the post of secretary and treasurer of the company.
 Spencer joined the rep firm last July, coming over from the NBC sales force. Company reports that they have had the most successful fall since their entry into the rep field.

Crosby Gaige Back on Job
 Crosby Gaige will return as emcee of "Kitchen Cavalcade" on NBC-Blue this morning after a short absence due to appendix trouble. Warren Ashe subbed for Gaige.

Jack Arthur Returns
 Jack Arthur returns to the Mutual "Music By" series Thursday, 8-8:30 p.m. He has been in Fort Worth for the past few months.

Lord Heads Falstaff Show
 Chicago—Phil Lord, veteran actor, has been chosen to headline the new Falstaff Brewery Public Hero dramatizations which start over NBC-Red tonight.

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

NEW BUSINESS Signed by Stations

WOPJ, Bristol: Chattanooga Medicine Co., "Black Draught," through Nelson Chesman Co.; Chattanooga Drug & Chemical Co. (Menthacol); Chevrolet, "Musical Moments," ETs.
 KGVO, Missoula, Mont.: Nash, ETs; Chevrolet, announcements, through Campbell-Ewald; F&F Cough Drops, CBS network, through Blackett-Sample-Hummert.
 WGN, Chicago: Lamont Corli's (Nestle's Everready Cocoa), through Cecil Warwick & Legler; Vickerie Co., participation, through George Hartman agency; Cudahy Packing Co., renewal (also WHB), through Roche, Williams & Cunnyngnam.
 WCKY, Cincinnati: Standard Oil of Ohio, spots, through McCann-Erickson; American Popcorn Co., through Coolidge Advertising Co.; Chevrolet, spots; Dodge, weather reports, through Ruthrauff & Ryan; Weber Milling Co., ETs; Nash, spots, through Geyer, Cornell & Newell; Wander Co., "Little Orphan Annie," through Blackett-Sample-Hummert; Pennsylvania State Publicity Commission, spots, through Walker & Downing; Look Magazine, through Schwimmer & Scott.
 WBT, Charlotte: E. R. Partridge Co. (Carhartt Overalls), announcements, through Havre Massengale Adv. Agency; Buick, announcements, through Arthur Kudner, Inc.; Early & Daniel Co. (animal and poultry feeds), announcements, through Keeler & Stites Co.; American Popcorn Co., through Coolidge Advertising; Dodge, announcements; Swift & Co. (Allsweet Margarine) through J. Walter Thompson.
 WNEW: United Drug Co., ETs, through Street & Finney; Chevrolet, spots.
 WOR: Procter & Gamble (Oxydol), "The Goldbergs," ETs, through Blackett-Sample-Hummert; Washington State Apples, "Martha Deane," through J. Walter Thompson; Wander Company (Ovaltine), "Little Orphan Annie," ETs, through Blackett-Sample-Hummert; De Soto Motor Co., ETs, through J. Stirling Getchell; California Fruit Growers Exchange (Sunkist Oranges), popular music program, through Lord & Thomas.

"ADVENTURES IN CHRISTMASTREE GROVE"

is still the greatest toy department promotion in the history of retailing! 15 transcribed episodes for thrice-weekly, 5-week airing. Includes most unusual merchandising tie-up ever developed, ad mats, continuity, publicity, plus a sensational feature making broadcast series SELF-SUPPORTING in most cases. Complete in every detail—and mighty inexpensive. It makes money for stations—and sponsors!

WRITE—WIRE—PHONE
 KASPER-GORDON STUDIOS, INC.
 140 Boylston St. Boston, Mass.
 EXCLUSIVE WORLD-WIDE DISTRIBUTORS

Also ready for release: A new department store Christmas series, "THE LIFE AND ADVENTURES OF SANTA CLAUS." Dramatization of book by same name to which we have bought exclusive rights. 15 transcription episodes.



DON GILMAN, NBC vice-president, and John Barrymore are booked jointly as guest speakers at the annual meeting of the Southern California Women's Press Club on Nov. 16 at the Figueroa.

Wilkie Mahoney has been signed by Ruthrauff & Ryan for script work on the Jolson show. Mahoney formerly did scripts for Ben Bernie.

Florence George is quitting her vocal spot on the Packard program to devote all of her time to pictures. Under contract to Paramount, Miss George first goes into "College Swing" with Burns and Allen and Charles Butterworth.

Amos Baron has been added to the KEHE sales staff. Formerly with KHJ and the C. P. McGregor transcription plant.

Fran Frye gets the assignment as arranger for Phil Ohman's orchestral numbers on the Edward G. Robinson show.

NBC will hook-up with Admiral Heppburn's flagship, a submarine and a seaplane to broadcast Navy Day ceremonies over the Blue on Oct. 28. Buddy Twiss and Joe Parker will do the announcing.

KHJ has a new program, "Four Keyboards," featuring the versatile Bob Mitchell at piano, organ, pipe organ and celeste. Mitchell also contributes "Streamline Swing" to the KHJ schedule, and doubles with Bernard Katz, Dave Broekman's pianist, to form the piano-organ duo, Mitchell and Katz.

Shortened to a half-hour program, "Western Homes" will feature Andrea Marsh, vocalist, over KNX and CBS Pacific Coast net.

Produced at KFRC, San Francisco, "Jack and Adele" is a new KHJ-Don Lee-Mutual dramatic-musical series heard Mondays, Wednesdays and Fridays from 3:30 to 3:45. Ben Harkins writes and produces in addition to playing "Jack", while Dorothy Divon plays the role of Jill.

Chicago Symphony Returns

Mutual's annual airing of the Chicago Symphony orchestra concerts will begin Saturday over a nationwide web. Program will be aired on alternate Saturdays, 9:15-11:15 p.m. Spot is directly opposite the Toscanini series which debuts Christmas night on the combined NBC networks, 10-11:15 p.m.

In the quarter-hour spot directly before the Chicago program every other Saturday, Mutual's European representative, John Steele, will short wave from London a talk on world affairs.

Radio Art Market Data

October issue of Radio Art will be a Quarterly Market Reference Number, giving market and coverage data on some 350 stations.

STATIONS OF AMERICA

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

WGBI—Scranton, Pa.

880 Kc.—500 Watts, N., 1,000 Watts Day

FRANK MEGARGEE, President

WGBI dates from Jan. 12, 1925, and boasts a 12 year history under management of Scranton Broadcasters Inc., with same call letters.

The station recently joined the basic supplementary network of Columbia Broadcasting System, and is the only chain station in Northeastern Pennsylvania. It operates full time, with exception of two one-hour daytime periods. Studios are in the Administration Building of International Correspondence Schools, Scranton. John Blair & Co. was recently appointed to represent station nationally.

ORCHESTRAS - MUSIC

ADDY AMOR, who has had his own orchestra, and Gene Novello, his college buddy who is now with the Bill Sayres band, make their debut as a song-writing team with "I'm So Sorry," published by Roy Music Co. The number was introduced by Mickey Alpert over WOR-Mutual in two programs last week and also was played by Pat Rossi on his "Maytime" over WOV. The number is rated as having potentialities, and the boys have another on the way.

Count Basie and his orchestra recorded four sides for Decca last week.

Jimmie McHale's orchestra, airing on WMEX from the Brown Derby, Boston, will have a femme announcer—Kitty Brando.

Don Hopkins, recent addition to the WRJN, Racine, Wis., announcing staff, was married last week to Bertha Garrington of Marshalltown, Ia. Jule Oravetz, WRJN sports announcer, was best man.

David Kaonohi, tenor, who was featured with the King Kolomoku Hawaiians with Tim and Irene on the Admiracion program over WOR-Mutual for five weeks, has been doing very nicely with the Royal Hawaiian crew at the Roosevelt Hotel Grill since July 6. The Hawaiians are alternating with Guy Lombardo's orchestra.

Making his bow in the Variety Record studios, Bob Sylvester and his orchestra recorded, among other ditties, the new song hit from the WPA all-colored musical production, "Swing It." Olga Vernon, singing frau of the former Hal Kemp arranger, did the vocal chores on this side as well as on "Sophisticated Swing" and other songs put on the wax.

Roger Pryor and his orchestra are now heard over WHN, playing from the Gibson Hotel, Cincinnati. Frenchie Graffolier, Jimmy Dorsey and Jan Garber and their orchestras also are being heard via WHN, originating in Cincinnati.

REX MAUPIN, formerly an orchestra leader at station KYW, but who for some time has been a production director for script and other shows at NBC in Chicago, returns to orchestra leading on the new NBC show, "Public Hero," opening tonight, sponsored by Falstaff Brewing Co. Bob Wamboldt, former NBC Chicago production man, now free lancing, writes and produces the new show.

Choral director Roy Campbell has signed Irving Sheinker, arranger, to score all the music for his numerous vocal groups, including the Royalists, Continentals, Ambassadors and Keystoneers.

Acknowledged to be the leading exponent of swing music in Europe, Sid Phillips, talented composer-arranger formerly associated with many famous continental orchestras including the popular Ambrose, has recorded a special series of swing composition, the first of which—"Comin' Thru the Rye" and "Annie Laurie"—were released this month on Variety Records, marking the debut of a series of special importations from England to be issued by Variety Records.

Joe Reichman, "Pagliacci of the Piano," follows Rudy Vallee into the Coconut Grove, Los Angeles, on Oct. 26.

Jeritza on Banks Program

Maria Jeritza will be heard on tonight's debut of the American banks series on the NBC-Blue, 9-10 p.m. in place of Feodore Chaliapin, who is ill in Paris. Jeritza is an exclusive General Motors star, but in view of the emergency James E. Sauter was able to book the artist for this one time shot.

Al Barrie on WNEW

Al Barrie, whose "Al Barrie's Mellydrammers" have been airing over WNYC on Saturdays for the past two months, is now presenting a similar series over WNEW on Wednesdays at 8 p.m., with "Uncle Tom's Cabana" as first in the new group.



ROY MAYPOLE has joined WCFL announcers staff to handle special events with Ed Burke. Came from WHBF, Rock Island.

Niles Trammell, NBC vice-president, back from New York.

George Kercher of Edward Petry & Co. touring the St. Louis sector.

Marion Clark of Dorings Sisters seriously ill and has returned to her home at Cincinnati. Harmony unit is seeking another member—a middle register gal.

Attilio Baggio, Mutual tenor, slated for guest appearances with Racine (Wis.) Symphony Nov. 15; Oak Park Symphony, Nov. 17, and is slated for the Loyola Univ. Concert series Nov. 17.

John Van Cronkhite, president of Van Cronkhite Associates, is back at his desk after an illness that confined him to his home in Evanston and several days at hospital.

Pete Peterson and Forest Johnson of Van Cronkhite Associates to Minneapolis, Des Moines and other midwestern points this week.

Jack Griffith of VCA in Washington making arrangements for a new VCA dramatic feature.

Ros Metzger, radio director of Ruthrauff & Ryan, back from a swing to St. Louis, Cincinnati and other Ohio River valley points.

Noble Cain's Male Octet making a midwestern tour.

Lannie Truesdale, songstress with Roger Pryor is flashing a big diamond engagement ring.

Bill Myers of "Jack Armstrong" has been called to New York as stage manager for one of his productions.

Grocery Bargain Listings

Daily bargain listings, to convince grocery shoppers that specials are available daily, without waiting for week-end purchase, is new entry over KFRO, Longview, Tex., sponsored by local grocer. Fifteen minute program goes on six days weekly, with five tie-in announcements daily. Grocery calls attention to airing with price tag on all specials reading "As advertised on KFRO." Circulars are also used.

Union Delays Filing Charges

Oklahoma City—Filing of charges by the ARTA with the NLRB against KFPR is being held up pending conferences with station officials today.

Jules Labert Free-Lancing

Jules Labert, for the past two years announcer with WNYC, has resigned to do free-lance work for several transcription and screen companies.

Bergman with Sound Masters

Teddy Bergman heads a new type of program-building service being organized by Sound Masters Inc., with studios at 1560 Broadway.

Program Reviews and Comments



"MARCH OF TIME"

Time, Inc.
WJZ-NBC-Blue, Thursday.
8:30-9 p.m.
BBD&O Inc.

SWITCH OF NOTED PROGRAM FROM CBS FINDS IT NO LESS POWERFUL AND FAST MOVING.

"The editors of Life join with the editors of Time" in this new series of news dramatizations which seemed imbued with new pep and scripted so that certain thematic treatment is brought out as tied in with the news in question. "Dead End," film, was worked into the revolt of the lower East-side mothers who want no more babies until better housing is provided and resultant better environment for future generations of kids. G-Men activities in Maine, where two bandits were slain and one captured, was the second dramatization. Again "Dead End" was brought in, with the mother in the play, voicing sentiments on the gangsters.

Duke of Windsor in Berlin, Cuban physician who became a human guinea pig for cancer research, Father Coughlin going off the air (excellent take off on this occasion), Chateau Thierry 20 years after, Bruno Mussolini leaving home to bomb Valencia, a Japanese situation sidelight, and English Princesses rehearsing for gas attack completed the highlights presented.

Closing credit for Time mentioned the world-wide events and President Roosevelt's new foreign policy, and special session of Congress, all to be read about in "tomorrow's issue of Time magazine."

William Geer edits "March of Time," with Homer Fickett and William Spier as production directors and Howard Barlow as musical director.

Jack Douglas

Informal quiz party, alternating with spelling bees and "do you want to be a comedian" nights, seems to find a responsive chord both among the radio audience and that of the Paramount theater, Newark, whence this WNEW show originates four nights weekly at 9:30-10. Jack Douglas conducts the show and first prize is \$5, with several lesser cash prizes and theater passes. Program moves along nicely and is fairly well gagged up for laughs. Sponsor has three stores, one in Newark and two in New York, which receive the benefit of the commercials. These were far from being overdone and were heard in two spots, the closing one dwelling on rugs exclusively. Finkenberg Furniture Co. is the sponsor.

"Essays in Music"

A new musical presentation, with celestial themes as subject matter, made its bow last Thursday night at 10:30-11 with Victor Bay conducting the orchestra through its difficult routine in first-class manner. First attempt was labeled "Music of the Firmament," and featured works of many of the masters, namely Rimsky-Korsakoff, Beethoven, Wagner, Debussy and Haydn. Soloists featured on the show were Hollace Shaw, who proved herself some time ago as a member of the Mark Warnow "Blue Velvet" musicals; Alexander Semmler, who offered "Moonlight Sonata" with the orchestra playing a special arrangement in the background; Hubert Hendrie, baritone; Charles Haywood, tenor, and David Ross, narrator. George Zachary is the producer.

Bay, who had charge of the musical portion of the recent Shakespeare series, is one of the finest musical minds in the business. His new series should draw a large listening audience from the listeners that do not care for the variety type show that dominates on Thursday evenings. Program airs over CBS.

"Tish"

Through the courtesy of Mary Roberts Rinehart, the author of "Tish," the Federal Theater and CBS are airing radio adaptations of the stories.

Initial presentation was neither very funny nor very attention retaining. Episode dealt with the Syrian Tuffik (Charles Crumpton) who imposes on Tish (Florence Baker), Lizzie (June Bradley) and Aggie (Fay Courtenay), his "three mothers," and dupes the gals out of many a dollar.

There might have been older persons, who had read the stories years ago, who enjoyed the radio dramatizations, but it's doubtful. Listeners are too used to the snappier fare which is served in all fields of entertainment today. Program is aired over WABC-CBS on Thursdays at 10-10:30 p.m.

"Coca Cola Song Shop"

Since making its debut several weeks ago, Coca Cola's "Song Shop," with Frank Crumit as pilot, has improved itself here and there, and last Friday night's program on CBS at 10 was one of the most enjoyable in the series to date. Singing Sam was a welcome guest star, joining Crumit in a piano-vocal duet of memory songs that registered strong. Then Sam encoored with "Can't You Hear Me Calling, Caroline." Kitty Carlisle exhibited particular sparkle in her warbling and patter. Baritone Reed Kennedy was in fine fettle, and the work of songstress Alice Cornett, the Songfellows Quartet and Gus Haenschen's orchestra all clicked. Whole program moved along at a nice clip.

"CHRYSLER FOOTBALL PARADE"

with Frank G. Menke
Chrysler Corp.

WABC, Fridays, 7:15-7:30 p.m.
Lee Anderson Adv., Detroit

ENTERTAININGLY HANDLED FOOTBALL COMMENT AND PREDICTIONS.

With Ann Leaf at the organ supplying interpolated musical bits using the official songs of the colleges mentioned, this football series bowed in as an entertaining program of its kind. Frank G. Menke, featured on the show, is a newspaperman, commentator and sports authority. His mike manner and voice are engaging. Before reeling off his predictions of the next day's winners, Menke commented on interesting items of a football nature, including the "gorilla" players of the early gridiron days. John Reed King, announcer gave Menke valuable assistance.

Dr. Walter Damrosch

The tenth season of the NBC "Music Appreciation Hour" was launched last Friday by Dr. Walter Damrosch over both the Red and Blue networks at 2-3 p.m. After a few introductory words by Dr. Damrosch, who pointed out that the object of the concerts is to show the young listeners enough of music, as played by a fine symphony orchestra or sung by talented vocalists, to make the audience understand and appreciate fine music, the series got under way. It made a good start, and should prove as interesting, entertaining and helpful as the preceding series.

Make-Believe Plane Trip

"Airplane Trip," over KOMA, Oklahoma City, is proving successful from both the advertisers' and stations' standpoint. The program, 15 minutes four times a week, features a make-believe airplane trip over a neighborhood city or town. The announcer, as pilot, spots leading business houses (advertisers) and local centers of interest and describes them. Between times recordings are played. H. J. McColester is daddy for the idea.

FRANK DEGEZ

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AN ARROW
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EXECUTIVES
EVERYWHERE
WHO
CONTROL
THE BUYING
POWER OF
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BOSTON

Tony Russell will be confined to his home for another week—result of auto accident. Arthur Amadon, WBZ baritone, will fill in on his tri-weekly network shows.

Edward B. Hall's "News Behind Tomorrow's Headlines" has been renewed for thirteen weeks by North American Accident Insurance Co., for Sunday eve airing over WBZ-WBZA.

Joe Rubin, who conducts a talent search program through WMEX on Saturday mornings, is hunting girl musicians for an all-girl band he plans to organize.

Fred Lang chooses items from local, national and international news for his news program over WNAC daily except Sunday.

Sandra Bruce, WCOP announcer, is home with the gripe. Kay Batchelder is taking over her assignments.

Jim Donovan's "The Man in the Lobby," daily sidewalk interview in front of Tremont Theater over WCOP, now has a sponsor.

Charlie Ashley, WEEI police reporter, and Audrey Renard of Brockton pulled a surprise marriage.

Al Helfer, staff sports announcer at WLW and WSAI, Cincinnati, has been brought east to handle Atlantic Refining broadcast of Holy Cross football games over WEEI for balance of season. He replaces Jack Ingersoll, who is laid up at his home in Concord, N. H. Jay Wesley will assist Helfer.

Roger Wheeler, WEEI continuity editor, is conducting a radio writing class, two nights weekly.

Eugene Conley, tenor at WEEI the past few years, is joining WWJ, Detroit, and will air his first program there Oct. 24.

Eddie Kasper is doing a weekly sponsored news resume on WAAB.

Chet Gaylor, program director of WTAG, Worcester, and Florence Ehrlinger of CBS in New York visited WEEI.

Sandra Bruce has returned to her WCOP assignments after being laid up with a bad cold.

ONE MINUTE INTERVIEW

LUCIO VILLEGAS

"American national advertisers sponsoring Spanish radio programs in Latin America with poor material and unknown talent are throwing their money in the waste basket. The best talent for domestic and Spanish radio programs is in Hollywood, and what is a success here has to be also there. Of course, Hollywood material and talent are more expensive, where extras are in the background and well known actors in front. Let these advertisers improve their budgets and they will meet with surprising success. And over all, let the production end in the hands of people who know their business by their past successful record in America."

★ Coast-to-Coast ★

BILLY ROSE, formerly announcer at WGY, Schenectady, is now on the staff of WOKO, Albany.

Lyda Betti, Dorothy Pilzer, Mario Palermo, William Cameron, Philip Whitfield, Hans Melzer and Leah Boliver comprised the cast of "Aida," presented by the "Gateway to Opera" company over WQXR on Saturday with two-piano accompaniment by Clifford Herzer and Jascha Zayde.

Dedication ceremonies of Buchanan Dam, greatest link in the \$25,000,000 PWA project to control and harness the Colorado River, was broadcast over KNOW, Austin, and WACO, Waco, on Saturday. In charge of technical operations was Chief Engineer Paul Shaw of KNOW. Walton Newton handled the program.

Mrs. Ida Bailey Allen of Ida Bailey Allen's Homemakers of the Air, heard over WHN, Monday, Wednesday and Friday, 10:30-11:30 a.m., has been engaged to write her own department entitled "Food Fashion Flashes" for Simplicity Magazine, woman's publication. Mrs. Allen's Homemakers is the only scientifically conducted radio testing laboratory in the country.

KCKN, the Capper Publications station in Kansas City, Kan., added flash and novelty to the ordinarily drab and prosaic community service of promoting Fire Prevention Week, and used it to impress local business men with the dramatic possibilities of broadcasting.

Billy Fields, whose radio cowboys are heard regularly over WSPR, Springfield, Mass., married Olga Rosini last week.

WMAS, Springfield, Mass. — Truman Crane, formerly of WIIQF, has been added to the engineering staff. Milton Hale, salesman, was birthdaypartying the other day.

A communal project, in which all the women's clubs of western Montana participate, is broadcast weekly over Station KGVO, Missoula, Mont. The program deals with matters of vital interest to mothers. In the short time it has been on the air, a very large feminine audience has been built up according to Arthur J. Mosby, manager.

"Illusion," by Georgia Backus, was the curtain raiser to Ernest Hemingway's "The Killers" in Irving Reis' Workshop presentation last Sunday over CBS at 8 p.m. Miss Backus, while producing her Experimental Hour when she was dramatic director of CBS, used Irving Reis' first radio play, "Split Seconds." Reis, at that time an engineer, was monitoring this program.

Lyn Murray's new quartet, "The Four Clubmen," heard via CBS, is currently making a Paramount movie short. They will feature Lyn's novel arrangement of "The Big Apple."

KUOA, Siloam Springs, Ark.—Jesse Miller, chief engineer, is teaching a class in Broadcast Transmitting Equipment to engineering students at John Brown University. Lester Harlow, assistant engineer, is back from a three-week sojourn to the Panama Canal Zone and a visit to several Latin-American radio stations. Robert Freeman, formerly of this station and KFPW, has joined the announcing staff of KBIX, Muskogee, Okla.

"Around the World," a new Sunday night program over WHN, presents Joseph Ries with Virginia Marucci's orchestra in a half-hour salute to various foreign nations. The program, aired at 6-6:30 p.m., also is aired by the Crosley International short wave station, W8XAL.

Two packages deposited by two famous inventors, Alexander Graham Bell and Charles Sumner Painter, in the Smithsonian Institute just 50 years ago this week will be opened today and a description of the contents will be broadcast over the Mutual network, 2-2:15 p.m. It is understood that one of the mystery bundles contains the basic idea of today's talking pictures—the talking machine and the photophone.

Two programs were aired by WHIO, Dayton, from the Dayton Kennel Club dog show at the county fairgrounds, giving the WHIO audience a very adequate description of the breed, structure and value of the foremost pedigrees entered. A silver trophy was awarded to the best hound by WHIO.

Jim Uebelhart, formerly of WHK, Cleveland, has been named to replace David Zimmerman on the announcing staff of WSPD, Toledo. Zimmerman joined NBC in Chicago.

Bob Burke, "The Man with the Multiple Voice," is the subject of a promotion piece being sent out by WHIO, Dayton, in a campaign to bring him before prospective sponsors.

Bill Brundige, formerly of WSIX, Nashville, is now on the announcing staff of WAVE, Louisville.

Jake Ruchman, who writes the "Around Omaha" program on KOIL, now is doing a 10-minute Theater Spotlight on weekdays over the same station. Arthur Faust is announcing the Spotlight, which includes movie criticisms, news and answering listeners' questions.

PHILADELPHIA

Norris West of WCAU announcing staff leaves the field for the season to help Stan Lee Broza direct the stations programs.

KYW's "Meistersinger" is back with a new series of programs under his own tag of Murray Allen.

Alan Scott, WFIL's news commentator, has been signed by Gulf Refining for a new series.

Morton Howard inaugurates a new series of "Symphony Hour" programs at WIP.

Fred Weber, veteran of the WFIL microphone staff, has been appointed Chief Announcer, by Donald Withycomb.

Robert Golden will direct the Meyer Davis orchestra at WCAU.

Norman Sickle of KYW is writing and producing a new set of dramatic sketches based on domestic problems originating from letters received in the studio from listeners.

Jack Steck, WFIL emcee, has taken on a new assignment, building shows to be used as political entertainment.

George Hogan is assisting Woody Wolf on the football broadcasts over WCAU.

Carlotta Dale, lyric song bird of KYW Top Hatters, goes on NBC. Red with a program of her own shortly called "Songs by Carlotta."

Bob Newhall, the Collegians Orchestra and the Quadrangle Octet, are featured on WFIL's "Jamboree" program.

Dornan Brothers and Mary will be back again on the air shortly over WCAU.

Ben Greenblatt returns with a new series of "Piano Ramblings" over KYW.

Dave Tyson is back at WFIL after an extended vacation.

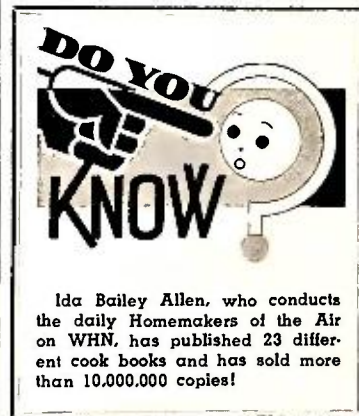
Doris Havens is now heard at the console of the organ over WCAU on "Morning Melodies" and "Noontimers."

Arthur Hinett and Carlile and London, with Frances Carroll as vocalist, now being fed to NBC from KYW.

Charles Shoffner returns to a regular turn on WCAU.

Jerry Livingston Re-elected

Songwriters' Guild of America has unanimously re-elected Jerry Livingston, composer-maestro, as treasurer.



Ida Bailey Allen, who conducts the daily Homemakers of the Air on WHN, has published 23 different cook books and has sold more than 10,000,000 copies!



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 77

NEW YORK, N. Y., TUESDAY, OCTOBER 19, 1937

FIVE CENTS

IRNA-AFM Still Talking

Looking On ... AND LISTENING IN

SAMENESS It is bad enough to have multiple duplication of similar type programs on the air.

The fact that the recently opened season hasn't produced a single new show worth shouting about also isn't very conducive to increased and sustained listener appeal.

But even more regrettable, because it's avoidable, is the recent wholesale dropping of assorted sustaining programs, which are being replaced by more remotes of the kind that are a drug on the airwaves.

Thus, to save a few dimes, dozens of the type of shows that impart novelty, freshness and widely scattered appeal must give way to increased repetition and a higher percentage of sameness in air entertainment.

TELEVISION Last week's television demonstration by RCA with its newly developed cathode-ray tube which makes it possible to project on a screen 3 x 4 feet does not hold out much promise of the new visual art becoming a commercial reality in the near future.

Clarity of the pictures is still too unsatisfactory, while the need for developing a technique in presentation of programs was very evident.

Even in the television broadcast received at the same time on cabinets with a screen measuring 7 x 10 inches, where the picture was quite clear, the material suffered from lack of showmanship.

Because of this and other technical problems, plus the tremendous costs involved, it still appears that the placing of television in general use will take much longer than it took the movies and radio.

—D. C. G.

2nd Composer Group

Second Columbia Composers' Commission has been formed, consisting of the following six composers: Quincy Porter, Robert Russell Bennett, Leo Sowerby, Jerome Moross, Emmanuel Dett and N. Vittorio Giannini. Latter will be commissioned to write an opera for radio adaptation. Works of commission will be presented on CBS during summer of 1938.

AL A. CORMIER RESIGNS AS WIP GEN'L MANAGER

Philadelphia—Albert A. Cormier, vice-president and general manager of WIP, has resigned, effective Oct. 23. No successor has been chosen yet to fill the vacancy, according to Benedict Gimbel Jr., president of the station.

Canada Dry Ginger Ale Is Adding 13 Stations

Canada Dry Ginger Ale, effective Oct. 25, will sponsor 15-minute daily news period over 13 additional stations. Additions now bring total number of stations carrying spot programs for sponsor to 51. Latest additions are WNAC, WTIC, WEAN, WTAG, WICC, WCSH, WLBZ, WFEA, WSAR, WNBH, WLLH, WLNH and WRDO. J. M. Mathes is the agency handling the account.

Stuart Eggleston Heads WFIL Office in Chicago

Philadelphia—Stuart Eggleston, one-time western manager for CBS, will head a new office being opened in Chicago by WFIL, it is announced by Donald Withycomb, g.m. Eggleston for the past four years has had his own business, building commercial programs for agencies and national advertisers.

Decision to open a midwest office, (Continued on Page 2)

Lucky Strike WOR Show

Lucky Strike has bought "Script-Teaser" and will present it starting Nov. 2 over WOR with Richard Himber's orchestra and Stuart Allen, vocalist.

Elliott Roosevelt Handling Hearst Stations on Coast

Old Golds Reported Readying New Series

Old Gold cigarettes is understood to be preparing a 15-minute radio program using a Hollywood columnist. Louis Sobol of the New York Journal-American is said to have been offered to spot, but prefers another offer.

Neither Side Offers to Give Ground On Question of Trade Agreement Changes; Webs Sit In

Burr's Record Record

Chicago—Henry Burr, ballad and hymn singer at WLS, has passed the 9,000,000 mark in record sales. He is a great favorite in the rural regions, and his "Good Night, Little Girl, Good Night," disk has sold 3,000,000 copies.

FCC SEES TELEVISION LONG DISTANCE AWAY

By PRESCOTT DENNETT
RADIO DAILY Staff Correspondent

Washington—Expressing the view that there does not appear to be any immediate outlook for television service on a commercial basis, the FCC yesterday marked off for allocation the frequencies from 25,000 to 300,000 kilocycles. Previously the radio spectrum had been confined to from 10 to 25,000 kilocycles.

The new action was revealed in a report resulting from extensive hearing (Continued on Page 2)

"Firefly" First Show By M-G-M for Maxwell

West Coast Bureau, RADIO DAILY
Los Angeles—First M-G-M radio production for Maxwell House Coffee on Nov. 4 over NBC-Red will be "The Firefly," with Jeanette MacDonald and Alan Jones singing the leads. Robert Z. Leonard, director of (Continued on Page 2)

Trade agreement conference between the Independent Radio Network Affiliates and the AFM Executive Committee took on the aspect of an endurance contest yesterday as neither side gave ground in respect to changes in several clauses sought by the IRNA. Each side, seeking to protect its constituency and carry out its mandates, continued to hold fast throughout the day and late evening sessions, with the IRNA plus key station men trying hard to get concessions on Clause 10 of the proposed trade agreement which would force an affiliated or key station to discontinue service to another outlet upon two-weeks written notice from the AFM. This of course is in the event that a station fails to comply with the AFM requirements, is placed on the unfair list and its service from network or other hook-up with affiliated outlets is subsequently cut off. If a station in question continues to supply programs to an "unfair" outlet, then AFM members need not perform further services for the originating outlet, unless negotiations result in affiliates taking on more staff musicians. Most of the pertinent conversation did not get past the proposed changes in (Continued on Page 3)

Brown-Williamson Tobacco Renewing on 55 Stations

Brown & Williamson Tobacco Co., on Nov. 12 will renew the "Tommy Dorsey show" on 55 NBC-Blue network stations, Fridays, 9:30-10 pm., for another 52 weeks. Batien, Barton, Durstine & Osborn Inc. is the agency.

Oxydol Doubles Up

Colgate-Palmolive-Peet (Oxydol) has added WOR to the station list carrying the script show, "Rise of the Goldbergs." WOR airs the program at 9:30-9:45 a.m., with 11 stations of the NBC-Red network taking the show at 12:15-12:30 p.m. WOR began airing show yesterday with sponsor desiring to make an experiment.

West Coast Bureau, RADIO DAILY

Los Angeles — Elliott Roosevelt, vice-president of Hearst Radio and directing head of its stations in the southwest, now has KEHE here and KYA, San Francisco, added to his responsibilities. He took charge as general manager over the week-end. Roosevelt plans to remain on the (Continued on Page 3)



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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Monday, Oct. 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	153	148	149	- 2 3/4
CBS A	20	19	19	- 1/4
CBS B	19	18 1/2	18 7/8	- 5/8
Crosley Radio	9 1/4	8 1/4	8 1/4	- 1/2
Gen. Electric	40 5/8	35 1/4	35 1/4	- 5
North American	17 3/4	14 1/2	14 1/2	- 2 5/8
RCA Common	7 1/8	5 1/2	5 5/8	- 1 3/8
RCA First Pfd	58 1/8	50	50	- 7
Stewart Warner	10	8 5/8	8 5/8	- 7/8
Zenith Radio	21 3/8	14 1/8	15	- 5

NEW YORK CURB EXCHANGE				
	High	Low	Close	Net Chg.
Hazeltine Corp.	13 3/4	10	10	- 4 1/2
Majestic	1 1/8	7/8	7/8	- 3/8
Nat. Union Radio	1	1	1

Floyd Williams Dead

Harrisonburg, Va.—Floyd C. Williams, 47, general manager of WWSA and president of the Shenandoah Valley Broadcasting Corp., with studios here and offices in Staunton and Harrisonburg, died last week after an illness due to a heart attack ten days before.

Early in his business career, he was in the employ of the late Charles Curtis, vice-president of the U. S. Later he moved to New York City, where he became widely known via radio as "The Flying Tenor of the Air," singing for NBC. His widow, Mabel Linton Williams, was a concert organist.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Oct. 16, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
That Old Feeling (Leo Feist Inc.)		41
Blossoms On Broadway (Famous Music Corp.)		32
Have You Got Any Castles, Baby (Harms Inc.)		26
Whispers In The Dark (Famous Music Corp.)		25
You Can't Stop Me From Dreaming (Remick Music Corp.)		25
Moon Got In My Eyes (Select Music Co.)		24
So Many Memories (Shapiro Bernstein Inc.)		24
Afraid To Dream (Miller Music Inc.)		22
If It's The Last Thing I Do (Crawford Music Corp.)		21
Roses In December (Irving Berlin Inc.)		21
Vieni Vieni (Witmark and Son)		21
My Cabin Of Dreams (Irving Berlin Inc.)		20
You And I Know (Robbins Music Corp.)		20
Can I Forget You (Chappell and Co.)		18
Harbor Lights (Marlo Music Co.)		18
One Rose (Shapiro Bernstein Inc.)		18
Remember Me (Witmark and Son)		17
Farewell My Love (Harms Inc.)		17
Once In A While (Miller Music Inc.)		16
Ebb Tide (Popular Melodies Inc.)		16
Goodbye, Jonah (Robbins Music Corp.)		16

Stuart Eggleston Heads WFIL Office in Chicago

(Continued from Page 1)

according to Withycomb, follows the success of the station's similar venture in New York, where time sales of \$194,000 were chalked up in September. Jack Stewart, WFIL sales manager, will supervise the Chicago office along with New York.

This makes WFIL the only independent station here to have its own sales offices in three major centers.

Winsauer Addresses PTA

Minneapolis—R. W. Winsauer, assistant program and production manager of WCCO, addressed the annual convention of Minn. Parent-Teachers Ass'n in St. Paul last week on the subject of "New Frontiers in Radio." Winsauer discussed the recent CBS Shakespearian cycle and told how education by radio can be presented with entertaining showmanship angles. Dr. Kenneth Baker of U. of Minn. spoke on "Radio Listening and the Socio-Economic Status," a summary of a recent PTA survey.

Billboards Bring Visitors

Numerous visits to its studios by tourists are attributed by WOPI, Bristol, to new highway billboards advertising the station. W. A. Wilson reports. The signs read: "Tune in WOPI on 1500, the Brightest Spot on Your Dial."

"Firefly" First Show By M-G-M for Maxwell

(Continued from Page 1)

the film, will emcee. Louis B. Mayer, Metro production chief, will appear for the launching of the program, and Igor Gorin, Sophie Tucker, Judy Garland and Ilona Massey will be among the other Metro personalities on the bill.

WCCO Information Service

Minneapolis—A new program information service has been inaugurated by WCCO in an effort to give listeners dope on programs by telephone. Established as part of the publicity department, listeners may call the program service for facts on guest stars, program times and details on contests currently being heard over WCCO. Listeners seem to have taken to the idea, because the program information service has been swamped with calls.

N. Y. Democrats Buy Time

Democratic State Committee has bought two spots on Mutual network in connection with New York Mayoralty campaign. Today Governor Herbert H. Lehman, will be heard at 7:45-8 p.m. from this city and on Friday, Senator Robert Wagner will be heard from Rochester at 10-10:15 p.m. Stations are WOR WABY, WIBX, WSYR, WNEF, WGR, and WHAM on a repeat show.

Col. Major Switched

Col. Jack Major will switch from his present CBS Monday spot to Tuesday, 3-3:30 p.m. period effective with today's airing. Major will keep present set-up intact

Elman and Salter Open Office

Dave Elman and Harry Salter have taken an office at 485 Madison Ave.

COMING and GOING

ED REYNOLDS, Radio Sales representative for WBT, Charlotte, and WJSV, Washington, is spending a week in Charlotte as the guest of William S. Schudt Jr., general manager of WBT.

ARTHUR H. HAYES, eastern sales manager of Radio Sales in New York, visits Charlotte this week.

C. R. JACOBS, acting head of construction and building operations department at CBS, is spending week in Minneapolis going over final plans and specifications and supervising placing of bids for WCCO's elaborate new studios. Construction is expected to get under way next week.

MACK MILLAR is due back in New York on Monday from a business trip to Hollywood.

ROBERT RIPLEY is due in Chicago over the week-end to open his exhibit at one of the local stores. He is also due to make a personal appearance the first of the week on the WLS Dinner Bell show.

IRVING MILLS returns from Hollywood today, and on Saturday returns to California in the company of IRVING S. BRECHER, who begins working for Warners.

ROBERT TAPLINGER leaves for Hollywood on Friday to assume his new post at Warners.

TOM FIZDALE arrives in New York tomorrow.

DR. ALLAN ROY DAFOE is visiting for one week in Buffalo and broadcasting from that city over WGR.

JAY CLARK of the Lennen & Mitchell radio department arrives in Hollywood to assist Mann Hollander in producing the Tyrone Power show.

JOE CONLEY, publicity director of WFIL, Philadelphia, was in New York yesterday on business.

CORK O'KEEFE, TOM MARTIN and MIKE NIDORF leave for Chicago today to attend Jimmy Dorsey's opening. O'Keefe and Nidorf continue to the Coast.

BILL BURTON left for Chicago on Sunday and will return Saturday.

FCC Sees Television Long Distance Away

(Continued from Page 1)

ings held last spring regarding allocation of radio frequencies for use of television. For the present, television stations will be assigned upon various channels from 44,000 to 108,000 kilocycles on an experimental basis with the same requirements as are now imposed. This will continue until several remaining technical problems have been solved and standards of transmission and reception are adopted, it was stated.

Rapee's Second Sibelius Airing

Erno Rapee, director of the Radio City Music Hall Symphony Orchestra, on Sunday will conduct the second broadcast in the series of Sibelius symphonies over WJZ-NBC-Blue network at 12:30-1:30 p.m. The work will be Sibelius' much discussed "Fifth Symphony." Selections from Mozart and Chopin will round out the program.



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1619 BROADWAY, NEW YORK, N.Y.

BOTH SIDES STUBBORN IN IRNA-AFM MEETING

(Continued from Page 1)
Clause 10, although there was considerable other talk.

Broadcasters could not see the wisdom of getting into tight places on sympathetic strike requirements and believe public opinion would be on their side in event broadcasting service was interrupted. As per demands of the IRNA membership, other concessions from the proposed trade agreement worked up by the AFM and IRNA Special Advisory Committee are also on tap. Full AFM Executive Committee, nearly all of them tired from traveling and extended conferences, took the position they were led to believe that the IRNA trade agreement was virtually set and now they return to find important clauses repudiated by the IRNA membership. Also, they are of the opinion that if they granted the IRNA demands, the IRNA would be dictating how the AFM should be run. On the other hand the broadcasters point out that they have hired musicians for 10 years or more and never had contracts with such stringent clauses as are now demanded by the AFM. On occasion the opinion was somewhat jokingly expressed that there are too many lawyers present now. In one respect the AFM feels that some of the attorneys are new to the conferences and much ground has to be covered all over again; also that on account of the broadcasting industry being new to labor agreements, the terms may sound harsh now, but eventually it will become an old story, and found practical.

In addition to the IRNA Special Committee headed by Samuel R. Rosenbaum of WFIL, and its attorneys Sol A. Rosenblatt and William Jaffee, networks were represented by Edward Klauber, M. R. Runyan, Lawrence Lowman and attorney Sidney Kaye, for CBS; Mark J. Woods and attorney E. G. Prime, for NBC. Henry Friedman attended as attorney for the AFM. Incidentally there are at least two attorneys each on the IRNA and AFM committees. An adjournment was taken until 11:30 a.m. today, with both sides hopeful that more progress would be made shortly.

Last Sunday afternoon's session of the AFM Executive Committee with Mutual web representatives resulted in no deal being closed.

Coverage Map

A graphic coverage map in a two-color, four-page illustrated folder which also provides time-buyer statistics is being distributed by KWK, St. Louis.

School of RADIO TECHNIQUE

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Western Electric Recordings in our studios... programs taken off the air

George Marshall Durante, Dir.
R.K.O. Bldg., Radio City, New York



NEW PROGRAMS—IDEAS

Audition Show Popular

The weekly audition for new talent held at the WBT (Charlotte) studios each Wednesday morning from 10 to 12 noon under the observation of Program Director Charles Crutchfield is one of the high spots of the WBT week. Proud mothers with precocious tots, hill-billies, would-be blues singers, novelty instrumentalists, and others pack the studio each week for the tryouts which have netted WBT only three staff artists during the entire span they have been held.

An unusual occurrence took place at a recent audition when T. D. Kemp, talent scout for the North Carolinas Theaters Inc., vied with Crutchfield for the services of a youthful vocalist, recently stranded in Chattanooga, with a vaudeville troupe, when the manager absconded with the funds. The husky-voiced baritone came to the WBT studio for the audition along with two other members of the stranded troupe. Kemp, brother of the famous Hal, just happened in on the audition looking for talent. Kemp and WBT both are bidding keenly with the young singer for his services. Jane Bartlett, vocalist and pianist, and Homer Drye and Billie Burton, both on the Briarhopper programs, are the only staff artists ever to come from the audition tryouts.

Safe-Driving Quiz

A program that should do much toward making motorists safety-conscious, yet lacking nothing in punchful entertainment, bowed in recently over WCCO, Minneapolis, in cooperation with the Minneapolis Star. Under tricky title Fender Benders, show takes quiz angle with two "professors of safe driving" asking random members of studio audience how they would handle cars under certain circumstances. Wrong judgment brings in scream, and sound of auto crash. Then professors correct the answer. First guest on the Sunday show was District Judge Levi M. Hall, who endorsed program. Future guests will include taxi drivers, filling station attendants, street car motormen, etc.

The Governor Speaks

Eight stations of Oklahoma Net arranged series of State broadcasts under title "The Governor Speaks to Oklahoma." Idea will be a permanent policy, non-political and non-commercial, and will go on no matter who is Governor. Discussions are limited to state affairs.

"Sneak Preview" of Auto Models

WQAM, Miami, claims a "first" with "sneak previews" of the 1938 model automobiles.

Employing a short-wave transmitter, Leslie Harris, special events announcer, and a crew of engineers, broadcast descriptions of the first arrivals of new models. Programs

came from warehouses, freight-car loading platforms, steamship docks and salesrooms, with the local dealers assisting in describing new features of the 1938 cars.

The series aroused much favorable local comment and created goodwill among the automobile dealers.

"The Editor Speaks"

WPAY, Portsmouth, O., reports enthusiastic reception of a new Sunday morning program entitled "The Editor Speaks." Editorials are read from local and nearby newspapers, the thoughts going over much more impressively than in the cold black-and-white of print.

Music and Flowers

Aptly titled "Music and Flowers," WDAF, Kansas City, has inaugurated a new 15-minute transcription program for the Telegraph Delivery Association of local florists. Short musical program and talk on flowers by an authority make up broadcast.

Auto Previews

"Previews" of new cars, broadcast by shortwave from city showrooms, is the new bright one over Hal Nichol's KFOX, Long Beach, Cal. Shots feature talks with managers, general descriptions of the cars, demonstrations of a running motor, and informal auto talk, with programs so far released from show spots of Oldsmobile and Chrysler.

WCCO Bureau Lands Booking

Minneapolis — The biggest annual live talent booking in the Northwest has again been given to the WCCO Artists Bureau. It is the Northwest Automobile Show, to be held Oct. 30—Nov. 6 in the Minneapolis Auditorium. This year's production will be the largest in the history of the show. Both the floor show and dancing will be handled by the WCCO Artists Bureau, headed by Al Sheehan.

Personals for Clem McCarthy

Clem McCarthy, announcer, will make personal appearances Thursday night at the Ritz, Roosevelt and Tivoli theaters in Newark and at the Sanford in Irvington. Lee Stewart, chief casting director for Vitaphone, will be emcee.

Tolcher Joins WHN

Arthur M. Tolcher, formerly of WOR, has become associated with the sales department of WHN.

ELLIOTT ROOSEVELT HEADS HEARST COAST STATIONS

(Continued from Page 1)

coast for 60 days or so and emphatically denies that any negotiations are on for the sale of these or any other of the Hearst stations.

Ford Billings, who has been in the berth taken over by Roosevelt, goes to the Chicago office, it is said, and Murray Grabhorn remains as manager of KEHE, with Bob Roberts in charge at KYA. W. C. Burke, connected with the Hearst Texas stations, accompanied Roosevelt here.

Personnel shakeup in Hearst Radio under Roosevelt was indicated by week-end resignations at KEHE of Mayfield Kaylor, program director; Pat Patterson, publicity head, and Ken Higgins, producer, together with the secretarial staffs attached to their respective offices.

Rockwell-O'Keefe Changes

Shifts at Rockwell-O'Keefe place Bill Burton working with Ralph Wonders in the act department, doing talent scouting as well as directing publicity. Jack Whittemore will work with Dick Ingram, who takes Mike Nidorf's place while latter is in Chicago in the band department and doing general scouting for new bands. Harry Squires will be in charge of all one-night bookings.

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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.

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AGENCIES

A SPECIAL meeting of the newly organized American Advertising Guild has been called for today at 155 East 34th St. to consider and adopt new by-laws to conform with the constitution of the United Office & Professional Workers of America. The American Advertising Guild, which was organized several months ago as an independent union of people employed in advertising, publicity and sales promotion, has voted to join the CIO, making the adoption of new by-laws necessary. Jurisdiction over all employees in advertising agencies, from office boys to account executives, has been granted to the Guild by the CIO in adherence to its principle of industrial organization. In all other fields, the American Advertising Guild's enrollment will be restricted to those employed in advertising, publicity and sales promotion departments.

JAY CLARK, former production aide to Mann Holiner in the Lennen & Mitchell New York office, rejoins his boss in the same capacity in Hollywood, where Holiner now handles the Jergens program and the Tyrone Power show for Woodbury.

GEORGE BOWLES, account executive with the Ferry-Hanley Advertising Agency, Kansas City, did not return to the air this fall with his "Tattler Sports Chat," aired via KMBC in past years, but makes football forecasts for the KMBC weekly sports broadcasts aired by Jack Starr.

A. D. LASKER, president of Lord & Thomas agency, Chicago, and daughter Frances, who have been on a world cruise, are now in Japan. Plan was to take a house at Peiping for a while but the war has prevented that.

GEORGE WEBER, v.p. of MacWilkins & Cole, Portland, Ore., is now directing the staff of the agency's Seattle offices, where activities are being increased. William Sandiford, formerly with KOIN, Portland, recently joined the MacWilkins & Cole radio department.

KENNETH C. RING has been elected vice-president of George H. Hartman Co. John T. Hollaway, formerly associated with Quaker Oats, has been added to the staff. Ring joined the agency in 1934 as radio director.

I have the honor of numbering among my clients the following prominent personages:

SHEP FIELDS	BENNY GOODMAN
ARTIE SHAW	SONNY KENDIS
FRANK PARKER	JOEY NASH
RICHARD HIMBER	JERRY BLAINE
TOMMY DORSEY	RUSS MORGAN
BERT HIRSCH	WILLIE FARMER
VINCENT LOPEZ	BUNNY BERIGAN
EMIL COLEMAN	

Jules Warberg
—INSURANCE—
John 4-2800 BEEKMAN 3-0375
80 JOHN ST., NEW YORK



● ● ● Buddy Clark replaces Stuart Allen on the "Hit Parade" tomorrow and will continue in this spot. Allen being set for a new show... Ed Smalle's choir is on tomorrow's show also... Report that Freddie Gibson will be replaced is not so... Allen also gets the Eddy Duchin-Elizabeth Arden vocalizing spot... "Hammerstein's Music Hall" goes under new sponsorship—Anacin in place of Kolynos... Shirley Lloyd will be confined to her bed for at least another two months... The Edward G. Robinson-Claire Trevor show for Rinsco which debuts tonite has been retitled from "Today" to "Big City"... With the permission of his present sponsor, Packard, Lanny Ross will appear on the last "Show Boat" program—the show which skyrocketed him... Frank Parker, who replaces Alice Faye on the Chesterfield show in Dec., also replaces Lawrence Tibbett on the Wednesday nite series in March... Clarence Muse has been set for a coast show sponsored by General Mills to be called "Aesop's Fables." Starting date and time not set yet... Peter Van Steeden will go west for the Fred Allen show, which is set to begin from the coast Nov. 17... Carlo Di Angelo, the director, is now under Ed Wolf's management and Benton & Bowles have assigned "Hilltop House" as his first assignment.

● ● ● At the Dick Himer Essex House opening the Jack Pearls asked George Burns and Gracie Allen how the kiddies were. Gracie said that they were wild about N. Y. and the oldest, Sandra, had said: "Daddy, you have enough money. Buy one of these tall buildings and let's take it back with us to Hollywood"... A KFOX remote broadcast from a downtown Long Beach, Cal., dept. store almost came to an abrupt ending last Tuesday when Hal Nichols, reading copy in front of a score or more customers in the store, came across the words that a department sale was in progress on "Dainty silk undies"... With a quiver in his voice he solemnly declared the fact, then spent the rest of the show trying to overcome a bad case of spasmodic laughter.

● ● ● Contrary to reports, Jeanette MacDonald remains on Vick's show until termination of series... Ethel Shutta goes into the "Glass Hat" at the Belmont Plaza, which opens Oct. 27 and will be aired via MBS. Frank Bessinger will head a colored choral group there with Val Olman's band... Estelle Taylor has been placed under Fanchon & Marco management... Vicki Joyce, Zeke Manners' sister, is currently singing at Clara Bow's "It Club"... Mary Livingstone turned down a 2-year starring contract at Para., feeling that she couldn't stand up as a film star and only has an air reputation... Shep Fields will open at the Palmer House in Chi. after Xmas... Lennen & Mitchell took over Rockwell-O'Keefe's space on the coast, while the latter moved into the Crosby building which has eight names of the Crosby clan on its street-level directory... The Eddie Cantor show will come east immediately following Deanna Durbin's 10 weeks of picture work... Florence George goes into "College Swing" with Burns and Allen, while Joe Penner's singer, Julie Gibson is being flicker-tested... Jack Bertall merged with Walter Batchelor... Tim Marks of the Earle Ferris crew has a mean shiner—from playing pigskin with KIDS on the block.

● ● ● A cocktail party for Tom Fizdale and Bob Taplinger is being given Thurs. in the penthouse of Yures de Villiers atop the CBS bldg... Bill Stern, NBCaster is wild over the assistance given him by Bill Q. Ranft and his help while airing the Harvard-Navy game from Baltimore through Red's WFBR. He says they're grand fellers... N. Y. Daily News' Inquiring Photographer devoted yesterday's entire pillar to question NBC, CBS and WNEW wordslingers on "what experience remains most vivid in your mind?"... Swell answers by Ben Grauer, Charles Stark, Howard Petrie, Doug Arthur, Ray Saunders and Martin Block.

GUEST-ING

GLADYS SWARTHOUT has been substituted for Amos 'n' Andy on tonight's "Hollywood Mardi Gras" (NBC-Red, 9:30 p.m.).

WINI SHAW, on "Melody Hour," tomorrow (WHN, 8 p.m.).

BUDDY MANNERS and GENE LESTER, on Don Albert's Musical, tomorrow (WHN, 9:30 p.m.).

JANE COWL and PROFESSOR WILLIAM LYON PHELPS, on "Hobby Lobby," tomorrow (CBS, 7:15 p.m.).

SONJA HENIE, on AL JOLSON program, Oct. 26 (CBS, 8:30 p.m.).

SPENCER TRACY, on final "Show Boat" program, Oct. 21 (NBC-Red, 9 p.m.).

GRACE MOORE and RICHARD TAUBER, on General Motors Sunday Concert, Oct. 24 (NBC-Blue, 8 p.m.).

ELISABETH RETHBERG, ADMIRAL WILLIAM D. LEAVY and TUNE TWISTERS, on "Magic Key of RCA," Oct. 24 (NBC-Blue, 2 p.m.).

WOOD Fire Drill Broadcast Draws 35,000 Spectators

Grand Rapids—WOOD has inaugurated a series of programs to publicize in dramatic form the various features, functions and accomplishments of the city government. The first of this special series was a mammoth fire fighting demonstration, with all facilities of the police and fire departments placed at the disposal of Stanley W. Barnett, manager, and David H. Harris, by Walter H. Sack, assistant city manager, to put over a really big show which would educate the public in fire prevention and the city's facilities for fire fighting. Exhibition was attended by a crowd estimated at more than 35,000, and all efforts were coordinated to get an effective message over to both the assembled crowd and the listening audience throughout Western Michigan.

Further special events promotions and broadcasts are being worked out between the city government and WOOD to publicize other municipal departments in a similarly dramatic manner.

★ F. C. C. ★
ACTIVITIES

APPLICATIONS RECEIVED

WHEF, Kosciusko, Miss. Auth. to transfer control of corp. to Roy L. Heidelberg, 1834 shares common stock.

EXAMINER'S RECOMMENDATIONS
Colonial Network, Inc., Providence, CP for new station. 720 kc., 1 KW., limited, be denied.

Geraldine Alberghane, Pawtucket, CP for new station. 720 kc., 1 KW., daytime, be denied.

Warner & Tumble Radio Service, Memphis, CP for new coastal station. 2558 kc., 25 watts, unlimited, be denied.



ORCHESTRAS - MUSIC



THE Bing Crosby troupe leaving for Spokane today to broadcast the Kraft show from Bing's home town on Thursday will include Larry Crosby, Mr. and Mrs. Crosby Sr., Bob Burns, Edmund Lowe, Connie Boswell, Mary Carlisle, The Four-some, John Scott Trotter and his orchestra, Josephine Tuminia, opera singer, Jerry Bergen and Johnny Burke, song writer. Bing is to be honored by Gonzaga University, his Alma Mater, with a Ph.D. in music during his stay; in fact the Northwestern city is going gala for a four-day celebration in honor of its famous son.

Carleton KeDell gets the coveted assignment as announcer on the new Edward G. Robinson series. Presently handling Chase and Sanborn, Hal Kemp-Chesterfield and Union Oil's "Thrills," an NBC Pacific Coast Red network program, the addition of this show to the KaDell list gives the young mikeman top ranking with two network shows on both NBC and CBS.

Signed to follow the current "Silver Theater" series, Jane Wyatt and Brian Aherne will play the leading roles in an as yet unselected vehicle, which True Boardman will script and Glenhall Taylor direct for Young and Rubicam.

Lewis Browne, commentator on the CBS "Headlines and Bylines" will cover a lot of territory on his 2000th University Graduate Extension course lecture on "The History of Civilization" this week.

The Jean Hersholt program for Cheshbrough starts over KNX on Nov. 7. Will be a Sunday feature at 2:30-3 p.m., and initial series runs to April 24.

Joe Penner is sponsoring a "baby shower" for Mrs. Nate Tufts, wife of the Ruthrauff & Ryan producer of the Penner show, in whose home a distinguished visitor is expected any day.

KFRC's "Phantom Pilot," directed by William Pabst, with Howard Duff in the leading role, has been taken by a sponsor after a brief run sustaining.

While Carlton E. Morse is in New York auditioning for another show, Michael Rafetto is handling production of "One Man's Family." Barbara Jo Allen and Bernice Berwin return to the cast following vacation. Kathleen Wilson was written out of the script for an episode while she vacationed with husband in Frisco.

A new orchestra, Freddy Berren conducting, and a new vocalist,

IRVING MILLS, instead of giving up his band booking business as rumored, plans to expand his artist and orchestra management activity. Mills has been on the coast and returns there next week-end.

Hudson-DeLange orchestra, with Betty Allen, vocalist, will play the week of Oct. 22 at Loew's Capitol, Washington, then head for a New England dance tour, booked by Mills Artists Inc.

"Exclusively," the first fall release of Whitney Blake, music publisher, is from the pen of Hugh W. Schubert, who has had numbers in the "Ziegfeld Follies" and in quite a few motion pictures.

Earl Truxell's staff orchestra at WCAE, Pittsburgh began a new series of popular programs Monday afternoon at 2:45.

CRA bookings: Jack Denny and ork play Omaha Auto show, Nov. 6-11, with Jolly Coburn slated for Syracuse exhibit Nov. 8-13 . . . Don Bestor and ork to the Melody Mill, Dubuque, Ia., on Nov. 17, and to Sigma Delta Chi frat dance, Bloomington, Indiana, on the 20th . . . Maurie Sherman's ork at Illini ballroom, Decatur, Ill., on Oct. 20, Rothwell Gym, Columbus, Mo., Oct. 22 . . . Johnny Hamp and ork play the Hanger ballroom, Marion, Ind., on Oct. 31, while en route to Roosevelt Hotel, New Orleans . . . Lang Thomp-

Edith Dick, will be introduced by Benny Rubin on the Don Lee-Mutual "Script Teaser" show tonight. Jerry Mohr, formerly on CBS, has been added to the announcing staff at KEHE.

Saul Shapiro, factory representative for Universal Microphone, back to the plant after a three weeks' business garnering trip in the Southwest.

Harry Maizlish adds "previews" of automobiles to KFVB activities. The pre-season showing of 1938 Dodge cars, with Bert Fiske's orchestra, Oscar and Elmer, Three Radio Rogues, Elaine Dahl and "The Tunsmiths" providing entertainment enceed by Johnny Murray, was aired Sunday night by the versatile KFVB showman.

FROM NOW ON
**COLONEL
JACK MAJOR**

WILL BE HEARD
3-3:30 ON TUESDAYS

WABC-COLUMBIA NETWORK

son and ork renew contract at Commodore Perry hotel, Toledo, and will remain there through November with NBC wire . . . Harry Reser and ork set for Arcadia ballroom on October 27.

Bill Thorne, baritone of the Roy Campbell Royalists, has been appointed male soloist of that singing group. He may be heard doing his new chore on the "Time of Your Life" commercial over WEAJ on Sundays at 5:30.

Shep Fields and his "Rippling Rhythm" orchestra, having concluded their work in "Big Broadcast of 1938" and now road-touring, play in: Mobile on the 20th; Montgomery, 21st; Birmingham, 22nd; Nashville, 23rd; Knoxville, 25th; Chattanooga, 26th; Gadsden, Ala., 27th; Sheffield, Ala., 28th; Evansville, Ind., 29th; Heron, Ill., 30th; St. Louis, 31st.

Orrin Tucker's crew has opened at Edgewater Beach Hotel, Chicago, with a Mutual wire.

Pianist Chauncey Grey and vocalist Vince Calendo, new additions to the Ernie Holst orchestra, have been signed to one year contracts by Holst, whose orchestra is currently appearing at El Morocco.

The Hudson DeLange orchestra will be featured with Lyn Murray's "Four Clubmen" in a Paramount short. Work started Monday at Paramount's Brooklyn studios.

Lee Elliott and her orchestra, who have been at the Stork Club in Providence for two weeks, have been signed for an additional six weeks. Booked through Arthur Grossman by Bert Salter.

Ferde Grofe will be the orchestra leader at the Army-Navy dance victory celebration in the Hotel Astor.

JULANE PELLETIER of WJJD moves her vocal and piano program to NBC today. She takes over spot formerly occupied by Art Tatum, who has returned to his night work at the Three Deuces Cafe.

Joe Sanders band, having closed at the Blackhawk, is on a three-week vacation before trekking westward. Joe is hunting and fishing in the Ozarks.

Burridge Butler, president of WLS, and Glen Snyder, general manager, are in New York on business.

A. D. (Scotty) Scott is handling production on the new NBC night club series.

Quaker Oats has bought spot participating periods on WTAM, KDKA and WXYZ through Lord & Thomas.

McMurdo Silver, president of the Chicago radio manufacturing company of that name, is in London with the view of setting a deal to sell his receivers in England.

Margaret Dempsey of "Winnie, Lew and Sally" on WLS, and James E. Murphy, president of Murphy Products Co., which has a show on WLS Saturday nights, are honeymooning.

Tom, Dick and Harry, having wound up current commitments on WGN and Mutual, have separated for a vacation before rejoining first of December in Hollywood where they report several cinema offers.

Writing Class at UCLA

West Coast Bureau, RADIO DAILY

Los Angeles — Andrew Love, NBC continuity acceptance editor here, has induced the UCLA Extension Division to start an additional course in radio writing. Love will conduct the classes, which start Nov. 3.

Tom Fizdale, Inc.

Complete Publicity and Radio Relations Service

is pleased to announce that

With the Appointment of Robert S. Taplinger as
Director of Publicity and Radio

For

Warner Bros. Pictures in Hollywood

It has acquired

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Telephone: Central 7571
Director: Marge L. Kerr

Hollywood
8532 Sunset Blvd.
Tel.: Woodbury 6-3101
Director: Jerry Farrar

London
102-5 Shoe Lane, EC-4
Telephone: Central 4176
Director: T. J. L. Crane

RADIO EXECUTIVE VISITING STATIONS throughout country will represent a national advertiser for services appealing to stations. If interested write or wire box No. A-112, RADIO DAILY, 1501 Broadway, New York City. All communications strictly confidential.

☆ Program Reviews and Comments ☆

"LLOYD PANTAGES COVERS HOLLYWOOD"

Raymonds Inc.
(Dona Ray Cosmetics, Nu-Ray Permanent Wave)

WABC-CBS, Sundays, 1:45-2 p.m.
Milton Weinberg Adv., Los Angeles
HIGHLIGHTS AND DRAMATIZATIONS INSTEAD OF GOSSIP MAKES DIFFERENT AND FIRST-RATE HOLLYWOOD REEL.

A different type of Hollywood program was inaugurated by Lloyd Pantages last Sunday. Showing wisdom in not following the overdone pattern of film colony gossip, Pantages featured a group of dramatized highlights dealing with movie capitol incidents. Initial bit was about Nelson Eddy getting his first taste of football on a film set, followed by a Wendy Barrie scene where a commercial was sneaked in, and then a scene about Nijinsky, whose career is in prospect of being filmed. Last skit was the best, touching a good human interest note.

In addition to these highlights, Pantages offered some bits of news comment, with Announcer Jackson Wheeler injecting a few words here and there. A brief review of a new film also was given.

Pantages has a good talking voice, an ample background, and has made a commendable radio start.

"30 Minutes in Hollywood"

George Jessel's second program over WOR-Mutual last Sunday at 6-6:30 p.m. was an improvement over the first, and it looks pretty certain now that it won't take him long to hit his real stride. Norma Talmadge, Amy Arnell, Dorothy McNulty, Josephine Starr and Tommy Tucker's orchestra all showed up to better advantage than in the initial show, and additional value was added by the guest-star appearance of Joe Weber and Lew Fields. Though they did a bit that dated back to their pre-war musical comedy glories, Weber and Fields registered very well. They sound like very good performers in front of a mike, and there are excellent radio possibilities in them, if given suitable material.

Tim and Irene

The new setup of the Tim Ryan and Irene Noblette show over WOR-Mutual on Sundays at 6:30-7 p.m. is not radically different from the previous routine, but the stars have developed smoother technique and the show as a whole is more effective in all departments. D'Artega's orchestra is a topnotch outfit, while Hal Gordon, the new tenor, brings an excellent voice into the picture and also serves for a bit of stoozing, which seems to have become a requirement of all tenors on variety programs. Another, unnamed, stooge on the program also helps the comedy end along. Del Sharbutt is the announcer. Charles Gaines is now producing the show.

"RISING MUSICAL STARS"

Sealtest, Inc.
WEAF—NBC-Red, Sundays,
10-10:30 p.m.
McKee, Albright & Ivey

PROGRAM SWITCH FROM VARIETY TO CLASSICAL MUSICAL OFFERS VAST IMPROVEMENT.

Initial program of new series proved to be a vast improvement over sponsor's previous radio attempts. Present show, offering new concert singers a chance to perform on the air for the first time, seems to have selected opening soloist with care.

Pauline Pierce, soprano, sang two arias and did an excellent job. Alexander Smallens conducts the symphony orchestra, Eugene Fuerst handles the 70-voice mixed chorus, and Richard Gordon is the commentator. Noticeable lack of excess chatter and commercial blah gave show a lift, with the musical portion moving swiftly, and constructed well. Program will present a different unknown as guest each week. Series replaces the James Melton program and should pull a big listening audience.

Al Roth

Switching to a Saturday 8-8:30 p.m. spot on WJZ-NBC-Blue, and adding Tex O'Rourke as emcee, the Al Roth orchestra with Karen Kempel and Joan Edwards as vocalists came over the air in a somewhat different dress from its former Monday night half-hour. O'Rourke injected a genial touch of informality and some humor. Miss Edwards sang "You Took Advantage of Me" pleasantly to her own piano accompaniment. Miss Kempel gave a charming rendition of "My Hero" from "The Chocolate Soldier." Roth provided a few of his distinctive musical tapestries and individual arrangements. All of which was very enjoyable. But when Roth stepped down from his maestro's pedestal to indulge in bits of stoozing for O'Rourke, it seemed that the radio variety melting pot had claimed another victim.

"Sunday Swing Concert"

For metropolitan dialers with a hankering for lively musical entertainment as early as 11:30 a.m. on Sundays, Martin Block's "Sunday Swing Concert" sponsored by Madison Personal Loan over WNEW fills the bill very nicely. Last Sunday's show, aired from the International Casino, where the next program also will originate, had Tommy Dorsey, Edith Wright, Jack Leonard, Sue Mitchell and Milton Herth as guests, along with Merle Pitt's band. They combined to provide a well balanced and adequately diversified menu of swing selections and interpolated vocals, as good an hour of its kind as you're likely to find on any station.

"DOG HEROES"

Modern Food Process (Thrive dog food)
WJZ—NBC-Blue, Sunday, 4:45-5 p.m.
Clements Co., Philadelphia

ENTERTAININGLY DRAMATIZED STORIES OF CANINE BRAVERY, WITH WEEKLY AWARD.

Particularly for folks who own dogs or have an interest in them, this new Sunday series has a satisfactory amount of entertainment values. In a human interest vein, the brave deeds of dogs are presented in one-act dramatizations, with Harry Swan serving as narrator as well as doubling for all the voices in the show. Each week, also, a medal will be awarded to the "bravest dog of the week" as selected by a committee. Initial playlet dealt with a dog who saved his mistress from being robbed.

"Everybody's Music"

Howard Barlow's "Everybody's Music" over CBS on Sunday afternoons concluded its 1937 series in a blaze of glory last Sunday with a two-hour broadcast instead of the usual one hour. It was an eventful program, consisting of a review of the highlights of works presented by Barlow during the series and including "Green Mansions," written by Louis Gruenberg especially for radio. Hollace Shaw provided the vocal treat of the show, with Melville Ray and Ernest McChesney also showing their talents on this end. Music fans will look for the return of "Everybody's Music" with Maestro Barlow and Commentator Henry M. Neely.

"Veterans' Campfire"

Intended as a "meeting place" of World War veterans to swap yarns about the big fight of nearly 20 years ago, this quarter-hour which bowed in at 9:15 p.m. last Friday over WNEW is all right in idea but the execution was poor. Program was entirely ad-libbed, which is a handicap from the start unless the emcee is unusually resourceful in a situation of this kind, and on top of this it seemed that the boys were nervous and had poor deliveries. Larry Nixon conducted the program.

Chamberlain Brown

The Chamberlain Brown program over WMCA on Mondays at 1:15 p.m. embarked on a new angle this week, going in for a dramatic story with action taking place in Brown's Broadway theatrical office and members of his staff as part of the cast. The tribulations of play production and attendant complications are woven into the script, which utilizes guest stars from Brown's ample list. It gives the program a continued interest that should help attract additional steady listeners. Show is written and directed by Brown.

CARBORUNDUM BAND

Edward D'Anna, leader
Carborundum Co.
WABC-CBS, Sunday, 7:30-8 p.m.
B. B. D. & O.

PLEASING PROGRAM OF BAND MUSIC PLUS INDIAN LEGEND.

Starting its ninth season, the Carborundum Co. returned Saturday with Edward D'Anna's band plus the interesting Indian legends related by Francis D. Bowman, who handles all the talk on the program. The band numbers represented a diversified selection of marches interspersed with an operatic overture, some bits from "The Fortune Teller" and other pieces. Musical end of the program, as in past seasons, was nicely arranged, making it not too heavy and not too light. To these ears, at least, it's just the right kind of a band concert for radio listening.

Bowman's Indian legends also are always enjoyable, both in story content and in the way they are delivered. Bowman is one commentator-announcer who can make his commercials as near painless as it is possible to make them.

"NBC Spelling Bee"

Back after its summer recess, the "NBC Spelling Bee" piloted by Paul Wing took over the 1:30-2 p.m. Sunday spot over WJZ-NBC-Blue with a word contest that was definitely in the upper brackets. First performance had a group of last season's champs as contestants, and they proved to be unusually formidable in the handling of words. The principally interesting angle of the program is the "Verbal Treasure Chest," wherein the emcee fishes out words from a chest and the contestant wins a cash prize of from 10 cents to \$5, as marked on the respective slips, if he spells the word correctly. For instance, "dumbbell" was the 10-cent word, while "maxixe" paid \$5—and both were won on the first try. Both in the ability of its contestants and the manner in which it is conducted, this is the ace of radio spelling bees. Robert Waldrop, announcer, assists Wing.

Columbia Workshop

In Sunday night's double-bill presentation of the Columbia Workshop over CBS at 8-8:30 p.m., the dramatization of "The Killers," Ernest Hemingway's short story about gangsters, was an engrossing piece of dramatic tenacity, but it had too many low-register monotone lines to pack a punch. This may have been the intention of Director Irving Reis, and it was interesting as an experiment with possibilities.

The Georgia Backus playlet, "Il-lusion," second half of the bill, was an entertaining piece of fantasy, well written and ably presented, also more lifelike by comparison with the preceding skit.

Program ☆
Reviews ☆

"JENNY PEABODY"

F. & F. Laboratories Inc.
(cough drops)

WABC-CBS, Mon., Wed., Fri.,
3:30-3:45 p.m.

Blackett-Sample-Hummert

**ROUTINE SERIAL OF SMALL-TOWN LIFE
MAKES ENTERTAINING START.**

Central character of this new afternoon serial is a wise, warm-hearted and philosophical elderly woman who owns a small-town general store and little hotel, in addition to which she is postmistress and thereby knows all about what's going on in the village. It's good human interest stuff of the routine variety, with the first episode signing off on a suspenseful note involving the fate of an orphan boy who's in need of a home.

Mento Everitt plays the role of Jenny and makes it an interesting character. Surrounding cast also fits well into the picture.

Phelps Phelps

Over WMCA at 12:45 p.m. on Sundays comes Assemblyman Phelps Phelps, who also is an author and publicist besides being one of the more forceful and direct orators of the radio. A crusader for the underdog, Phelps discourses informatively and intelligently on local politics and economics, the food and housing situation, and other subjects of interest to his constituency. He is a talker with talents that could be appreciated on a wider scale than the local field.

Alberta Hunter

Alberta Hunter, NBC's sepián torch singer, made her debut last Friday, 6:35-6:45 p.m., on the Red network, singing a list of popular tunes. "Chez Moi" was sung in French. Her best number was "Some of These Days," but that was not too good. Former night club singer lacks the "umph" in her voice to make her songs click over the air. She no doubt can make up for this lack of emotion when singing before a live audience, but "radio is different."

OKLAHOMA CITY

Earl Hull, WKY chief engineer, and Gayle Grubbe, station manager, went to Lincoln to facilitate coverage of Okla.-Neb. game.

George Jessel's Mutual show, "30 Minutes in Hollywood," is being sponsored here by Okla. Gas & Elec. over KTOK.

Two local high schools are offering radio classes, with KTOK allotting each a quarter hour weekly.

KTOK is airing an amateur talent show from Victoria Theater for B. C. Clark, jeweler.

☆ PROMOTION ☆

Plug "Follow the Moon"

"Follow the Moon," script show now being plugged by Pebeco Toothpaste through pamphlets distributed in all drug stores and drug counters throughout the country. Program, which is heard over a CBS network of 21 stations Monday through Friday, 5-5:15 p.m., is dramatic in nature, and pamphlets tell story to date, and advise readers to tune to sketch immediately to continue story. Pamphlet was written by George Scher, radio publicity director of Lennen and Mitchell, advertising agency that handles the account.

Free Photo Offer

Tying up with screenland gossip program, Katz Drug Stores of Kansas City, Kan. are offering 8x10 inch photos of movie stars to listeners who call at any one of the outlets. Program airs over KCKN.

PHILADELPHIA

Joe Connelly heads WFIL's enlarged news bureau with 65 minutes of daily commercial news shots added to the program. Al Stevens, former chief announcer, becomes the "Voice of the News," devoting himself exclusively to that field.

KYW feeds three more sustaining shows to NBC network this week: "Songs by Carlotta," with Carlotta Dale; "Rhythmaires," dance program increased to five days a week, and "Through the Years," under direction of Jan Savitt.

Nathan Fleisher, director of foreign programs at WDAS, has been appointed director of Jewish publicity for the Republican Central Campaign Committee. It won't conflict with his radio work.

Flo Donato, former WDAS Italian announcer, has been promoted to director of the "Swing Parade."

Leslie Joy, KYW, manager, says station is officially on a five-day week in keeping with NBC policies.

Mail Recipe Cards

Three thousand recipe cards will be mailed each week on request to listeners of Eleanor Howe's "Pantry Party," radio cooking class series over WBBM, Chicago. Miss Howe will also answer telephone inquiries on cooking problems shortly after they are received at each broadcast.

School Dramatic Competition

A Junior High School radio dramatic competition to be participated in by schools of Greater Boston opens Wednesday at 4:30 on the WAAB. Program is sponsored by Whiting Milk Co. of Boston, of which Robert A. Burns is advertising manager.

Radio listeners will vote on the outstanding performer each week and the winner of a special final play-off will be awarded a year's scholarship to the Emerson Dramatic College.

KANSAS CITY

Jack Starr, KMBC sportscaster, is laid up with a throat infection. George Kuyan is pinch-hitting.

Karl Kreuger, noted conductor, is featured in a new weekly series by the Philharmonic Orchestra over WDAF.

KCMO has signed Advance Baking Co. for a second year of spelling bees, through the Barrons Agency.

Katz Drug Co., operating a chain in this area, returns to the air over KCKN after a summer recess with "Screenland Reporter" conducted by Ruth Royal.

Kenneth H. Cook has joined KMBC as technical assistant.

Beulah Karney, who conducts KMBC's "Happy Kitchen," goes to the hospital for an operation. Caroline Ellis will sub for her.

Crown Drug Co., middle west chain, is using two daily KCMO programs in a 30-day contest in which 30 Chevrolets are being given away. This makes third year of the same contest by Crown.

NEW BUSINESS

KFRU, Columbia, Mo.: Chevrolet, "Vic Arden's Guests"; Skelly Oil Co., "Court of Missing Heirs"; Artophone Company; Philco; Zenith; Purina Mills.

KSFO, San Francisco: Van Camp's Pork and Beans, "Charlie Chan stories"; Folger's Coffee, "Judy and Jane".

WHO, Des Moines: Bauer & Black, May Robson's "Lady of Millions"; Oldsmobile, Glen Gray's orchestra; Midcontinent Petroleum Corp., news.

KGNO, Dodge City, Kan.: Skelly Oil, "Court of Missing Heirs", through Blackett-Sample-Hummert; Swift's "Allsweet," through J. Walter Thompson; Rexall, "Magic Hour", through Spot Broadcasting; Chevrolet, through Campbell-Ewald.

WSVA, Harrisonburg, Va.: Atlantic Refining Co., through N. W. Ayer & Son; Procter & Gamble (Oxydol), "Ma Perkins", ETs;

Chevrolet, spots, through Campbell-Ewald; Ford, spots, through McCann-Erickson. . . .

KCKN, Kansas City, Kan.: Chevrolet, spots, through Campbell-Ewald.

WDAF, Kansas City, Mo.: Baucr & Black (Velour Hand Lotion), May Robson's "Lady of Millions," ETs.

WFIL, Philadelphia: Dodge Motor, spots, through Ruthrauff & Ryan; Chevrolet, spots, through Campbell-Ewald; Personal Finance Co., ETs; Health Aids, Inc., through Franklin Bruck Agency.

WIP, Philadelphia: Pennsylvania State highway safety campaign; Personal Finance Co.

WNEW: Shell Union Oil Co., "Pigskin on Parade," through J. Walter Thompson Co.

WHN, New York: Chevrolet, announcements.



ADVERTISING
THAT IS
READ PAVES
THE WAY TO
BIGGER AND
BETTER
BUSINESS
ADVERTISING
IN
RADIO DAILY
IS READ



SAN FRANCISCO

KYA momentarily expecting a visit from Elliott Roosevelt, newly appointed general manager of the California Radio System. Both the President's son and Ford Billings, former mgr., who will go to an eastern post, are in L. A. and plan an immediate Frisco visit.

NBC changes: Edna Fischer, staff pianist, going to Hollywood soon for music work with one of the larger studios . . . Helen O'Neill, formerly of the Artists' Service, succeeds Production Manager Arnold Maguire, who has gone to L. A. with "Carefree Carnival" . . . Cleo Pottinger is the sole member of a new Artists' Service to handle contract work.

Following its two-week period as a sustaining, "The Phantom Pilot" flies over KFRC and Don Lee Network as a sponsored aviator for Langendorf Bakeries. Production Mgr. Bill Pabst is directing.

Keith Kerby, KSFO announcer-producer, and wife, Dr. Jeanne Kerby, left Sunday p.m. for Klamath Falls, Oregon to attend wedding of Ellen Kerry, radio actress here, to John K. Schneller, control supervisor of KOIN, Portland.

Olive West of "Hawthorne House," "Memory Lane," and other local sketches, entrained for New York for a long rest.

Harry LeRoy has been named special features announcer at KGGC. He'll handle all remote controls.

NASHVILLE

WSIX has sold local high school football game for commercial sponsorship, with Joe H. Calloway Jr. handling details, while Ray Adkins will give commercials.

"Three Buddies" (Cecil Luck, Glenna Dotson and Bill Byrd) is a new WSIX program.

"Tomorrow's Winners," directed by Peter Brescia, gives football dope to WSM listeners.

New WGN Transmitter

Chicago—WGN has received FCC approval to move transmitter from Elgin to a new 100-acre site 15 miles nearer Chicago. Plans call for building of complete new unit, with 750-foot vertical radiator.

ONE MINUTE INTERVIEW

DOUG STORER

"Successful introduction of a new type of program is usually followed by a wave of shows following the same basic pattern, as exemplified by the amateur hours and Ripley. When the cycle of this fad appears to have been run, there come predictions of calamity, engulfing also the original production. Major Bowes offers convincing evidence that this is not the case at all. The original is firmly rooted, with the advantage of a cumulative build-up. It is beyond the fad it indirectly might have started."

★ Coast-to-Coast ★

BARBARA RUNYAN and Larry Ebker, song - and - patter team known as "Larry and Sue," have signed a contract with WSPD, Toledo, to broadcast exclusively over that station daily. The pair have been broadcasting for the past 14 months over WLW, having moved there from WHIO, Dayton, where they were heard for nearly a year.

Harold (Hod) Grams is a new announcer at WHO, Des Moines. He has been at WOC, Davenport.

John H. Clark former emcee at Lookout Mountain Hotel and sports announcer for INS, is the latest addition to the announcing staff at WATL, Atlanta.

Benedict Hardman, Iowa Network news editor, is presenting the news for three new sponsors. He airs the "Noon Extra" on KRNT six days a week for Davidson's Furniture Co. and his "Final Edition" is sponsored three times a week over KRNT by Des Moines Electric Co. and three times weekly by Sanders Motor Co.

"Uncle Dudley & His Barn Dance Gang," which is the best mail puller on WRBL, Columbus, Ga., also enjoys a large audience at the broadcast from Columbus Exhibit Hall where the admission is 50 cents a head.

Harry Mack, WOR Newark studio manager, has purchased about 70 acres of land in picturesque Hunterdon County, N. J.

Jerry Divine is writing the script for Lenore Ulric's appearance on the Al Pearce show over CBS on Oct. 26. Entire booking was set by Charley Furey of the Herman Bernie office.

Mary Dolores Hanford, Norwalk, Conn., soprano and longtime WICC (Bridgeport) favorite, has come to New York for another WEVD series, "Sunshine and Shadows," 8:15 p.m. Wednesdays.

Maybelle Hinton, who has been head of continuity and director of women's programs at WBRY, Waterbury, Conn., was married Oct. 15 in Holyoke to Stanley R. Osborne, electrical engineer. The couple will reside in Albany.

WLBC, Muncie, Ind.: Believe-You-Me-Higgins interviewed Wilbur Shaw, winner of the Indianapolis Speed Classic, on the Sports of Today program . . . Bill Craig, commercial manager, returns from New York . . . Ottis Roush, chief announcer, and Jimmy Fidler, the weatherman, helped Don Burton, owner, to broadcast Ind.-Ill. game . . . Henry "Harpo" Marks, announcer, writing Creditors show.

KFRU, Columbia, Mo.: Lillian Kcene has joined as secretary to

Manager Chet Thomas . . . Bill Haley, announcer and emcee from KMOX, St. Louis, is now on the staff here . . . George Guyan, program director, is announcing all home games of U. of Mo. and reconstructing the six road games by wire reports . . . David Frederick of the continuity staff has been promoted to the research department . . . Bill Haley and his Hillbilly Gang have become so popular, with fans wanting to see them in person, that they have played 25 outside engagements in two weeks.

Harriet Allyn, radio actress and impersonator, and Edward J. Crowley, director of the Grand Rapids (Mich.) Civic Players, are engaged.

WHO, Des Moines: James L. Gwynn of the transmitter engineering staff and Roy Pratt of the downtown studio engineering force have swapped positions . . . Bill Osborn and Bob Ballantine, guitar and harmonica team, left this week after a year here; Bob joining "National Barn Dance" . . . Mabel Moss Madden stars in a new program, "Musical Day Dreams," with Don Hovey, Garnette Arrick, Lenore Mudge Stull and Garrett Barnard in supporting group.

Dr. Benjamin Swalin of U. of North Carolina is presenting a new series of instrumental music of the seventeenth century over WDNC, Durham, N. C., on Wednesday nights.

KGNF, North Platte, Neb., did a nice job of airing several important talks by officials of the Parent-Teachers Ass'n at the state convention the latter half of last week. Program Director John Alexander had John E. Hayes, first v.p. of the National Congress of Parents and Teachers, and Percy Powell, Nebraska PTA president, among those before the mike. The KGNF "news room" also carried complete convention reports on all newscasts.

KWK, St. Louis: Ernie Vogel, engineer, married Ann Neise the other day . . . Allan C. Anthony is back on the job with his nightly program, "String Nocturne," after a touch of laryngitis . . . Bob Richardson and Danny Seyforth are doing nicely with the interviews from apartment buildings.

WBAL, Baltimore: Stafford Carson, engineering department, has received his first-class radio telephone commercial license, passing with a mark of 92½, the highest in a large group . . . Warren Baker, 15, is making quite a hit with his plays, the latest of which is "A Little Helps," being aired tomorrow.

Glen Gettemy, commercial representative at KFOX, Long Beach, Cal., holds the station record for surf fishing.

PITTSBURGH

Della Gillis, former Chicago actress on both NBC and CBS, is now a permanent member of the WCAE dramatic staff.

Johnny Boyer, former singer and production man for several eastern stations, now giving sports revues over KQV.

Joe Vilella, KQV publicity man and originator of Pittsburgh's original "Night Clubbe of the Air," is now doing his disk show for S. H. De-Roy jewelers.

Alexander MacLachlan, former University of Pittsburgh student, debuts his script show "Aunt Agatha" this week over KDKA.

Chet Smith, Press sports editor, being sponsored by Duquesne Brewing over WJAS. Placed by Walker & Downing.

Purv Pullen, former KDKA singer, now a WTAM star, was in town visiting his former co-workers this week.

Max Hartman is pinch-hitting in Jim Murray's "Pigskin Preview" over WCAE until Jim's return from the Pitt game in N. Y.

Walt Framer, did his fifteen hundredth broadcast on "Hollywood Show Shopper," Friday over WWSW.

Wes Carr, WWSW studio announcer and handler of the nightly feature, "Snapshots in Rhythm and Sports," has sold the show to Allegheny County Dodge Dealers for 13 weeks.

Norman Twigger, WCAE newscaster, doing a morning news show for the makers of Mennen Shave Cream.

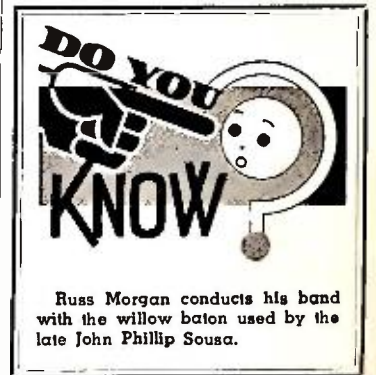
Carolyn Dickson of KDKA becomes the bride of William H. Cuttino, Westinghouse engineer, next month.

Beckley Smith, WJAS newscaster, recently completed his third year for the same sponsor, Kaufman store.

Brian MacDonald, conductor of Wilkens Amateur Hour over WJAS, celebrated show's 100th broadcast Sunday. Jack Logan handles commercials and Jerry Mayhall is musical director.

Verne Smith for Script Show

Verne Smith has been signed for a role in the CBS script show, "Arnold Grimm's Daughter," which is part of the Gold Medal Hour, heard Monday through Friday, 1:30-1:45 p.m.



Russ Morgan conducts his band with the willow baton used by the late John Phillip Sousa.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 78

NEW YORK, N. Y., WEDNESDAY, OCTOBER 20, 1937

FIVE CENTS

FCC Disqualifies Payne

AFM AND CIO MAY JOIN IN CAMPAIGN BY RADIO

Results of the meeting held last week between CIO department heads and John Lewis in regard to radio situation are not being released due to recent decision of both the CIO and AFL to meet in a peace conference later this month, it has been learned. Primary reason for CIO to enter into a radio campaign was to break into the fields now dominated by AFL, but (and the possibility

(Continued on Page 5)

Joe Glover Is Elected Arrangers' Guild Prexy

The newly formed Arrangers' Guild yesterday held its first official meeting as a group and elected officers for a one-year term. Joe Glover was named president; Bernie

(Continued on Page 2)

AP Adheres to Policy On News for Stations

Persistent reports that the Associated Press plans to sell news to radio stations at large, for commercial purposes, was again denied yesterday by the AP, which pointed out that

(Continued on Page 2)

Garland to WHIP

Chicago — Charlie Garland, for years senior salesman at WBBM and lately assistant to Ralph Atlas at WJJD, has resigned to become sales director of WHIP, the new 5,000 watt Hammond station. Other additions to WHIP staff include Ardella Kay, continuity editor; Gordon Ray, dramatic productions; Jack Holbrook, chief announcer, and M. W. Shrademeyer, chief engineer.

35-in-1

On next Friday's broadcast of "The Johnson Family", Jimmy Scribner, radio's biggest one-man dramatic show, will set a new record for himself by playing 35 characters. A courtroom incident is involved, and Scribner will play all parts from judge and jury to plaintiff and defendant. Show airs on WOR-Mutual.

Novelty

As guest star on his NBC-Blue network program at 6:45 p.m. tomorrow, Lowell Thomas will have Mme. Frances Alda, noted opera star. But instead of singing, as singers usually do when they guest-star, Mme. Alda will speak. Last night, Thomas' guest was Harrison Forman, Tibetan explorer, just back from the Far East with films of the war in China. He covered the Shanghai hostilities for "March of Time".

FIVE NBC COMMERCIALS ARE LINED UP FOR WHN

Five commercial programs now airing over the NBC networks have been lined up for the new NBC-WHN hook-up, it is learned. The NBC-WHN arrangement started last night when WHN carried Packard's "Hollywood Mardi Gras". It is understood that the second program set for WHN is

(Continued on Page 3)

Gen'l Mills Continuing WMCA Three-Hour Show

Following General Mills' failure to obtain broadcasting rights to football games for the 1937 season, it was learned yesterday that the three-hour broadcast aired over WMCA through the summer in behalf of

(Continued on Page 2)

WHK Peace Broadcasts

Cleveland—Classifying the move as the city's first organized radio plea in answer to threats of war involving the U. S. the Cleveland Emergency Peace Campaign Committee is

(Continued on Page 2)

IRNA-AFM "Report Progress" But Today Is The Final Stand

Hines Hatchette Joins John H. Perry Associates

Hines Hatchette, for the past six months on the Hearst Radio sales staff and before that with WMCA-Intercity, radio director of Webb Associates, agency, and manager of

(Continued on Page 2)

Commissioner is Barred From Sitting at Hearings Against Attorneys Paul Segal and George Smith

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

HOUSE RULES COMMITTEE FAVORS A RADIO PROBE

Washington Bureau, RADIO DAILY
Washington—Congressman John J. O'Connor, chairman of the powerful House Rules Committee, yesterday predicted that "there is going to be a radio investigation". O'Connor, who previously predicted that the wages and hours bill would receive favorable action from his committee at the special session next month, now adds that his committee also now looks with favor on "a radio investigation resolution incorporating the essential features of the Connery measure". The Connery bill remained bottled up in the Rules Committee after a brief hearing in the last session.

Cheney Bros. Resuming Advertising Campaign

Cheney Bros. of New York, high grade silk manufacturers, is resuming advertising after a lapse of 10 years and will use newspapers supplemented by spot broadcasting campaign. First radio contract is with WLW, effective Oct. 25, for a series of spot announcements. Silk necktie division may come in for much of the advertising inasmuch as Cheney has been making them since 1836. According to Jay Lewis Associates, handling the account, the additional radio spots will be spread along the Atlantic seaboard.

Washington — Disqualification of Commissioner George Henry Payne from the hearings was the highlight of yesterday's opening of the FCC case against Paul Segal and George Smith, local attorneys, charged with unethical practices. At a meeting before the full Commission, Lawrence Koenigsberger, attorney for the defendants, threw a bombshell into the proceedings by demanding that Payne be disqualified from the Commission because of his previous activity as chairman of the investigating committee which it was alleged made him biased. Koenigsberger declared that Payne had purposely gone out of his way to publicize details of the case in the press because of his suit against the publishers of a broadcasting magazine for which Segal and Smith were attorneys.

"I move that Commissioner Payne be disqualified because of personal malice in this case," Koenigsberger told the Commission. "His malice has been demonstrated by his conduct which shows that he has deliberately planned a campaign of publicity through the daily press in an effort to pre-judge the case in the public mind".

In answer to Koenigsberger's charges, Payne declared that he had no intention of disqualifying himself and that if such a procedure took place any one of the Commissioners might do the same thing, thereby crippling the working of the Commission. Koenigsberger then stated that

(Continued on Page 3)

Prolific Sponsor

Chicago—Evans Fur Co. is adding a seventh local program, on WBBM, to promote its fur coat sale. Firm is using the George Jessel show via WGN-Mutual, and has others on WGN, WMAQ, WCFL, WJJD and WAAF. As WCFL drops foreign language airings next month, this show may move to WGES. Auspitz & Lee is agency.

(Continued on Page 3)



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Tuesday, Oct. 19)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	147	140	147	- 2
CBS A	18	18	18	- 1
CBS B	18	17 1/2	18	- 3/8
Crosley Radio	8	7	7 1/2	+ 1/2
Gen. Electric	40	34	39 1/2	+ 4 1/4
North American	17 1/4	14 1/8	17	+ 2 1/2
RCA Common	6 1/8	4 3/4	6	+ 3/8
RCA First Pfd.	52	48 1/2	52	+ 2
Stewart Warner	9 1/8	5 1/2	9 1/8	+ 1 1/2
Zenith Radio	16 7/8	12	16 1/2	+ 1 1/2
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	10	7	10
Majestic	1 1/8	7/8	1	+ 1/8
Nat. Union Radio	7/8	3/4	3/4	- 1/4

Hines Hatchette Joins John H. Perry Associates

(Continued from Page 1)

WGAL, Lancaster, has left Hearst to join the New York office of John H. Perry Associates, newspaper and radio representatives. William K. Dorman is manager of Perry's local office.

WHK Peace Broadcasts

(Continued from Page 1)

inaugurating a series of 20 broadcasts over WHK to "override war propaganda" and keep this country clear of foreign entanglements. Prominent civic and church leaders will participate.

Hildegarde for the Ritz

Hildegarde, NBC chanteuse, will be the featured attraction when the newly decorated Crystal Garden at the Ritz-Carlton Hotel opens for the season on Oct. 27.

First in local accounts
in Chicago
WGES
(In the heart of Chicago)

Joe Glover Is Elected Arrangers' Guild Prexy

(Continued from Page 1)

Mayer, secretary, Bill Challis, vice-president, and Don Walker, treasurer. Group, which now numbers 18, voted for a restricted membership, with only top-notch arrangers set for membership in the immediate future.

Major issue before the Guild at present concerns affiliation with the American Federation of Musicians. AFM is in favor of the affiliation, which will allow the Arrangers' Guild to become associated with the AFM, and the AFM will attempt to have all bands use only those arrangers that are members of the Guild.

It is expected that another meeting will be held in the near future and that at that time definite action concerning membership and the proposed affiliation with the AFM will be taken.

WATL Offers Scholarships For High School Scripters

Atlanta—Six scholarships totaling \$700 will be offered high school seniors in this area in a script-writing contest to be conducted by the educational department of WATL, with director Para Lee Brock in charge. Students in both public and private schools in four counties will be invited to submit half-hour radio dramas on music, literature, science, history, or home economics subjects.

Two scripts, one by a boy, the other by a girl, will be selected from each school and aired over the station in further eliminations, to be judged by a group of experts approved by school officials. There will be two first awards of \$200 each, two seconds of \$100, and two thirds of \$50. The money to be paid directly to the college or university selected by the winners for 1938-39, plus another award of \$50 each to the school which produces the two first-prize winners. J. W. Woodruff, owner of the station, has personally contributed the prizes.

WMC Revises News Setup

Memphis—Under a reorganized setup, WMC now airs a complete newscast coverage of national, sectional and local events, with Associated Press automatic leased wire printers installed in the station's own newsroom, and arrangements with the editorial staff and rural correspondents of The Commercial Appeal for fast and aggressive treatment of all news. Station is affiliated with Commercial Appeal.

Fathers of the Funnies

Problems confronted by comic-strip artists in evolving their "brain children" will be aired in a weekly series of round table discussions by the famous artists themselves in a new program, starting tomorrow at 7 p.m. over WINS. Carl Anderson, Walter Berndt, Otto Soglow and Russ Westover are among the artists who will be heard.

AP Adheres to Policy On News for Stations

(Continued from Page 1)

at the recent quarterly board meeting, the radio angle wasn't even discussed. Apparently what complicates the situation and gives rise to the reports is the fact that newspaper members of the AP which own stations are allowed to broadcast the news, non-commercially, upon payment of about 10 per cent additional on the original wire charges. It is taken for granted that such outlets will not broadcast news to the extent of hurting their newsstand or subscriber sales.

AP cannot decide to sell news without a membership vote of its franchise-holders, and since it is a non-profit organization based on franchises to members who pay according to the population they service, etc., it is not regarded as likely that the AP will ever agree to sell news to outside stations.

Gen'l Mills Continuing WMCA Three-Hour Show

(Continued from Page 1)

Wheaties will be continued through the fall and winter season, with express purpose of show being to broadcast football summaries and forecasts in addition to other winter sports.

Sponsor, who has been one of the largest time buyers of baseball in broadcasting, announced early this fall that it would attempt to break into the football monopoly now enjoyed by Atlantic Refining and Kellogg. However, unable to do so, General Mills will experiment this year on WMCA, and, if idea proves successful, will enlarge scope next fall. Present contract with WMCA runs through April, 1938. Program is heard 2:30-5:30 daily and is entitled "6 Star Revue". Knox-Reeves, Minneapolis, is the agency.

CBS Airing Auto Show

CBS has set a series of seven broadcasts for coverage of the Automobile Show. Programs will be heard daily except Sunday beginning Oct. 27. Periods set are six 15-minute spots during which leaders of the industry will talk, and one half-hour spot during which a dramatized history of the industry will be presented. Mel Allen and Charles Stark will do all the announcing.

Star Adds 3 Stations

Star Radio has added stations CKMO, CJRM and CJOC to its list of subscribers for Star commercials.

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

COMING and GOING

TED HUSING goes to Ohio for the airing of the Ohio State-Northwestern pigskin classic on Saturday via CBS.

GRACE MOORE arrives in New York today from California and she appears on the General Motors Concert on Sunday via NBC.

HERMAN BERNIE arrived in New York yesterday from a two-week business trip to Hollywood.

CLEMENT WATSON, vice-president of J. Walter Thompson, sails today aboard the Washington for Europe with MRS. WATSON.

STANLEY WESSEL, vice-president of The Wessel Co., Chicago, is in New York.

NORMAN SIEGEL, radio editor of the Cleveland Press, is in town for the remainder of the week.

JANE PICKENS starts a theater tour next week opening at Loew's Capitol, Washington, on Oct. 29, booked by Harry Bestry.

ROBERT EMMET DOLAN went to Philadelphia to witness opening Tuesday night of "Between the Devil", which features Vilma Ebsen, his wife.

Winchell Back Nov. 21

Walter Winchell will return to the air for Jergens Nov. 21, it was learned yesterday. Winchell has been vacationing from the air because of illness.

Sylvia Froos Follows Perkins

Sylvia Froos and the Bob Stanley Orchestra on WOR-Mutual starting Saturday will be heard at a new time, 8:30-9 p.m., directly following Ray Perkins, who is on at 8-8:30 p.m. The two programs will comprise a Mutual "double feature."

Glenn Snyder Boosted

Chicago—Glenn Snyder, manager of WLS and president of Chicago Broadcasters Ass'n, has been elected vice-president of Agricultural Broadcasting Co., operating the station. Burrige Butler is president. Snyder succeeds C. V. Gregory, who resigned to become associated with a farm publication.



"These WMB Announcers Can Sell Me ANYTHING!"

WMB • • • Kansas City's Dominant Daytime Station affiliated with Mutual, has the Audience, but no national representation. —For time clearance, schedules, information, data, telephone Harrison 1161, collect, or wire collect to—DON DAVIS, President, KANSAS CITY, MISSOURI

FCC DISQUALIFIES PAYNE FROM SEGAL-SMITH CASE

(Continued from Page 1)
 during any trial the due process of law called for a fair and unbiased tribunal and added that in this case Payne had pre-judged the case long before the date of hearing.

In an opening statement before Koenigsberger demanded Payne's disqualification, Chairman Frank R. McNinch warned those present that the hearing would not in any way be a Roman holiday.

"We meet here today to discuss grave charges of unethical practices," McNinch said. "Let it be understood that this is a serious matter. This is not a criminal case, although some of its aspects may appear that way. The respondents are charged with unethical practices. Ethics are the basis of fair play and justice. The law out of years of wisdom has decreed that every man is innocent until proved guilty."

McNinch then referred to the motion of Segal and Smith to dismiss the charges. The chairman stated that the Commission had given the motion full consideration and had decided to deny the motion. The chairman then stated, following Koenigsberger's testimony, that the defense would have to re-form their brief concerning the disqualification of Payne and adjourned the hearing at 11:30 until 2 o'clock, at which time Koenigsberger declared he would be prepared to submit it.

When hearing before the Commission resumed, Koenigsberger submitted his revised motion to the Commission, which entertained it and after a recess which lasted almost an hour and a half Chairman McNinch announced that it had been decided to disqualify Payne from active duty on Commission during remainder of hearing.

Motion submitted by Segal and Smith first appealed to Payne personally, asking him to disqualify himself. Upon consideration, the Commission ruled that motion would have to be made to full Commission. Payne was among the Commissioners who agreed that this was within the FCC's jurisdiction, while Commissioner Walker was the only one who took exception.

Witnesses to appear before the Commission today to testify in the case of unethical charges against Segal and Smith include George F. Kelley of WCSH, Portland, Me.; David Teiklebaum, New York; Richard M. Casto, Charleston, W. Va.; Mary Belle Anthony, Washington, D. C.; John Brady, counsel for Casto; Elmer

★ Programs That Have Made History ★

KHJ's "Rise and Shine"

HOLDING down the daily 6 to 8 a.m. spot on KHJ, Los Angeles, for the past two and a half years, "Rise and Shine" has climbed from an initial mail count of 25 to a daily mail pull of well over 200 letters and cards. Conducted by Stu Wilson, the program is simplicity itself and consists of frequent time signals, popular recordings and spot announcements read without script. Everything is ad libbed, from the very frequent comments on the weather and general subjects to the numerous commercials.

No attempt is made to make the show a "production." It is merely a cheerful waker-upper that a surprisingly great amount of persons listen to as they tumble out of bed, go through the business of the morning shave and preparations for breakfast.

The program maintains a steady attitude of cheerfulness without any attempt at Pollyanna-ism or saccharine sweetness. It merely attempts to be a pleasant entertainment for work-a-day risers. For this purpose, Wilson has trained himself to give the correct time at the end of each musical selection. This, with the dedications, spot announcements and delivery of bits of chatter usually brings the time to listeners at approximately five minute intervals. And at this

hour of the morning, time signals are of primary interest to breakfast-bolters.

Birthdays and anniversaries are other items coming into play on the program. The last year's broadcast of this program gave air mention to approximately 32,800 birthdays, wedding anniversaries, graduations. This figure is especially impressive when one considers an average of three birthdays and one wedding anniversary per family.

While the program is strictly a one-man show, Wilson has as his helpers little gadgets and sound fixtures. These comprise his cast. They all have names and are well known to listeners from the moooc of the mechanical cow, Clarence, to the familiar notes of Henrietta, the clock; Kitty Kookoo, the cat; the old married man's bell, the old maid's bell and all the rest. Almost every week brings some new gadget, contributed by an enthusiastic listener.

"Rise and Shine" is a participating program, with the sponsor's sales standing or falling upon one spot announcement delivered at specified times during the show. Currently the program is selling women's clothing, used cars, automotive service, life insurance, work shirts and overalls and unbreakable glass lenses.

Affiliates and AFM Must Close Pact Today

(Continued from Page 1)
 even after the IRNA committeemen were ready to okay the changes in the trade agreement so far. Specifically, the changes made in the trade agreement clauses now include in place of the arbitration request, a two-man board, one to be appointed from the broadcasters and one from the AFM, which shall decide on questions relative to a station failing to live up to AFM contracts; also the IRNA memberships' request that the two-week notice before a stoppage is called be changed, now calls for contract language of "a reasonable time". These are in reference to Clause 20 for the most part.

Both sides are now optimistic that today will see the whole matter ironed out, but the fact that Clause 10 is still unsettled leaves much in doubt as to the final outcome.

AFM will call off its scheduled plan to meet with electrical transcription and phonograph men today at Ascop offices and hopes to be able to confer with them tomorrow.

W. Pratt, Helen R. Duval, stenographer to Segal; E. C. Reineke, DuLuth; Zenda Casto, sister of Richard; Edith Z. Miller, Washington, D. C.; Geraldine Alberdine, Pawtucket; Ethel C. Manning, Washington; S. George Webb, Newport, R. I.; Arthur Schorfeldt, Washington attorney, and Frank Crook.

Five NBC Commercials Are Lined Up for WHN

(Continued from Page 1)
 the Jell-O series with Jack Benny. Additional three shows as yet have not been announced. WHN rates will run \$400 an hour, with no line charges involved.

Stories of the Hymns

A new type of hymn presentation, in which stories of the hymns and their composers will accompany the hymn singing program, will be inaugurated by WBNX Friday at 4:15 p.m. The authority is Eloise R. Griffith, who will be supported in the broadcasts by Madeline Schiffler, contralto, and Fred Mendelsohn, organist.

"A PROGRAM IS ONLY AS GOOD AS ITS DIRECTION"

HENRY SOUVAINÉ

INCORPORATED

The following well-known directors and producers are available for production or counsel — as a group or individually —

CARLO DE ANGELO

ARTHUR DALY

KEITH MC LEOD

N. ORLANDO

JACK ROCHE

HENRY SOUVAINÉ

THOMAS L. STIX

GORDON WHYTE

30 ROCKEFELLER PLAZA
 NEW YORK CITY

CLYDE BARRIE

HAvemeyer 9-3494

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

AGENCIES

PHIL W. TOBIAS, formerly with the Gardner agency, St. Louis, has formed his own agency, Phil W. Tobias & Associates, at 612 N. Michigan Ave., Chicago.

BLACKETT-SAMPLE-HUMMERT has landed the American Airlines account.

JOHN B. MORSE has left Lord & Thomas and joined Blackett-Sample-Hummert as account executive in Chicago.

YOUNG & RUBICAM has been named ad counsel for Better Speech Institute of America, Chicago. Account will use a local NBC program this winter.

KENNETH C. KING, formerly radio director of George H. Hartman agency, Chicago, has been elected a vice-president. Tom Kivlan is now radio director.

RICHARD R. SMITH has opened a general publicity office at 134 North La Salle St., Chicago.

RAY HENDERSON has joined the staff of C. Wendel Muench & Co., Chicago, as account executive.

KIRBY HAWKES, radio director of Blackett-Sample-Hummert, has gone to Topeka to advise Alfred Landon on his broadcast.

JIMMY BINGHAM has left the Howard W. Wilson office in Chicago and joined New York office, where he is to be assistant to Horace Hagedorn, in charge of eastern office.

Woolcott to Air for Fusion

Alexander Woolcott will make his only radio appearance this season on Oct. 31, when he has accepted the invitation of Dr. Joseph D. McGoldrick, Fusion candidate for Comptroller, to speak over WJZ at 6:45 p.m. on behalf of McGoldrick and the rest of the Fusion ticket, headed by Mayor LaGuardia and Thomas E. Dewey.

Recording "Mellydrammers"

Al Barrie, who is doing a series of "Al Barrie's Mellydrammers" over WNEW and also has been presenting a similar program on WNYC for more than two months, will write a special series of five-minute sketches to be recorded by X-L Productions.

Robert Simpson Leaves CBS

Robert L. Simpson of Columbia Artists Inc. has resigned, effective Friday.



● ● ● Thinking Out Loud—(and sometimes talking out of turn); a fellow who has improved with due success is Rudy Vallee. His remotes via NBC from the coast are equal to many a sponsored show. Especially last Saturday's after midnite show. Rudy announces and sings the program which isn't something new—but the way he does it—the informality and delivery. When he made a mistake on a selection, Rudy stepped before the mike not only to rectify the error—but to kid about a boner....Rudy still maintains the public appeal he had in his prime—as frixample the tune "Vieni Vieni" which had been lying on the publisher's shelf for three years—unused and dusty. Rudy heard the song, liked it, played it—and now, besides climbing into the hit division, every singer and band are doing it....But none like Rudy, of course. He has been a song stylist—and still is....We like Gabriel Heatter's frank admission that, when he married, the salary paid him was \$8 a week by the Brooklyn Times and when the boss learned of the marital leap—Gabe's pay envelope was increased to \$10!

● ● ● N. Y.'s Board of Education reveals that WOV leads the field in audience response to "The Elementary School of the Air", which is designed to teach English to Italian listeners....More than 1,000 tuner-inners write each week submitting their written work and asking advice regarding the lessons....Show is conducted under the auspices of the Adult Education Project of the B. of E., and the WPA....Like the crack of Jack Robbins' 10-year-old lad, Brother, who told Benny Goodman that the public didn't come to see or hear him—as much as they did Gene Krupa, the drummer, perform. Brother definitely won't be a songplugger with those tactics!....Benny reverses the tables today—and throws a luncheon for the music publishers.

● ● ● The closing of the summer room and show at Ben Marden's Riviera deserved to be recorded in celluloid for posterity. The girls, men, help, etc., carried on so—that words aren't available to describe the event....Marden closed the summer room and opened the Winter Salon by ordering champagne for every customer present....Estelle Taylor, who has adopted a singing career to replace make-believe love, has the mentality to equal her voice and beauty....She does "An Old Flame Never Dies" and "That Old Feeling" so well—but won't chant them publicly—for fear that the public might misconstrue the ballads for torch-carrying—and she puts so much feeling into her vocalizing anyway!....Norma Talmadge, who has been doing fashion stuff on Hubby George Jessel's show, will switch to offering scenes from some of her better known pix....Lester Lee is offering his dog to Ripley because of a "discovery"....Leon and Eddie's are seriously thinking of duplicating the Sunday nites of the west coast's Trocadero, feeling that much screen, stage and radio talent haven't an eastern "show window"—and can't afford to go west. Agency, radio, stage and screen tycoons will be their guests and thus have an opportunity to "discover" for themselves....This is a smart move and should win the support of the industry in short order....Ted Husing, in answer to our note of inquiry via a waiter asking "What's new or have you a good gag", returned the card with the penciled, "I just left Louis Sobol".

● ● ● Nice gesture and a sincere one at that on the part of Jan Savitt, musical genius of KYW, Philly....He squawked to the N. Y. offices of music publishers for disbanding their local contact men, charging that he will give preference to the fellows who are in town....His contention is a sane and sound one. Feels that if his shows would emanate from N. Y., publishers would spend young fortunes for his entertainment—and since he requires no charges for "arrangements and copying"—this money should be used for employment at a local office....He means that, too!

GUEST-ING

GRETE STUECKGOLD, on American Banks program, Oct. 25 (NBC-Blue, 9 p.m.)

LOTTE LEHMAN, on Ford Sunday Hour, Oct. 24 (CBS, 9 p.m.)

BIDU SAYAO, on Ford Hour, Oct. 31.

CHICK WEBB, ELLA FITZGERALD and ERSKINE HAWKINS, on "Sunday Swing Show," Oct. 24 (WNEW, 11:30 a.m.)

ERIN O'BRIEN-MOORE, LARRY BURKE and MILDRED FENTON, on "Hammerstein Music Hall", Oct. 29 (CBS, 8 p.m.)

ELIZABETH KELLY, on Philip Morris program, Oct. 30 (CBS, 8:30 p.m.)

CROSBY GAIGE, interviewed on "Magazine of the Air," Oct. 29 (CBS, 11 a.m.)

MARY ASTOR, JOHN HALL, ANDREA LEEDS and C. AUBREY SMITH, in scenes from "Hurricane", on "Hollywood Hotel", Oct. 29 (CBS, 9 p.m.)

MARIO CHAMLEE, on the "Hit Parade," Oct. 30 (CBS, 10 p.m.)

GLEN GRAY, on the Six-Star Revue, today (WMCA, 4 p.m.)

STEVE OWEN, interviewed by Dick Fishell this afternoon, (WMCA, 6:30 p.m.)

HOLLACE SHAW on Songtime Monday (CBS, 7:15 p.m.), and with Howard Barlow Oct. 26 (CBS, 3:30 p.m.)

Fourteen Act Variety Show

Fourteen acts of radio entertainment will be presented in an hour broadcast over WNEW at 9:30-10:30 p.m. on Saturday, when Rodney Benson Inc. of Clifton, N. J., introduces the new Plymouth and Dodge cars. Bill Breen's Orchestra will furnish music, with Joe O'Brien as emcee. Program will originate in the Clifton showrooms of Rodney Benson. Talent to be heard will include: Jerry Lee, Irene Collins, Bill Whitley, the Three Locust Sisters, Ray Murray, Elaine Alston, Bob Baker, Bill Danwell, Harriet Brent, Ed Marshall, Loraine Barnett, Roger Coleman. Account is handled by Schillin Adv.

Doris Fisher Screen Tested

Doris Fisher, CBS songstress, has been screen-tested by 20th Century-Fox. Films were airmailed to the Coast this week.

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

Oct. 25: George H. Payne, San Jose, Cal. CP for new station, 1440 kc., 500 watts, unlimited.

Floyd A. Parton, San Jose, Cal. CP for new station, 1170 kc., 250 watts, daytime.

Oct. 28: J. T. Griffen, Fort Smith, Ark. CP for new stations, 880 kc., 1 KW. L.S., Daytime.

Oct. 29: Valley Publishing Co., Harlingen, Tex. CP for new station, 1200 kc., 100 watts, 250 watts L.S., unlimited.



Greetings from Radio Daily

October 20

Leo O'Rourke

Margaret Shanna



TYRONE POWER, who has Gail Patrick as leading woman in "Men In White," the stage and screen hit, which will be the Woodbury "Hollywood Playhouse" presentation next Sunday night over NBC-Blue, also will have a number of prominent film names in the supporting cast. The event has aroused quite a bit of interest.

NBC's takeover of the El Capitan Theater appears to be an accomplished fact, with the Signal Carnival airing from there Sunday, and the new M-G-M Maxwell Coffee show slated to follow suit shortly.

Lal Chand Mehra, conductor of the "At Home" program on KFAC, has been signed by Paramount to portray a Hindu role in "Big Broadcast of 1938," W. C. Field's next starring picture.

The Gene and Glenn script show starts on KFI on a five-times-weekly schedule Nov. 1 for Kellogg cereals.

Yogi Yorgenson and Zaruhi Almassin will appear on the CBS "Hollywood Showcase," with Lud Gluskin's orchestra and Harry Simeone's chorus, on Oct. 24, and Charlie Lung, man of 1,000 voices, is set for the Nov. 7 airing.

John Henry Blake, "The Magazine Man," now has a twice-weekly program on KFI. The bi-weekly series consists of comment on current magazine articles rather than on day-by-day news culled from the daily papers. Blake, who was formerly on KHJ-Don Lee, reads hundreds of magazines each month and picks the most interesting articles for his Monday and Thursday comment.

George Whitney, onetime musical director at KFRC, San Francisco, has gone commercial and joined the KFI-KECA sales staff, and Ernest Felix succeeds H. M. Parker as head of the accounting division of the twin stations, Harrison Holliday, general manager announces.

The entire cast of the CBS "Hollywood in Person" troupe, headed by Bob Baker, was caught by Harriet Parsons' "Screen Snapshots" cameras on a visit to Republic last week, and their faces will appear on the screens of the world shortly.

Did you know . . . that Ken Niles made his radio debut as a singer with an orchestra directed by the present Lieutenant Governor of the State of Washington?

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMA 2:30-5:30 Daily

RADIO PERSONALITIES

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

JOHN B. HATCH

JOHN B. HATCH has filled nearly every occupation in radio broadcasting. Now general manager of John B. Hatch Associates, Boston producers, he started with the air waves as an amateur, built and operated his own private station, subsequently became president of the Essex County Radio Ass'n, first chartered org. of American Radio Relay League.



Has worked in every branch of radio.....

After a special course in radio dynamics at M.I.T., Hatch joined Ford Motor Radio Engineering Staff, assisted in development of world's first police radio car, built for Detroit Police Dept. Later, he was on staff which assembled Western Electric's Talking Pictures, took part in production of Warner Bros. first talkies, and today holds priority rights on invention of parabolic sound receptor, now in film use.

For a time, Hatch was special announcer at Ford's experimental WWI; moving on to Boston, he became technical operator at WHDH, and soon Program Director of WHEB, as he developed a keen interest in, and talent for, radio production. He assisted at official opening of WMEX, supplied talent, ideas, commercial contracts to several New England stations. Believes strongly in educational airings for both young and old and un-long, decorous commercials. Born 34 years ago (Oct. 1) in Montpelier, Vt. Is happy with a rod and reel, a book, a gun (for hunting) or a leisurely drift downstream in a boat.

AFM and CIO May Join In Campaign by Radio

(Continued from Page 1)

of such a move is now very probable) should the two labor organizations bury the hatchet, radio will then be used by the parties jointly, thus eliminating the controversy angle from the present setup.

The entire matter, however, will take some time to bring to a head. Until that time, each organization will continue with its present policies. The AFL this week made its initial approach at a local New York station when representatives of the former approached office employees of WHN with written summaries of the AFL activities in show business. Statement proved powerful ax that the union holds over those stations owned or operated by motion picture concerns when it was pointed out that AFL controls practically all technical employees of the theater, plus the very powerful AFM. CIO has been attempting to sign up local stations' office workers for the past few months, but so far has met with little success.

A statement regarding CIO radio activities as a sponsor is expected shortly after the joint meeting between the CIO and AFL on Oct. 25.

Radie Harris on WOR

Radie Harris, will start a Hollywood commentator series on WOR, No. 11, 6:45-7 p.m. Station has had this type of program on the air for several seasons. Sam Taylor handled a similar show on WOR last year.

Shirley Lewis Back on Job

Shirley Lewis of WHN returned to the station yesterday after an absence of eight weeks due to illness.

Stage-Show Airing Marks 4th Anniversary of WSOC

Charlotte—A combined broadcast and stage-show at the Carolina Theater on Saturday marked the fourth anniversary of WSOC. A full-hour program, with Dewey Drum as master of ceremonies and Dick Faulkner and Ron Jenkins as announcers featured the following soloists: Aunt Sally, Byron Smith, Paul Norris, Clemmie Reid, Hollis Cobb, Nelle Norris, Sarah Wright, Ruth Covington, and Billie Ann Newman, with additional music from Boe Norris and ork, The Cabineers, Lum Hendrick's Hawaiian Strings, Louis Gibson's Jug Band and the Alexander Dancers.

Operetta for CBS Workshop

Mark Blitzstein, young American composer, whose "Cradle Will Rock" is to be produced on Broadway this fall after creating a furore in WPA circles last spring, will play the leading role and sing in "I've Got the Tune," a radio operetta written especially for the Columbia Workshop. The broadcast will be presented over CBS on Sunday at 8-8:30 p.m.

Coleman Signs Society Singer

Lois Elliman, society singer, has been signed by Emil Coleman as vocalist with his orchestra in the Iridium Room of the St. Regis.

SALESMAN

TWELVE YEARS' EXPERIENCE IN RADIO; CAPABLE HANDLING SALES FOR LOCAL STATION - PAST RECORD VERY GOOD; EXCELLENT REFERENCES; ALSO SERVICES OWN ACCOUNTS AS ANNOUNCER AND IDEA MAN. WRITE BOX A-113, RADIO DAILY, 1501 Broadway, New York City.



GEORGE VOUTSAS has transferred from NBC New York to Chicago production staff, replacing Rex Maupin, who is directing orchestra for Falstaff Brewing's "Public Hero."

Chevrolet is sponsoring temperature reports on WMAQ.

Welt Disinfectant Co. has contracted for announcements on WMAQ.

Commander E. F. McDonald is planning a four-month cruise in South American waters on his Yacht around Christmas time.

Charlie Miller of MCA and Mrs. Miller are back from Europe.

Carleton Convey, manager of John Blair & Co. in Los Angeles, has wired friends here that he is the papa of a son. He also drew a hand of 13 hearts recently in a bridge game.

Paul B. Klugh, Chicago, first managing director of NAB and one of its founders, has been elected an honorary member and director of Radio Manufacturers Ass'n.

Consolidated Drug Trades "Lone Trail Opry House" on WGN has been expanded 15 minutes to make it a daily one and a quarter hour show.

Presenting Out-of-Town Talent

Beginning tonight, WMCA will present a new thrice-weekly program under the direction of Kay Parsons, introducing professional entertainers new to New York. A community sing will complete the broadcasts, to be heard Wednesdays, Thursdays, and Sundays, an hour after midnight, with the first show coming direct from the floor of the El Dorado.

CFRB Borrows Gordon Castle

Detroit—WJR is loaning Gordon Castle to CFRB, Toronto, for the week of Nov. 6-12 to do a Vox-Pop for General Motors of Canada from the floor of Toronto's automobile show. He will be on the air each evening at 7:45. The trip is something in the nature of an Old Home Week for Gordon, who for four years was an ace hockey announcer there. He returns to WJR at the close of his Toronto assignment.

"Mike" and "Phone"

HAND SETS

Especially for five meter transmitters and the five meter transceivers. Light and compact yet rugged. Bakelite units. Six ft., 4-conductor cord. Weighs but 15 ounces.

\$10 Single button

\$15 Double button

Microphone Division

UNIVERSAL MICROPHONE CO. LTD.

424 Warren Lane, Inglewood, Cal., U. S. A

Program ☆ Reviews ☆

"PHILADELPHIA ORCHESTRA"

American Banks
WJZ-NBC-Blue network,
Mondays, 9-10 p.m.
The Wessel Company

A BALANCED PROGRAM OF GOOD MUSIC, WELL PLAYED, WILL BUILD THE AUDIENCE DESIRED BY SPONSOR.

American Banks program with the Philadelphia orchestra, Eugene Ormandy conducting, and Maria Jeritz, soloist, turned in a very impressive premiere last Monday night from the Academy of Music, Philadelphia.

The whole performance was well planned. Orchestra played the "Die Meistersinger" "Clair de Lune," and as the closing number, the "Sorcerer's Apprentice." Jeritz sang three numbers, "Adieu, Forets," "Widmung," and "Cecilie."

Ormandy's directing kept the program moving at a fast pace. No long waits for studio applause common to most radio concerts of this type, were allowed. Jeritz gave a superb performance. She appeared on the program through the courtesy of General Motors which has an exclusive radio contract with the star. Feodor Chaliapin, Russian basso, originally scheduled was unable to sing because of illness.

Ormandy's long radio experience with Minneapolis Symphony concerts makes him most valuable to a sponsor and the men in charge of production. His timing of numbers is something to be desired when broadcasting long operatic programs such as this one.

Dr. Neil Carothers, Dean of the Lehigh School of Business, gave a short talk during the intermission. W. M. Kiplinger will be heard in future broadcasts. Grete Stueckgold will be the guest soloist next week.

"BEHIND PRISON BARS"

with Warden Lewis E. Lawes
Wm. R. Warner Co.
(Sloan's Liniment)

WJZ—NBC-Blue, Mondays,
10-10:30 p.m.
Cecil, Warwick & Legler

NEW TYPE CRIME SHOW COMBINING
DRAMATIZED EPISODE WITH FORUM.

Warden Lewis E. Lawes, head man of the Big House up the Hudson, returned to the airwaves Monday night for Sloan's Liniment, and delivered the customary well-balanced crime show with the usual moral—"crime doesn't pay", and a suggestion or two on how to stifle a future crime wave.

A novelty of the show was Announcer Ben Grauer's walking into the studio audience with a mike and offering the experience of Warden Lawes to answer any question on

STATIONS OF AMERICA

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

KFI—Los Angeles
640 Kc.—5,000 Watts

EARLE C. ANTHONY, Owner
HARRISON HOLLIWAY, Manager
CARL HAVERLIN, Commercial Manager
DON CLARK, Program Manager

THE history of KFI parallels closely in development the history of American broadcasting. Since April, 1922, when the station went on the air for the first time, it has grown steadily in power, scope and importance.

Physical facts are quickly told: KFI was founded by Earle C. Anthony in 1922, the first program broadcast on Easter Sunday, April 16. Five watts was the original power, increased in October, 1922, to 100, and in December to 500. In November, 1924, KFI was granted permission to use 5,000 watts, and the station continued with that power until July, 1931, when it put into operation its new 50,000 watt transmitter at Buena Park, thus becoming the most powerful station west of Chicago. KFI, under the able management of Harrison Holliday, veteran of many radio years, both in technical and production ends, is on the air with full power on an average of 17.25 hours daily. The studios have remained at their original location, on the top floors of the Packard building. Administration offices and studios perform the same duty for KECA, the second Earle C. Anthony station, whose transmitter and towers, however, are located in the southwestern outskirts of the city.

Through this physical equipment, KFI has pioneered educational and entertainment features of all descriptions, from symphony concerts to discussions on the latest discoveries in physics and astronomy, from weather reports and conditions to first performances of modern music.

In 1924, conscious of the demands of radio for intelligent and dignified presentation, KFI pioneered continuity and program departments, which supervised and directed musical productions. At the same time, the policy was adopted of making KFI's facilities always available to schools, government agencies, civic organizations, charitable bodies and cultural movements of all sorts. This policy has brought to KFI, the closest and most cordial relations with organizations like the Los Angeles Public Library, the Pilgrimage Play, the Mission Play, the Community Chest, the many departments of the various Southern California Chambers of Commerce, the United States Department of Forestry, Agriculture, Census, Fire and Flood Control, and also the corresponding state and county agencies.

And what with the fact long recognized that KFI has been the breeding place for innumerable radio artists, coupled with the fact that KFI has long been noted for the celebrities which it has introduced, brings to light the matter of program production. Obviously, with such a record of progress behind it, the quality of its programs needs no summation; they had to be good.

KFI is managed by Harrison Holliday, with Carl Haverlin as head of the commercial department, Don Clark in the office of program manager and Glan Heisch handling the duties of production manager.

crime. Questions asked were intelligent and informing. One woman asked whether it is possible for a person to escape from Sing Sing unaided by people on the outside. To this query, Lawes said that it is possible—but that he had 2600 occupants up there now listening to his air show, and didn't think it wise to divulge means to accomplish such a feat.

Following this forum came a skit similar to "Dead End" which told how two youths escaped the clutches of a career of crime. This was well executed by a staff of artists.

Sponsor offered puzzles and riddles to people sending in cartons. Commercials were short and to the point.

General Johnson

Most up-to-the-minute of the editorializing radio commentators is General Hugh Johnson, who airs over NBC-Blue four nights weekly. Last night at 10 o'clock former Governor Alfred M. Landon finished his attack on the New Deal over

NBC-Blue, and less than a minute later Gen. Johnson was tearing Landon's talk apart. The General also was right on the heels of President Roosevelt's most recent "fireside chat." This ultra-timeliness, plus his forceful and vivid style and ability to send points home with clarity as well as punch, puts Johnson in a class by himself among commentators.

Briefly

"The American School of the Air," which returned to CBS on Monday at 2:30 p.m. for several airings a week, is an entertaining as well as instructive program, clarifying some of the important topics of the day in the light of the average American family.

"The Story of Industry," another CBS feature, revived yesterday at 4:30 p.m., gives a clear and interesting insight into the country's important industries, with well-informed speakers in each case.

Louise Massey and Her Westerners, playing a repeat engagement with Al

Philadelphia

Lenny Leshner, a new "song stylist," inaugurates a new series over WDAS.

Larry Vincent is the new emcee on the "Get Going" revue over WCAU.

Margaret Schaefer, WFIL production chief, will shortly have published a novel based on stories taken from her "Magazine of the Air" program.

Robert Ellmore returns to the air in a special recital over KYW from the stage of the Academy of Music.

Orient Reid, blonde songstress at WIP, was married to Franklin Johnston.

Craig Campbell will make his debut over WCAU in a new program of songs.

Doris Havens, recently married organist of WCAU, is in Bryn Mawr Hospital recovering from an automobile accident.

Marian Black, conductor of WDAS children's program, married Granville Klink, former WDAS control man, now associated with WJSV in Washington.

Paula Markman, KYW dramatics, recovering from serious throat ailment.

Hank Geist, former WCAU engineer, left the local scene for similar duties in New York.

WFIL is installing a new \$22,000 Kilgen organ, the largest broadcasting designed organ in the east.

Kerby Cushing, KYW sports commentator, adds a late daily sport broadcast to his already full roster.

Don Martin, WIP announcer, leaves here for WCHV, Charlottesville, Va.

Jack Steck, WFIL's master of ceremonies, has conceived two dizzy shows which he calls "Corn Hustlers Revue" and "Auction Court."

WIP is sponsoring a dramatic association, and will train the amateur group in all phases of broadcasting. Barbara Boyd will conduct the Women's Club of the Air over WCAU.

Hal Simmonds, WFIL sports commentator, is going heavy for guest stars.

Lew Hamilton, formerly heard over WIP leading his hill-billy crew, is in New York with the Rodeo at Madison Square Garden.

Pearce on his "Mexican Night" over CBS yesterday, fitted very neatly into the program. Their rendition of "Rancho Grande" was a highlight.

Little Mary Small was a bright vocal item on the big "Magic Key of RCA" broadcast over NBC-Blue last Sunday. Linton Wells' short-wave interview with Karl H. von Weigand abroad was most interesting, and the broadcast from the MacGregor Expedition in Greenland had a thrill in it.

Coming Events

Oct. 19-23: Eighth International Congress and Exhibition of Electrical Radio, Palais de la Radio, Paris.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 25-31: Exposition of Radio-Television, People's Amphitheater, Moscow.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

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

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

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

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

RCA Short Wave Booklet

RCA Mfg. Co. is issuing a 32-page illustrated booklet in colors, dramatizing the story and history of short-wave radio. Book is entitled A Short-Wave Journey of Discovery, and is authored by Hendrik Willem Van Loon. Distribution will be to RCA Victor dealers throughout the country, and a separate edition is being issued for schools. Booklet, which has been reproduced lithographically by National Process Co., is in four colors, as well as black and white, with half tones and deep-etch, typical Van Loon water-colors and line illustrations. An important colorful map, showing short-wave stations, their locations, and time log is included in the RCA booklet, which of course also shows new line of RCA Victor receiving sets in the back of the book. Thirteen picture-vignettes by Van Loon with comments by the editor (Van Loon), are included also along with A Guide to Short-Wave Listening, How to Tune in on Foreign Stations and World-Wide Short-Wave Station List.

CBS "Swing Club" from Coast

The CBS Swing Club will broadcast a one-shot from Hollywood on Oct. 30 at 7-7:30 p.m. Scheduled to appear as guests on the show are Lud Gluskin's orchestra, Mannie Klein, Jerry Callona, Casper Reardon, Bob Crosby and Ray Bauduc.

ORCHESTRAS - MUSIC

EUGENE ORMANDY, who will direct ten consecutive Ford Sunday Evening Hour broadcasts starting Oct. 31 over CBS, is in a way to becoming America's most traveled conductor. And since he will serve as conductor of the Philadelphia orchestra coincidental with his direction of the Ford Sunday Evening Hour this season, necessitating flying trips to Detroit every week to keep his appointment, he will undoubtedly have clinched the title by the end of the concert season.

Joe Rines, showman-maestro, is now appearing at the French Casino with a 16-piece orchestra. He has a twice-weekly wire over the NBC-Red network, Wednesday at 11 p.m. and Friday at 11:30.

The two native orchestras at La Conga, New York's smart Cuban night club at 57 West 57th Street, have been given regular weekly sustaining programs by NBC. Ramon Littee and his Argentine tango band are heard over the Red network via WEAJ on Wednesday evenings at 7:30-7:45, and Jose Escarpanter and the La Conga Rumba orchestra broadcast over the same station on Thursday nights at 11-11:15 direct from La Conga.

Lee Scott and his ork, from Phoenix, Ariz., opened Saturday at the DeWitt Clinton Hotel, Albany, and were aired over WGY, Schenectady.

WIP, Philadelphia, adds four bands from various night spots in the city to its remote dance roster. Milt Kellem from the Arcadia Restaurant, Earl Moyer from the Cathy Tea Garden, Johnny Graff from the Anchorage, and Benny's Troubadours from Benny the Bum's.

Wally Stoeffler followed Noble Sisile in the Chez Paree, new Louisville night club, with a WAVE wire. Crystal Terrace, another new spot in that city, has Johnny Burkarth's ork, airing over WHAS. Johnny Hamp is heard over WAVE from the Gypsy Village.

The WBT (Charlotte) Midnight Dancing Party, rapidly building up a coast-to-coast following, had a distinguished phone caller last Friday night when Band Leader Tommy Dorsey called from New York to register a request.

According to Bivens and Lee Kirby, conductors of the Dancing Party heard nightly from 12:30 to 2 a.m., Dorsey's recordings get more requests than those of any other band leader, and his version of "Marie" has been one of the most popular recordings ever aired over WBT.

Lawrence Welk and crew have wound up a run at the Rainbow Ballroom, Denver, and Bob Pope's ork from Miami have stepped in, with a KVOJ wire.

Frank Novak, orchestra leader at the Raleigh Room of the Warwick Hotel, has inaugurated a daily session of cocktail hour entertainment, featuring Bill Bardo, Gypsy violinist, and Wes Vaughan, song stylist. A series of cocktail dansants on Sunday afternoons was launched last week.

Jan Savitt's Top Hatters have been signed to play for the University of Pennsylvania's Junior Prom, and on Thanksgiving night will alternate with Russ Morgan's band at the Broadwood Hotel.

Jimmy Corbin and his orchestra, new 13-piece unit built by the Iowa Network entertainer, is booked solid till Jan. 1 playing at such local Des Moines spots as Hyperion Club, Ft. Des Moines Hotel, Tromar Ballroom and Waukonda Country Club. Band is built around organ and piano, using arrangements by Bud Dant.

Emery Deutsch, after setting something of a record during his first week at Detroit's Book-Cadillac, is getting set for a long stay. Local renting agents have been instructed to hunt a suitable apartment for the optimistic Deutsch.

Merle Pitt, who is attracting attention in musical circles with his newly-formed "bandsman's swing band", is now experimenting with a new wrinkle. Pitt, who is heard 13 hours a week on WNEW, is concentrating on arrangements which feature his hot violin.

Emil Coleman, NBC band leader, has added two violins, a sax and a trumpet to his crew. His broadcast schedule from the Hotel St. Regis will be announced soon.

Push Indian Broadcast

A special bulletin to members of the Indian Council Fire calls attention to the Sunbrite Junior Nurse Corps broadcast, currently telling the story of the Sheshone chieftain's daughter who guided the Lewis and Clark Expedition. The Council Fire is a national organization devoted to the advancement of the Indian race, and the Sunbrite airing goes on five days weekly over the NBC-Blue. Bulletin mailed by the organization. Stack-Goble, Chicago, is the agency.

WSM Gravure Booklet

WSM, Nashville, station of the National Life and Accident Insurance Company, has issued a 16-page booklet in gravure, illustrating the story of its 150 artists and their programs. Profuse pix and newsy captions giving unusual slant to the talent assure readers for this job, which will be delivered by the "3,000 Shield Men" of the life insurance company. Piece calls attention to free broadcast tickets, obtainable from company agents, and adds fitting insurance arguments.



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ONE THAT
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POWER
OF AN
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RADIO EXECUTIVE VISITING STATIONS throughout country will represent a national advertiser or services appealing to stations. If interested write or wire box No. A-112, RADIO DAILY, 1501 Broadway, New York City. All communications strictly confidential.

LOUISVILLE

George Kuhn is new general manager of WGRC, the George Rogers Clark station in New Albany, Ind.

Clifford Shaw, Rosemary Hughes, and Harry Lukens, announcer, are now airing a "Try and Stump Us" program over WAVE. First broadcast pulled a load of mail.

WHAS has new vocal find in little Danny Quetermous, 9-year old boy from Salem, Ky.

Meador Lowrey, WHAS news commentator, now on twice daily with his resume of the day's news.

Jimmy Finnegan, sports writer for the Courier-Journal, now teaming with Joe Wheeler, WHAS sports commentator, on a daily sports program.

Singing Sam Raborn, who has filled a daily sustaining spot over WGRC for the past six months, has left the radio field to engage in evangelistic work.

INDIANAPOLIS

Norman Perry Jr., WIRE sports announcer will join the staff of WLW and WSAI, Cincinnati. Perry will team with Red Barber, sports announcer, in broadcasting the Notre Dame football games every Saturday.

Luke Walton broadcast the Indiana-Illinois football game from Bloomington over WIRE Saturday. He was assisted by Morris Hicks and Cliff Courtney.

COLUMBUS

Hank and Slim Newman and their "Georgia Crackers," veterans on WHKC, are now being sponsored by Dwarfies Corp. of Council Bluffs, Ia., makers of Wheatmix.

WCOL has landed the "Orphan Annie" and Tom Mix series.

"Tish" Spot Switched

The "Tish" series being presented over CBS by the WPA Federal Theater radio division has been switched to a Wednesday night spot at 9:30-10. This places the show opposite "Town Hall Tonight," which bucked another WPA series, "Professional Parade," on NBC-Blue last spring.

ONE MINUTE INTERVIEW

John Shepard 3rd

"If the broadcasters are forced into signing a trade agreement with clauses which were not found necessary to carry on amicable trade between radio and its musicians during the past 10 years, I don't see how the AFM can expect the sympathy and support of the public (to whom we owe a definite service) in the event we are further forced to take part in sympathetic strikes to aid the AFM because of certain trade agreement clauses."

★ Coast-to-Coast ★

UNDER auspices of WTAQ, the First Annual Radio Show in Green Bay, Wis., will be held Oct. 23-24. Entertainment will be provided by WTAQ artists and the affair will be held in the Columbus Club Auditorium, where the wares of radio manufacturers will be displayed. WTAQ is the affiliate station of WHBY, whose managing director, Rev. J. A. Wagner, is president of the Wisconsin Radio Network (formerly Wisconsin Broadcasting System), which also includes KFIZ, Fond du Lac, and WIBU, Poynette. William C. Forrest of WIBU is v.p. and A. H. Langer of KFIZ is secretary-treasurer.

WIBG, Glenside, Pa.: Margaret Collins, program director, will play Mendelssohn's "Rondo Capriccioso" on tomorrow's weekly Piano Symphonic program . . . Emily Stokes Hagar, soprano, member of the Beaver College music department, will be featured soloist on tomorrow's faculty recital . . . Next week's program will feature Josef Martin, internationally-known pianist.

KFXR, Oklahoma City, will carry all professional basketball games played locally under sponsoring, starting Dec. 1.

Charles Woods is conducting "All the Answers" over KWK, St. Louis, Monday through Friday at 9:15 a.m.

WOKO, Albany: Floyd Walter, who plays the City Hall carrillon chimes each noon, now being heard on the O'Connor Restaurant show . . . Bert Madden, once a stilt-walker, has turned stilt-talker, quizzing passers-by in front of Troy studios.

Leo Bolley, WGY (Schenectady) sportscaster, has started a series of short wave international broadcasts entitled "Sports In America."

"What's Going On" comments on local news, has been added to the daily schedule at WSPR, Springfield, Mass. Program is prepared and aired by Howard S. Keefe.

Al Felix, senior announcer, WMAS, Springfield, Mass., has returned from vacation.

John K. Schneller, control board supervisor of KOIN, Portland, Ore., and Ella Knowolowski, Tulalake, Cal., were married a few days ago in Klamath Falls. The new wife has done considerable radio work in San Francisco.

Stanley Worth, baritone, heard on two NBC commercials, is currently appearing at the Hotel Plaza. His intimate style of interpreting popular songs has prolonged his stay here for the entire fall season.

As the result of a birthday gift

from her parents, Miss Estes Potter will spend the next year pursuing a course at the American Academy of Dramatic Art in New York. Miss Potter has been featured in "The Judge Tells His Story", on KVOD, Denver, for the past year.

For the first time in the series of concerts being presented by the famed Tuskegee Institute Choir, the ensemble's male chorus of 60 voices will be heard next Sunday at 1:30 p.m. over NBC-Red.

Exclusive radio coverage of the opening sessions of the national convention of Associated Press managing editors in New Orleans was scored by WWL.

KVOD, Denver: "The Voice of Death", thriller, authored by Archie Hall, auditioned recently for a new sponsor, is slated to start next month. . . . Tom Ekrem is back from New York.

WBAL, Baltimore: The summer marriage of Dorothy Conner, secretary to Manager Edwin M. Spence, to Harold Higgins, former chief accountant here but now with KTSA, San Antonio, was revealed when she resigned to leave for Texas. . . . Jerry Lee Pecht is handling a new program, "Today's Topics", discussing current events. . . . WBAL will act as Mutual key station for a new series of juvenile Crime Clinic programs.

U. S. Forestry Service has started a series of weekly talks over KGNF, North Platte, Neb.

Nino Martini's new RKO film, "Music for Madame", with music by Rudolph Friml, opens Friday at the Criterion on Broadway.

Charles Crutchfield, WBT (Charlotte) program director, picked winners in four out of five games in his "Philco Football Flashes" last week.

Although CBS had exclusive ground rights to the Women's National Amateur Golf Championship Tourney, WMC of Memphis scooped other stations in local coverage of the event by spotting resumes at 5:25 p.m. daily done by Bob Pigue, sports commentator, and by presenting Helen Dettweiler, billed as radio's first woman sports commentator—and a contestant in the tournament—in nightly resumes of play.

Dorothy Daniels, new soloist with the Eugene Jelesnik orchestra playing and WELI-casting from the Hotel Taft Grille, New Haven, has registered a hit. Miss Daniels also has a solo program on this station, with Don Raphael as organ accompanist.

Nelson Baker of the WFBR, Baltimore, sports staff has won the hearts of bowling addicts by his presenta-

RICHMOND

WRVA has inaugurated a series of Thursday "Dance Nights" staying on the air until 2 a.m.

J. B. Deberry Crowder, WRVA technician, was married to Doris Lucy on Thursday.

A new program dedicated to children, "Twilight Tales with Tinka," made its bow to WRTD listeners last week. Mrs. N. W. Hutchinson is in the role of Tinka.

C. T. Lucy and Walter Bishop, WRVA officials, have returned from New York.

Walter Bishop discloses that a favorable FCC decision is expected on the plea of WRVA to increase to 50,000 watts from 5,000.

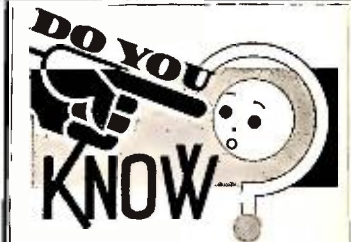
tion of "Bowling Briefs," a five minute, three-times-weekly program featuring results of the many teams in Baltimore as well as out of town bowlers. Local bowling establishments have gone overboard for the idea and are promoting the program with a number of one sheets prominently displayed about the alleys.

WKRC, Cincinnati: Ed Humphrey, formerly at WHIO, Dayton, is the newest announcer here . . . John McCormick, g.m., back from New York . . . Ruth Lyons, program director, will soon have her latest tune published—it's titled "Fool" . . . Dick Bray, sports announcer, handled Sunday's Cincy Bengals-N. Y. Yankees game.

WEW, St. Louis: With resignation of Arlington Thomas, mikeman, program schedule now lists Sol Binkin, Alex Buchan, Bill Durbin, Ed Gunther, Art Jones and Hugh Sanders for mike duty . . . Arthur Jones, tenor, is back on the airwaves . . . A continuity staff has been created under Hugh Sanders.

Henry Brynan, classic violinist, has been added to the schedule at WNLC, New London, Conn., Fridays, 11:15 a.m.

Three 15-minute sketches based on local fire tragedies and written by Roberta Gillis comprised WMC's observance of Fire Prevention Week in Memphis and further demonstrated the effectiveness of station's policy eliminating speeches in favor of drama or interviews.



Choral director Roy Campbell was Dean of Music at Friends University in Wichita, Kan., for seven years, and the Roy Campbell Royalists were his pupils.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 79

NEW YORK, N. Y., THURSDAY, OCTOBER 21, 1937

FIVE CENTS

IRNA-AFM In Accord

Looking On ... AND LISTENING IN

HOLLYWOOD TREK Whether Hollywood will eventually become the radio center of the country, leaving New York in second place, is becoming a subject of increased conversation, newspaper discussion and general wondering.

It is not such a difficult question to analyze and answer.

The main office of any business is where the money is located, and the money that makes the wheels of radio go around is and always will be on the eastern seaboard.

Hollywood may grow in importance as an origination point for certain types of programs, but that is all.

Even as a producing center, it will never be as important to this industry as the motion picture studios are, because radio schedules will always contain a large amount of regional programs and special events that must be picked up in their respective locations—not forgetting the big item of music which concentrates in the larger cities, chiefly New York.

So the comparison with movie studios does not hold good.

One of the reasons for the recent westward trek of radio programs is the desire to make use of film "names."

Eventually it will be found that artists have only a certain amount of time and energy, and that they can't very well work in pictures and on the radio at the same time for many months without great danger to their health.

The breakdowns of Walter Winchell, Alice Faye, Dick Powell and several others are already on the records.

As in the case of the movies, which "cans" its product on the coast but maintains its financing, administrative, sales and distribution facilities in New York, the radio will continue to be run from the point where the bulk of its business is transacted. —D. C. G.

Ad Censor Looms

Albany—Another attempt to set up a bureau in the State Education Department to pass on radio advertising matter is expected to be made at the next session of the legislature, according to talk here. Such a measure, with a charge of 10 cents a word for review, was filed in the last session but did not get out of committee.

PEPSODENT CO. SETS WALT DISNEY PROGRAM

Pepsodent Co. has signed with Walter Disney for the radio rights to "Mickey Mouse" and Disney's other cartoon characters and will start the series over the NBC-Red network on Jan. 2 at 3:30-4 p.m. Program will feature all the cartoon characters, plus guest stars and a name emcee.

Sponsor takes over the Cycle Trades time when program signs off after Christmas. Lord & Thomas has the Pepsodent account.

New Orleans AFM Unit Eases Transcription Ban

New Orleans—Indications that musicians' union here would ease up on its ruling preventing members from making transcriptions was seen in a recent action where a local station was granted permission to have an ET made in Chicago. On station's plea that it would lose a contract if the local proved adamant, the restriction was lifted.

(Continued on Page 3)

Canada Names Delegates To Havana Radio Parley

Montreal—Dr. A. Frigon, Donald Manson and K. A. McKinnong have been appointed to represent Canada at the Inter-American Radio Conference to be held in Havana starting the first of next month, when re-allocation of wavelengths, pooling of bands and elimination of interference will be discussed.

"Dummy" Signators Testify Before FCC

McKenzie Milling Co. Using Three Stations

Chicago — McKenzie Milling Co., Quincy, Mich., (pancake flour), is sponsoring Novelodeons on WLS six days weekly. Also using announcements on WOWO, Ft. Wayne, and WHKC, Columbus. Through Rogers & Smith.

New Language of Trade Agreement In Final Draft; Allocation O. K. of \$2,100,000 Is Next Move

NBC GETS EXCLUSIVE ON 16 PRIZE-FIGHTS

NBC through Mike Jacobs' Twentieth Century Sporting Club has contracted for the exclusive radio rights to the next 16 feature prize-fights staged by the ring impresario.

Network had a contract with Jacobs which only included the next two heavyweight bouts. New contract takes in every class from featherweight to heavyweight. First blow-by-blow description will be the Sarron-Armstrong featherweight title bout to be aired Oct. 29, over the Blue network starting at 10:15 p.m.

Second fight will be the Freddy Steel-Fred Apostoli middleweight fight on Nov. 12. Time has also been reserved for the next two Friday nights, but card not set as yet.

Other bouts which will be aired (Continued on Page 3)

Paley Becomes Customer At Chrysler Auto Preview

William S. Paley, CBS president, at last night's press preview of the new 1938 Chrysler cars in the Chrysler Bldg. showrooms, bought a Chrysler Imperial convertible sedan. Others present at the preview were Hugh K. Boice and W. B. Lewis, CBS vice-presidents, Major Edward Bowes and Walter P. Chrysler.

At an early hour this morning the IRNA committee and the AFM Executive Board declared they were in accord and for the 'steenth time were reading over the new language of the trade agreement which will be binding upon all stations. A re-written draft will be prepared for this afternoon when it is hoped that a final okay will be given by both sides and the next move will be the approval of the IRNA membership. It is taken for granted that there will be no further changes requested by the IRNA membership since its special advisory committee will have done the utmost

(Continued on Page 6)

ELLIOTT ROOSEVELT TURNS COMMENTATOR

West Coast Bureau, RADIO DAILY
Los Angeles: Elliott Roosevelt, vice president of Hearst Radio, Inc., has been signed by Irving Fogel for a radio program to be released nationally next week. Young Roosevelt will comment on current events,

(Continued on Page 5)

Rockefeller Foundation Endows Radio Research

The Rockefeller Foundation yesterday revealed an endowment of \$67,000 to Princeton University to be used to study radio methods through actual contact with the industry, listeners, and non-listeners. Surveys are already being planned, and an unde-

(Continued on Page 2)

Sales Method

Kansas City—KCKN has found a way to diversify a recorded music program and make dialers take to more classical music. In a program conceived by Evan Fry for Jenkins Music Co., Ben Allmeyer appears on show as a professor who complains bitterly about too much swing music, pleads for more classics. Idea also good for subtle commercials.

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—With its special counsel, Samuel Kauffman, leading attack, the FCC yesterday took first steps in attempting to prove charges of unethical practices against attorneys Paul M. Segal and George Smith, as hearings before the full Commission entered the second day.

Calling as first witness Mrs. Ethel (Continued on Page 3)



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JOHN W. ALICOATE : : : Publisher
 DON CARLE GILLETTE : : : Editor
 MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, Oct. 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	152 1/2	145 3/4	152 1/2	+ 5 1/2
CBS A	19	18	19	+ 1
CBS B	19	18	19	+ 1
Crosley Radio	9 1/2	7 3/4	9	+ 1 1/2
Gen. Electric	41 3/8	38 3/4	41 1/2	+ 2
North American	18 3/4	16 1/2	18 3/4	+ 1 3/4
RCA Common	7 1/4	6 3/8	7 1/4	+ 1
RCA First Pfd.	58	52 1/2	57	+ 5
Stewart Warner	10 3/4	9 1/4	10 1/4	+ 1 1/8
Zenith Radio	20 1/4	16 3/8	20	+ 3 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	11	10	11	+ 1
Majestic	1 1/4	1 1/4	1 1/2	+ 1/4
Nat. Union Radio	1 1/8	1	1	+ 1/4

Rockefeller Foundation Endows Radio Research

(Continued from Page 1)

terminated number of employees will be put to work as soon as possible by Princeton to work on the surveys.

Every phase of broadcasting is to be thoroughly studied, with all material gathered to be published at the end of two-year period. It is the desire of Rockefeller Foundation to study radio and its effect on changing civilization during the past few years. Material gathered by Princeton will be available to program builders as soon as survey is concluded in 1939.

KDB Personnel Shifts

Santa Barbara—Ralph Priest, KDB program director for the past six years, has been transferred to KHJ, Los Angeles, to take over a job as studio mixer. Tony LaFrano, KDB chief announcer, has taken over vacancy caused by Priest's move.

JOHN B. HATCH ASSOCIATES

An agency serving a N. E. clientele. Specializing in radio broadcast advertising.

(Send for booklet)

581 Boylston Street, Boston, Mass.
Commonwealth 0466

Rapid Progress Is Reported On Coast Studios of CBS

West Coast Bureau, RADIO DAILY
 Los Angeles—Columbia Broadcasting System's new Hollywood home on Sunset Boulevard between Gower and El Centro streets is progressing ahead of schedule. The realty cost is estimated at \$1,000,000 and equipment cost is estimated at \$750,000.

Design of the block-long group of reinforced concrete buildings which will house KNX and the Hollywood CBS staff permits expansion of studio and office facilities in case of future need. The principal five-story building on the El Centro street corner houses seven studios and two audition rooms. Set back the width of the principal building, in the center of the tract, is a theater seating 1,050 persons. Space remains for erection of a second theater and the main building foundations are strong enough to permit addition of four more studios. Parking facilities will be provided visitors in the space where the second theater can be built.

On the Gower street corner is a two-story building which will house the Columbia Concerts Corp. and Columbia Artists Inc. offices and a branch bank which already has rented ground floor space. A circular driveway runs in front of the theater in the open space between the two corner buildings.

First improvement of the property was the burying of 100 square feet of copper matting as an electrical ground. In the basement, above that, is space for power and heating equipment and maintenance work and storage rooms.

The sound effects men also will have quarters there and for them has been built the most curious room ever put into a building. This room will never house anything but emptiness. Emptiness echoes. The room is called a reverberation chamber and will be used to create echo effects exclusively. When a radio play calls for a speaker to address a crowd in a large auditorium, his voice will be reproduced in the reverberation chamber and picked up again by a microphone there as his words echo.

Another novel feature of the building is the device by which the balcony of the theater is made safe from possible shock. Supports of the balcony will not be rigidly anchored to the foundation of the building. Between the concrete of the foundation and the concrete of the balcony pillars is an expansion joint of roofing felt which will absorb any foundation jolts without disturbing the superstructure.

Visitors at the new CBS-KNX building will find much to look at. A glass enclosed arcade runs the width of the building and the court in front of the theater always will be in view. The master control room, also, is located at street level and is

enclosed with glass so that anybody interested may watch the technicians work as the spectator stands in either the arcade or in the theater forecourt.

An information booth and public telephones are near the two elevator doors, and reception rooms for the four studios on the first floor, as well as dressing rooms for performers, are also on the ground floor. So is a radio equipment workshop at the rear of the building. There is even a special room to store bass viols.

Two of the studios in the main building are two stories high. Second floor plans allow rooms for sponsors to watch the broadcast in progress beneath them. On the second floor, also, are three other studios of smaller size, together with office space. The larger studios will seat 250 spectators in the same room with the entertainers.

Walls of all studios are "floating". That is to say, the walls will not be attached rigidly to the floor and ceiling of the building. Jolting of trucks in the street, therefore, will not set up wall vibrations to affect the sound of programs being broadcast from the studios.

Dr. Vern O. Knudsen, Professor of Acoustical Engineering at University of California at Los Angeles, served as acoustical consultant for this CBS project. As a result, the building design incorporates a unique feature.

None of the walls of any studio are exactly parallel with any other wall. Even the window of the monitor room, where technicians regulate the intensity of sound as they watch the program go on, is set at a slight angle. Sound reflected from any of these surfaces is thereby deflected away from the microphone and interfering echoes are eliminated. Soundproofing material of the newest design is used throughout each studio.

Air conditioning apparatus will be installed on the third floor, which is otherwise devoted to offices. Sharing office space with the sales force of Harry Witt on the fourth floor will be the CBS photographic gallery and portrait studio.

On the fifth floor are the offices of Donald W. Thornburgh, CBS vice-president in charge of Pacific Coast operations, and those of his assistant, John M. Dolph. Reception rooms and two audition rooms also are to be on this floor.

Although the building will be ready by the first of the year, it is anticipated that installation and complete tests of equipment will require delay of occupancy for operation a short time thereafter.

Furnishing will sympathize with the modernistic style of architecture, designed by William Lescaze. Earl Heitschmidt is resident architect. The William Simpson Construction Co. are the builders.

COMING and GOING

DONALD M. MERSEREAU, general manager of RADIO DAILY leaves today for a look-around at Hollywood.

J. W. WOODRUFF JR., manager of WRBL, returns to Columbus, Ga., today, after attending the NAB convention and arranging promotional plans for 1938.

JOHN KAROL, CBS director of research, will speak before the Atlanta Advertising Club next Tuesday and on Thursday and Friday of next week he will be at the ANA meet in Hot Springs.

SYLVIA ST. CLAIR, musical comedy star of Paris and London, has arrived in New York on the Champlain. She was brought over by NBC Artists Service, which has placed her under management.

DAVE ROSE, Chicago NBC staff composer and arranger, has gone to Hollywood to write and arrange music for movies and to continue his radio work there.

ALICE FAYE, who is in New York for a vacation, returns to the Coast the latter part of next week to start work in her next 20th Century-Fox film, "Sally, Irene and Mary".

LILY PONS, who arrived this week from the Coast with ANDRE KOSTELANETZ, will relax for a week at her Connecticut country home. She has been working in "Hitting a New High", new RKO film.

MR. and MRS. RAE H. SMITH (he's the J. Walter Thompson head in London) planed west early this week.

M. H. PETERSEN, vice-president of Van Cronkhite Associates Inc., Chicago, is in New York for a stay of several days. He is at the Roosevelt.

JACK GRIFFITH, salesman for Van Cronkhite Associates, is expected at the Hotel Dryden here this week, swinging up from Washington.

G. C. MONTNAGI, radio mogul in India, sailed yesterday for home on the Queen Mary after a business trip to New York, where he bought 100,000 radio receiving sets.

LIONEL SHAPIRO, New York correspondent of the Montreal Gazette and movie commentator over Canadian Broadcasting Corp., is back in New York from a Hollywood visit and resumes his Friday night broadcasts tomorrow.

ABE LYMAN returns from Hollywood Monday accompanied by his press agent MACK MILLAR.

I. F. SHOURMAN and M. M. BOYD of New York's NBC sales and A. H. "DOC" MORTON, manager of NBC's "O & O" stations, are in Boston paying a visit to John Holman, general manager and Gordon Ewing, sales head of WBZ.

FRANK BURKE, public relations director for Consolidated Radio Artists, left for Chicago yesterday and will be gone four days.

JACK ROBBINS leaves for the West Coast Oct. 31.

YACHT CLUB BOYS are in Boston today to fulfill a week's vaudeville engagement there.

Walker Heads INS in Frisco

Fred J. Walker has been appointed San Francisco bureau manager for International News Service, it is announced by Barry Faris, INS editor-in-chief.

Walker has been with INS since 1922 and has been connected with the Washington, Chicago, San Francisco and Los Angeles bureaus.

AL DONAHUE

and his orchestra

at the

RAINBOW ROOM

For Fall and Winter Season
Fourth Return Engagement

"DUMMY" SIGNATORS TESTIFY BEFORE FCC

(Continued from Page 1)

Manning, Kauffman asked if she had any intention of going into radio business, and witness replied she did not. Mrs. Manning also testified she had never attended any meetings. Kauffman then produced photostatic copies of paper signed by the witness making her president of Palmer Broadcasting Co. Mrs. Manning stated she did not know she had become president of the company and that she did not know she was signing an application for a radio station in Portland, Me., as another photostatic copy proved. Witness also denied any knowledge of contents of applications for station in Lewiston, Me., and Cheyenne, and admitted she had signed her name to them upon request of Paul Segal, for whom she said she had done occasional work.

Mrs. Manning also disclaimed knowledge of her presidency of Commercial Broadcasting Co. as well as any knowledge of the people who were interested in either of companies.

Kauffman next called Edith Miller, Segal's secretary, who stated she had become a stockholder in Palmer Broadcasting Co. but never received any stock and never paid for any. "Mr. Segal asked me if he might use my name as a stockholder," Miss Miller stated, "and I said he could."

Later in hearing it appeared that Segal was attorney for WCSH at Portland for Palmer Broadcasting Co. and for Eastland Broadcasting Co. of Portland. All these companies, it was revealed, are owned and operated by Henry P. Rines of Portland, who also owns Congress Square Hotel there.

David Tietlebaum, New York attorney, acted as middleman for Palmer Broadcasting. Kauffman also had Tietlebaum on the stand, as well as George F. Kelley Jr., describing himself as an employe of Rines and an officer of Congress Square Co. Kelley said flatly the Palmer firm was organized to build a station in Portland, and that they wanted to keep anyone else from filing application unless they were a party to it.

Regarding application made at Cheyenne, Kelley stated he understood Segal had some friends in Cheyenne who wanted station. Segal wanted Rines to build station and hire these friends to operate it. He added he did not know who these people were. Kelley concluded there was never any capital stock issued

★ Programs That Have Made History ★

WOPI's "The Story Lady"

"THE Story Lady" goes on the air over WOPI, Bristol, Tenn., on Tuesdays, Thursdays and Saturdays at 5:15 p.m., but so interestingly does the broadcaster, Olivia Orme Adams, teacher and social worker, dramatize popular fairy tales, children's adventure, and Biblical lore, that a tremendously large audience of mothers and their children, constant listeners-in, are engaged in discussing the program for two hours thereafter. If only there were another broadcast by "The Story Lady" before going to bed—that's the plea and the plaint of the children.

In connection with each program, many mothers telephone "How much the children appreciate the broadcast," with special requests for certain stories, or else their children won't go to bed.

Because the program has met with such outstanding favor, the children

have been organized into two clubs—the "Stay At Home Travelers' Club" and the "Bible Story Club," with full membership for those less than ten years old and honorary membership for listeners over eighteen. Already large, the enrollment is constantly growing, as the membership applications are continually pouring in. The only requirement for membership is a promise to listen to the feature regularly and to write a card to "The Story Lady" at least once a month. Charters have already been issued to quite a few neighborhood clubs of ten or more members.

Education, teaching qualifications, religious training, story-telling experience and family connections, equip Miss Adams not only to instill knowledge while giving the children the desired thrill, but actually to revive in mothers intense interest in stories which they enjoyed when young.

New Orleans AFM Unit Eases Transcription Ban

(Continued from Page 1)

Previously this local and Jimmie Petrillo were working together with the understanding that Petrillo would not permit transcription-making for this territory in his jurisdiction and the union here would do likewise for him.

WBBC Red Cross Series Attracts Wide Attention

Unique series being aired by WBBC, "Brooklyn's Own Station," in behalf of the American Red Cross has attracted so much attention that other Red Cross chapters have asked the Brooklyn chapter for permission to use the idea.

The programs, under direction of Bert Child, WBBC program director, and Hugh Buhrman, director of Roll Call, Brooklyn chapter of American Red Cross, feature talent from among the employees of the largest industrial and educational organizations in Brooklyn. They are aired at 5:30-6 p.m. Friday and 7:30-8 p.m. Saturday.

by Palmer Broadcasting Co. Hearings were adjourned until today.

Meanwhile, FCC announced Portland Broadcasting System had made application for modification of construction permit for station WGAN as modified for a new station requesting extension of commencement and completion dates to Nov. 22, 1937, and May 22, 1938. Commission also announced WRDO Inc., at Augusta had applied for transfer of control of operation from Henry P. Rines to Conrad E. Kennison, 100 shares common stock.

NBC GETS EXCLUSIVE ON 16 PRIZE-FIGHTS

(Continued from Page 1)

at future dates are all contests in which Joe Louis, Max Schmeling, Tommy Farr, Barney Ross and Lew Ambers participate.

With the possible exception of Joe Louis fights, airings will be over the Blue network. Red network is solid with commercials from 7-11:15 p.m. on Fridays.

International Silver Sets Next Two Shows

International Silver yesterday announced the program set-up for its two shows following the completion of present arrangement with Rosalind Russell. On Oct. 31 Miriam Hopkins will appear in a dramatization of "P.S., She Got the Job". Following week Jane Wyatt will appear, but play has not as yet been selected. Policy of the show in the future will not limit actress or actor to any set number of appearances, but will be flexible. Program is heard over a CBS network of 46 stations Sundays, 5-5:30 p.m. Young & Rubicam is the agency.

"Chan" on WOR Oct. 25

"Charlie Chan" disk series produced on the coast by Raymond R. Morgan Co., and plugging Stokely Bros. Inc., starts over WOR on Oct. 25 at 5:15-5:30, Monday through Friday. Show stars Cy Kendall in the role of "Chan".

AN ORIGINAL IDEA

A human interest story with national appeal which will quickly attain a large and receptive listening audience.

Program should be a natural for any live-wire sponsor.

For further information address



JAMES ETHERINGTON

97-34 221st Street
Queens Village, L. I.

HOLLIS 5-0349

AVAILABLE: EXECUTIVE SECRETARY

5½ years with major network. Knows radio thoroughly. Unusually capable and efficient. Fine musical training. Write Box A-114, RADIO DAILY, 1501 Broadway, New York City.

AGENCIES

WOMEN interested in advertising and radio were guests of Mrs. Roy S. Durstine, wife of Roy S. Durstine, president of Batten, Barton, Durstine & Osborn, at a luncheon Monday in the Hotel Biltmore. Plans for the effective use of radio in the United Hospital Campaign were discussed. Among those who will take an active part in the campaign radio work under the chairmanship of Mrs. Durstine are Dorothy Barstowe, McCann-Erickson; Margaret Cuthbert, NBC; Mrs. John Adams; Mrs. Arthur Pryor, Jr.; Mrs. Edgar Kobak; Mrs. Hugh Kendall Boice, and Mrs. William Stuhler. The work of correlating and producing the programs will include the cooperation of advertising agencies in the preparation of dramatic scripts, talks for stars and the tie-in of hospitals with general programs. Broadcasters are contributing time for dramatic sketches and talks. Talent, including stars, commentators and announcers will donate their time and services.

ERWIN, WASEY & CO. is handling a test campaign for Kruschen Salts in newspapers in a few selected cities.

RAE H. SMITH, head of the J. Walter Thompson Co. office in London, has arrived in Hollywood for a visit. He is accompanied by Mrs. Smith.

M. B. COOKSEY, secretary of Russell C. Comer agency, Kansas City, announces sale of "Air Adventures of Jimmie Allen," juvenile strip, to WCBS, Springfield, Ill., with entire 650 episodes to be aired under sponsorship of Illinois State Journal.

Rocke Places Tenor

Detroit—Eugene Conley, lyric tenor, has just been signed by WWJ here, starting Oct. 23. He was connected with the Federal Music Project in Boston, when Ernest Chappell of Rocke Productions, New York, heard him and set the deal with Wynn Wright of the station.

CBS Switches Kid Shows

CBS has changed time schedule for its two children's programs effective Nov. 1. "Children's Corner" will be heard Monday, Wednesday and Friday, 5:30-5:45 p.m. "Dere Teecher" will be heard Tuesday and Thursday, 5:45-6 p.m. Both programs are under the direction of Nila Mack.

WOPI Biz Near SRO

Bristol, Tenn.—With the signing last week of several new accounts, including Nocola, Best Foods and Durkee's Famous Foods, WOPI's time from 6 a.m. to 7:30 p.m. is almost all sold out according to W. A. Wilson, v.p. and g.m. The station has raised its rates on the correct time, as well as one-minute specific spots preceding or following the five-minute newscasts.



● ● ● Myron Kirk is in the throes of negotiation on a picture berth for himself which will divorce him from Ruthrauff & Ryan... A Detroit auto manufacturer is talking to Ted Hammerstein about his "Music Hall" switching sponsorship next year... Harry Conn's comedy show with Barry Wood and Mark Warnow's music starts via CBS the nite of Oct. 31st on a sustaining basis... If you call Roy Head, prexy of Morse International agency, this week and are told that he's out—it's true! Head is enjoying his first "jury duty" in N. Y. Supreme Court... Margarette Shanna, network actress, weds Elliott Woodruff, Chi business man, next month... Singin' Sam is set for a repeat on the Coca Cola "Song Shop"... Frank Gallop is the CBSlinger awarded the Philharmonic wordslinging job starting Sunday... Marek Weber goes into the Stevens Hotel in Chi on Nov. 4 with an NBC outlet... Al Roth now has two NBC shows because Vallee thinks he's tops... Wilkie Mahoney is now set to help write the Al Jolson script... Jack Benny and Mary Livingstone have bought a house on the coast for a permanent residence... Earle Ferris is abed with a cold... Sammy Fain and Irving Kahal have been called in to write additional songs for "Right This Way," which will star Joe Lewis and Tamara... B. A. Rolfe, with Willie Morris and Terri La Franconi, is building a new type of musical show... The height of everything: Singer Frances Adair pleading with the music boys for new song material!

● ● ● In Nick Kenny's Daily Mirror column yesterday a typo error for WJZ appeared "WJ%"—must be the stock market influence! Else Uncle Nick was thinking about the royalties soon to come in on his new tune, "Gold Mine in the Sky"... Speaking of new songs, Dave Brown, commercial manager of WHIO, Dayton, has written something new and different in moon songs which George Duffy's band has been airing via CBS... It's tagged, "Dog-gone the Moon".

● ● ● Miriam Hopkins starts on the Rosalind Russell show Nov. 7. Her leading man on this series is yet unselected... Abe Olman is now assisting Jack Robbins, replacing Jack Bregman... Abe Frankl with Famous on the coast had a heart attack. Joe Keit is also ill... Genevieve Rowe, singer on the Consolidated show, is doing concert work and is flying in for her weekly airings... Buddy Clark will head a CBS variety show Thursday nites opposite Bing Crosby. Clark will sing and emcee... The William Morris office will have on their books \$6,000,000 for radio billing this year... Will Yolen is now associated with P. Lord... Joan Edwards gets two NBC spots of her own... Head CBS page Sammy Schiff was the first to be greeted by name when Mrs. FDR entered the studios the other day for the Campfire girls airing... Frances Langford is reported to be coming east for a personal appearance at the Paramount theater... Verne Smith has joined the cast of "Arnold Grimm's Daughter" doing the role of Bill Hartley... Though W. W. Pinch-hitter, George Fischer, isn't set for a successor, he's being considered on a few sponsored shows... The reason many ad execs walked home from work yesterday is because an East Side garage's roof collapsed from the weight of rain on the roof!

● ● ● While in N. Y. recently, Ronald Dawson, director of drama at WOL Washington, sat in on some auditions being conducted by a transcription concern for dramatic talent, and heard a young man reading a scene from Dawson's own radio play, "Kathlyn," which the youngster at first claimed to be his own—but later admitted he had played in the script on a midwest station—and had been trying to sell himself as a writer on the strength of the opus... Elwyn Quinn, KDYL (Salt Lake City) announcer, turned out to be a Messenger of Mercy. He's an amateur pilot and was at the local airport making ready for a local flight when a call came in for a serum to be rushed to southern Utah to save an infantile paralysis case. Quinn flew it there and back within 3 hours—500 miles.

GUEST-ING

EUGENE LIST, pianist, on "Rising Musical Stars," Oct. 24 (NBC-Red, 10 p.m.)

LEONIDE MASSINE, artist of the ballet, on "Music and the Ballet," tonight (WQXR, 9:15 p.m.).

HELEN LLOYD, on "Album of Songs," tomorrow (WHN).

HELEN GOLDEN of "Having Wonderful Time," on Theater Guide program, today (WINS, 11 a.m.)

CHAUNCEY MOOREHOUSE, TOOTS MONDELLO and CARAUNAS BROS., on "Swing Club," Oct. 23 (CBS, 7 p.m.).

MARION CLAIRE, replacing Mario Chamlee on "Hit Parade," Oct. 30 (CBS, 10 p.m.).

JEAN PARKER and LEO CARRILLO, in "The Barrier" on "Hollywood Hotel," Oct. 22 (CBS, 9 p.m.).

ELEANOR POWELL, PETE SMITH, TED HEALY, UNA MERKEL, BUDDY EBSER, GEORGE MURPHY, HELEN TROY, BETTY JANES, on first M-G-M show for Maxwell House, Nov. 4 (NBC-Red, 9 p.m.).

Premiere of New Music

Four works by contemporary American composers will be played for the first time on the air in a symposium of American music by Dr. Howard Hanson and the Rochester Philharmonic orchestra, to be heard in a special program Oct. 28 at 3:15-4 p.m. over NBC-Blue. The compositions will be Wesley Lavolette's "Chorale," a nocturne and scherzo by Bernhard Herrmann, "Serenade for Clarinet and Strings" by Homer Keller, and William Grant Still's "Summerland".

Drop Chickasha Station Plans

Chickasha, Okla.—George H. Evans and Davis O. Vandivier, both of this city, have withdrawn plans to build a radio station. They are publishers of the Chickasha Daily Express. It was found operation of a station on the proposed assignment would result in objectionable interference to an established station.

New Arrival at the Waltons

Judith is the name of the new 8-pound arrival in the Forest Hills home of Sid Walton, Paramount news commentator and emcee in "You Don't Say," over WMCA. Mrs. Walton is the former Rosalie London, network actress ("True Story Hour"). All three reported doing well.

Annuities have saved many a headliner from being a breadliner.

Jules Hamburg
—INSURANCE—

JOhn 4-2800

BEekman 3-0375

80 JOHN ST., NEW YORK



GENERAL FOODS has renewed "House Undivided" for another 13 weeks over KHJ and entire Don Lee net. Dramatic serial airs five times weekly

Larry Rhine and Harry Bailey have been signed for Jack Haley-Log Cabin scripts. Herman Bernie agented.

Olsen and Johnson are back from their barnstorming tour "in the provinces" and will play on the home grounds again this week.

M-G-M is setting up a radio publicity department under Dean Dorn to publicize and exploit the new Maxwell House show in collaboration with Burns Lee, in charge of Benton and Bowles publicity. Spencer Tracy, guesting on "Show Boat" this week, will officially announce the new series and its starting date, Nov. 4.

"Sports Bulls Eyes," conducted by Frank Bull, is sponsored three times weekly over entire Don Lee net by Brown & Williamson Tobacco Co.

Mack Millar, New York publicity purveyor, has set up a Hollywood office to serve his radio clients.

KEHE has an application for a hike in power now before the FCC.

KFWB has a new, fully-equipped mobile unit to take care of remotes and special events, with the equipment also added to the list of available facilities of the Major Disaster Emergency Council of Los Angeles.

Bob Baker, "Hollywood in Person" announcer, set some sort of a record the other day when he interviewed 19 studio people in 12 minutes flat. Loquacious interviewers might profitably copy the technique.

Members of the Burns and Allen troupe have really gone vacationing for the four weeks' layoff. George and Gracie, of course, are in New York. Bill Burns, business manager, is in San Francisco. John Medbury, writer, is hibernating somewhere in the desert, and co-writer Harvey Helm is on the beach at Waikiki.

George Jay hustles Bob Crosby right from the station to KEHE for an appearance on "Listen, Ladies" on his arrival Wednesday. Crosby and orchestra will be heard over the station and the CRS group that same night at 9.

Mel Ruick, CBS announcer, doubled as actor on "Hollywood Hotel" last Friday and was all out of breath doubling between "Lux Radio Theater" and "Hollywood Hotel" rehearsals in two several-blocks-apart CBS theaters.

RADIO PERSONALITIES

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

E. L. GOVE

EDWARD L. GOVE is a tall, well-built man who leans slightly forward when he walks, whose blue eyes seem fastened on some object ahead, who never seems ruffled or even affected by ordinary events of every day life, whose smile comes readily and who laughs occasionally, too, but quietly. He is technical supervisor of United Broadcasting Co. stations WHK and WCLE, Cleveland; WHKC, Columbus, and WKBN (affiliate), Youngstown. Edward L. Gove is a builder. He is a pioneer.



Radio pioneer, builder and nature lover....

Thirty years ago in Plymouth, Ind., he became interested in radio. When broadcasting came along in 1922, it seized his interest, and by 1925 he was in the radio world professionally. He started with WHK, pioneer station in Cleveland, and from that day to this, has been head of the WHK technical department, as well as that of affiliated stations.

During these 12 years, with their changing conditions and ideas, Edward Gove has pioneered in such outstanding scientific developments as sectionalized insulated towers (WHK had the first one in the world), compact network of copper wires laid out radially underneath the antenna towers (WHK has 10 miles of these wires and WCLE has 20 miles of them), vertical faders for control panels (invented and patented by Gove), development of the particular type of wheel-top vertical antennae in use by WHK-WCLE, AC operation of studio equipment and Monel Metal trim for microphones, etc.

But E. L. Gove doesn't live entirely in a world of kilocycles. During summer vacations, he reels in the "Muskie" up in Canada—and he never vacations without his camera. He's an expert photographer—does all his own developing and makes movies, too. He's a lover of beautiful flowers and fast automobiles; the yard and gardens about his estate at Seven Hills, O., are indicative of his excellent taste.



Carleton Kelsey is leaving the CBS Wrigley "Poetic Melodies" musical directorship Nov. 5 and returning to radio in Hollywood. Carl Hohengarten probably taking over for him.

Al Barker, who writes "Don Winslow" for Iodent, has signed a contract providing for production of his play, "Tiger Hour," in London.

Joe Parsons, NBC basso, is appearing at Chicago Theater this week.

Lawrence M. (Jack) Hurdle is producing the "Jenny Peabody" series on CBS for F. & F. Cough Drops.

Hoosier Hot Shots are appearing at the Grand Rapids civic auditorium, on Oct. 26.

Arthur Hems, vaudeville comedian, is now doing the lead in Princess Pat's "Pat and Hank."

BOSTON

Bill Dooley's ork returns to the Hotel Westminster.

Earle Lawrence, Yankee network's romantic baritone, opens an engagement at Steuben's Vienna Room next Monday.

Arthur Feldman has taken on another assignment in addition to his WBZ-WBZA special events broadcasting. He will co-operate with the sales department in developing ideas for commercial programs.

WEEI auditioned for feminine announcers to do a sidewalk interview program for a nail polish outfit. Louis Glaser Inc. is the agency handling the deal.

The Coconut Grove now features an Hawaiian group in addition to Lew Conrad's orchestra.

Terry O'Toole, Yankee's Irish tenor, starts a new series of sponsored programs Sunday.

Billy Brook's Band follows Woody Herman into the Normandie Ballroom with a WAAB wire.

NEW ORLEANS

WVL here is getting ready to increase its staff orchestra to fourteen men apparently to carry out network AFL agreements.

With the advent of the men who follow horses with a book, the Rose Room will put in an added afternoon cocktail period with Tony Almerico tooting the horn. WDSU wire.

Sal Casti and his troubadours are out at the Carrollton roof.

Types of Radio Fare Date Back 20 Years

"Radio is unquestionably a new medium of entertainment, but the types of entertainment offered via the kilocycles date back 20 years and more," says Ted Lewis.

"Eddie Cantor certainly offered the same brand of comedy and song when he was a Ziegfeld star and a vaudeville headliner. Burns and Allen did a 'dumb gal' skit in vaudeville for years before they came to radio. Were W. C. Fields to endeavor to become a 'new personality' for the air, which fortunately, he hasn't, then the radio public would not hear the Fields who achieved fame on stage and screen. Practically every other important artist on the air with the exception of some like Rudy Vallee and Bing Crosby, who are products of radio, did the same things they offer on the air for years before coming to kilocycle endeavor.

"As for the bands, I played swing music twenty years ago at Rector's, while Emil Coleman and Sigmund Romberg directed orchestras in Bustanoby's and Martin's, playing what we know as 'society music' today. So, in the final analysis what's new about radio?"

Urges Better Radio Sets

San Francisco—Fortunes invested by broadcasters to improve transmission and release programs of true high fidelity nature are worthless unless radio sets keep pace with such progress, Philip G. Lasky, General Manager of KSFO declares.

Globe Grain & Milling Launching Coast Series

Globe Grain & Milling Co. through Dan B. Miner Co., Los Angeles, on next Wednesday will start "The Best of the Week" with Buddy Twiss and Joe Parker on seven NBC-Red Pacific stations (KPO, KFI, KDYL, KFBK, KWG, KMJ, KERN), 11:45 a.m. to 12 noon (PST). Program will be heard twice weekly, Wednesday and Friday. Contract is signed for 52 weeks.

Bert Gervis Appointed CRA Chicago Manager

Chicago—Bert Gervis, formerly roving rep for Consolidated Radio Artists, arrives here today to become executive manager of local office, succeeding Leo Salkin, resigned. Frank Burke, CRA press chief, and conductor Marek Weber also are due in today. CRA has a deal pending for the director.

Elliott Roosevelt Is Set As Air Commentator

(Continued from Page 1) national and international. The quarter-hour show is tentatively titled "As I See It."

Negotiations were handled by Murray Grabhorn, manager of KEHE, Hearst station. Howard Esary of Fogel staff will produce. Fogel also presents "The In-Laws", daily comedy feature, and "Charlie Chan", and is now preparing Jack London's "Sea Wolf."

HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music in a Modern Manner

MANAGEMENT ROCKWELL-O'KEEFE

D'ARTEGA

AND HIS ORCHESTRA

Admiracion Shampoo Sunday 6:30-7 P. M. MBS-WOR Office, CH 4-5155

☆ Program Reviews and Comments ☆

"LADY OF MILLIONS"

with May Robson
(Electrical Transcription)

Bauer & Black
KNX, Monday through Friday,
15 mins.

Blackett-Sample-Hummert

MAY ROBSON SCORES IN EFFICIENTLY
PRODUCED TRANSCRIPTION SERIES.

May Robson, grand old lady of stage and screen, added still another medium for the display of her apparently ageless art when the transcribed series, "Lady of Millions," conceived and produced by Associated Cinema Studios for Bauer & Black, made its debut Monday night.

In the opening sequence of a vehicle especially written for her by Hector Chevigny, Miss Robson was her own inimitable self and projected both her vibrant voice and her lovable personality over the air like the veteran trouser that she is. The recording was flawless, and while the initial episode was devoted solely to establishing the principal character, Aunt May Webster, played by Miss Robson, it gave evidence of showmanship and painstaking production on the part of Frank Purkett, vice-president and general manager of Associated Cinema, who is credited with producing, and George Godfrey, dialogue director.

Jackson Wheeler is the announcer, and he was given a tag-end commercial which was short, sensible and salesmanlike. By the time this is in print Norman Field will have entered the story in the leading male role opposite Miss Robson, and the adventures of the two characters in the operation of their one-ring circus is apt to prove as enjoyable as any three-ring circus to those who follow their trials and tribulations five days a week.

IRNA-AFM Both Hope Agreement Is Definite

(Continued from Page 1)

by the time the final draft of the agreement is set.

According to AFM spokesmen, the agreement is virtually the "same in substance," but the phraseology has been changed to avoid ambiguity and too hard and fast rules in some cases. Proposition is said by the AFM to be the toughest in its 41 years of existence and the same seems to go for the experience of the broadcasters. All day and night sessions has all of the participants on edge, with nearly all of them taking turns at pacing the halls to keep from keeling over.

Although the broadcasters are driving the best bargain possible not all

"Dere Teecher"

A bright little program, well conceived and executed, is this quarter-hour over CBS at 5:45-6 p.m. on Tuesdays. Though the title, "Dere Teecher," would indicate a comedy skit, the show in reality is a sort of quiz program, prefaced by some brief readings on the subject that forms the basis of the quiz that follows. The last program dealt with cotton. Fourth grade students supplied the questions and answers, and the kids participating in the program were placed in a sort of "race" for prizes, thus giving the program a competitive angle that kept the youngsters enthusiastically on their toes. It's one of the liveliest and best of the juvenile programs.

"Hollywood Mardi Gras"

Despite announced program corrections of the previous day that had Amos 'n' Andy cancelled from making their repeat appearance with Lanny Ross on Tuesday night, the blackface comedians were on hand and added much to the enjoyment of the occasion. Program as a whole has maintained a good standard since it started. Charlie Butterworth has come through fine as a screen comedian, Florence George is doing a swell job vocally, and the rest of the troupe also has kept in step.

"Ray Block Varieties"

This new Wednesday 3-3:30 p.m. musical variety show presented by Ray Block over WABC-CBS employs various designs of new orchestral treatments that provide an interesting and entertaining half-hour. Fanciful combinations of song numbers, played in intriguing individual style, along with interspersed vocals and the soft and sweet revival of fondly remembered numbers of past years, give the program a delightful flavor. Block appears to be engaged in experimentation, and his first two programs indicate that he will develop something off the beaten track and altogether pleasurable.

of the points involved are being worked out exactly to their liking. Attorneys, however, are leaving no stone unturned to give the radio industry all possible protection. Network representatives also present are contributing their help wherever it may be needed.

Allocation of the \$2,100,000 annually in additional musician payrolls will be the next step, to be taken up the middle of next week. As agreed upon, the network affiliates will hire \$1,500,000 worth of additional musicians and the key stations will expend the \$600,000. Allocation has been fully worked out by the IRNA on the basis of 5½ per cent of each station's gross revenue (less commissions). Each station's allocation, however, will have to meet with the approval of the AFM and the needs of the local in whose jurisdiction the station exists. Should the 5½ per cent formula not be to the liking of

Alistair Cook

Commentator Alistair Cook, who a short time ago started a late night quarter-hour of dissertation, returned Wednesday night on WEA-FNB Red network with a new program titled "A Critic on Broadway", in which he will devote his attention to the stage and screen. In contrast to the general run of theatrical chatterers, Cook announced in his opening broadcast that he would deal "constructively" with his topics. Instead of digging up scandal or throwing brickbats, he plans to offer helpful comment. It is not only a noble aim, but one which will place Cook pretty much in a class by himself.

A better pace was noted in Cook's style Wednesday night than in his previous broadcasts, probably due in part to change of subject matter. Among points which he made in the opening broadcast was that the so-called highbrows, instead of holding aloof from the films, should realize the importance of the medium and lend their cooperation toward making it better and more socially useful.

Reviews of plays and films will be included on Cook's program starting next week.

"Your Hit Parade"

With Leo Reisman as guest baton-wielder, Wednesday night's "Your Hit Parade" on WEA-FNB Red network was an exceptionally tuneful and smooth-flowing hour of musical entertainment. From "That Old Feeling" of current popularity, down through a rumba and all the way back to the perennial "St. Louis Blues", Reisman led the parade in expert musicianly fashion. His arrangements, while distinctive enough, hewed close to the basic melody in each respective case. Vocalists of the evening were Lois Bennett, Stuart Allen, Freddie Gibson and the Song-smith Quartet, with Basil Ruysdael as the announcer.

the AFM, a new one will have to be devised.

Electrical transcription angles proved one of the greatest drawbacks to an earlier settlement on the terms of the trade agreement. Ramifications from the broadcasters angle developed more importantly than realized and this and several other points caused hours of heated discussion. While both sides appear to understand the other's position one impasse followed upon another, clause by clause.

Meeting of the AFM Executive Committee with transcription and phonograph record men, is definitely set for 10:30 a.m. this morning at ASCAP offices in the RCA building. The demands to be made upon the disk men is what the broadcasters seek to counteract in their trade agreement with the musician union. ET control by the AFM is about the strongest threat in its hands.

"BIG CITY"

with Edward G. Robinson and
Claire Trevor

Lever Bros. (Rinso)
WABC-CBS, Monday, 8-8:30 p.m.
Ruthrauff & Ryan Inc.

NEWSPAPER SERIAL DRAMA WITH
FAMILIAR PLOT AND FIRST-RATE CAST.

Title of this new Lever-Rinso show, which occupies the half-hour just preceding the same sponsor's Al Jolson show on behalf of Lifebuoy, does not apply to New York, but to a mythical big city located anywhere. It's a newspaper serial drama, with Edward G. Robinson as the tough managing editor who sets out to expose the past of a woman who has reformed and is determined to protect her daughter from scandal, even if she has to shoot the editor. Claire Trevor is the society reporter who is opposed to Robinson's news policies but is unable to convince him. She also furnishes a slimly suggested love interest. Then there is the publisher who doesn't care what kind of news his editor prints, so long as it promotes circulation.

Ingredients are the familiar pattern made famous by "Five-Star Final" and frequently duplicated since. The exceptionally able cast, however, gives it fresh interest and makes it good listening on the acting score in particular.

The scripting also sounded like an exceptionally good job—and should be, seeing that Arthur Caesar, Arch Obeler, Courtney Ryley Cooper and Art Holden were announced as the authors of the series.

"Tish"

Second episode of the "Tish" series being presented by the radio division of the WPA Federal Theater over CBS, switched to a different spot at 9:30-10 p.m. Wednesdays, was somewhat of an improvement over the initial performance last week. The character of the unpredictable Tish is beginning to take form and, given a little chance, should catch on okay.

QUOTES

DR. P. C. GOLDMARK, CBS Chief Television Engineer: "Of greatest importance to the future of television programs is the progress of engineers in stepping up the light sensitivity of the television camera. Developments now under way in England and Germany as well as in America promise a television camera ten times more sensitive to light than any now in use, thus rendering it even more useful for reproduction than the ordinary photographic camera using modern emulsions."

D. H. MUNRO: "Unless something co-operative can be done in the way of determining what the standard size of screen shall be for all receiving sets, at least for the present until television technic is better understood, I'm afraid everything we've established so far will be badly upset."

ORCHESTRAS - MUSIC

BOB CROSBY, brother of the illustrious Bing, is making his Southern California debut at the Palomar in Los Angeles. CBS carries the orchestra network on opening night, Wednesday, but KNX does not release opening stanza, initialing the following night at 10:45-11:15 and continuing throughout the engagement.

Lou Breese and his French Casino orchestra have been given additional time along with a partial change of schedule on NBC. They will be heard hereafter on Tuesdays at 11-11:30 p.m. and Sundays at 11:15-11:30 p.m. over WEA-F-NBC Red. Martha Perry and Mark Balsom continue to handle vocal assignments.

Al Goodman is featuring the oboe in his "Hit Parade" orchestra over CBS. This instrument is rarely used in dance orchestras.

Ray Herbeck and his orchestra have opened an indefinite engagement at Blossom Heath, Oklahoma City, coming from Salt Lake City. Ork will air locally.

Screen tests seem to have hit Ernie Holst's band full force. Not

only has his vocalist Vince Calendo been screen-tested, but Ernie himself is being tested. Ernie bears a resemblance to Gene Raymond.

Phil Boudini, who plays the accordion over WDRC, Hartford, Conn., every Wednesday morning at 9:45, is a one-man band. He is one of the first accordionists to appear with a dance orchestra, and played with Rudy Vallee when the latter was in New Haven with Eddy Wittstein.

The orchestra took it "on the downbeat" in more ways than one at Ciro's in war-torn Shanghai, according to an interesting and exciting interview on the second of Ruth Royal's new KCKN "Down Beat" programs. Royal had Frank Sherman, a Kansas City, Kan., boy who has just returned from a four-year engagement at the 3-million-dollar Ciro International Night Club, tell all about it on her weekly quarter-hour devoted to news and gossip about modern music and "name" musicians.

Ray Herbeck and his orchestra have opened an engagement at Blossom Heath, Oklahoma City, and are casting through KTOK every night and to KTOK and the Oklahoma Network Sunday afternoons.

COMING EVENTS

Oct. 19-23: Eighth International Congress and Exhibition of Electrical Radio, Palais de la Radio, Paris.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 25-31: Exposition of Radio-Television, People's Amphitheater, Moscow.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

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

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

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

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

HOOVER ON NBC TUESDAY

Former president Herbert Hoover, speaking Tuesday in Mechanic's Hall, Boston, under auspices of the Republican Club of Massachusetts, will be heard over NBC-Blue network at 9-9:30 p.m.

Baxter Handling Publicity

John Holt Baxter has been assigned to handle publicity of the stars under the management of the NBC Artists Service.

House Sales Program

A 15-minute house sales program, with music, highlighting true-life incidents of those who have built houses on FHA plan, bowed in Tuesday over KDYL, Salt Lake City, sponsored on a 52-week contract by Capson-Bowman Realtors.

Lord Strabolgi on CBS

Lord Strabolgi, chairman of the England and Irish radio commission, will speak over CBS today, 6-6:15 p.m., via short wave from London. His topic will be "The Full Dress Debate in Parliament."

Dalton Boys for Disks

Dalton Brothers have been signed for three Alka-Seltzer electrical transcriptions to be made by World Broadcasting. Arthur Kass of Kass-Tohrner set the deal. The waxing will be done November 8.

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.

DON KERR

Master of Ceremonies
 WMCA
 Fox-Fabian Amateur Hour
 General Mills Sports Parade
 Fox-Fabian Professional Parade

KANSAS CITY

Margaret Hillias, dramatic actress, has been added to the KXBY staff as production head under Program Director Jerry Burns. She is also scripting and acting in several new commercials.

Jack Starr, KMBC sports announcer, is back on duty after a siege of throat trouble.

Roy Kerns and Bruce Robertson are appearing with Margaret Hillias in a Sunday afternoon KXBY show for James B. Welch Realty Co., embodying a clever idea wherein a pair of newlywed house-hunters make a tour of the company's properties, visiting a different cottage, apartment or house each week.

Saturday Time "Lucky" Say Ripley Researchers

When the Ripley show was switched recently from Friday to Saturday over NBC, Doug Storer's "Believe-It-Or-Not" researchers set about to "prove" the new time more auspicious. In a memo sent to Benton & Bowles, agency, they pointed out that: according to the Bible, "Saturday is the only day blessed by the Lord"; every major war which the United States fought ended on Saturday; the Stars and Stripes and the Articles of Confederation both were adopted on Saturday; the first oil well in the U. S. was opened on Saturday; the Spaniards call Saturday the "honeymoon day of the week," while the Germans say there is no Saturday but it is "sunny" and "lucky"; Saturday has been named after Saturn, most beautiful phenomenon in the skies, which, in turn, was named after the God of Agriculture and plenty; statistics show that more boys are born on Saturday than on any other day of the week; the First Declaration of Independence in Mecklenburg was signed on Saturday.

Paul White Losing Tonsils

Paul White, NBC director of public affairs, enters the Tonsil Hospital today for a tonsilectomy.

ONE MINUTE INTERVIEW

TONY WONS

"There is more to speaking on the air than meets the ear. Some folks think that all you have to do is write your script, get in front of Old Man Microphone, and, with extra care about diction talk to him. This isn't true. Radio speech doesn't call merely for perfect diction. Naturalness is the most important thing, and even Demosthenes would have had a tough time being natural and speaking with perfection at the same time. And here's the catch, it's much harder to speak plainly into the microphone than it is to speak precisely."

★ Coast-to-Coast ★

BOB HOWARD, the whistling pianist, is now heard over WHN on Tuesday through Friday at 3:45-4 p.m.

Ivy Dale of the Ed Smalle chorus was booked for the production of "Carmen" by the Salmaggi Opera at the Hippodrome this week.

WMCA is now airing a stock market summary of morning trading at 11:55 a.m.

Fourth "Pontiac Varsity Show" of the season, tomorrow at 9 p.m. over NBC-Blue, comes from the University of Virginia and will have the University Band, Glee Clubs, a vast array of soloists, the Royal Virginians orchestra and Jerry Berlin, undergraduate stunt clarinetist.

Alexander Woolcott, in addition to his WJZ talk on Oct. 31, will do some political orating over WOR on Oct. 29 at 10-10:15 p.m.

Mitchell Gertz Inc., the Hollywood agent for Kass-Tohrner Inc., has wired that due to publicity on Theodore Dreiser's "Gallery of Women," interest has been expressed for this work by movie companies. William Lengle, Dreiser's manager and literary agent, is contact for this office with Dreiser, and there is possibility of a deal being set shortly on picture rights.

Lyn Murray, conducting the "Modern Male Chorus," will be heard on CBS Sundays immediately after the Philharmonic concerts. The concerts usually last to 4:45 p.m., and Murray and the chorus will take the air from the time the concert stops until 5 p.m.

"Like Falling Leaves," a drama by the Italian playwright, Giuseppe

NEW WNYC Studios to Open

WNYC, municipal station, dedicates its new studios atop the Municipal Building with a five hour program starting at 1:15 p.m. Sunday. Present studios have been in use for 13 years.

Guest stars from radio, stage and screen will appear in the dedication program. Among WNYC's "alumni" are Vincent Lopez, Vaughn DeLeath, Ben Bernie, Billy Jones, Ernie Hare and others. Clifford Odets also is scheduled to appear, and as one of the musical features Giuseppe Creature will conduct the N. Y. State Symphonic Band in a half-hour salute.

Ida Allen Names Rep

Ida Bailey Allen has appointed Earl G. Thomas of the Consolidated Radio Artists as her personal representative.

Giacosa, will be presented by the Radio Guild, with Lisa Sergio in the leading role, tomorrow at 3-4 p.m. over NBC-Blue.

Immediately following the appointment of Bill McKechnie as manager of the Cincinnati Reds, Si Burick, Dayton Daily News sports editor and WHIO commentator, by means of a direct line from Cincinnati, aired an exclusive interview with the new pilot on his regular program.

Tony Wons has shifted from the Madison Avenue studios to the Seventh Avenue studios of CBS, so that the large organ can be used for musical accompaniment.

Betty Jane Tyler, child star of "Death Valley Days" and "Echoes of New York Town," and who has been appearing in stage play, "Wall Street Scene," at the Comedy Theater, will appear in a special recital at the theater tonight, doing some monologs and songs.

WOW, Omaha: Announcer Russ Baker has resigned, planning to resume character acting in New York City . . . Jettabee Ann Hopkins is emcee for a musical "Dress Up and Go" series sponsored by Associated Retailers . . . Fred Dawson, nationally known coach, is doing a series called the "Spirit of Football" . . . News Editor Foster May is being sponsored by F. & F. Cough Drops.

Trial of the Marx Brothers, who are accused of unlawfully appropriating a radio skit entitled "The Hollywood Adventures of Mr. Dibble and Mr. Dabble," has been set for Oct. 28, in Federal Court, Los Angeles.

Tyrone Power Airs From N. Y.

Tyrone Power, featured actor in Hollywood Playhouse (NBC-Blue) will broadcast his program this Sunday from the NBC studios here, 9-9:30 p.m. Doris Nolan, stage and screen actress, will play opposite role, taking the place of Gail Patrick, previously announced for the broadcast.

High School Parade

Dramatic, musical, or scholastic features, presented entirely by Chicago and suburban high school students, are aired each Saturday morning in a new program just launched by WLS.

Unusual Jobholders

Folks with unusual jobs will tell the stories of their occupations in a new program, airing on WHN via the WLW line on Fridays at 7:45 p.m.

SALT LAKE CITY

Forrest A. Hobbs is a new technician at KDYL, while Cleon McKnight joins staff as Transradio pressman, Estelle Farmer is the new personal secretary to S. S. Fox and Macksene Smith has been added to the office staff.

Jack Gregson interviewed Paul Whiteman on KDYL as the maestro stopped over here on his tour.

George Snell, KDYL publicity director, sold a juvenile novel to Caxton Printers, and an article on dust-bowl farms to "Common Sense."

Earl J. Glade, KSL managing director, back from New York.

W. E. Featherstone, KSL account executive, visiting Los Angeles; ditto Irma Bittner of the public relations department.

Samuel Keifer, the Utah Woolen Mills "Peter Spraynozzle" over KSL, is candidate for city commissioner.

OKLAHOMA

Leslie Beck, chief announcer, KTOK, is splitting his duties to give him half-time in the commercial department same station.

Harold Smith, formerly with KTUL, Tulsa, and doing transcription work on the Pacific Coast, has joined the sales staff of KTOK.

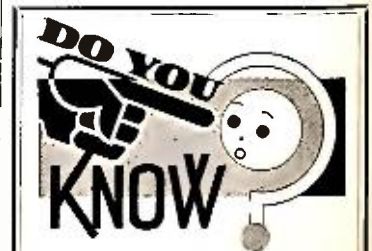
Bob Ellison, commercial manager KFXR, abed with bad case of pleurisy.

Consumers' Committee

As a result of household trick and home decorating contests, running currently on Ida Bailey Allen's Homemakers of the Air on WHN every Monday, Wednesday and Friday, 10:30-11:30, the nucleus of the first Radio Consumer-Homemakers Advisory Committee has been organized, over which Mrs. Ida Bailey Allen will preside. Meetings will be held once a month, during which the high cost of certain foods will be discussed, and not only will more economical substitutes be advised, but also instructions will be given as to how they may be used to good advantage in the Ida Bailey Allen manner.

Marrow Signing Off

J. W. Marrow Mfg. Co. will terminate its program featuring Henry Busse's orchestra on the NBC-Red after the broadcast of Nov. 28.



Joe Rines, maestro-comedian of the Gruen show, claims he was the first jazz band leader on the first station to air regular daily programs. Station was WGL near Boston.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 80

NEW YORK, N. Y., FRIDAY, OCTOBER 22, 1937

FIVE CENTS

ET Men in AFM Huddle

55 STATIONS TO CARRY DE SOTO DISK SERIES

De Soto division of Chrysler Corp. will start a series of transcribed programs over 55 stations coast-to-coast on Nov. 1. Disks will be 15 minutes, and will feature George Jessel, emcee, Will Osborne's orchestra and guest stars.

An additional series of transcribed spot announcements, with Ted Hus-

(Continued on Page 3)

KYW Is Upheld by FCC In Dispute With Mayor

Philadelphia—The FCC has upheld KYW, in its refusal to sell or give time to the Mayor before the Nov. 2 election in which to make talks on city finances. FCC indicated that it could not take any part in the KYW-Mayor Wilson feud. The radio station was they said, "entirely within

(Continued on Page 3)

Atlass Sells Bears Games To Chi Oldsmobile Dealers

Chicago—Ralph Atlass of WJJD has sold the Chicago Bears professional football games for remainder of season to local Oldsmobile dealers. Games are aired Sundays at 2. WIND, other Atlass station, has the Cardinals home games on same time for Chevrolet dealers.

M'Clatchy Seeks Facsimile

Sacramento, Cal. — McClatchy Broadcasting Co., with four stations in California, has applied to the FCC for permission to start the first facsimile broadcasting on the Pacific Coast. A two-column "radio newspaper" is planned.

Thrill

Cleveland—Jimmy Ague, WHK-WCLE vocalist on programs fed to the Mutual Network, has become a sound effects man.

On one show, Jimmy was drafted to open and close a door several times. He did it well after several rehearsals—and said "It was my biggest radio thrill in 14 years of broadcasting."

WHIO Kitty

Dayton, O. — Execs at WHIO have concocted a novel bonus scheme designed to stimulate added interest in commercial plugs among the program and production department boys. Advertisers pay a service charge of two bits per announcement, 50 cents per five minutes, and \$1 for other time units in addition to regular card rates. Added dough goes into a kitty which is split evenly in program and production departments every Friday.

MUSIC RIGHTS GROUP WILL MEET IN SWEDEN

Invitation extended by ASCAP to the Confederation of Performing Rights Societies to hold their next convention in New York is being deferred by the Confederation in favor of the invite extended by the King of Sweden to hold the conclave in Stockholm. However, ASCAP has been informed that next year's convention of the CPRS will undoubtedly be brought here. Some 200

(Continued on Page 3)

KOAM, Pittsburg, Kan. Shows Profit from Start

Pittsburg, Kan. — KOAM, which made its debut on the air Oct. 11, with both Red and Blue schedules of NBC, carried 35 commercial accounts on its opening day, and the station is showing a profit from the

(Continued on Page 3)

Old Gold Twice-Weekly Series Is Starting Nov. 16 Over CBS

Latin-America Keener For Short Wave Shows

That Latin-America is becoming increasingly interested in international broadcast reception is brought out in a report by John H. Payne, chief of the Electrical Division of the Bureau of Foreign & Domestic Commerce, which summarizes replies to a questionnaire recently sent to their

(Continued on Page 3)

Committee of Disk Men is Appointed At Joe Weber's Behest to Meet With Musicians' Group

PAYNE SAYS FCC ERRED IN DISQUALIFICATION

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Third day's hearings before the FCC on charges of unethical practices against Paul Segal and George Smith, attorneys, found Commissioner George Henry Payne declaring that action taken by the Commission in disqualifying him was "without warrant of law."

In a statement to RADIO DAILY,

(Continued on Page 7)

Westmore Says Television Won't Need Freak Makeup

Television performers will be required to use only natural makeup, and probably less of it than the average New York woman uses for street wear, it was predicted yesterday by Percy Westmore, prominent Hollywood makeup man, following an inspection of the NBC television studio in Radio City.

Westmore scoffed at the oft-circu-

(Continued on Page 6)

Bing Crosby Gets Degree

Spokane—Bing Crosby yesterday was given the honorary degree of Doctor of Music at Gonzaga University, his alma mater. The crooner thus becomes Dr. Harry Lillis Crosby.

Electrical transcription and phonograph record men met yesterday morning with the AFM Executive Committee and were informed by President Joseph N. Weber of the AFM that the 16-point program presented recently still stands, and that they please appoint a committee to meet the executive board and work out a deal. Session was short and to the point, with little if any discussion on the matter. The ET and phonograph disk representatives then went into a huddle to talk over the situation.

ET men are in the most difficult

(Continued on Page 3)

PREPARING FINAL DRAFT ON IRNA-AFM AGREEMENT

At the conclusion of the IRNA-AFM conference yesterday afternoon, president Joseph N. Weber of the latter organization confirmed the RADIO DAILY story of Thursday in that there was full accord between the broadcasters and the musicians'

(Continued on Page 3)

Warner's "Lucky" Show On Way East for Okay

West Coast Bureau, RADIO DAILY
Los Angeles—First Lucky Strike show by Lord & Thomas, Warner Bros. and Transamerican goes east on film over the week-end for final agency and sponsor okay. Has Dick Powell as emcee, Leo Forbstein and

(Continued on Page 7)

Sponsors Himself

Chicago—Don Norman has a "man on the street" program airing over WCFL for Bleaching Products Co., and he never needs to worry about whether he is satisfying his sponsor. For the sponsoring company is headed by Don Norman himself, while several other members of the local radio fraternity are stockholders.



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Thursday, Oct. 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155½	151½	155½	+ 3
CBS A	21¼	20¼	20¾	+ 1¼
CBS B	20	19	19	-
Crosley Radio	12	10½	11	+ 1½
Gen. Electric	42½	40½	41¾	+ ¼
North American	19¼	17½	18½	+ ¾
RCA Common	7¾	7	7½	+ ¾
Stewart Warner	10¾	10½	10½	+ ¾
Zenith Radio	23	20¾	22¾	+ 2¾
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	13	12	12	+ 1
Majestic	1½	1½	1½
Nat. Union Radio	1¼	1¼	1¼	+ ¼

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	7¼	8¼

Buddy Clark on "Hit Parade"

Buddy Clark, baritone, yesterday signed a contract to appear as soloist on the Lucky Strike "Hit Parade" over both NBC and CBS. Clark, formerly heard on these programs, dropped radio to appear in motion pictures earlier this year. First appearance for Clark will be on the Saturday CBS airing, 10-10:45 p.m. Lord & Thomas is the agency.

Stiefel Signs Tremaine

Paul Tremaine has signed an exclusive management contract with Sam H. Stiefel Enterprises Inc.

Fred Robbins, SSE sales manager, is back from a weeks' trip to Canada and New England states, where he lined up eight colored cafes for rotating revues, and also booked several night clubs. Shows start Nov. 5. Robbins also has appointed Tyler Mason to head the new film and theater division of SSE.

Gene Inge Auditions First Radio "Revue"

West Coast Bureau, RADIO DAILY

Los Angeles—Gene Inge, former radio editor of the Hearst Herald-Express and generally acknowledged dean of L. A. radio editors, who resigned recently to become a program producer on his own, auditioned his first brain child for a group of agency representatives and newspapermen on Tuesday.

Disk was an intelligently compiled commentary on radio programs of the past week, with Inge's personal comments augmented by a "digest" of opinions of radio editors nationally and "cut ins" of Bob Hall, San Francisco and "Dinty" Doyle of the Hearst New York papers. The voice of "Mr. Average Listener" also was heard in queries and squawks, which Inge plans to have answered the following week by producers of the program involved.

Harry Maizlish, KFVB general manager, is spotting the program on a sustaining basis and it will be surprising indeed if some network sponsor does not grab it shortly, since it has novelty and merit and is built along constructive lines.

New Guest Star Angle Drawing SRO at WTMJ

Milwaukee—A new vogue in guest starring has been set by Eddie Thompson, radio editor of The Milwaukee Journal, and George Comte, announcer, who conduct a "Behind the Mike" series over WTMJ.

Thompson and Comte are featuring personal appearances of celebrities imported specially from Chicago to Milwaukee. The first star to appear was the young heroine of Campana's "First Nighter" series, Barbara Luddy. The next was Bruce Kamman, NBC producer and the German professor on the perennial "Kaltenmeyer's Kindergarten," which Kamman originated six years ago.

Among others who will make the trek from Chicago will be the noted bandmaster, Ted Weems, Rubinoff and his fiddle, Franklyn McCormick and Jack Fulton of "Poetic Melodies," Joe Emerson of "Hymns of All Churches," Betty Caine and Raymond Johnson of "Tale of Today," and Don McNeil, emcee of NBC's "Jamboree."

The broadcasts are staged in the furniture store of Nelson Brothers before audiences. Since the guest star plan was started the SRO sign has been hung out at each performance. "Behind the Mike" feature is a daily presentation.

Richard Crooks Back

Richard Crooks, Metropolitan Opera tenor, returns to the "Voice of Firestone" program as leading tenor on Nov. 1 at 8:30-9 p.m. after an absence of five months. Margaret Speaks is the program's prima donna, with Alfred Wallenstein conducting the symphony orchestra.

New NBC Football Series

Lynn Waldorf, football coach at Northwestern University, and Francis Powers, Consolidated Press Ass'n sports writer, will be heard over the NBC-Blue network in their Sunday football discussion program, "Second Guessers," which has been airing over WMAQ, Chicago, since the season started. Program is broadcast at 11:30-11:45 a.m. E.S.T.

University Students Pick Air Favorites

In a radio poll just taken by the New York University "Varieties," most widely circulated publication for college students in the country, 3,376 students voted the following programs and radio personalities as their favorites:

Comedian: (1) Jack Benny, (2) Fred Allen.

Singer: (1) Bing Crosby, (2) Kenny Baker.

Announcer: (1) Harry Von Zell, (2) Martin Block.

Orchestra Leader: (1) Mark Warnow, (2) Horace Heidt, (3) Benny Goodman.

Children's Program: (1) "Funny Things," (2) "Uncle Don."

Actor: (1) Don Ameche, (2) Edward Robison.

Actress: (1) Helen Hayes, (2) Claudette Colbert.

Script Writer: (1) Harry Conn, (2) Fred Allen, (3) Jack Benny.

The most unusual result of the poll was the number of votes cast for Mark Warnow and Horace Heidt, showing the students' change in attitude toward popular music. Swing music, apparently, is losing many of its former adherents.

Grace Moore to Entertain

Grace Moore will be hostess at a cocktail party to be given at her house on Sunday evening following her General Motors broadcast at 8 p.m. over NBC-Blue network.

Jackie Heller Booked

Jackie Heller opens Oct. 29 for a week at the Stanley Theater, Pittsburgh, after which he plays two weeks at the Capitol, Washington, starting Nov. 5, followed by Loew's State, New York, Nov. 25. All bookings set by the Herman Bernie office.

TRANSCRIPTION & RECORDING SPECIALISTS

INTERNATIONAL PRODUCTION STUDIOS
33 W. 60th St., N.Y.C. COI. 5-7366-7

COMING and GOING

JOHNNY HYDE, executive of the William Morris office, leaves for Hollywood tomorrow. S. J. DIEFENDORF, of the CBS sales staff in New York, is in Hollywood for conferences with sales executives there.

JUDY STARR goes to Hartford, Conn., for a personal appearance beginning Tuesday. EDDIE GARRON, at one time with Jack Hylton and lately in Hollywood, has come east, with a stopover in Chicago for a guest appearance over WCFL.

FRED ROBBINS, sales manager of Stiefel Enterprises Inc., orchestra and artists representatives, is back from Canada and New England.

GEORGE BOLLING of John Blair & Co. is out of town for the week. JOE WEED of Weed & Co. arrives back in New York today after New England trip.

Forrest Joins Mutual

Arthur L. Forrest, formerly of NBC Survey Analysis department, has joined the sales promotion division of Mutual. His duties include coverage information on all MBS stations, listings, surveys and special mail and industry studies. Appointment of Forrest creates a new service for MBS clients in the statistical department.

Joan Merrill on MBS Shows

Joan Merrill, WOR singer, has been signed for the Norman Brokenshire programs aired over WOR-Mutual on Monday and Wednesday at 12-12:30 p.m.

GUEST-ING

FRANK HORNADAY, tenor, JOSEPHA CHEKOVA, soprano, and LEONARD WARREN, baritone, on "Metropolitan Opera Auditions," Oct. 31 (NBC-Blue, 5 p.m.).

JIGGS CARUNA SWING TRIO, on "Saturday Night Swing Session," tomorrow (CBS, 7 p.m.).

JOHN LODER, GB film star, and his wife, MICHELINE CHEIREL, on "Movie Club," tonight (WHN, 8 p.m.). FAY WRAY, opposite Spencer Tracy in "Arrowsmith," on Lux Theater, Oct. 25 (CBS, 9 p.m.).

GEORGE RAFT, on Feg Murray's "Seein' Stars," Oct. 24 (NBC-Blue, 7:30 p.m.).

ELLA FITZGERALD and CHICK WEBB, added to "Swing Club," Oct. 23 (CBS, 7 p.m.).

BETTY COOPER, with Tim and Irene, Oct. 23 (MBS, 6:30 p.m.).

GLENDIA FARRELL and BARTON McLANE, on "30 Minutes in Hollywood," Oct. 24 (MBS, 6 p.m.).

BARRY MCKINLEY

IN
"CHEVROLET
MUSICAL MOMENTS"

SUNDAY 6:30-7 P.M. EST
WABC-CBS Network



GRIFFIN
"TIME TO SHINE"

MONDAY 7-7:30 P.M. EST
WEAF-NBC Network

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

ET MEN GO IN HUDDLE ON DEAL WITH THE AFM

(Continued from Page 1)

spot since the AFM seeks to license them and obtain control of the master disks. Without control of the ET situation, it is realized by the AFM that they would not be in a position to enforce their threats against the broadcasters to the fullest extent.

Tentative committee was selected by the disk men and comprises Lloyd Egner of NBC Thesaurus, as chairman; Jack Kapp of Decca Records, Merritt Tompkins of Associated Music Publishers (and Muzak), Stuart Sprague of the Brinckerhoff Company; A. J. Kendrick, of World Broadcasting System, and Francis J. Quillan, attorney for WBS.

Committee is not a negotiating committee, since it was noted that the interests of all present are widely divergent and it would be impossible for a group of men to speak for the entire industry. Committee will mostly seek to work out a method of procedure and will arrange to talk to the AFM committee on Tuesday or Wednesday of next week.

Latin-America Keener For Short Wave Shows

(Continued from Page 1)

Latin-American offices. While it is pointed out that at present both German and English broadcasts are being better received than those from the U. S., Payne says that the U. S. short wave broadcasting companies are rapidly developing their facilities with the expectation of equalling or possibly excelling the performance of the short wave broadcasters of any other country.

Jessel's Chi Sponsor

George Jessel's Mutual program, "30 Minutes in Hollywood," heard Sundays at 6-6:30 p.m. with regional sponsors, will be sponsored in Chicago over WGN by John F. Jokey Co. Blackett-Sample-Hummert is the agency.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	8
THU	FRI	SAT	
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

Greetings from Radio Daily

October 22

Parker Fennelly

F. A. Mitchell-Hedges

Powell Clark

Noel Mills

October 23

Frederick A. Willis

Ford Bond

Margaret Speaks

Lucy Monroe

October 24

Wally Butterworth

B. A. Rolfe

Elinor Sherry

Wamp Carlson

★ Programs That Have Made History ★

WIL's "Breakfast Club"

NEARLY AS much a part of Radio Station WIL as its call letters is its "Breakfast Club." It is an informal airway meeting of all the early risers in the St. Louis area that is called to order each morning at 7 o'clock and adjourns promptly at 8.

Good music, late news and the correct time every three minutes is the order of business at every session. The music used on this early morning pepper-upper is from the Standard and C. P. MacGreggor Libraries. The news including flashes and bulletins from Trans-Radio Press.

Informality is the keynote of the whole program. The announcer handles the entire show ad-lib except the commercials, and even there the sponsors allow him to deviate from the copy as much as he sees

fit. The "Breakfast Club" is divided into quarter hours for sponsorship and seldom has any portion been on a sustaining basis for more than twenty-four hours.

Some of the successful selling stories that have been told via the "Breakfast Club" are used cars, furniture, milk and dairy products, clothing, cleaning service, tires and auto accessories, transportation service, jewelry, cosmetics and radios.

Listener response is excellent. Requests are honored but the names of the requesters are not mentioned. Since its inception seven years ago, the "Breakfast Club," the first program of its kind in this area, has been one of the most popular and one of the most successful program ideas of WIL.

KOAM, Pittsburg, Kan. Shows Profit from Start

(Continued from Page 1)

first day of operation, according to Ed Cuniff, manager.

In connection with the station's premiere, NBC saluted it on the "Farm and Home Hour", while Bailey Axton, who is a local boy and has three 15-minute periods each week on the network, gave a quarter-hour program dedicated to KOAM in which the announcer told about the mining and agricultural activities of this territory.

Music Rights Group Will Meet in Sweden

(Continued from Page 1)

representatives of foreign societies attend the gatherings. Headquarters are in Paris.

Desirous of having the Confederation meet in Sweden, the King informed the organization that arrangements were being made to have Prince Eugen turn over his palace for both the meetings and entertainment; also that all cabinet ministers would form a welcome committee. Convention will be held in July, but acceptance of the ASCAP invite would have brought the men here late this fall.

KYW Is Upheld by FCC In Dispute With Mayor

(Continued from Page 1)

its rights" in its refusal to give or sell time.

The Mayor had charged that he was denied the right of free speech by the station's refusal. The station in a statement by Leslie Joy, manager, denied the mayor's accusations and offered him free time to discuss the city's budget after the November election, when there would still be six weeks before the budget would have to be legally presented to the City Council.

PREPARING FINAL DRAFT ON IRNA-AFM AGREEMENT

(Continued from Page 1)

union, and that all that remains to be done today before signatures are attached to the trade agreement is presentation in formal language in accordance with the changes that have been pencilled in during course of discussion the past week.

Sol A. Rosenblatt of the law firm of Rosenblatt & Jaffe, representing the IRNA Special Advisory Committee, is making the final clean draft for presentation this afternoon. While the trade agreement will be the standard part of all station contracts with AFM locals, each of the affiliates will close its own contract with the local in question, in keeping with the allocation of expenditures worked out for the outlet by the IRNA Committee and Ernst & Ernst, accountants.

It is understood that Clause 10 of the original trade agreement has been rewritten satisfactorily to the IRNA, but this was not confirmed by Mr. Weber.

ARTA Seeks Postal Poll

Washington Bureau, RADIO DAILY

Washington—American Radio Telegraphists Ass'n, CIO unit, has asked National Labor Relations Board to hold an election to determine whether the union should be sole collective bargaining agent for Postal Telegraph employees.

55 Stations to Carry De Soto Disk Series

(Continued from Page 1)

ing doing the announcing, will also be sponsored by De Soto, but starting date and station list are not yet completed. J. Stirling Getchell, Detroit, is the agency.

AN ORIGINAL IDEA

A continuous story that can be told on the air to a waiting and responsive audience.

This program is a natural for live wire advertising agencies who are looking for new ideas in entertainment.

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HOLLIS 5-0349

AGENCIES

NATHANIEL H. PUMPIAN, director of media at Henri-Hurst-McDonald, Chicago, since 1928, has been appointed radio director, succeeding Ed Weiss, who resigned to form his own agency, it is announced by H. M. Dancer, general manager. Pumpian will continue his media duties.

HERBERT T. LORENTZEN, formerly associated with Young and Rubicam, has become an account executive with W. L. Post Advertising. Appointment is effective immediately.

MacWILKINS & COLE of Seattle and Portland, engaged in expanding its radio activities in Seattle, has shifted Showalter Lynch, radio director of the agency, to the latter city from Portland.

MRS. MILDRED G. ERICKSON, formerly with the Lloyd Spancer agency, Seattle, has become publicity director of American Federation of Labor in that city.

Football Contests

Sobol Brothers, users of radio time on WMCA, will conduct six weekly football contests offering 15 prizes each week to football fans and a grand prize of two tickets to the Rose Bowl game and all expense round-trip to California via luxury airliner.

Twelve games of national importance are listed every week. No purchase is required to enter; blanks are obtainable at all Sobol Brothers Stations. National Contest Service, Division of Mailings, is handling the judging. Contest is being promoted via Dick Fishell, sports commentator over WMCA, and a newspaper campaign placed by the J. Stirling Getchell agency.

250 at Taplinger Farewell

More than 250 friends and business associates of Robert S. Taplinger attended a cocktail party last night on the eve of his departure for Hollywood where he becomes publicity director of Warner Bros.

Charlotte Buchwald on WNEW

Charlotte Buchwald, conductor of the WMCA Playgoer program, is now heard Tuesday, Wednesday and Thursday over WNEW in new program, "Woman of the Hour", 3:30-3:45 p.m.

Zip at WPAY

Portsmouth, O.—Gwen Fields, continuity director of WPAY, astounded the staff recently by appearing in a brilliant red frock, having a zipper running diagonally from the waist. Inquiry revealed that the frock is a special creation labeled "My Operation." The staff is wondering if she was affected by the ether waves coming from the station or whether her sales resistance was low.



● ● ● Little Shots about Big Shots: Six years ago Gabriel Heatter was engaged in the publicity business and among his clients was Sam Rubel of the coal firm....Because of the depression, expenses were being cut and Gabe went with the first cut. Other clients made similar moves until he was jobless....Some one over at WMCA told him to see Donald Flamm regarding a commentator's job, and he got it....Working on a soap box as desk for the typewriter and fruit crate for a seat, he did his work....Suddenly things started picking up and Rubel went to him and offered him his job back at an increase, but Gabe refused. Rubel said that he must be drunk or crazy to monkey with radio—and went to Mrs. Heatter with the same plea. She, for the first time, visited Gabe's office, saw the conditions he was working under, and agreed that he was nuts!....Gabe continued, however, being "nuts" as his wife and former boss claimed....A short time after, beer became legal and Gabe went over to WOR sponsored by Ebling's—owned and operated by Sam Rubel!

● ● ● Recently over at the Essex House, where Dave Franklin, composer of "Merry-Go-Round Broke Down," resides (so does Richard Himber). A call had come in to the manager asking that a rent bill be made up and have the page boy rush up to his room and pack all his things—because he had just signed a picture contract and had to catch the train for the coast in an hour...."Dave" promised the boy three bucks if he had all his things and trunks down in the lobby within 30 minutes—and the boy did it in 15 flat—but you can imagine the condition they were in....Well, Dave returned to his hotel—went to his room, found a few honeymooners occupying his apartment—and complained to the manager, who told him of the phone call, which came from Himber's apartment....Franklin hasn't spoken to Dick since....Here's the pay-off: It was Mickey Alpert who had used Himber's phone for the practical joke.

● ● ● By way of New Orleans comes this belated story....When the late Huey Long was reigning supreme there, he used the local stations for his speech-making stamping grounds....When he was scheduled to appear on the air, he'd get on the air, announce that for the next five minutes he was going to play some phonograph records, and that his present listening public should get on the phone, call all their friends to dial him in for the speech....Huey would do just that—and when the five minutes of record playing were over, Long would come on saying: "Now that everybody is listening to me"—and would go into his speech.

● ● ● Mark Warnow was minding his own business the other day while undergoing a shave at the CBS barber shop....At the very moment that Bob Taplinger walked in, he was under a hot towel....Bob pushed the attendant aside and proceeded to clamp the steaming towel on Mark's face—but hard....Warnow nearly scalded under the heat, threw the towel away as Bob went into the next chair, innocent-like....Mark raised an unholy rumpus, but finally was pacified. Bob was getting shaved, also. But instead of pulling a repeat on Taplinger's trick, Mark, when tipping the manicurist, boot-black, barber, etc., passed Bob and placed a dime in the publicity man's palm.

● ● ● At last week's rehearsal for the Eddie Cantor show on the coast, a trombone player hit a clinker which prompted Vick Knight, Cantor's producer, to turn on the talk-back and ask him to play it right....Of course, the offender protested and insisted upon arguing about it....This prompted Knight, who went to the coast weighing 200 pounds and is now down to 140 (after he was told that "you'd be a big man once you hit Hollywood"), to remark to the trombone player: "Don't give me any of your lip—You're gonna NEED it!"

ORCHESTRAS MUSIC

CAPPY BARRA and his Swing Harmonicas will switch to the west coast for their NBC-Red network airings when the organization opens at the Trocadero on Nov. 30.

Jimmy Dorsey and band have opened at the Congress Casino, Chicago, and are on the air over NBC. Four Night Hawks are being picked up from the Bismarck hotel.

Abe Lyman, who returns to New York from Hollywood next Monday, will devote this Fall to his "Waltz Time" series and the other three commercials he directs incognito. There is also a strong possibility, on the strength of his recent success as a comedian with Jack Benny, that a new variety program will be built around him, giving the orchestra leader a further opportunity to demonstrate his flare for comedy lines.

With both pictures and the stage beckoning for Oscar Bradley's musical services, Phil Baker's English-accented bandsman has made up his mind to devote his time to radio, including guest appearances in a comic capacity on other air shows.

Lyn Murray's choruses and orchestras are now heard on a total of 11 different network shows. In addition to this, one of his choral groups is making a series of personal appearances, and another is making a Paramount movie short.

In addition to airing Leon Mason and his Hotel Garde orchestra six nights a week, WBRY, New Haven, will now pick up the dance music of Eugene Jelesnik at the Hotel Taft three week nights and dinner music on Sundays.

Joe Rines, newly-inducted maestro at the French Casino, has added Frankie Parrish as vocalist. He is heard with Rines' band over the twice-weekly NBC wire, but does not appear with him on the "Time of Your Life"—Gruen watch show.

Lee Grant has given a new twist to his music on the "Six Star Revue" on WMCA. He has several of his musicians do solos, each in his own style. Grant calls them his Star Stylists.

Johnny Messner's showband of danceland has been signed for a series of shorts by Paramount Studios. The shorts will depict the history of swing and will be entitled "Swing Is Here To Stay."

Leo Lazaro and his ork, featured in the Continental Room of the Tutwiler Hotel, Birmingham, is now being heard on WSGN regularly at 1:30 and 7 p.m. Joe Ford is announcing the broadcasts.



HOWARD ESSARY, one time program director of KOL, Seattle, but more recently attached to the sales staff at KEHE, has been appointed program manager of the local Hearst station succeeding Mayfield Taylor, who resigned last week.

"Hollywood in Person," daily CBS program produced by Clay Osborne and announced by Bob Baker, has been renewed for another 13 weeks by General Mills.

Chevrolet, Oldsmobile and Dodge are all using KHJ and the entire Don Lee net for announcements designed to intrigue the interest of prospective buyers of 1938 models, with Chevrolet topping the list with 120 within two weeks.

Betty Sieger, opera and concert singer, has been added to the list of staff artists at KMPC.

Hector Chevigny, author of the "Lady of Millions" script for May Robson and many other programs, has had his book "Lost Empire" published by MacMillan. Chevigny was formerly script chief at KNX.

Tom Hanlon will handle the mike at the Washington State-U. C. L. A. game tomorrow for Don Lee-Mutual. The net also will carry the Notre Dame-Navy game, with Quinn Ryan at the mike, which you can catch on KHJ from 11:45 a.m. on.

Latham Owens, scripter on the Penner show, was married Monday night to Betty Quinlan of New Rochelle, N. Y. Following the ceremony, Mrs. Penner entertained in honor of the bride and groom.

Richard L. Hixson, son of Robert Hixson of the Hixson-O'Donnell advertising agency, has joined the transcription department at KHJ as assistant to Bob Wheeler.

Don Ameche and Dorothy Lamour are being teamed as the romantic leads in a forthcoming Paramount picture, "Ensenada."

Hal Rorke is cleaning out the picture files at CBS and turning over all used prints of the radio famous to an anonymous philanthropic worker who is mounting them in scrapbooks for distribution to the Orthopedic and Children's hospitals.

Smith Ballew is making his third appearance on the CBS "Hollywood Showcase" Sunday night with Lud Gluskin's orchestra.

Joe Reichman, opening at the Coconut Grove following Vallee, is throwing a cocktail party for song pluggers at which he will look over new numbers and "pencil in" a date to give those selected an initial plug at the Grove.

Phil Baker and stooge Bottle do a guest appearance on George Jay's "Listen, Ladies" this week. This KEHE interviewing chap manages to corral about everyone for this daily program of his.

Alice Faye is due back from her New York vacation in time for the

RADIO PERSONALITIES

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

E. A. ALBURTY

E. A. ALBURTY, manager of WHBQ, Memphis, had a second christening some 15 years after his birth. Originally christened Emerson, Alburty started on his first job working under a gentleman of Swedish nationality whose accent was broad, sufficiently so that he could not pronounce Emerson, hence the application of Bob to the Alburty name. The name stuck, and only his intimates know that they should say Emerson when they want Bob.



Diversely proficient as a broadcaster

Alburty began tinkering with crystal sets back in the early twenties, and, after doing a bit of amateurish announcing at various stations, he became associated with WREC Memphis in 1926, MC'ing a weekly variety show that continued far into the night. From this he became a free lance announcer, working almost entirely through WREC, handling important live commercial shows. Progressing thence to script writing and participating, Alburty created "The Night Court," co-authored "The Doctor" and "The Professor," wrote "Who's Who in Memphis," and others.

When a reorganization of WHBQ was effected in 1931, Alburty was selected to manage the station. Starting from scratch, Alburty has built WHBQ into one of the nation's leading small stations, excelling in promotional and showmanship activities many a larger station. A close student of current trends in radio productions, Alburty has jumped the gun and offered new, novel program creations first in the territory served by WHBQ. While his managerial duties take many hours of the day and night, he still makes his appearances at the mike at sporting events, having an enviable reputation as sports announcer and handler of broadcasts requiring adept extemporaneousness. This fall he will preside over some forty football broadcasts and has been chosen to handle the 1938 game broadcasts of the Memphis Baseball Club, aired over WHBQ.

Alburty made his initial bow to Memphis radio, as a singer whose voice was admittedly so bad that he was almost immediately switched to other duties, with the unanimous consent of his sponsors.

Alburty has handled in that time, practically everything excepting actual technical operation. He is married, active in civic affairs, a member of the Board of the First Methodist Church. For mental relaxation, Alburty has two seasonal hobbies, bridge in the fall and winter months, and his flower garden during the spring and summer.

OKLAHOMA CITY

Ellen Carroll Trotman, young KOMA songstress, is now being sponsored by a local dress shop direct from the store.

Oklahoma City Theater Guild, under direction of Joe Gifford, is airing 15-minute dramatic skits written and performed by members, over KTOK.

Nov. 5 airing of the Kemp-Faye-Chesterfield show.

KNX moves its "West Coast Church of the Air" a half-hour later Sunday morning to carry the CBS special shortwave international concert from Batavia, Dutch East Indies, at 8 a.m. The "Richfield Reporter" moves back to the old 10 p.m. groove on NBC with the final toot of the "Show Boat" as it disappears round the bend on Thursday.

Jack Stewart, KFI-KECA salesman, is all smiles over the arrival of a seven-pound daughter.

Syd Dixon, NBC sales head, is back from a month up North.

Sam "Schlepperman" Hearn has bought himself a house high up on a Hollywood Hills top.

Larry Adams, chief engineer at Associated Cinema Studios, is adding a new high-fidelity, wide-range channel for increased and improved recording facilities.

ST. LOUIS

Merle S. Jones, Radio Sales head for CBS in Chicago, was a recent visitor at KMOX.

Tommy Bartlett, announcer at WBBM in Chicago, came here to assist Dan Donaldson, KMOX announcer, on the first "Meet the Missus" broadcast. Bartlett originated the program.

Ruth Brink, WIL songstress who was stricken with appendicitis, has fully recovered following an operation.

Male Chorus in WHK Series

Cleveland—The noted Cleveland Male Chorus, under the direction of William Albert Hughes, has been scheduled for a series of monthly concerts on WHK. Scheduling of this new local show is part of Program Director Mendel Jones' plan of building night programs with emphasis on local talent utilization. Many new local shows will shortly be included in the WHK night schedule.

Hazel Hayes with Davidoff

Hazel Hayes, prima donna from the coast, has replaced Dorothy Sandlin on "Impressions" over WOR. She will be heard with Yasha Davidoff, baritone, and the orchestra directed by Milton Katims, starting Monday at 11:30-12 midnight.



R CALVERT HAWS, formerly program director of WCFL, has left for Hollywood to take over production of General Mills "Hollywood in Person" guest star series for the Russell M. Seeds agency.

Pauline Barth of WLS Barn Dance "Fireside Party," eloped with L. D. Barnes.

Tenor Jack Fulton, Jr., goes to St. Louis this weekend to sing for a United Charities appeal.

Edith Adams, wife of announcer Paul Dowty, has been added to the cast of "Jenny Peabody" on CBS.

Irene Rich will do her Welch broadcast from Chicago studios on Oct. 31. She will be here for a conference with H. W. Kastor & Sons.

Paul Dowty and Ken Ellington are now doing the news on Sinclair's Headliner series on WBBM, renewed for 13 more weeks.

Pat Flanagan gave Val Sherman a fancy new watch for his services as assistant during the sports season.

Now that Bess Johnson has wound up her Lady Esther series and Basil Loughrane of Lord & Thomas is taking over the plugs they are calling him Lord Loughrane.

Marion Jordan, (Molly McGee) has been confined to Sacred Heart sanitarium, Milwaukee, between broadcasts. She is reported improving, however.

Third World Peaceways Forum

Dr. Frank Kingdon, president of Newark University; Major George Fielding Eliot of the United States Army, war veteran and co-author of "If War Comes," and Dr. J. Max Weis, director of research of World Peaceways will participate in a forum on "Will the President and Congress Scrap the Neutrality Act?" tomorrow at 9:30 p.m. over WQXR. This is the third in a series of forum broadcasts conducted by World Peaceways.

Education by Radio

Salt Lake City—A regular feature of KDYL's "Farm and Home Hour" is the Student Homemakers Department, which has a thorough-going tie-up with Utah's entire elementary grade schools. Letters are mailed from the Utah State School office to all teachers, who are directed to arrange their groups for instruction via the broadcasts. Lessons, hints, and general Student Homemakers information are thus broadcast directly from KDYL. Farm and Home Hour is a weekly feature heard Saturdays at 11:15-11:45 a.m. MST.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Westmore Says Television Won't Need Freak Makeup

(Continued from Page 1)

lated stories that purple lipstick, green rouge and blue powder would be required for makeup of artists appearing in front of the television camera.

"I have had an opportunity to study studio conditions and see the television image, and I am convinced the development of makeup technique for television will follow the current trend in motion pictures," said Westmore. "We are using less grease paint today, less powder and less lip rouge. There is every reason for television to do likewise, particularly because spontaneity and naturalness are keynotes of the medium."

Makeup's two biggest contributions to television, Westmore believes, will be to define features more clearly and accentuate the plans of the face.

Gloria Dickson, Hollywood actress, accompanied Westmore on his NBC tour and did voluntary duty as a subject for the iconoscope camera.

Service Engineers' Campaign

Springfield, Mass.—An advertising campaign to acquaint the public with the existence of the Springfield Institute of Radio Service Engineers was approved at a meeting of the institute at Hotel Clinton. Frank Keefe, president, announced a definite program of technical training and merchandising studies being planned in cooperation with a local business college.

KDKA Testing Tower

KDKA, Pittsburgh, is testing its new 718-foot vertical tower and expects to put the radiator into actual operation the first week in November. Tower, weighing 60 tons, is expected to eliminate fading and bring the sky and ground wave closer together.

KUOA Program Amplifier

Siloam Springs, Ark.—KUOA has just placed in operation a new program amplifier, designed and built by Jesse Miller, chief engineer. The amplifier, in use at the transmitter, provides an increase in signal of 2½ times, also preventing overmodulation peaks, according to Mr. Miller.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH
Electrical Lighting Equipment
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WNYC's New Plant Equals Majors

With the opening of its new studios atop the Municipal Building tomorrow, WNYC acquires a new master control room, equipping the unit to function as a key station on a par with any of the three local major broadcasting systems. The room is as intricate in design and elaborate in appearance as an organ console. It permits the simultaneous operation of six different programs for transmission to four different outgoing trunks, so that programs may be instantaneously picked up in each studio and sent out on six different channels to four different radio stations.

The new station layout, replacing the 13-year-old studios now in use, occupies 8,000 square feet, and is completely air-conditioned. Striking color treatments feature each of the five new studios, with the entire unit representing a complete transformation of the station into settings of beauty, efficiency, and comfort.

Three NBC Engineers Shifted to West Coast

Carl Lorenz, Robert Moss and Burt Capstaff, NBC Radio City engineers, have been transferred to the Hollywood studios to handle the heavy load of commercials emanating from the city.

Four engineers have been added to the Chicago engineering staff in the past week. They are: M. J. Wilson, formerly of WCBS; H. F. Abfalter, of WWJ; J. W. Conn, of RCA Mfg. and Robert R. Jensen, of KLZ.

Mary Small Screen-Tested

Mary Small, young radio singer, has been given a screen test by 20th Century-Fox.

☆ PROMOTION ☆

WTMJ "Big Apple" Lessons

The "Big Apple" dance craze, originating in a Negro dance hall in Charleston, S. C., and which has been sweeping the country, found WTMJ. The Milwaukee Journal station, ready with a spectacular promotion stunt.

Since the "peck and pose" stuff of the "Big Apple" partakes of the quality of the old-fashioned square dances, and permits of easy improvisation, the programmers at WTMJ felt that it would be "pie" to teach over the air. So they promptly enlisted the services of a prominent Milwaukee dancing instructor, Agnes Klein. Then they arranged to conduct the "educational" broadcasts direct from George Devine's Eagles ballroom and use the house orchestra for the rhythm required.

Together with Bob Heiss, WTMJ's chief announcer, Miss Klein broadcasts the "Big Apple" instructions nightly at 10:15 o'clock. The lessons

are so definite and precise that listeners are able to practise the new terpsichore right in their own living rooms, at their clubs, in taverns or on the dance floor.

Supplementing the instructions broadcast by Miss Klein and Announcer Heiss, are additional photographic instructions and highlights of the dance appearing daily in The Milwaukee Journal Green Sheet.

While the "Big Apple" is of lowly origin and was given its big momentum nationally largely by college groups, WTMJ is finding keen interest among all ages and strata of society.

Ernie Watson With Power

Ernie Watson and his orchestra have been signed to appear on the one-time shot which originates the Woodbury-Tyrone Power show from New York this Sunday, NBC-Blue network, 9-9:30 p.m. Booking was done through Consolidated Radio Artists, Inc.

German Tele Engineers Map Development Work

Berlin—After adopting the 441-line standard, same as in U. S., the German television engineers of the postal administration have set themselves the task of raising the quality of television transmissions in a period of quiet development work. Their program includes the erection of a television stage in the Berlin Radio House, increase of clearness of televised pictures by 50 per cent, increase of size of pictures in home receivers from 30 to 40 centimeters' height, gathering experience in studio acoustics and lighting.

New Station Selector

Chicago—Belmont Radio Corp. has announced its new Bel-Monitor automatic station selector, to appear on its own receivers. Mechanism comprises bank of selector keys, linked to an equal number of adjustable centering cams mounted on tuning condenser shaft. Each key is identified with station call letter. The selector will be available with 8 station positions on Belmont console models 860 and 1175, and with six station positions on table model 582.

Issues Reception Booklet

An 11-page booklet explaining "High-Fidelity Radio Reception" in non-technical terms has been issued by Philco under the authorship of W. H. Grimditch, chief engineer. It is an adaptation of an address made at the June convention. Copies have been sent to all distributors for forwarding to dealers throughout the country.

Gets New Mobile Transmitter

Oklahoma City—A new mobile transmitter will be put into operation by WKY about November 1st. Shortwave station, with power of 200 watts and call letters KAXB, will be mounted on a truck and use four channels—1622, 2058, 2150 and 2790.

"Mike" and "Phone"

HAND SETS



Especially for five meter transmitters and the five meter transceivers. Light and compact yet rugged. Bakelite units. Six ft. 4-conductor cord. Weighs but 15 ounces.

Microphone Division

UNIVERSAL MICROPHONE CO. LTD.
424 Warren Lane, Inglewood, Cal., U. S. A.

\$10 Single button

\$15 Double button

Program ☆
Reviews ☆

Emily Post in
"HOW TO GET THE MOST OUT OF LIFE"

Florida Citrus Commission
WABC-CBS, Tuesday and Thursday,
10:30-10:45 a.m.
Ruthrauff & Ryan

GOOD WOMAN-INTEREST PROGRAM WITH NOTED AUTHORITY DOING INTERESTING JOB.

Emily Post, who has been an authority on etiquette and human behavior for something like a couple of decades, and also has done her share of talking before the microphone, brings an engrossing new woman's program to the CBS airwaves in this twice-weekly feature sponsored by the Florida Citrus Commission to promote the sale of the state's oranges, grapefruit and such.

Mrs. Post talks not only with a background of knowledge and experience, but also sympathetically and with a keen sense of topics and problems that will appeal to the general run of the fair sex.

Besides discussing culinary matters, her program takes in gardening, home-beautifying, some vital social problem and other items.

Guests on the initial program were Governor Fred P. Cone of Florida and his daughter, Mrs. Mark Byron.

"CHATEAU NEWS REPORTERS"

Borden Co.
WNAC—Yankee Network,
Tuesdays, 7:30-8 p.m.
Young & Rubicam Inc.

Probably the most pretentious and entertaining of the local broadcasts is the Chateau News Reporters presented for the benefit of Yankee Network listeners every Tuesday evening. Around the central figure of an editor-in-chief, the programs fade, amid a clatter of typewriters and teletypes and the confusion of a news room, into dramatizations of news of interest happening in New England.

On the show caught last Tuesday, the bitter political brawl between Governor Quinn of Rhode Island and Walter E. O'Hara, director of Narragansett Race Track, was dramatized. Another good piece of dramatization was the enactment of the marine sergeant cited on the last day of the World War and who has been awarded the silver star for bravery under fire, just 19 years later. Other news events also were covered. The cast is good and the production well handled. It is a well-done production and in no way is it comparable to any other news dramatization. Its commercial copy is kept brief and not blunt.

NEW PROGRAMS—IDEAS

WTMJ's "Around the Town"

A new type of radio program, with "real people" participation, is achieving remarkable success on WTMJ, Milwaukee, even though it occupies the "zero-hour" spot of 4:30 to 4:45 o'clock. "Around the Town" is the provocative title of this new show. Bob Heiss, WTMJ's chief announcer, who conducts it, makes tri-weekly excursions with short wave equipment to interesting places throughout Milwaukee and suburbs.

One day the theater of activity was the Washington Park Zoo, where interviews with keepers were broadcast while lion roars, bird calls and monkey squeals added piping notes of realism. Another interesting broadcast was made from the city "Dog Pound" during the American Humane Association's "Be Kind to Animals" week.

Another exciting broadcast was made at Lakeside Power Plant, featuring interviews with engineers against the roar of the mighty turbine engines. On "Moving Day" Heiss followed the movers and got several interesting interviews. Other broadcasts planned include visits to an old-time blacksmith shop, Union station, an airport, the railroad yards and a hotel lobby.

Where feasible, the broadcasts are planned to tie up with current events, as in the case of "Be Kind to Animals Week."

Payne Says FCC Erred In Disqualification

(Continued from Page 1)

Payne stated that action taken by the five commissioners may lead to grave consequences in the future. He explained that if such action could be taken against a Commissioner who had the courage of his convictions and took a strong stand, any Commissioner similarly situated could be disqualified in an effort to gain a favorable decision by the Commission for the defendants.

It is understood from reliable sources that Payne is diligently going through past records of law and the Commission to find out if there is any basis for the action taken against him.

Indicated defense of Segal and Smith is contention that rules of FCC permitted the proceedings of setting up such dummy corporations, it was learned last night.

"Whether or not that contention can win is problematical," FCC special counsel Kauffman told RADIO DAILY.

Commission will rest its case tonight while defense will start tomorrow, continuing into Tuesday, it is expected.

"The Talent Scout"

WCFL, Chicago, next Wednesday is launching a program titled "The Talent Scout" which will seek to give professional performers that radio break which somehow has eluded them. Idea is that to avoid the red tape of getting auditions at agencies and networks—and getting responsible persons to listen to them—a radio show might be put on that would offer reasonably good entertainment while giving broadcasters a chance to listen in on potential talent without having them involved in the process. Show is in no sense an amateur show. Program will be handled by Paul Kapp, local talent manager.

Sports in Verse

Cleveland—Tony Cabooch, poet-philosopher of WHK-WCLE, is airing a new broadcast stunt. Every Saturday afternoon, after WHK concludes its play-by-play description of the Ohio State University football games, Tony goes on the air with a resume in verse.

Known as fast rhymester, Cabooch writes his script while listening to WHK's Gil Gibbons describe the game. His show lasts 15 minutes and brings out the humorous side of the games. They are accurate, however, in every detail.

Warner's "Lucky" Show On Way East for Okay

(Continued from Page 1)

Orchestra, Rosemary Lane, Mabel Todd, Ruff Davis, Dudley Chambers, Dorothy McNulty and a dramatic episode with Edward G. Robinson, Bette Davis, Humphrey Bogart and Wayne Morris on the sample sound track. Tom McAvity and Jack Runyon of Lord & Thomas and Don Becker of Transamerican profess complete satisfaction with the job and are enthusiastic about Warner cooperation and future programs.

Navy Day Special

In a build-up for Navy Day, which is Wednesday, Mutual will broadcast a description of a crash submarine dive from a sub off Sandy Hook. Program will be heard Monday, 3:45-4 p.m. Jerry Danzig will go to New London Sunday to board the sub. During the same broadcast Dave Driscoll will explain the Navy communication reserve emergency radio set-up from the Brooklyn Navy Yard. Admiral Clark Woodward will speak briefly.

On Navy Day, 12:15-12:30 p.m., Mutual will broadcast the ceremonies of the laying of the keel for the first battleship to be built since 1920. Ship is being built in Brooklyn yard and will be named "North Carolina." Governor Clyde R. Hoey of North Carolina will place the first rivet.



RADIO IS ESSENTIALLY A DAILY NEWSPAPER INDUSTRY THAT'S WHY RADIO DAILY IS READ AND THAT'S WHY ITS ADVERTISING COLUMNS PAY DIVIDENDS



★ F. C. C. ★ ACTIVITIES

EXAMINER'S RECOMMENDATIONS
Chickasha Daily Express, Chickasha, Okla. CP for new station. 1500 kc., 250 watts, daytime, be dismissed.

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

Louisville Times Co., Louisville. CP for new station. 1210 kc., 100 watts, unlimited, be denied.

Louisville Broadcasting Co., Louisville. CP for new station. 1210 kc., 100 watts, daytime, be denied.

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

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

APPLICATIONS RECEIVED

WRDO Inc., Augusta, Me. Transfer of control of corporation from Henry P. Rines to Conrad E. Kennison.

Greater Greenwood Broadcasting Station, Greenwood, S. C. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

L. B. McCormick, Greenville, N. C. CP for new station. 1370 kc., 250 watts, daytime.

KFBK, Sacramento, Cal. Special experimental authorization to operate facsimile station from 12 mid-6 a.m. PST, using 1 KW. power.

KMJ, Fresno, Cal. Spec. experimental auth. to operate facsimile station from 12 mid-6 a.m. PST, using 1 KW. power.

APPLICATION RETURNED

Harry M. Ayers, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime.

CALL LETTERS ASSIGNED

Clarence A. Berger and Saul S. Freeman, Coeur d'Alene, Ida'o. KGCI.

CBS Extends Schedule For Cantor Celebration

CBS yesterday arranged to leave entire network open one-half hour overtime on Oct. 28 in order to broadcast a full hour of the Eddie Cantor 25th Anniversary dinner being held that evening in Hollywood. Program will be heard at 12:30-1:30 a.m. over a coast-to-coast network with George Jessel acting as emcee. Others to be heard during the program include Irvin S. Cobb, Dr. A. H. Giannini, Louis B. Mayer, Gov. Frank Merriam, and Joseph M. Schenck. It is expected that the majority of the film capitol's luminaries will be present.



Though considered somewhat behind the times in radio progress, Mexico now has 104 active broadcasting stations, including 89 owned by individuals and operated commercially.

★ Coast-to-Coast ★

MURRAY L. GROSSMAN, new business manager for WBRV, New Haven, recently shifted from Waterbury, reports the Elm City is getting more radio-minded. A couple of big new commercials have just been signed by WBRV.

George Hicks will be at the mike for the slice of American Newspaper Guild party which NBC will air from the Manhattan Opera House at 11:15-11:30 tonight over the Blue web.

KGMB, Honolulu: An average of three football games a week are being heard over two local stations under sponsorship of Standard Oil of Calif. and Associated Oil Co., with the difference in time giving football fans here a mainland game at noon and a local game in the afternoon. . . . Webley Edwards and Bob Stanley were at the mike for the recent annual regatta in which Hawaii's stalwart oarsmen challenged each other, with Honolulu Broadcasting Co.'s ultra shortwave portable unit, K6XCJ, following the action.

Jack Hollister, sports commentator, has a new Saturday night program, at 11:05 o'clock, over KDKA, Pittsburgh, starting tomorrow.

KVOR, Colorado Springs: Dudley Tichenor of the sales staff, who was major of a commercial team during the community chest drive (Zelle Wade of program dept. served as a captain), is now suggested for the Junior Chamber of Commerce board of directors. . . . Wauhilla LaHay, program director, addresses the Quill Club next Tuesday on radio script writing. . . . Charles C. Roberts Jr., announcer, and bride had a nice honeymoon in Okla. . . . Eustace Taylor, chief engineer, back from Virginia and Washington. . . . Don Parker, formerly with Cleveland Players, now on the dramatic staff here. . . . Russell Young, colored novelty pianist, is doing a six-weekly program and appearing at a local dance spot.

Bert Swor and Lou Lubin, the blackface comedians featured on NBC's "Bicycle Party" commercial, have taken to song writing with a satire on football coaches entitled "Fight For Your School And Pay-check".

Robert Lee, formerly of Chicago, Tulsa and other points, is now on the announcing staff at WMBH, Joplin, Mo.

Dave Meyer, sports announcer and WCBS' contribution to the sports fans of Springfield and Central Illinois, gets a nice complimentary article in a booklet just issued about the teams of Springfield's Mury Baseball League, whose games were aired over WCBS.

WPG, Atlantic City: Wilbur Miles, lecturer-pianist of Williamsport, Pa., has joined Ethel Rattay's "Tea Time Topic Entertainers", airing each Monday from the Steel Pier Ocean Spray Studio. . . . On the return of Manager Richard Endicott of the Steel Pier from his California and Florida vacation, WPG's winter studio on the famous amusement center will be built on the picturesque stage where the Aldrich Imperial Hawaiians entertain the pier lounge guests. . . . WPG's religious broadcast conducted weekly by the Rev. Robert Fraser, Philadelphia's popular blind evangelist, is believed to be the only regular hour-and-a-half program of its kind.

Preview of the "March of Time" newsreel showing Mayor LaGuardia's four years in office, to be shown at the Embassy Theater on Broadway starting today, will be aired by WINS at 12:15 p.m., with many notables expected to be brought to the mike by emcee Heywood Brown.

WJSV, Washington: "Red" Reynolds, CBS promotion manager, has been visiting here a few days in quest of ideas. . . . New find at the station is Jimmy Jones, who wandered in from WGH, Newport News, to do a bit of piano practicing and was spotted by station officials. . . . Larry Elliott, announcer, went to Fredericksburg to cover the annual Dog Mart and came back with a pooch for which he bid seven dollars, accidentally.

WSGN, Birmingham, again did a good piece of public service in an emergency during the recent Mulga mine disaster. On hearing of the blast, the station rushed men and equipment to the scene. Joe Ford, announcer, and James Evans, engineer, set up the station's remote equipment in fast time, and obtained the only broadcast permitted from the mine.

There will be an invitation performance of RKO-Radio's picture, "Music For Madame," starring Nino Martini at the Criterion Theater at 8:15 tonight. Among those of the opera who are expected to be present are: Mme. Gay, Martini's teacher, Lily Pons, Grace Moore, Doris Doe, Edward Ziegler, Charles Hackett, Armand Tokatyan, Frank Wenker, Giovanni Zenatello, Wilfred Pelletier, Lucrezia Bori, Elizabeth Rethberg, Friedrich Schorr, Arthur Bodanzky, Suzanne Fisher, Queena Mario, and others. Society and the stars of stage, screen and radio also will attend.

"Stella Dallas" Begins Monday

Tetley Tea begins a Monday through Friday spot on WEAJ only, on Oct. 25. Program, to be heard at 12:30-12:45 p.m. is dramatization, "Stella Dallas." Blackett-Sample-Hummert is the agency.

NEW BUSINESS Signed by Stations

KSL, Salt Lake City: Vick Chemical, spots; S. & W. Foods Corp., spots; Chevrolet, spots; Nash, spots; Plymouth, spots; Hudson, spots; The Paris Co.

WGN, Chicago: American Chicle Co., "Lou Little's Football Forecasts," ETs, through Badger, Brown and Hersey; Chocolate Products Co., "Buddy and Ginger," through George H. Hartman Co.; Little Crow Milling Co., through Rogers & Smith.

KDYL, Salt Lake City: Chevrolet, spots, through Campbell-Ewald.

WHN: Sterling Products (Dr. Lyons Toothpowder). "Wife vs. Secretary," 5 times weekly, through Blackett-Sample-Hummert.

KGMB, Honolulu: Heinz Co., 26 half-hour studio programs, "Heinz Hawaiian Serenade," and 13 quarter-hour disks, B. A. Rolfe orchestra; Bi-So-Dol, disks, "Problems for Pamela" with Lila Lee; Procter & Gamble, Crisco disks, "Ketty Keene Inc.," and Ivory soap disks, "Gospel Singer"; Corn Products Refining (Karo), "Around the Town" spot announcements; Vick Chemical Co., musical disks. All of these accounts, except Corn Products, also include KHBC, Hilo.

KMOX, St. Louis: Bauer & Black, May Robson in "Lady of Millions".

WIL, St. Louis: Hartz Mountain Products Co., Jerre Cammack at the organ; Adam Hats of New York, opening St. Louis store.

WJBK Gets Hockey Games

Detroit—WJBK has arranged for the exclusive radio rights to the 48 games to be played this winter by the Detroit Red Wings' hockey team, winners of the Stanley Cup last season. Al Nagler, WJBK sports announcer will handle. Station is now contacting prospective sponsors.

Owen and Parco for Disks

Owen and Parco have been signed to make two electrical transcriptions for Alka-Seltzer on Nov. 9. This makes the third to date for Alka-Seltzer by the team. Deal was set by Bob Calvert of Sam H. Stiefel Enterprises.

ONE MINUTE INTERVIEW

OLAN SOULE

"While the technique of radio limits and hampers all actors, it is the comedian who suffers most from its limitations. I refer more particularly to the light or polite type of comedian rather than the gag comedian. The latter achieves his effects almost entirely through his material or by some trick of voice or distinctive style of delivery. But the specialist in high comedy depends in large measure on little mannerisms or gestures to accentuate the humor of what he is saying and to draw his laughs. That is why radio is more successful, I think, in the presentation of drama, melodrama and even tragedy than it is in presenting sophisticated comedy."



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 81

NEW YORK, N. Y., MONDAY, OCTOBER 25, 1937

FIVE CENTS

Educators Put Off Radio Demands

EDUCATIONAL CONFERENCE TO BE AN ANNUAL EVENT

St. Paul—With approximately 400 delegates from civic, fraternal and educational organizations present and with most of them urging a continuance of the meetings, KSTP, Twin City independent station, is planning to conduct annual educational broadcasting conferences. The first conference of this kind in the history of northwest radio was held here recently under KSTP's auspices, with Judith Waller, NBC's central division educational director; Henry A. Bellows, now public relations director for General Mills and former vice-president of CBS and

(Continued on Page 2)

Cooper Razor Co. Signs 5-Year Contract on KCMO

Kansas City—Cooper Safety Razor Co., in addition to buying KCMO's four-hour after-midnight all-request show on Saturdays, has signed a five-year contract with the station to advertise Cooper blades. Deal opens with six weekly quarter-hours featuring disks of the King's Men.

Throckmorton Elected President of RCA Mfg.

Camden, N. J.—G. K. Throckmorton, executive v.p. of RCA Manufacturing Co. and operating head since retirement of E. T. Cunningham in April, has been elected president.

CBC to Set Sunday Policy

Montreal—Nature of Sunday broadcasts in Canada will be decided at a meeting of the Canadian Broadcasting Corp. governors on Nov. 16. Church protests against dance music and commercial matter will be considered.

Courtesy of Sponsor

A non-commercial program by a commercial sponsor hits the air Nov. 5 at 7:15 p.m. over NBC-Blue when Dr. Karl Reiland begins his series of inspirational talks. Sponsor, who will not be named, is the Pepperell Manufacturing Co. (textiles) of Boston. Program was tested last spring in Atlanta and found justified.

Sponsored Shuck

Chicago — Allis-Chalmers, Milwaukee, is arranging an independent network of 14 midwest stations to air National Cornhusking Contest, Marshall, Mo., Nov. 4. WIBW, Topeka, will pipe program to WLS, KFEQ, KFRU, WEW, WHO, KFNF, KMMJ, WZL, WMT, WAAW, WTAD, KANS and WNAX. Joining in broadcast are Don Searle, WIBW manager; Karl Troeglen, chief engineer; Elmer Curtis, Hilton Hodges, Arthur Page and Joe Maland. Bert Gittins agency is handling. NBC also pickup the event sustaining.

CHICAGO BROADCASTERS ALARMED OVER EXODUS

Chicago—Placing the blame partly on the stringent regulations governing musicians imposed by James Petrillo, head of the AFM unit here, broadcasters here are becoming increasingly alarmed over the tendency of important local firms to take their

(Continued on Page 6)

100 Merchants Take Part In WFMD "Radio Auction"

Frederick, Md.—Approximately 100 merchants are now participating in the new "Radio Auction" over WFMD.

Democrats on N. Y. Web

New York State Democratic Party will sponsor a talk by Postmaster-General Farley tonight at 9:30-9:45 via Mutual facilities over WOR, WABY, WIBX, WMBO, WHAM, WGR and WNBC.

★ THE WEEK IN RADIO ★

IRNA And AFM Accord

By M. H. SHAPIRO

GRUELLING conferences last week finally brought the trade agreement for the broadcasters to a head and the formal language is now being readied . . . Whatever the ultimate reception of the agreement to be the standard part of each musician and station contract, it cannot be said that the IRNA committee and its attorneys did not bend every conceivable effort to get the best possible arrangement . . . Electrical transcription and phonograph rec-

Request for Evening Periods Postponed Pending Decision on Gov't Radio Probe--Survey is Completed

470,376 COM'L SCRIPTS READ BY FTC IN YEAR

Washington Bureau, RADIO DAILY
Washington—Federal Trade Commission, in the year ended June 30, received copies of 470,376 commercial broadcasts, including 439,393 from individual stations and 30,983 by networks, for scrutiny with respect to false or misleading advertising. Broadcasts from independent stations averaged 1½ pages each, and networks 10 pages each.

From this material, 24,558 commercial broadcasts were marked for

(Continued on Page 8)

Richman Brothers Plan Test Campaign in Ohio

Cleveland—Richman Brothers (men's clothing) has appointed the local office of McCann-Erickson to handle a radio campaign to begin as soon as program details and station lineup can be arranged. Present plans call for programs to be heard in key cities of Ohio, with possibility of branching out later, depending on test shows.

Test Show Sells Him

Albany—John G. Myers Co., department store, recently tried a WOKO program, plugging an item not otherwise advertised. Within 24 hours, store had to wire for additional stock. WOKO now has Myers on a 52-week contract.

After completing four months of intensive study, leaders of educational and civic organizations are now ready with demands on networks for the use of currently sponsored time. It is believed, however, that the demands will be held up pending developments on proposals for federal investigation of the radio industry, with organizations being prepared to push point at such a session should it materialize. Organization leaders have thoroughly studied the industry, and, it has been learned, will demand a portion of the 7-9 p.m.

(Continued on Page 8)

ET AND PHONOGRAPH MEN MEET AFM BODY TUESDAY

Electrical transcription and phonograph committee, headed by Lloyd Egner of NBC Thesaurus, will begin a series of conferences with the AFM Executive Committee tomorrow at 10 a.m. Date was set by Lloyd Egner and A. J. Kendrick of World Broadcasting System. AFM, through a 16-point program, is desirous of exerting control over distribution and playing of ET and phonograph records, particularly in the case of sup-

(Continued on Page 2)

WFBR Good-Will Program Converts 19 to Use Radio

Baltimore — WFBR's "Community News and Views," newly inaugurated cooperative afternoon program tailored to fit the needs of sectional merchants of Baltimore, has converted 19 business men to the use of radio as an advertising medium. With

(Continued on Page 6)

Cantor Week Starts

Eddie Cantor Week, designated by the entertainment world to honor the comedian on his 25th anniversary in show business, got under way yesterday and will continue through Saturday. Highlight is Thursday night, when a monster banquet will be tendered Cantor in the Hotel Ambassador, Los Angeles, with an hour's coast-to-coast broadcast on CBS.

(Continued on Page 2)



THE WEEK IN RADIO

... IRNA And AFM Accord

(Continued from Page 1)

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL (Saturday, Oct. 23)

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

Military School Series For Group Sponsorship

With officials of the War Department in Washington and the Superintendent of West Point having expressed themselves as pleased with the idea, waxing of "All-State Academy," a half-hour weekly series being put out by Van Cronkhite Associates for military schools, will be started shortly by Aerograms Inc. in Hollywood. Jack Griffith of the VCA sales staff returned to Chicago over the week-end after calling on the War Department and West Point in connection with the series, and he will proceed to the coast for the disk-ing. Stuart Hayden goes along as producer. Thirteen scripts already have been written by Fred Howard and H. Richards.

In connection with the program, Griffith plans to form an Organized Cadet Reserve.

WDGY Starts on Mutual Minneapolis—WDGY, owned and operated by George W. Young, yesterday began complete service as Mutual's outlet here.

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

Hearst Radio, took on additional duties by taking the Coast Hearst outlets under his wing... He also signed as a commentator for a national radio account... to start shortly... Walt Disney program will replace Amos 'n' Andy on Jan. 2, going on the NBC-Red network in the afternoon... Mickey Mouse is expected to grab the attention of the household at the time... "Hill-top House" was bought by Colgate-Palmolive-Peet, the new script show to be heard on 66 outlets beginning Nov. 1... Benton & Bowles handled negotiations with Ed Wolf Associates... Best Foods Inc. set a new ET series for 200 stations... Theodore Dreiser is a new name signed for radio.

Rockefeller Foundation endowed Princeton University with a \$67,000 fund to be used to study radio... NBC gets an exclusive on 16 prize fights... Rapid progress is reported

Educational Conference To Be an Annual Event

(Continued from Page 1)

member of the original Federal Radio Commission, and Dr. Malcolm S. MacLean, director of the University of Minnesota's general college, as speakers.

So successful was the conference, conducted by Thomas D. Rishworth, the station's educational director, that it carried over beyond the scheduled closing time. Biggest development was the likelihood that radio workshops for the establishment of classroom or extra-curricular groups for the laboratory study of radio production may be installed in many Twin City schools.

Representatives from three states, covering virtually every group in existence, attended the meeting.

Miss Waller lodged sharp criticism against the educators for their apathetic attitude toward radio and for their failure to develop their programs to win the widest possible audiences; Dr. John G. Rockwell, state commissioner of education for Minnesota, recommended wider use of the radio and a complete avoidance of standardization in educational programs; Mrs. George B. Palmer, state PTA radio chairman, started a move for organization of listening groups.

Brown & Williamson Adds Brown & Williamson Tobacco on Friday added WTCN, KVOD, WSPD and WOWO to its Tommy Dorsey show on the NBC-Blue network, Fridays, 9:30-10 p.m. BBDO placed the account.

Weissinger Joins WCKY Cincinnati—F. H. Weissinger, engaged in radio sales and promotion work for the past four years, has joined the sales staff of WCKY.

from the Coast on the new CBS studios... Old Gold returns to the air Nov. 16, with a CBS show originating on the Coast... some 55 stations will carry the De Soto disk series starting Nov. 1... Once again, a "radio probe" was mentioned when Congressman John J. O'Connor, chairman of the House Rules Committee, made a prediction... AFM and CIO may join in using radio for campaign...

Confederation of Performing Rights Societies will probably hold their next annual convention in Stockholm, although an invitation has been extended by Ascap to convene in New York... King of Sweden could not be turned down very well... Al Cormier resigns as general manager of WIP, Philly... FCC expressed the view that television was a long way off, as it marked off for allocation the frequencies from 25,000 to 300,000.

ET and Phonograph Men Begin Parley Tomorrow

(Continued from Page 1)

plying programs to stations which may be on a future unfair list. The disk committee is not a negotiating committee but will merely develop ways and means of working out a deal with the AFM.

WNEW "Swing" from Theater

Martin Block made arrangements Friday for broadcasting his WNEW "Sunday Swing Concert" from the Criterion Theater, deluxe Broadway house, for 13 weeks. Time of program, sponsored by Madison Personal Loan, also was changed to 11-12 noon. Flood of requests for tickets to the broadcast necessitated getting a large auditorium.

Hornel Adds to WCCO Time

Minneapolis—George A. Hornel Co., through local BBDO office, has added five quarter-hour periods weekly on WCCO, besides the three quarter-hours already running. New show is "Siesta," featuring Jacob Heiderich, violin virtuoso, and orchestra. Other show has "Dinty Moore," trade name character, and varied musical bits.

Wander Co. to Renew

Wander Co. (Ovaltine) on Jan. 3 will renew "Little Orphan Annie" for another 52 weeks, over 24 NBC-Red stations. Blackett-Sample-Humert, Chicago, has the account.

AL DONAHUE and his orchestra at the RAINBOW ROOM For Fall and Winter Season Fourth Return Engagement

COMING and GOING

SID STROTZ, central division program manager for NBC, is in New York from Chicago for conferences with headquarters executives.

H. H. SHINNICK, Washington radio attorney, went to Chicago last week for confabs with clients.

ANDREWS SISTERS, after a personal appearance tour, are back in New York and again appearing with the Billy Swanson program heard over WOR-Mutual from the Edison Hotel Green Room.

J. C. STEIN, president of MCA, is winding up some business in New York before moving to Hollywood this week. Family will go west with him. They plan to live there six months of the year.

W. H. STEIN of MCA is in Bermuda for a rest.

CARL HARRIS of J. Walter Thompson publicity staff, Chicago, is in New York for the auto show.

RAY LAUNDER of Van Cronkhite Associates Inc., Chicago, is making a swing to St. Louis, Kansas City and other southwestern points.

DICK MARVIN, radio director of J. Walter Thompson, Chicago, is back from a hop to New York.

E. S. MITTENDORF, manager of WIND, Chicago, and bride (Virginia Benoit) are back from Florida honeymoon. Mrs. Mittendorf is giving up her broadcasts.

M. H. PETERSEN, vice-president of Van Cronkhite Associates, and JACK GRIFFITH of the firm's sales staff have returned to Chicago from New York.

DR. FRANK STANTON, CBS manager of research, planes to Washington today to address a George Washington University class on "psychology in radio research."

FRED HART, general manager of KGMB, Honolulu, is in town.

EDWARD NORTON, WAPI, Birmingham, is visiting CBS New York headquarters.

HERBERT DEVINS, publicity director for J. Stirling Getchell on Plymouth and De Soto cars, and an ex-NBCite, is in town for the Auto Show.

MARTIN LEWIS, associate editor of Radio Guide, flew to the coast on Saturday to present Radio Guide's medal of merit to Eddie Cantor on the Texaco program Wednesday night.

TED STREIBERT of WOR and Mutual is away for a week's vacation at Hot Springs, Va.

EMILE COUGH, vice-president of Hearst Radio, out of town for a week on business.

TOM FIZDALE left for Hollywood on Saturday to look over the west coast office of the former Taplinger outfit.

Old Gold on Tues. and Thur.

The Old Gold cigarette CBS program with George McCall will be heard Tuesdays and Thursdays, 7:15-7:30 p.m., on about 60 stations. Nov. 16 is the starting date. Lennen & Mitchell Inc. has the account.

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

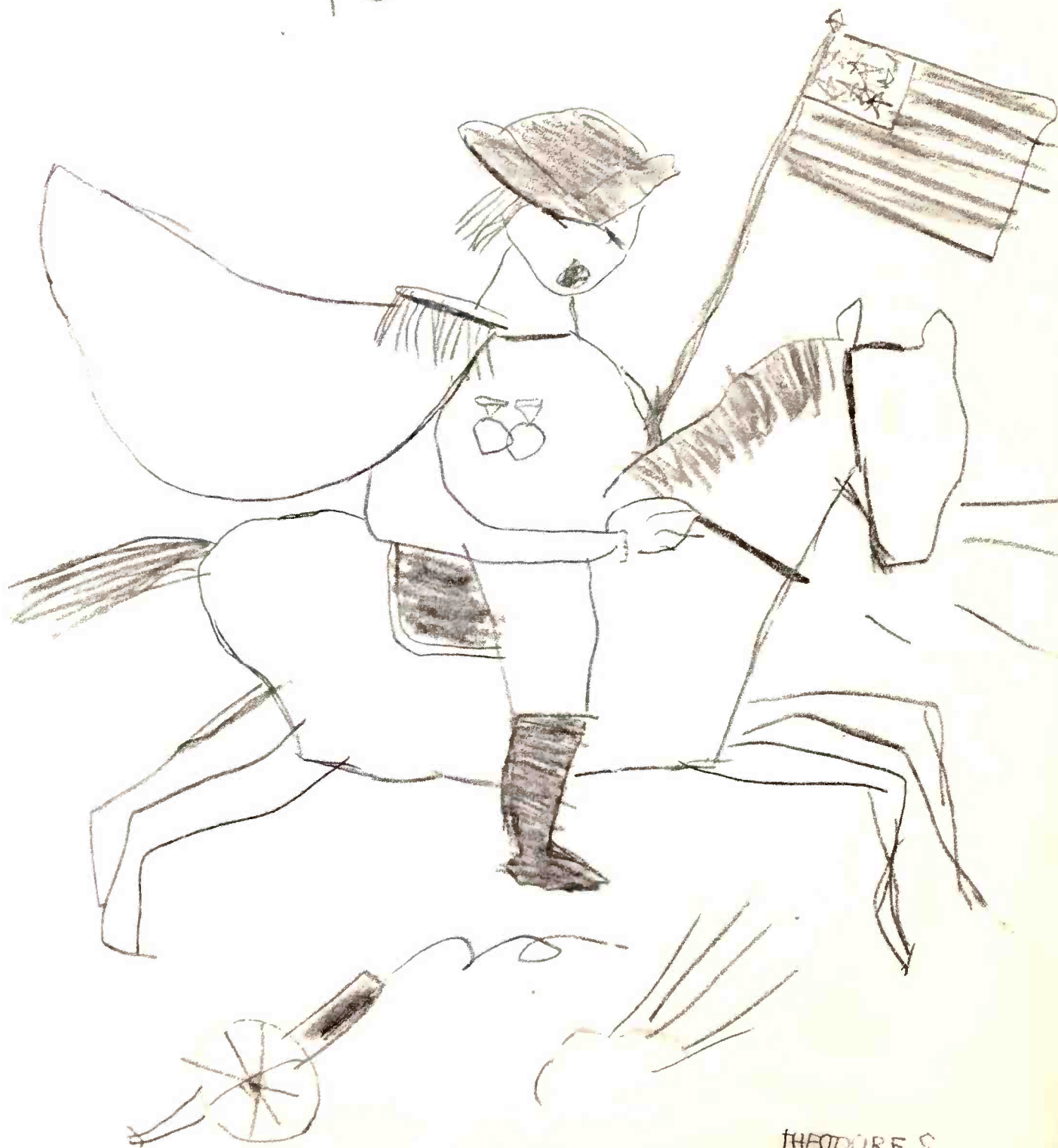
THE HOUR OF CHARM

MUSIC THAT LINGERS ON



PHIL SPITALNY Residing at PARK CENTRAL HOTEL, NEW YORK

GANGWAY FOR GEN. WASHINGTON



THEODORE S.

PORTRAIT OF A HERO

A pencil eased this child's bubbling patriotism. And in pride, he mailed us his drawing. He had just heard history dramatized by Columbia's *School of the Air*. "Gangway!"—move over ye football players—make room for another hero, *living* in a boy's mind!

EVERY afternoon at two-thirty, from Monday through Friday, text-books and school-walls are pushed aside. To more than 6,000,000 American children, broadcasts of Columbia's *School of the Air* bring a release from blackboards to the wide horizons of the world. And their teachers each year exhaust an edition of 50,000 Manuals, prepared by Columbia to coordinate classroom instruction with the complete curriculum of the *School of the Air*: history, science, art, geography, literature, and current events. Now in its eighth year, this service stands alone in the development of American education through broadcasting: the only program of its scope on the air. ☞ But not only youth is served. Day and night, Columbia microphones pick up

the racing pulse of history for the nation. *China's first lady pleads . . . the Japanese Vice-Foreign Minister maintains . . . refugees describe!* To the very echo of gun-fire, they bring the voice of the world into our homes, with a flexibility which often holds Columbia's schedule to an hour-to-hour, minute-to-minute basis. Millions, today, *know* the members of the Cabinet, the leading figures of the House and Senate, having heard their voices in exclusive Columbia series this year. Day by day, men of science, authors, educators, editors pass in a steady stream before the microphone. ☞ Since History is many things, our programs are as varied as the world they portray. They reach to the far limits of the world. And bring them home—wherever home may be.

THE COLUMBIA BROADCASTING SYSTEM

AGENCIES

CLAUDE MORRIS, program supervision department of radio division of Comton Advertising, has been appointed head of the Chicago office of that agency. Appointment becomes effective immediately with Morris already in Chicago and Lee Graves, former manager of Chicago office, now business manager of radio division of New York office.

WM. N. SCHEER Advertising Agency, Newark, has added Ed Laux to its staff. Laux was recently with MBS. His first assignment is working on the "Skyways Reporter" program with Bob Becker, airing over WAAT. New business placed by Scheer includes Public Radio Co., on WNEW, and General Supply Co. and Independent Druggists' Alliance, on WHBL.

WYNN ORR, radio director of Stack-Goble agency, Chicago, has named Les Tremayne godfather, and Bess Johnson godmother, of his new son.

DOROTHY BARSTOW of the McCann-Erickson production staff in New York is due to arrive in Hollywood today to pick up the reins on the new Jean Hersholt series, "Doctor Christian," which makes its bow on CBS for Chesebrough, Nov. 7.

ST. LOUIS

Musical Director Ralph Stein of WEW now programs the following staff artists weekly: Malve McCormack, James Steverson, Buddy Heits, Ruth Raye, Art Jones, Larry Kent, Joe Hogan and Bob Lequard.

Jim Simmons, announcer who joined KWK a few months ago, has been climbing as a singer as well. He's a brother of Robert Simmons of the Revelers Quartet.

WFMD, Frederick, Md.

Having just moved into its new studios in the Frederick Seminary Building, WFMD will air a big dedicatory program as soon as the Theater Studio is completed. New studios and offices occupy the entire third floor of the building.

Clarke Gover and His Troubadors now have a weekly period for Spar-ton Radio Dealers.

Four half-hour daily programs, using staff artists, were aired from the Allis-Chalmers tent at the Frederick Fair.

1	9	3	7
4	5		
10	11	12	13
17	18	19	20
21	22	23	
25	26	27	28
29	30		

Greetings from Radio Daily

October 25

Dan Landt Fannie Brice
Carl Calman Richard Gordon
Cyril Pitts Wally Butterworth



● ● ● It Could Only Happen Here: . . . Elsie Thompson, CBS organist, suffered her first attack of indigestion after eating a sandwich at a nearby luncheonette. The sandwich was named for her! . . . Shaw Newton, handling Vick's commercials over at Morse International, hasn't a radio in his apartment—or office. . . . Wilfred Pelletier, who conducts the orchestra for the Sherwin-Williams "Met Opera Auditions" on NBC—and conducted the Met Opera for 20 years—was discovered wearing his socks wrong-side-out. . . . Claims he always does it, for luck. . . . The other nite at Leon & Eddie's, Music Tycoon Henry Spitzer threw a party for his friends. It was a birthday for him, a wedding anniversary—and his infant's natal day. . . . Franklyn MacCormack of "Poetic Melodies" is showing friends the first ticket for a traffic infraction on Chi's Outer-Drive Bridge. Frank chased a cop to the sidewalk and then held out his hand for the summons! . . . Richard Brooks, local commentator, in reciting a few remarks about the forthcoming city campaign—was met at the studio doors the next morning and told to talk "about Japan, China and imaginary dust storms in the mid-west"—for health's sake.

● ● ● Stuart Allen was singing in a nite club when Walter Winchell heard him while with D. Himber. Both nodded their heads approvingly—and Stuart was signed that nite for the Studebaker show. . . . Eddie Cantor sends Leo Kabatznick to N. Y. because Leo's head of Cantor's art shoppe—to purchase antiques for their coast Xmas business. . . . Parkyarkarkus is infuriated over the sour notices given him by critics and threatens to fly off the handle one of these days—by hitting some of the critics over their heads with his bank book!

● ● ● While he was on the coast, Abe Lyman's office here would receive daily wires from him "demanding that a singer or band" throw off a number and play the song he mentioned in the telegram. . . . None of these songs were played—because the office knew that Abe was in the company of the song's writer—and, to please and impress the chap, would send these wires while frantically chewing his cigar! . . . Estelle Taylor set up some sort of record—Saturday was the first day this week she's been free—from appearing at benefits!

Chicago Broadcasters Alarmed Over Exodus

(Continued from Page 1)

radio shows elsewhere or even to stay away from radio altogether. A musical show here is proportionately more expensive than anywhere else in the country, sponsors say.

Among leading concerns that are out of the local radio picture are Sears - Roebuck, Montgomery - Ward, Armour, Swift (except for one Sunbrite program), Standard Oil of Ind., and others who originated big network shows here a season or so back. In addition, Pepsodent, Horlick and Kraft have left here for the coast.

Radio Eds Quiz Gilman

Los Angeles—Don E. Gilman, NBC v.p. in charge of western division, will be interviewed by radio editors of San Francisco, Oakland and San Diego in a broadcast from here tomorrow at 1:30 p.m. PST over the coast web.

WFBR Good-Will Program Converts 19 to Use Radio

(Continued from Page 1)

more ready to follow this advertising trend, WFBR considers this quite an achievement, inasmuch as program was first planned to promote good-will and has since developed the commercial value. Brent Gunts is production man.

Inventor Program for WKAT

Miami Beach—An inventors' program will be a bi-weekly feature over WKAT, according to Jan Muselman, general manager. The station will be on the air Nov. 1. Ingenious inventions of the Rube Goldberg school will be featured as well as more practical devices.

Cancels Tele Financing

Washington Bureau, RADIO DAILY Washington—Universal Television Corp. of New York has filed request with the SEC for withdrawal of its registration statement covering stock financing.

GUEST-ING

OSCAR SHAW, on Chamberlain Brown program, Nov. 1 (WMCA, 1:15 p.m.).

JAN PEECE and SYDNEY FOSTER, on Radio City Music Hall program, Oct. 31 (NBC-Blue 9 p.m.).

ALBERT SPALDING, on Philadelphia Orchestra program, Nov. 1 (NBC-Blue, 9 p.m.).

THEODOR MAZAROFF, "the new Caruso," heard from Vienna, on "Magic Key of RCA," Oct. 31 (NBC-Blue, 2 p.m.).

LUCREZIA BORI, with Andre Kostelanetz on Chesterfield program, Nov. 3 (CBS, 9 p.m.).

DALTON BROTHERS and JACK SHANNON, with Col. Jack Major, Nov. 2 (CBS, 3 p.m.).

ADOLPHE MENJOU and VERREE TEASDALE, with Al Jolson, Nov. 2 (CBS, 8:30 p.m.).

CHANNING POLLOCK, on "Magazine of the Air," Nov. 3 (CBS, 11 a.m.).

AL JOLSON and RUBY KEELER, substituting for Burns and Allen, Nov. 1 (NBC-Red, 8 p.m.).

MADELEINE CARROLL, on "Silver Theater," Nov. 21 (CBS, 5 p.m.).

CLARK GABLE on same program, date to be set.

ERNA SACK, on General Motors Concert, Oct. 31 (NBC-Blue, 8 p.m.).

MERRY MACS, on "Town Hall Tonight," Oct. 27 (NBC-Red, 9 p.m.).

MARY ASTOR, JOHN HALL, ANDREA LEEDS and C. AUBREY SMITH in scenes from "Hurricane," on "Hollywood Hotel," Oct. 29 (CBS, 9 p.m.).

JOHN GURNEY, Met opera bass-baritone, on "Rising Musical Stars," Oct. 31 (NBC-Red, 10 p.m.).

WDBC, Orlando, Fla.

Manager Harold P. Danforth is back from a Panama cruise on active duty with the Naval Reserve.

New 5 kw. transmitter being dedicated about Nov. 11.

DeLand extension studios, managed by Roger Brown, formerly of WIOD, have gone to an hour-a-day schedule, with permanent line facilities.

Announcer Carter Scofield married Frances Armstrong in Manager Danforth's office the same night as WDBO's first wedding of the air was performed by Rev. Matthew Bouterse, who conducts the "Family Altar of the Air" program.

J. Ray Campbell, technician, is the father of a girl.

Charles Batchelder, announcer, has rejoined staff. He's been at WMBR.

Harvey Savage, news editor and announcer, has taken a post with Pan-American Air Lines in British Honduras.

JIMMY ALDIN

AND HIS ORCHESTRA

JUST COMPLETED

100 WEEKS ENGAGEMENT

BEN 6-4759



POINTED to as a straw in the wind of rumor in connection with the severance of the Hearst-McClatchy hookup in California, Murray Graborn, KEHE manager here, has been nudging with officials of the musicians union regarding requirements and scale for KEHE as a station sans "network" status. NBC has always had first call on McClatchy time for network releases, but the Hearst KEHE and KYA, San Francisco, affiliation with these stations formed the so-called California Radio System. In the meantime, the KFVB-produced "Clairol" show goes over the McClatchy stations pending a coast-to-coast release, which fact leads to guesses on the part of local radioites that there will be a KFVB-McClatchy working agreement effected when the time comes. On this point, however, Harry Maizlish, KFVB general manager, refuses to answer.

Paul Keast has been made director and producer of KFVB's "Curtain Calls," and Sid Gold, comedian and harmonica virtuoso, has been added to the cast of the Sunday night feature.

Adamantios T. Polyzoides, Greek journalist, has been signed by KFVB to do a 15-minute commentary on international affairs each Sunday at 7:30 p.m.

John Frazer, formerly announcer on KFSD, San Diego, has been added to the local NBC staff and also draws the "Signal Carnival" as his first commercial.

Henry Wilcoxson and Helen Twelvetrees will be the guest stars on Matty Kemp's KFVB "Amateur Authors" in a dramatic vehicle written by Robert Wilcoxson, brother of Henry, a simon-pure. Bryan Foy, Warner Bros. associated producer, will be on hand to launch a 13-week contest for the best script submitted for the program, which will later be adapted and produced as a Warner picture.

Marcella Knapp, assistant casting director at M-G-M studios for several years, has been promoted to a new berth as radio contact and general aide to Louis K. Sidney, now the M-G-M executive in charge of radio production, and Bill Bacher, producer of air shows.

Hal Bock has added Matt Barr, from student publications of U.S.C., and Martha Sherwin, from Radio Guide, to his NBC publicity forces.

Gene Carmen, veteran radio script writer, passed away last week.

ORCHESTRAS - MUSIC

CHICK WEBB and his Savoy Swing Orchestra, back at the Savoy Ballroom for two weeks, will play the RKO Theater, Boston, week of Nov. 4; Palace, Chicago, week of Nov. 12, and Palace, Cleveland, Nov. 25.

Teddy Hill and his Swanee Rhythm Orchestra, who recently returned from abroad and are now at the Howard Theater, Washington, will return to the Savoy Ballroom in New York this week with an NBC wire. Hill remains at the Savoy until Chick Webb returns on Dec. 5.

Freddy Martin, at the Aragon Ballroom, Chicago, with WGN and Mutual wires, is now playing a small alto clarinet between conducting and solos on his saxophone. The Martin ork will be at the Aragon until Dec. 4, when the crew goes east for three months of hotel and theater appearances.

Bunny Berigan opens at the Paramount the week of Nov. 24, marking another milestone in his six-month career as a radio maestro.

KANSAS CITY

M. F. (Chick) Allison, KMBC promotion and publicity director, was home all last week due to a cold.

Walter Evans of the WHB sales staff resigned to move to Philadelphia.

Buelah Karney, KMBC home economist and "Happy Kitchen" conductor, is doing well following an operation.

John Cameron Swayze, Journal-Post radio editor who handles WHB news broadcasts, is doing "It Really Happened" for a store sponsor.

Owen Balch, KCKN special events man, donned ten gallon hat and other rustic atmosphere when he went into the main arena of the American Royal Live Stock Show to air a pull-by-pull account of a milking contest.

NEW ORLEANS

Johnny Hamp and his ork opened Oct. 20 in the Blue Room with three wires to take up the tunes.

Jimmie Willson, program director, has taken to singing hymns over the air at 6:45 a.m. and says he has a thousand letters to prove the public likes it.

Bill Bringel, sports announcer, Ted Fontelieu, another announcer and Harold Nebe, engineer, are set to go up to Athens, Ga., Nov. 1 to carry a play-by-play description of the Tulane-Georgia pigskin event there.

WMFF Staff Additions

Plattsburg, N. Y.—Recent staff changes at WMFF include the addition of Kenneth Bell, orchestra leader, as announcer, and F. Maynall Learned, former newspaper man, to the commercial department. John Farquhar has been placed in charge of continuity and publicity.

Vincent Lopez has gone sort of Lights Out-ish in his latest "suave swing" composition. He calls it "Swinging at the Graveyard."

Nick La Rocca, manager and leader of the Original Dixieland Jazz Band, will be featured on "20 Years Ago—and Today" on WOR tonight at 8.

Leo Reisman is lining up guest stars for his winter shows in behalf of Schaefer Beer over WEA. Ray Heatherton had to leave the program last Thursday due to pressure of stage work.

Rochester's three symphonic orchestras—the Philharmonic, Civic and Eastman—will present 72 radio concerts in four series during the Winter and Spring seasons over NBC. Jose Iturbi, Guy Fraser Harrison and Dr. Howard Hanson will be the conductors.

Russ Morgan and Orchestra have been booked by CRA to play the Chevrolet executives' luncheon at the Hotel Plaza today.

COLUMBUS

Andrew Hammerschmidt, former engineer at WBNS, has been promoted to chief engineer at WCOL. Ruth Wolley is the new addition to WCOL's business staff.

WBNS is featuring a new Saturday program with Johnny Neblett, sports commentator, called "Football Roundup." Neblett gives all the scores and a brief resume. Music is furnished by Greer Parkinson and Lowell Riley.

Hank and Slim Newman, and their Georgia Crackers, have replaced Kentucky Slim and Winny on the Neo Vim program. The Stover Sisters and Cranberry Bill, commercial announcer and emcee, remain on the program.

John W. Fell and Jesse Greene Jackson have been added to the announcing staff of WCOL, and Merrill Madden at WBNS.

Charlie Lake, late of WBNS, is now punching the time clock at WLW. Sigmund Spaeth, the "Tune Detective," will do a "personal appearance" broadcast at WCOL when he visits here next month.

LINCOLN

Lyle DeMoss, program director of KFAB, is taking his vacation this late.

Two new programs have gone on the air here. One is "Know Your State Government," starring the governor and state officials, one night weekly, over KFAB. The other is on city government with the mayor and councilmen, over KFOR.

Harry Johnson, after completing his third season as a baseball announcer covering the Wheaties series, held a big anniversary blowout over KFAB.



CARL HOHENGARDEN, on becoming musical director of CBS, changed his name to Carl Garden. He succeeds Carlton Kelsey, resigned.

Dan Hosmer has been added to the cast of Jenny Peabody.

Stan Thompson, formerly day operations manager of the WBBM-CBS studios, has been named assistant to Bobby Brown, program director. Louis L. Brown, formerly night engineering supervisor, succeeds Thompson as operations manager.

Jerry Belcher's wife and baby have joined him here.

Lynn Brandt to Nashville over week end to broadcast the Vanderbilt-Louisiana State football game for NBC.

Sid Strotz, central division NBC program manager, left for New York for a week's huddle with bosses.

Archie Scott, NBC production man, summoned to Tulsa to help put on an Indian pageant.

Morrey Lipsey, who handles radio for MCA, in Edgewater hospital getting treatment for stomach ailment. Must remain there at least a fortnight longer.

Bunny Daniels back on publicity staff of J. Walter Thompson agency.

Fully recovered from a nervous ailment Walter Blaufuss, is back conducting the orchestra for NBC Farm and Home Hour and Breakfast Club. While under the ether he wrote a new tune, "Manuella."

BOSTON

Arthur Feldman, WBZ's special events man, is making arrangements for and will announce the Herbert Hoover broadcast tomorrow at 9:30-10 p.m. from Mechanic's Hall.

Tony Russell has returned to WBZ-WBZA airwaves after a two-week absence caused by injuries received in an auto accident.

Bill Winnie, formerly with WOKO and WABY in Albany, is the new announcer at WBZ. He replaces Charlie Nobles, who is now in New York with NBC.

Placing Disk Series

Boston — Chambers & Wiswell agency is placing throughout New England a series of "Minut-Dramas," produced by Kasper-Gordon Studios here for Enameline Cleaner (stove polish).

HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music in a Modern Manner

MANAGEMENT ROCKWELL-O'KEEFE

NAT BRUSILOFF

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY CI 6-2200

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

Roberts-McNab Co., Livingston, Mont. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Chester Howarth & Clarence Berger, Wallace, Id. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

HEARINGS SCHEDULED

Oct. 25: George H. Payne, San Jose, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

Oct. 28: J. T. Griffen, Fort Smith, Ark. CP for new station. 880 kc., 1 KW., daytime.

KTSM, El Paso, Tex. CP to change frequency, power, hours of operation to 1350 kc., 500 watts, unlimited.

Fred M. Weil, Grand Coulee, Wash. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

West Texas Broadcasting Co., Wichita Falls, Tex. CP for new station. 1380 kc., 1 KW., unlimited.

Wichita Broadcasting Co., Wichita Falls, CP for new station. 620 kc., 250 watts, 1 KW. LS., unlimited.

Faith Broadcasting Co., Inc., Wichita Falls, CP for new station. 1380 kc., 1 KW., 5 KW. LS., unlimited.

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

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

Waterloo Times-Tribune Publishing Co., Waterloo, Ia. CP for new station. 1370 kc., 100 watts, daytime.

WREN, Lawrence, Kan. Auth. to transfer control of corp. from WREN Broadcasting Co., Inc., to Kansas City Star Co. 1220 kc., 1 KW., 5 KW. LS., share time with KFKU.

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

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

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

Nov. 3: WCBA, Allentown, Pa. Vol. assignment of lic. to WSAN, Inc. 1440 kc., 500 watts, share time with WSAN.

Nov. 4: Tri-City Broadcasting Co., Inc., Schenectady, N. Y. CP for new station. 950 kc., 1 KW., unlimited.

Schuyllkill Broadcasting Co., Pottsville, Pa. CP for new station. 580 kc., 250 watts, daytime.

Pottsville News & Radio Corp., Pottsville, Pa. CP for new station. 580 kc., 250 watts, daytime.

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

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

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

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

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

Nov. 5: Kentucky Broadcasting Corp., Louisville. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

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

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

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

EXAMINERS' RECOMMENDATIONS

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

KFJZ, Fort Worth, Tex. Auth. to transfer control of corp. from R. S. Bishop to Mrs. Ruth G. Roosevelt, be granted. 1370 kc., 100 watts, 250 watts LS., unlimited.

KXA, Seattle, Wash. CP to increase power to 1 KW. be granted. 760 kc., limited.

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

★ Coast-to-Coast ★

LORETTA SEASONS, pianist-director of the "Coquettes," girls' trio on WCCO, Minneapolis, will wed Bob Anderson, pianist with the "Triple Trios," another WCCO program, on Nov. 23. Charles Ross, WCCO announcer, will be one of the ushers.

Paul Roberts, baritone, is now vocalizing on the Part Barnes show every Saturday over WOR-Mutual.

Rabbi Abram V. Goodman of Congregation Beth Israel, and who also is a director of the University of Texas Hillel Foundation, has started a weekly series over KNOW, Austin. Quarter-hour program is titled "Through My Study Window." Rabbi Goodman, a Harvard graduate and native Bostonian, will discuss topics of general interest as well as literary and social welfare items.

Earl Harper's "Sportoscope" on WNEW has switched to a new time, 7 p.m., Monday through Saturday.

Roy Campbell's Ambassadors have been held over at the Hollenden

Educators Postponing Demand for Radio Time

(Continued from Page 1)

period, believing that hour to have the largest intact family listening audience.

Various organizations have been quietly conducting their surveys since first intimation of the demands became known last May. At that time John W. Studebaker, Commissioner of Education, fired opening gun at a convention of educators held in Ohio. Since then, the Writers' Congress, which this year recognized radio for the first time, the National Council of American Youth Congress, through William Hinckley, chairman, American Federation of Churches, National Advisory Council on Radio in Education, National Committee on Education by Radio and Progressive Education Association, one of the most powerful educational organizations in the country, have all pledged their support to the movement.

Leaders of the movement are determined to present their three-way plan to the FCC as soon as it is deemed advisable by the group. Platform is as follows: Time on NBC, CBS and MBS on a sustaining basis, presentation of programs devoted to educational and spiritual nature, and minimum expense to be charged to educational groups.

CIO Signs RCA Unit

American Radio Telegraphists Ass'n, CIO unit, has signed RCA Communications on a one-year contract, affecting 1,000 employees in the U. S. and Hawaii.

House, Cleveland, until Oct. 31. This choral group is aired from the Cleveland hotel twice weekly coast-to-coast.

Jan Peerce will follow his second appearance on the Lucky Strike Hour, Oct. 27, with a recital at the Peabody Institute in Baltimore, Oct. 29.

Miriam Hopkins in "P.S., She Got the Job," over CBS on Oct. 31 at 5 p.m., will be the first of the Silver Theater productions to be played in a single performance.

Maryland School of Accounting, Baltimore, has established a radio broadcasting class. John Elmer, NAB president, and president of WCBM, addressed the class last week on "Opportunities in Radio Broadcasting."

In a series of WMCA programs titled "Putting Them on the Spot," Mayor LaGuardia will interview each of his commissioners on their accomplishments during the Fusion regime. Programs start at 6:45 p.m. today.

470.376 Com'l Scripts Read by FTC in Year

(Continued from Page 1)

further study as containing representations that may have been false or misleading. These were assembled in 1,275 prospective cases (about 1/4 of 1 per cent of total) for further review and procedure in instances that appeared to require it.

The data is contained in the annual report of FTC to Congress.

WHO, Des Moines

Bob Griffin, announcer, is doing a half-hour football preview on Saturdays at 1:15 p.m.

Sterling Casualty Insurance Co. of Chicago has moved its program, "Sterling Starts the Day," up to 6:15 a.m. on a Monday through Saturday basis.

The Songfellows, vocalists, have turned instrumentalists and organized a Cider Jug Symphony.

NEW BUSINESS

Signed by Stations

KCMO, Kansas City: Chevrolet, spots; Elmira Coal Co., ETs, through Potts-Turnbull; Drene, ETs, through H. W. Kastor Co.

WFMD, Frederick, Md.: Chevrolet, ETs.

WPTF, Raleigh, N. C.: Rexall, "Magic Hour."

WFTC, Kinston, N. C.: Chevrolet, ETs.

WDSU, New Orleans: Elizabeth Arden; Zenith Radio; Ford.

WWL, New Orleans: Palmolive; De Soto, ETs; Chesebrough Mig. Co.; American Gas Machines.

WOKO, Albany: Chevrolet dealers, 15-min. organ recital; Rexall, "Magic Hour."

WGY, Schenectady: Buick, announcements, through Arthur Kudner; Bernard Perfumers, through Sel Johnson, St. Louis; Chrysler, Plymouth, announcements, and De Soto, variety show, through J. Stirling Getchell; Utica Knitting Co., announcements, through John Thomas Miller, N. Y.; Mishawaka Mig. Co. (woolens), announcements, through Campbell-Ewald, Chicago; Penick & Ford, through J. Walter Thompson; Little Crow Milling Co., through Rogers & Smith, Chicago.

Complete Xmas Disk Series

Boston—"Life and Adventures of Santa Claus," series of 15 transcriptions for department store Christmas use, has been completed by Kasper-Gordon Studios Inc. Disks are a dramatization of the book of the same name to which Kasper-Gordon acquired all rights. Book will be sold only in stores signing for the program.

Kasper-Gordon also is placing its "Captains of Industry" disks for bank sponsorship on various stations, while "Memories of Hawaii" has been placed on WPRO, Providence, for a coal company.

Amateur Clambake

Charlie "Del" Delaney, who runs WFBL's (Syracuse) Morning SUNDIAL, has planned an amateur clambake for Saturday mornings before 9. Plan is to allow amateurs to go on, without rehearsal of pre-judgment, and do their stuff. They can sing, dance, read poetry, play, or anything else that makes a regular "open-house" for the air.

Travel Talk Series

A series of travel talks in conjunction with the Travel Bureau of the Brooklyn Eagle starts Wednesday on WNEW.

NEW—IT'S "IT" IN RADIO
The program that radio stars and radio fans will keep their ears on

Gene Inge's

"TAKE THE AIR"

The truth about radio programs

Hear it Monday Night 8 P. M. PST **KFWB** 950 Kc.

IT'S SENSATIONAL AND NEW!



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 82

NEW YORK, N. Y., TUESDAY, OCTOBER 26, 1937

FIVE CENTS

2nd MGM Show Likely

Looking On ... AND LISTENING IN

CANTOR WEEK Eddie Cantor, who is being honored by the amusement world this week on the occasion of his twenty-fifth anniversary in the entertainment field, has been a symbol of the best in show business for many years.

His talents won him early success, and he has never abused that success or given his public the least cause for complaint on any other score.

In a field that has more ups and downs than the stock market, and where reputations come and go faster than the four seasons, keeping in the top brackets for something like a quarter of a century is an accomplishment really worth celebrating.

Eddie Cantor has been able to perpetuate his success because he is not only an artist and a showman, but also a humanitarian who has never turned aloof from the common crowd, has helped many a newcomer to fame and has kept his entertainment on a plane that is suitable for the entire family.

QUANTITY On the basis of figures contained in the annual report of the Federal Trade Commission, showing that copies of 470,376 commercial broadcasts were received for examination of advertising matter over a year's time, radio stations of the country are broadcasting at least 1,000,000 different programs annually the sustaining programs not being counted in the FTC figure.

This means some 3,000 programs a day, or an average of about 45 shows daily per station in the country.

Herein may be found one reason why experimentation and progress in new radio programs is so slow.

Necessity of grinding out as many daily features leaves little time for anything else.
—D. C. G.

On a Bet

Washington Bur., RADIO DAILY
Washington—While rehearsing at WOL last week, director Ronald Dawson and actor Arthur Isler had a dispute. Isler said he could direct the company better. Dawson replied he could act Isler's role better. So they bet \$5 on it and switched positions. Rest of the company will judge at today's playing of "Macushla."

HIGH COURT UPHOLDS FCC IN DENYING RADIO PERMIT

Washington Bureau, RADIO DAILY
Washington—The Supreme Court yesterday denied a petition for a writ of certiorari in Eastland Co. vs. FCC, with Portland Broadcasting Co. Inc. acting as an intervener. The high tribunal confirmed a lower court ruling upholding the FCC in denying the Eastland Co. a radio permit and granting one to Portland Broadcasting Co. at the same time. Eastland based its appeal on charges that in 1936 the FCC held hearings before commissioners Gary, Brown and Sykes on both applications for permits and
(Continued on Page 8)

M-G-M's Maxwell Show Is "Good News of 1938"

"Good News of 1938" is the title of the new M-G-M show which Maxwell House is sponsoring, to take the air Nov. 4 at 9-10 p.m. on the NBC-Red.

Complete line-up for the premiere includes Gus Edwards, Eva Tanguay, Trixie Friganza, Cliff Edwards, Irene Franklin, Arthur Rosenstein, Jean-
(Continued on Page 8)

Maltex Co. Campaign Scheduled for Nov. 14

Maltex Co., through J. M. Mathes, will start a radio schedule on about a dozen stations next month. Sponsor has already signed for a spot on the WOR "Martha Deane" program, beginning Nov. 14.

Receiving Set Sales Taper Off, But Year's Total Will Top 1936

John S. Young to Direct World's Fair Radio Dept.

Formation of a Department of Radio and Broadcasting for the New York World's Fair in 1939, with John S. Young as director, is announced by Grover Whalen, president of the fair corporation. Radio will be widely used to exploit the event, Whalen said.

Benton & Bowles May Get Film Studio Talent for New Colgate Program— Agency Boosts Coast Activity

Crash Coverage
Denver—All KVID newscasts have been lengthened five minutes. Additional time required to cover local auto accidents.

APPOINT U. S. DELEGATES FOR HAVANA CONFERENCE

Washington Bureau, RADIO DAILY
Washington—Commander T. M. Craven, FCC commissioner, and R. Harry Norweb, American Minister to the Dominican Republic, have been designated as delegates to the Inter-American Radio Conference in Havana starting Nov. 1. Technical advisers of the U. S. delegation include
(Continued on Page 8)

Daily Firestone Program From Chi Livestock Show

Firestone Tire & Rubber Co. will sponsor daily programs from the International Livestock Show, Chicago, over NBC-Blue network at 4-4:15 p.m., Nov. 29-Dec. 3. William E. Drips, NBC Director of Agricultural programs, and Everett Mitchell, NBC Farm and Home Hour announcer, will be in charge of the broadcasts.

West Coast Bureau, RADIO DAILY
Los Angeles—A. H. Hobler, president of Benton & Bowles, arrives here early this week on a reported deal with M-G-M for a new 15-minute five-times-weekly series for Colgate dentifrice account, probably starting coincident with the Amos 'n' Andy Pepsodent muting. If deal jells, arrangement would permit agency using Metro talent other than called for on Maxwell House show,
(Continued on Page 8)

DISK MEN MUST MAKE SEPARATE AFM DEALS

After some preliminary conferences yesterday between various electrical transcription producers and phonograph record men, it was decided by the AFM Executive Committee that each type of manufacturer was entitled to separate agreements to cover the contingencies that may arise.

Separate negotiations will therefore be made between the AFM, the
(Continued on Page 8)

WCLO Cuts National Rate In Move for Volume Biz

Janesville, Wis.—Recent action of WCLO in revising its national rate downward so as to bring about what amounts to a single rate for both national and local business has created
(Continued on Page 7)

10 Years on WIL

St. Louis—Oldest and most consistent program sponsor here and one of the oldest in the country is still a WIL time user and booster. Firm is George L. Weber Jewelry Co., which has been in business here 30 years. Has a daily p.m. spot featuring dance music, with better than 75 per cent of copy strictly institutional.

(Continued on Page 8)



Vol. 2, No. 82 Tues., Oct. 26, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Monday, Oct. 25)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155 1/4	147 3/4	155	+ 5 1/2
CBS A	20 1/4	19 1/4	20 1/4	+ 3/4
CBS B	19 1/2	18	19 1/2	+ 1/2
Crosley Radio	10	9 1/4	10	+ 1/4
Gen. Electric	42 1/2	37 1/2	41 3/4	+ 3/4
North American	18 1/4	16 1/4	18	+ 1/4
RCA Common	7 1/2	6 1/2	7 1/4	+ 1/2
RCA First Pfd	56	53	56	+ 2
Stewart Warner	11 1/2	10 1/4	11 3/4	+ 1 1/2
Zenith Radio	22 3/4	18 3/4	22 1/4	+ 2 1/4
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	12 1/2	12 1/2	12 1/2	...
Majestic	1 3/4	1 3/4	1 3/4	+ 1/4
Nat. Union Radio	1 1/4	1 1/4	1 1/4	+ 1/8
OVER THE COUNTER				
Stromberg Carlson	Bid 7	Asked 8		

New Centralia Station Will Be Mutual Outlet

Centralia, Wash.—New station being built here by Central Broadcasting Co., of which A. C. St. John is president, will be a Mutual outlet, with debut expected early next month.

WCKY to Free & Peters

Cincinnati—L. B. Wilson, president of WCKY, announces appointment of Free & Peters as national representatives of the station.

Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.
250 Park Avenue New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Oct. 23, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Roses in December (Irving Berlin Inc.)		39
That Old Feeling (Leo Feist Inc.)		30
Have You Got Any Castles, Baby (Harms Inc.)		27
Remember Me (Whitmark and Son)		26
Goodbye Jonah (Robbins Music Corp.)		24
If It's the Last Thing I Do (Crawford Music Corp.)		24
Blossoms on Broadway (Famous Music Corp.)		23
So Many Memories (Shapiro, Bernstein Inc.)		23
Vieni Vieni (Whitmark and Son)		23
One Rose (Shapiro, Bernstein Inc.)		22
You and I Know (Robbins Music Corp.)		22
You Can't Stop Me From Dreaming (Remick Music Corp.)		21
Whispers in the Dark (Famous Music Corp.)		20
An Old Flame Never Dies (Robbins Music Corp.)		19
Moon Got in My Eyes (Select Music Co.)		19
Harbor Lights (Marlo Music Co.)		18
I Still Love to Kiss You Good-Night (Leo Feist Inc.)		18
Ebb Tide (Paramount Music Corp.)		17
Once in a While (Miller Music Inc.)		16
Can I Forget You (Chappell and Co.)		15
Farewell My Love (Harms Inc.)		15
Getting Some Fun Out of Life (Donaldson, Douglas & Gumble)		15
It's the Natural Thing To Do (Select Music Co.)		15
Tears in My Heart (E. B. Marks Music Co.)		15

Defense Gets Under Way In FCC vs. Segal-Smith

Washington Bureau, RADIO DAILY
Washington—Defense of Paul M. Segal and George Smith, attorneys, from charges of unethical practices before the FCC, got under way yesterday with Smith and Segal undertaking to refute the FCC's case point by point. They denied unethical practices and also setting up of "dummy" corporations, though tacitly admitting use of "dummy incorporators." Each of corporations was set up at request of client, the attorneys contended. Defense expects to rest its case tonight with argument on case tomorrow.

Eighth Year for Vallee

Rudy Vallee on Thursday celebrates his eighth year on the air under the sponsorship of Standard Brands. In honor of the event, three Vallee hour "finds," Edgar Bergen (Charlie McCarthy), Joe Penner and Bob Burns will be guests on the show.

Maxwell Show on WHN

"Good News of 1938", M-G-M show for Maxwell House Coffee, starting Nov. 4 at 9-10 p.m. over NBC-Red, also will be heard over WHN. This makes three NBC shows for WHN to date.

NEW YORK'S FASTEST GROWING STATION

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

Shift to 610 Kilocycles Is Celebrated by WIOD

Miami—In celebration of its shift to 610 kilocycles from 1300 kc., WIOD yesterday signed on at 6:10 a.m., instead of the usual 7 a.m., and aired an hour's broadcast of local musicians and vocalists. At 5:45 p.m. another hour's gala broadcast was put on, with congratulatory messages from NBC officials and Mayors of Florida cities.

Station is carrying on a wide campaign to promote the advantages of the 610 frequency.

Rosenblum Quits WOAI

San Antonio—Lloyd H. Rosenblum, manager of sales and merchandising for WOAI, has resigned effective Nov. 5 to go into general advertising agency business. Carl A. Doty of NBC's statistical department in Chicago is succeeding him, with title of manager of merchandising and sales promotion.

Other recent changes at WOAI included appointment of Beeman Fisher, formerly of Texas Power & Light, as v.p. and g.m., succeeding Hugh A. L. Half, who became president of Southland Industries broadcasting functions.

A WEE BUNCH OF SHAMROCKS

A Modern Irish Ballad

ROY MUSIC CO.

1619 BROADWAY, NEW YORK, N.Y.

COMING and GOING

MARION TALLEY flew to Kansas City from the Coast right after her Sunday broadcast for Ry-Krisp, having received the news earlier of her father's death. Already scheduled to do "Ave Maria" the singer upheld the traditions of the stage and radio by retaining the number in the program. She returns to the Coast latter part of the week.

MARION CLAIRE is in New York from Chicago for an appearance on Lucky Strike's "Hit Parade".

HELEN FERGUSON, Hollywood radio and movie publicist, is on an eastern visit.

ARTHUR BORAN has gone to Baltimore to appear for a week at the Fenthouse Club there as emcee, comedian and mimic.

EFREM ZIMBALIST, violinist, returns to New York today aboard the Aquitania.

JOHN BOOTHBY, WGY announcer, is in town en route to appear at various halls and auditoriums in cities having General Electric factories, etc. G. E. is putting on skits for the edification of its employees.

WALTER WINCHELL leaves Hollywood for New York on Nov. 28.

ALICE FAYE leaves New York today to return to Hollywood.

JOHNNY GREEN arrived in New York yesterday to discuss a new program.

ABE LYMAN, MACK MILLAR and IRVING HOFFMAN arrive from Hollywood today.

SEYMOUR WEISS, New Orleans hotel owner, is in town.

BILL BURTON arrives in town today from Chicago.

TYRONE POWER returned to Hollywood last night after spending a week in New York on vacation.

MARGARET DAUM, ETON BOYS, HOWARD PHILLIPS and DEL CASINO go to St. Louis for benefit show tomorrow. PAUL ROSS, Columbia Artists Inc., will supervise the show.

ERNA SACK, soprano, arrived yesterday on the Bremen to join General Motors Concerts.

BOB YOUNG, announcer for KGVO, Missoula, Mont., made a week-end trip to the other end of the State to attend the wedding of his sister.

"HIGH FIDELITY" INSTANTANEOUS RECORDING

Highest Quality Recording attained by

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

REMOTE CONTROL by permanent lines

OFF THE AIR by special filtered antennae

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

Instant Service

ADVERTISERS RECORDING SERVICE, INC.

113 WEST 57th ST., NEW YORK

Phone Clr 7-6982

Established 1930

To Them (2,300,000)...

WE SPEAK IN ITALIAN

WE cover 55% of the Italian Market of America and devote 95% of our time to reach 2,300,000 Italo-Americans living in Connecticut, New York, New Jersey, Delaware and Eastern Pennsylvania. ● To them we speak in Italian. ● To be sure, they understand and speak English; but we have found it advantageous speaking to them in their native tongue, from morning to night, program after program, for the past five years. ● Consistent outstanding results have taught us a very simple lesson: **THE WAY TO SELL TO THEM IN THE ITALIAN WAY.** ● Your own merchandise — from food products to automobiles — can be sold to the Italians tuning in all day long on **WOV WBIL WRAX WPEN.** We have said **ALL DAY LONG**, and this is a fact, not a claim. With such a tremendous and almost exclusive audience, we offer you an open field in which your own product can achieve leadership with a comparatively little effort and money. ● We know the Italian Market, and we are quite sure that we can render you a service. If you wish further information please call or write to us. A representative from our merchandising department will gladly call on you.

INTERNATIONAL BROADCASTING CO., 132 West 43rd Street, New York City

Telephone: BRyant 9-6080

*Associated stations
in Phila. Pa.*
WRAX·WPEN

WOV DAY
1000 WATTS

WBIL NIGHT
5000 WATTS

AGENCIES

ED GARDNER, producer of the Bakers' Feg Murray show for J. Walter Thompson in Hollywood, leaves that agency to join Bill Bacher at M-G-M. Gardner will function as Bacher's assistant on the big lot and on the forthcoming Metro-Maxwell House show in particular. Sam Moore, former William Esty producer on the Camel show and presently at 20th Century-Fox as a writer, also joins Bacher in a scripting capacity.

LEE GRAVES of Compton agency, Chicago, is to be transferred to New York office where he will head radio department.

BASIL LOUGHRANE of Lord & Thomas, Chicago, headed for Hollywood over weekend to consult with west coast office on details of new Pepsodent show.

H. W. KASTOR agency in Chicago is handling 15-minute spot campaign for Crown overalls. Using Pleasant Valley transcription series.

GEORGE COREY, assistant to Savington Crampton in the William Esty coast office and on the Camel-Jack Oakie show, leaves the agency this week to ready two of his plays for Broadway production. Ashmead Scott, CBS writer-producer responsible for "Take the Witness" writing, production and technique, joins the Esty office in a writer-director capacity, but continues his dramatic sustainer for CBS.

J. STIRLING GETCHELL, placing the radio advertising for the Citizens Committee for La Guardia and Dewey, has booked eight programs on WJZ.

OKLAHOMA

Martin Krause, formerly at WIND, Chicago, is a new announcer at WKY, Oklahoma City.

Harry Schwartz, president of Tulsa Federation of Labor and publisher, is preparing to build a 250-watter on 1310 kcs. in Tulsa.

Edward H. Harris Dead

Richmond, Ind.—Edward H. Harris, president of the Palladium Publishing Co. and secretary of American Newspaper Publishers Ass'n died Saturday at the age of 57. Harris was one of the leaders of the ANPA's fight against radio.



● ● ● Cole Porter is in Glen Cove hospital with two broken legs caused by a fall from a horse at Piping Rock on Sunday....Fred Allen's definite date to return to the air is Nov. 17....Mary Pickford will go on the air via MBS shortly, plugging her own cosmetic line....Jane Wyatt follows Miriam Hopkins on Silver Theater....Johnny Green arrived in New York yesterday and was closeted behind agency doors all day regarding a coast-to-coaster for a dignified product. Definite word will be forthcoming before Monday on this deal....Phil Baker will run open house on the air for the picture stars of "Goldwyn Follies" next Sunday....Bert (Count Mischa Moody) Gordon is under contract to Republic Pictures now....Eve Sully of Block and Sully, the air comics, has a bobbed nose now.... Frank Parker is set to guest on the Coca Cola show within four weeks.... Now that "Virginia" has closed at the Center Theater in Radio City, a deal is on to revive "Eternal Road" there....This IS something: The Quintuplets' father, Pappy Dionne, sent a letter to Estelle Taylor—asking for an autographed picture!

● ● ● On last nite's Consolidated Edison show with Mark Warnow's band, an 11-year-old boy, Billy Hayes, made an appeal for funds for United Hospitals. The kid has had 41 operations and did the show from a wheel-chair....J. C. Morgan, program manager at KSFO, San Francisco, got tired of taking pictures for fun and has found an interesting way of turning his negatives into cash....Sunday afternoon, coming into a crossing downtown, he saw two cars crash. As usual, both drivers were in the wrong—but the lady driving one of the cars wanted to prove it—and seeing Morgan taking pictures, she offered him 10 bucks apiece for the finished prints....Michael Bartlett and Madame Elisabeth Rethberg, Met soprano, will assist in the annual United Hospital campaign, addressing radio audiences this week via WQXR and WHN....John C. Schramm, program director for WOV-WBIL, celebrates nine years in radio on Nov. 5—starting with NBC.

● ● ● Warners are working out an indie air show which George Jessel will produce from the lot....Ed Lowry's "Sing Time," now on the coast only, will be piped east within 30 days via MBS....Herbie Kay, Dorothy Lamour's hubby, will bring his band east to the Arcadia in Philly....The payment for a "Command Appearance" on the Kate Smith show has been lifted to \$1,000 for first prize, with others running down to 500 and 250 bucks....Jack Bregman was feted on the coast Thursday at the Victor Hugo, with picture execs shouting his praises....Leon Navara gets an NBC wire from the Hollywood while the talk persists that Jerry Blaine and Joe Rines forfeit theirs....Their friends insist that Sammy ("That Old Feeling") Fain and Sally Fox were married last week....Ted Husing with Freddie Rich's music and a sports writer audition at CBS today for Electric Auto Lite. Show is called "Sports Extra"....Leighton Noble, Chick Floyd and Edith Caldwell leave George Olsen's crew to go on their own....Eddy Duchin is booked into the Coconut Grove on the coast beginning March 18, 1938....Leo Reisman gets the Lucky Strike show despite reports to the contrary....Al Rosen reports that Ted Lewis comes into the Loew's State Nov. 4, followed by Dave Apollon....A proper script is holding up the signatures now on a new Jack Pearl series....Henny Youngman encountered a panhandler who said he hadn't had a "bite in ages"—so Henny bit him!

● ● ● Program director Woody Klose of WTMV, East St. Louis, Ill., tried out his new question and answer show called "Take A Number" at the local Lion's Club luncheon....He asked a former prexy, "What is the food not known in China which means chopped fine?" Though the answer did not come fast enough, Woody hinted and said it's "Chinese food" but this brought "Raviola" as the answer.

GUEST-ING

ROBERT YOUNG and VINA BOVY, on "Kraft Music Hall," Oct. 28 (NBC-Red, 10 p.m.).

ANN SHIRLEY, with Tyrone Power in "Let's Suppose," Oct. 31 (NBC-Blue, 9 p.m.).

ADOLPHE MENJOU, ANDREA LEEDS, ZORINA and BOBBY CLARK on Phil Baker show, Oct. 31 (CBS, 7:30 p.m.).

BOB CROSBY, LOUIS ARMSTRONG, CONNIE BOSWELL and RAYMOND SCOTT'S QUINTET, on "Swing Club," Oct. 30 (CBS, 7 p.m.).

JOHN B. KENNEDY, on Commentator's Forum, Oct. 31 (Mutual, 9:30 p.m.).

KANSAS CITY

Dr. Fred Schumann has been appointed assistant to Kenneth Krahl, KMBC studio director, by Arthur B. Church.

Theresa Watson, formerly at KMBC, has joined KCKN to assist in the business and continuity departments.

R. W. Wilson, KMBC control operator, has resigned to go to Siloam Springs, Ark., where he will attend John Brown University and work at KUOA.

KCMO's weekly football broadcasts by Ivan Flannery of WIBW have been sold to Pennway Oil.

Harry Clifford, KXBY commercial manager, has added W. S. Webb and Barney Reilly to the sales staff.

WHB staff members banqueted Paula Nicholl of Mutual's eastern offices on Saturday night at the Savoy Hotel.

LOUISVILLE

Paul Sutton, WHAS vocalist, now heads his own ork at the new Crystal Terrace night club.

New feature inaugurated over WHAS is a 90-minute Barn Dance Party each Saturday.

Louise Bave, former Major Bowes' soprano soloist, and long featured with Capitol Theater Family, has returned to New York, after spending summer in Louisville.

Bill Bond, WAVE announcer and brother of Ford Bond, NBC veteran mikeman, adding weight after recent tonsil operation.

Town Meeting Returns

America's Town Meeting of the Air returns to NBC-Blue on Nov. 4, at 9:30-10:30 p.m. weekly.

FIFTEEN CENTS A DAY
will pay you
\$50 OR \$100 WEEKLY FOR LIFE
in event of total disability due to any
injury or accident and all medical expenses up to \$1000.

Jules Harberg
—INSURANCE—

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

BIRTHDAYS

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

Greetings from Radio Daily

October 26

Louis A. Scherer
Alice Joy
Jackie Coogan
Pat Barnes

★ Program Reviews and Comments ★

"RADIO NEWS REEL"

Cumner Products Co.
WEAF-NBC Red Network, Sunday
3-3:30 p.m.
Stack-Goble, Inc.

VOX-POPPERS BRING FOLKS TO THE MIKE WHO FIGURE IN THE DAY'S NEWS.

Parks Johnson and Wally Butterworth add another program in which they interview people and let them tell their story. This "radio news reel" seeks to obtain hot news connections as well as oddities and create human interest thereby. Premiere included the ideas of the sponsors of the Anti-Movie Double Feature League; Irish Hospital Sweepstakes winners; Grace Freed, whose brother is thought to be a captive of the Spanish rebels; Chicago American's effort to track down the Ross kidnap ransom money (which was a highlight, the Chicago newspapermen doing a good piece of business); Bert Acosta, "bad boy of the air"; "slum mother", telling about movement to refrain from having children until better housing conditions are provided, (it still sounds like a press stunt for the "Dead End" pix); and the man who served on the jury with 11 women, newly enfranchised in New York state.

Johnson and Butterworth are past masters at handling such shows and make a smooth showing. They are familiarly referred to as Parks and Wally.

Energine, being well sold on radio now, is not going too heavy on credits but mentions the advantages of a non-odororous product for removing spots and stains on clothes. Originally, same sponsor used to try a mention on its Molle shaving cream program and response was so good that the separate program resulted for Energine.

"Hollywood Playhouse"

"Men in White," last Sunday's vehicle for Tyrone Power on Woodbury's "Hollywood Playhouse" over NBC-Blue at 9-9:30 p.m., was by far the most satisfactory presentation in this series to date. Script had more grip to it, the tempo was good and the cast surrounding Power was top-notch.

Due to the show being broadcast from New York on this occasion, Doris Nolan instead of Gail Patrick appeared opposite Power. Miss Nolan scored a beautiful performance, while Erik Rolf nearly stole the show in the role of Dr. Hoffberg. The part of the little girl whose life is saved by the quick work of Dr. Ferguson (Power) was very well played by Estelle Levy, and other roles were capably handled by Evelyn Abbott, Gladys Thornton, Agnes Moorhead, Neil O'Malley, and Clayton Collier, with Bill Johnstone as narrator. Ernie Watson was musical director.

"I Want a Divorce"

Carlton E. Morse, author of "One Man's Family," authored the first 15-minute sketch in this new series of dramas dealing with marital problems. Sponsored by S. & W. Food Products, show airs over NBC-Red Pacific web Sundays at 8:15 p.m. and Wednesdays at 7:45 p.m.

After an opening wedding march theme, a man's voice was heard uttering the usual pre-marriage declarations of constant, burning love. There is a pause and same voice was heard bitterly denouncing state of matrimony—and wife.

Scene was judge's chambers. Both the man (Vernon Wilson) and the girl (Vicki Vola) were seeking a divorce from judge (Lou Tobin). There is a secretary, in briefly, (Doris Kemper). Judge discovers couple have been traveling in wrong crowd and by philosophizing, sends them back into each other's arms.

Announcer Archie Presby had a harmless 30-second plug for the S. & W. "Mellowed" coffee at start. At the end, the married couple did a typical Morse dramatized plug which was out of keeping with their previous hectic scene.

There was little chance for character development in the 15 minutes and bickering was rather vehement and at times gagged with comedy stuff.

Admitting that the sex angle, foremost reason for divorce, has to be dispensed with, the agency shrugs its shoulders and takes off its coat to build up the rather minor causes for divorce.

Agency is Emil Brisacher & Staff.

"Lutheran Hour"

Returning to the air for the 1937-38 radio session, the Lutheran Hour this year has increased its station list to 46 from coast-to-coast. Dr. Walter A. Myer continues as conductor of the forum, while musical portion of the hour is handled by the Lutheran Choir. Dr. Myer, speaking on "The Value of Your Soul," is one of the better radio priests, and does a convincing and interesting job. The choir, although kept in the background, handles its assignments in first class shape. Program has proved in the past that it can pull listeners, and with increased network this fall should be one of the better religious offerings by the end of this year.

New York outlet is WINS, Sundays at 4:30-5 p.m.

"I've Got the Tune"

Columbia Workshop's presentation last Sunday over CBS at 8-8:30 p.m. was a refreshing and novel musical satire, written for radio by Mark Blitzstein, titled "I've Got the Tune". Adopting an operetta form, it tripped up and down Broadway to the tune of lively melodies and intriguing verses, all very efficiently handled by the performing company. It's a show that can stand repeating.

"STELLA DALLAS"

Telley Tea
WEAF, Monday through Friday,
12:30-12:45 a.m.
Blackett-Sample-Hummert

SEQUEL TO PLAY AND FILM MAKES GOOD START AS AIR SERIAL.

With a following already more or less created for it by the stage and film productions of the same name, "Stella Dallas" as a radio serial shapes up as a favorable bet.

Yesterday's initial episode began its story at a point five years after Stella last saw her daughter. The mother, struggling to make a living, is too proud to appeal to husband Steve Dallas, who is in luxury. Stella and a crony talk over the situation, with the crony urging that she should go to Steve, while Stella maintains Steve will have to come to her, and the skit ends on a sob note that should have the femmes anxiously tuning in for the next chapter.

Script is good, and same goes for the acting. Commercial matter is not overdone.

"Labor on the March"

WEVD last Sunday, 8-8:15 p.m., began a new series of programs which, according to the announcer, will be "dramatizations based on significant episodes in American labor history." Premiere dealt with the organization of the first labor union in New York City in 1829. Program, which is serialized, will be completed story in future broadcasts.

Series is put on the air in "March of Time" style and is interesting. Cast handle the script very well.

Community Fund Series

Taking advantage of the timeliness of the subject to snag itself a neat bit of publicity, KDAL, Duluth, conducted a series of six special interviews titled "Your Neighbor and Mine." Series was aired just as publicity campaign on Community Fund drive broke, and had Sam Levitan, KDAL special events man, quizzing clients of Fund-supported social agencies to determine whether contributions were serving their intended purposes. Clients were used on the basis that they—rather than the agencies, themselves—were in the best position to know whether they were benefited. Considerable human interest was developed in the series. Clients queried were a handicapped man from the Goodwill Industries, a youngster from an orphanage, a Girl Scout, two clients of family welfare agencies, and a boy receiving free benefits at the "Y." Throughout the series, clients were referred to only as "X" to protect their identities.

Music Without Words

"The Evening Serenade," being aired over KMOX, St. Louis, every Sunday at 9-9:30 p.m. for Hyde Park Breweries, includes almost every

Briefly

The Stroud Twins and their individual style of unhammered comedy are building up nicely on the Chase & Sanborn Hour, over NBC-Red on Sundays at 8. But the skits inserted in this program continue to do Brodies—even with Beatrice Lillie in the one last Sunday.

Philharmonic Symphony Orchestra of New York, with John Barbirolli as conductor and Deems Taylor as narrator, returned to the air over CBS at 3-5 p.m. Sunday to inaugurate a series that promises to be one of the best of its kind.

Harry Jans did an excruciatingly funny rapid-taking specialty on the Joe Penner show over CBS on Sunday. Jans ought to be on the air more often.

The music of Seymour Simons on the Chevrolet program over CBS on Sundays is about the smoothest and sweetest on the air.

Sheila Barrett of the Gruen "Time of Your Life" show over NBC-Red on Sunday afternoon sounds better with each successive performance.

Grace Moore and Richard Tauber helped to make last Sunday night's General Motors Concert, over NBC-Blue, the best of the series thus far. With Erno Rapee wielding the baton, the program sailed along efficiently and enjoyably.

type of musical number from swing to semi-classics, but no words and no commercial announcements except for a brief identification of the sponsor's product at the start and finish of the show. Ben Feld's 27-piece orchestra, Tom Baker, tenor, and other talent appear in the program.



5 Strategically Located
Offices Manned By
Seasoned Radio Men
rendering a truly comprehensive national service to agencies, advertisers and radio stations.

John Blair & Co.

CHICAGO NEW YORK DETROIT
SAN FRANCISCO LOS ANGELES

San Francisco

Reiland Quinn, KYA production department, has been elevated to program director with the shifting of Leon Churchon to the Hearst Pittsburgh station, WCAE, his former station, Bob Roberts, station mgr. announced. Station here plans radical improvement in sales, program and technical and merchandising departments following an analysis made by KYA heads and Elliot Roosevelt, new vice-pres of Hearst Radio, Inc. News broadcasts will be increased and the method of presentation altered. Quinn's first task will be to conduct the greatest quest for new talent ever instituted at KYA.

Gloria Thompson, recently of KLS, starting in with experimental production at KROW with disks.

Arthur Ward, music arranger for the nicer tunes with Meredith Willson's ork, follows the exodus to H'wood.

Rupert Pray, Traffic Manager at KJBS, has moved to KFRC on the production staff. Evalyn Morrison has taken over his work.

Natalie Park, NBC actress, heard on Jack Meakin's t. c. show "Bug-house Rhythm," will make film tests shortly at one of the more moneyed illusion factories.

Donald Henderson Clarke followed Peter B. Kyne as the third celebrated novelist whose radio work was introduced to a Pacific Red Network audience on the show "I Want a Divorce," Sunday, Oct. 24, from 8:15 to 8:30 p.m. Helen Kleeb, James Krieger, Lois Austin and Lou Tobin played the roles. Hugh Wiley's fourth play is set for tomorrow.

Bob Goerner, KROW announcer, began a 13-week stint for Cross Corset Shop on Friday, doing film gossip "From Hollywood to You." Aired at 11:30 a.m. for 15 minutes once a week, script is written in Hollywood.

Joseph Henry Jackson, book reviewer on KPO on Sundays via the Blue Pacific Network, has signed a contract with Macmillan Company to write a book this summer on Alaska.

Production Manager Gordon Willis of KGGC, who was once Adda Vitelli's emcee, is now her husband.

Mel Venter, KFRC announcer, began a new sponsored series entitled "Scrap Book Stories." Elbert Lachelle accompanies on the organ.

With Bob Garred emceeing an hour of ETs waxed in New York, with occasional live talent, Milen's, Oakland jeweler, start a series on KSFO shortly at the midnight hour.

☆ F. C. C. ☆ ACTIVITIES

EXAMINERS' RECOMMENDATIONS
Galesburg Broadcasting Co., Galesburg, Ill. CP for new station. 1500 kc., 250 watts, daytime, be granted.
Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited, be denied.

ORCHESTRAS - MUSIC

MARTIN BLOCK's "Sunday Swing Concert" over WNEW, with Madison Personal Loan sponsoring, is building up quite a following, and now that it's airing from the classy Criterion Theater on Broadway there should be a good-sized audience on hand each Sunday at 11 a.m. for the one-hour session. Last Sunday's show was a lively affair, with Erskine Hawkins, hot trumpeter; Chick Webb, drumming virtuoso, and a quintet of instrumentalists, and Ella Fitzgerald, a swing singer with a system, as the guests of the occasion. The regular "Make-Believe Ballroom" orchestra, directed by Merle Pitt, supplies the basic musical background.

Peter de Rose of NBC's Breen and de Rose collaborated with Billy Hill in writing "In the Mission by the Sea," a fast-growing song hit.

Denny Moore, former States Restaurant ork leader in S. F., has opened at the Athens Club in Oakland. Lois Clark, former warbler with Paul Pendarvis, with him as vocalist.

Bob Stanley, maestro on the WOR-Mutual Georgie Price show, will resume his former duties as a pit band conductor for a musical comedy, starring Price, to be produced in January.

Ray Block has been assigned by CBS as musical director of a new Thursday 10 p.m. show featuring Buddy Clark. Guest stars will also appear.

Joe Rines and his 16-piece unit heard on Gruen's "Time of Your Life" will make Brunswick recordings of "Let's Pitch a Little Woo" and "Shindig."

The Roy Campbell Ambassadors, currently at the Hollenden House, Cleveland, leave for Sharon, Pa., on Nov. 1 to open at the Grey Wolf.

Bert Swor and Lou Lubin, the blackface comedians featured on NBC's "Bicycle Party" commercial, have drifted away from minstrel comedy to innovate topical humor for blackface comedy.

Sullivan Joins Gordoni Firm
Chicago — Jerry Sullivan, local radio star who has been having voice trouble for the past two years but now is back in radio, has joined the Lillian Gordoni Radio Productions Co. as commercial manager and to assist in productions. He has been in radio for 18 years and was commercial manager of WSBC for 10 years. "Big City Parade," written and directed by Lillian Gordoni, is in its 30th week on WLS.

Rolls Razor Limiting
Rolls Razor for its fall radio advertising campaign will only use WOR for a short period this year. Kimball, Hubbard & Powell Inc. has the account.

In addition to his numerous other orchestral and choral duties, Lynn Murray is currently directing the orchestra on the Tuesday Night CBS "Songtime" series.

Ernie Holst's orchestra is making its first musical movie short. The vocal numbers will be handled by Vince Calendo and Holst himself.

John Barbirolli, conductor of the New York Philharmonic-Symphony Orchestra, has joined the list of guest conductors who will direct the Ford Sunday Evening House this season. He will conduct the last five programs of the series, starting May 8 and concluding the season on June 5. Other guest conductors include Jose Iturbi, Eugene Ormandy and Fritz Reiner.

Morton Gould, WOR composer, conductor and arranger, is experimenting with a new idea—"poetry in music" effected by a string choir. On his program with Sylvia Froos, heard over WOR-Mutual, Sundays at 10:30 p.m., he features numbers played by the string group arranged to convey the harmonies and tones of a vocal choir.

After an absence from radio of more than four years, Elmo Russ, composer-pianist and former director of special presentations at WMCA, has returned to the airwaves as musical director of Hearn's "20 Years Ago and Today" program over WOR.

"Little Black Bronc," original composition by Al Clauser and Tex Hoepner of WHO's Oklahoma Outlaws, cowboy band, has been published in England by Berhman Music Publishing Co., London. The number also has been recorded by Columbia for foreign distribution.

Harry Lewis is at the Rio Del Mar country club, 10 miles below Santa Cruz, Cal. Private club has new policy and is interested in name bands. Gordon Hesche of CRA, S. F., booked. KPO will air them. Replaces Ralph Bryan, who had a 40-week booking.

Tappins Places ETs
A 13-week series of musical transcriptions with Norman Brokenshire as emcee started yesterday over three Philadelphia stations for Tappins' Jewelry Stores, New Jersey and Pennsylvania chain. Contract through Schillin Advertising Corp. calls for 14 transcriptions weekly, airing two daily over WIP, WDAS, WCAM. Lou Tappe handles scripts and production.

Stuart Allen on "Hobby Lobby"
Stuart Allen, baritone, has been added to Hudson Motor's CBS show, "Hobby Lobby," as regular soloist.

Philadelphia

WFIL has extended its broadcast schedule to 1 a.m. permanently, according to Donald Withycomb, g.m.

Daniel C. Park, formerly with Hunt Brothers & Raisin, agency, has joined the KYW sales staff. He takes over the office of John N. Hinchey, resigned.

Clarence Taub, former owner of WPEN and WRAX, has returned to private business in Texas. Charles Stahl, former g.m. of the stations, has set up radio production offices in the Hyman Bldg.

Philco has re-submitted to FCC its application for television station, on 204,000 to 210,000 band.

Two-year contract signed by WCAU with American Communications Ass'n includes all of station's technical employes and gives a 7½ per cent raise to 18 men.

PITTSBURGH

Janice Bell, formerly at WHIO, WSMK and WNEF, is a new singer over WWSW.

John Garber, Gimbel store commentator on WWSW, moves to KDKA for same sponsor.

Max Hartman, WCAE announcer, is the father of a girl.

Dorothy Devlin, former WCAE staff member, now of New York, was a visitor last week. So was Joe Boley, former KQV announcer, now on WOV and Paramount newsreel.

"Strollers Matinee" on KDKA has been switched to Mondays and Wednesdays at 1:45 p.m.

Ed Kroen, veteran of vaudeville, is commenting on WWSW for Victor Brewing Co., through Earl Bothwell agency.

Manager Frank Smith of WWSW says station has aired 2,013 remotes so far this year.

WINS Cuts to 12 Hours

WINS will slice hours of operation to 12 hours daily effective Nov. 1. Station, which operates on a daytime only schedule, will be on the air 7 a.m. to 7 p.m. daily on new schedule.

New Radio Producing Firm

Albany—Seaboard Radio Productions Inc., New York, has been chartered to produce radio sketches. Edward Layton, Dolores Hastie and Fannie Lillenstein are incorporators. Papers filed by Excelsior Stationery Co.

WESTCHESTER
"New York's Hearthside"
Is Yours with
W-F-A-S
Hotel Roger Smith White Plains



WALTER JOHNSON, KHJ - Don Lee producer, joins the radio department of Music Corp. of America as assistant to Bert McMurtrie on Nov. 1. He is responsible for the idea and production of the "Script Teaser" show, which was on Don Lee-Mutual only a month before being snapped up for Lucky Strikes. Johnson now is busily engaged on a new show to replace "Script Teaser," with Benny Rubin set as emcee, and Frances Hunt, Universal picture comedienne, Kenny Allen and his Playboys, and Lou Bring's orchestra definitely in the lineup. This one, like its predecessor, will have a "teaser" idea and will be worked out in close co-operation between MCA and KHJ-Don Lee, with the initial airing set for tomorrow.

The Gilmore Circus switches from its present Saturday night spot on NBC to a Friday 9-9:30 groove on Nov. 12.

Arthur Caesar did the second script of the Edward G. Robinson "Big Town" series.

Jo Stafford and John Huddleston, Oakie College undergraduate in music, slipped off and were married following last week's broadcast.

Jimmy Grier has been set to swing the baton on the Olsen and Johnson show for a 13-week stretch, but will use NBC staff musicians since his own crew cannot double at hour of the Richfield broadcast. Ben Gage succeeds John Heistand as announcer on the show.

Ruth Schooler, secretary to John Swallow, NBC studio manager, marries Larry Wright, musician.

KHJ has gone into the theater-acquiring business and taken a lease on the 600-seat Ambassador in the Ambassador Hotel for broadcasting purposes.

Lewis Allen Weiss, general manager of Don Lee net, returned from New York conferences with Mutual execs on various network activities.

Nadine Conner is favored to fill the vocal spot on the Packard program being vacated by Florence George, whose picture career with Paramount now looms larger than radio stardom.

FROM NOW ON
COLONEL JACK MAJOR
 WILL BE HEARD
 3-3:30 ON TUESDAYS
 WABC-COLUMBIA NETWORK

RADIO PERSONALITIES

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

DON IOSET

DON IOSET, managing director of WALR. "The Voice of South-Eastern Ohio," Zanesville, O., had his first taste of radio back in 1922 or 1923 at Toledo's first station, WJK.

Before that, however, he served as director of advertising for firms in Buffalo, Cincinnati and Toledo. Was active in promotional work in many cities in the Great Lakes area, and operated his own advertising agency.



Was a mike-spieler at 250 words a minute...

and short stories, most of which have never reached the typesetter.

Getting back to Ioset's radio career, he had worked at the microphone in a number of large cities, and, before accepting the managing directorship of WALR, was news commentator at WSPD, Toledo. While at Toledo, he also conducted a program of his own imagination, titled "Personalities on Parade," which necessitated broadcasting at the rate of between 200 and 250 words per minute. Was clocked with a stop watch during a 15-minute broadcast on several occasions, and the average speed was usually 250 words per minute. Took over the pilot wheel at WALR in the month of March, this year. Has written long

WCLO Cuts National Rate In Move for Volume Biz

(Continued from Page 1)

ed considerable interest and results are being watched by radio circles. Idea is to make up for the cut by increased volume.

Sidney H. Bliss, WCLO manager, who with his brother, Robert W. Bliss, last week became co-publisher of the Janesville Daily Gazette, which owns and operates WCLO, following the death of their father, Harry H. Bliss, says the rate cut was made because they believe the sponsor considering a given local market and working with a given budget must first consider the best coverage possible with that budget.

"On studying the volume of national business carried in the Janesville Daily Gazette and the individual expenditures of the national advertisers, we determined that our radio rates were out of line if we were ever to expect the same consideration to be given WCLO that is now being given the newspaper, despite the fact that the radio station reaches a wider area," says Bliss.

"Radio, unlike the newspaper, to do the same effective selling job, must carry the advertiser's product more frequently than the newspaper. A series of advertisements dominating a newspaper page and run once weekly over a period of time, will do an effective selling job. The same amount of money invested in a once weekly radio program on a local station will not, in our opinion, do the same selling job. Therefore, we are encouraging the national advertiser to use spots from 3 to 6 and 7 times weekly, whether announcements, 5 or 15 minute programs. This type of consistency used by our local merchants has, during the past four or five years, proved this point."

"Hollywood Daredevils" New Biddick Disk Series

West Coast Bureau, RADIO DAILY

Los Angeles—The Walter Biddick Co. is producing a new series of 15-minute transcriptions, "Daredevils in Hollywood," dramatizing the exciting experiences of film stunt men and doubles. Scripts are being written by Curt Forman, formerly 20th Century-Fox scenario writer. Hal Styles has been signed as narrator, with Ted Truner directing, and waxing is being done at Recordings Inc. Good-luck charms carried by various stuntmen will be reproduced in quantity as giveaways in an elaborate sales-help plan.

Wattage Tax Proposal Unwise, Says Caldwell

Taxing stations on a wattage basis, as recently proposed by FCC Commissioner George Henry Payne, would work directly contrary to the public interest, according to Dr. O. H. Caldwell, former Federal Radio Commissioner and now editor of Radio Today. Instead, he says, the government should encourage the highest possible powers for all stations, to give the public improved reception and reach the greatest audience, particularly on the farms. He advocates 500,000 watts or more for every clear channel.

Caldwell also opposes any form of radio program censorship.

School of RADIO TECHNIQUE
 WESTERN ELECTRIC RECORDINGS
 Programs recorded in our studios
 Programs taken off the air
 George Marshall Durante, Dir.
 R.K.O. Bldg., Radio City, New York



HOWARD KEEGAN has taken over production of Princess Pat's "Pat and Hank" at NBC.

Herb Sherman, commercial manager of WJJD, is back from Lansing, Mich., where he set the Oldsmobile deal for Chicago Bears football game broadcasts.

Bob Weems has joined Rockwell-O'Keefe office here. He is a brother of Ted and Art.

Chicago Chapter of Associated Broadcasting Technicians has named the following officers: Joe F. Novy, president; Emil Waelti, vice president; George V. Sherman, secretary; Arthur J. Moss, treasurer, and D. J. Dunlop, national representative. All are associated with CBS.

Hal Totten is describing the thrills of the 21-day Roller derby for NBC. Hoosier Hot Shots plan a trip to Hollywood this winter to make a picture for Grand National.

Wood Holden, WAAF announcer, leaves for a Hollywood film job around Nov. 15.

Frances Carlon has joined "Wife vs. Secretary." She is the headliner of "Kitty Keene, Inc."

Bob Griffin, Forrest Lewis, Fred Sullivan, Sid Ellstrom and Michael Romano being used regularly on the Falstaff "Public Hero" series which started last week.

Maj. H. M. Keller has launched "Adventuring with the Marines" on WAAF.

Signed for "Silver Theater"

International Silver, sponsor of "Silver Theater," has signed Madeleine Carroll, Spencer Tracy and Clark Gable for individual appearances. An original story, "Photograph Finish," has been purchased from Adela Rogers St. John for Tracy's appearance. Program is heard over CBS, Sundays, 5-5:30 p.m. Young & Rubicam is the agency.

WIOD
 NEW FREQUENCY
 OCT 26
610 KC
 Miami Florida

MGM MAY ALSO SUPPLY PROGRAM FOR COLGATE

(Continued from Page 1)
with top names occasionally alternating.

Addition of Ed Gardner and Sam Moore to the Bacher staff at Metro last week lends support to the theory that the Benton & Bowles-M-G-M tieup will be increasingly active in production.

Appoint U. S. Delegates For Havana Conference

(Continued from Page 1)
E. K. Jett, A. D. Ring and G. V. Gross, all of FCC; Harry B. Otterman, State Department, and Lieut. Col. David M. Crawford, War Department. Carlton Hurst, American consul at Havana, will be secretary of the delegation.

Jett stated yesterday that highlights of conference will be discussion of 550 to 1,600 watt bands in South and Central America. Jett also stated that much should develop at Havana which will give American delegation data to present at international conference at Cairo.

High Court Upholds FCC In Denying Radio Permit

(Continued from Page 1)
when the decision was rendered Commissioners Gary and Brown were no longer with the commission. The full commission granted a permit to Portland and denied Eastland's application, which Eastland charged was unfair as two of the commissioners who had heard the oral testimony were unable to take part in the decision.

Jessel Adds Sponsors

Additional sponsors on George Jessel's Mutual network show, "30 Minutes in Hollywood", regionally sponsored, include Union Pacific Stages and Interstate Transit Lines, over KOIL, Omaha, and John F. Jelke Co., over WGN, Chicago.

ONE MINUTE INTERVIEW

SUE TOHRNER

"What's in a name? Advertising agencies and sponsors, please answer! If the very title 'Name' and 'Name Value' would not be the demand, the listening audience, who provide the applause and buy the sponsor's product would get more real enjoyment listening to better programs. It also may be brought to the sponsor's attention that the greatest listening audience is outside of New York and they do not know many of the Broadway satellites. Give the unknowns a break and the listeners a treat. It's not always gold that glitters."

★ Coast-to-Coast ★

ARTHUR BATCHELDOR, recently held from California, is doing streamlined book reviews over WBRY, New Haven.

The Bon-Bons, colored quartet formerly at WELI, New Haven, are now at WICC.

When WWVA, Wheeling, W. Va., held its recent annual Harvest Home Festival celebration, it was necessary to put on three complete Saturday night performances of its Jamboree, in addition to a kiddies' matinee, to accommodate the crowds.

WLBC, Muncie, Ind., and the Ball State Teachers College have planned 29 programs covering all phases of education for this season. Claude E. Palmer, director of radio at the college, is in charge.

KVOR, Colorado Springs, carried remotes from Golden, almost 100 miles away, on the Colorado College-Colorado School of Mines game Saturday. Chief Engineer Eustace Taylor operated the equipment, while Fred C. Mueller and Leon J. Marshall handled the play-by-play.

Ten members of the cast of "The Adventures of Ace Williams," recorded radio program, were taken by plane from Chicago by Dan Ryan, producer of the series, to the American Bakers convention in Kansas City to play in the satire, "Bread Before the Court of Modern Times," before delegates during the Allied Trades Association's session in the Municipal Auditorium today.

Remy Recording Co., Springfield, Mass., is in the process of making the following electrical transcriptions: The A. V. Rivist Co., a series of 14 commercial announcements; John Kasko, a series (six every week) "Friend of the People" answering problems dealing with human nature; Springfield Chamber of Commerce, recording "A Story of the Burning of Springfield" as enacted by players broadcasting from WMAS, Springfield. The program is being recorded over a direct wire.

Ed Smalle's chorus, heard on the Leo Reisman NBC beer series every Thursday night, will soon make a series of local personal appearances.

WROK at Rockford, Ill., has a 100 per cent licensed technical staff, with the receipt by Karl M. Hanson of his first class radio telephone operator's certificate. The four others, who also hold first class licenses, are Thomas C. Cameron, operations manager; Maurice Nelson, Garth Bowker and Elmo Reed. Nelson, Bowker and Hanson also are licensed amateurs.

Arthur J. Mosby spent the past few days in Billings and Butte, Montana, to discuss with the station managers

the possibility of utilizing KGVO Barn Dance Program for a sectional advertiser who desires to cover the state of Montana.

Leslie Harris, special events announcer, and Norman MacKay, program director, at WQAM, Miami, aired the transfer of Frederick Snite, "the man in the iron lung," from a special train to his Miami Beach home. Mobile short wave transmitter was used.

Vi Mele, pianist-songstress, who appeared as guest artist on the CBS Swing Session several times, is currently being heard in person at the Hotel New Yorker.

First meeting of Mrs. Ida Bailey Allen's Radio Consumers Homemakers Advisory Committee, organized in conjunction with her WHN program, will be held Nov. 1.

George Johnson, staff organist at KOIL, Omaha, has a new weekly show on Fridays. He also does two daily programs.

James F. Hopkins, head of WJBK, Detroit, says station is still working on deal for airing of 48 hockey games to be played this winter by Detroit Red Wings.

Dorothea Lawrence, radio and concert singer, will give a recital the afternoon of Nov. 5 in the MacMillan Theater at Columbia University.

George Guyan, program director, KFRU, Columbia, Mo., and Helen Holst of Denver are now Mr. and Mrs.

Leo Marceau, known as Captain Buddy Marceau, is now broadcasting his "Sport Trails" over WMAS, Springfield, Mass. Fall and winter sport along New England trails are the topics being discussed.

Announcers' Handbook

Dr. William Allan Neilson, president of Smith College, will head a committee for compilation of an announcers' handbook to be published soon by NBC. Entitled "Broadcast Speech," the book has been a subject of research for some time. In addition to aiding announcers, it will be designed to help all persons who speak over the air or before the public.

Hugh Conover Gets Award

Washington Bureau, RADIO DAILY
Washington—Hugh Conover, WJSV staff announcer, has been awarded the annual award of the Henry J. Kaufman advertising agency to the local commercial announcer excelling in diction, sincerity and effectiveness. "Bud" Barry of NBC won second place.

SALES OF RADIO SETS SLACKENED SINCE JULY

(Continued from Page 1)
that this year's gain over 1936 will be about 10 per cent instead of 10 to 30 per cent as previously estimated. The 1936 gain over 1935 was 36.9 per cent.

The curtailment has not affected auto radios as much, the survey states. Orders for Christmas selling have been heavy for radio-phonograph combinations. Price advances have been moderate, despite advanced styling of receivers and greater efficiency in performance, and will be about 5 to 15 per cent over the 1936 level. Retail selling prices per unit average around \$60, against \$40 last season.

M-G-M's Maxwell Show Is "Good News of 1938"

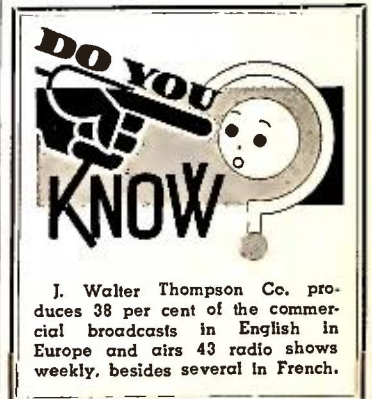
(Continued from Page 1)
ette MacDonald, Allan Jones, Director Robert Z. Leonard, Sophie Tucker, Pete Smith, Una Merkel, Eleanor Powell, Ted Healy, Dave Gould and his dancing girls, Igor Gorin, Buddy Ebsen, Ilona Massey, Judy Garland, Ted Pearson and Meredith Wilson's orchestra.

Freddie Bartholomew and Fannie Brice will have the leads in the second broadcast of this series. Others to be heard with them are Spencer Tracy, Judy Garland, Val Rosing, Artie Auerbach, Meliza Korjus, Reginald Gardiner and Betty Jaynes.

Disk Men Must Make Separate AFM Deals

(Continued from Page 1)
ET, and phonograph record manufacturers. The ET group will confer as scheduled today with the AFM and the phonograph record men at a later date.

The AFM Executive Committee between outside conferences is mulling over the broadcasting situation generally as well as taking up other business left to it by the last convention of the AFM held in Louisville in June.



DO YOU KNOW

J. Walter Thompson Co. produces 38 per cent of the commercial broadcasts in English in Europe and airs 43 radio shows weekly, besides several in French.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 83

NEW YORK, N. Y., WEDNESDAY, OCTOBER 27, 1937

FIVE CENTS

AFM's ET Ultimatum

TRENDLE SAYS FILM FANS PROTEST RADIO GOSSIPS

West Coast Bureau, RADIO DAILY
Los Angeles—Hollywood film companies were called on here this week by George Trendle, president of Michigan Radio Network, to combat radio commentators who undermine the film industry by repeating "confidential and discrediting" information. Trendle, who also con-
(Continued on Page 3)

Fred Allen Inaugurating New Series from Coast

Fred Allen, who returns Nov. 17 as head man of "Town Hall Tonight" for Bristol-Myers Co. (Sal Hepatica and Ipana), over NBC-Red at 9 p.m. Wednesdays, will begin his new series from Hollywood, where he is appearing in the 20th Century-Fox picture, "Sally, Irene and Mary." Portland Hoffa (Mrs. Allen) will again be with him.

Stewart-Warner Corp. Reports Higher Profit

Stewart-Warner Corp. for the nine months ended Sept. 30 reports net earnings of \$2,084,546, before federal surtax, equal to \$1.68 a share, compared to \$1,524,146 or \$1.23 a share in the corresponding period last year.
(Continued on Page 3)

Marrow Returns Jan. 16

J. W. Marrow Co., through Bag-galey, Horton & Hoyt, Chicago, on Jan. 16 will return Henry Busse and his orchestra to the air over 22 NBC-Red network stations, 1:15-1:30 p.m. Contract is signed for 13 weeks. Sponsor now has the orchestra on the same web, Sundays, 11:45 a.m., but series terminates Nov. 28.

Spook Stuff
Lamar, Colo. — KIDW uses a "Phantom Shopper" to call listeners' attention to bargains and services offered by its sponsors. Announcement is made of "hot specials" that are offered for the day, without any mention of the merchants' names. By calling the station, curious bargain hunters are given full information.

Little Ironies
Syracuse — WFBL has been boasting of a completely equipped mobile transmitter trailer, used for covering events of public interest, including big fires. A few days ago the fire department notified the station of a three-alarm blaze. Location of the fire was in same block as the garage where mobile transmitter was stored. Looked like a perfect setup for an on-the-spot airing—except that the fire was rising in the garage and when studio crew got there the mobile unit was burned to the hubs.

RCA AND A T & T AWARDED DECREE IN PATENT SUIT

Federal Judge John W. Clancy yesterday awarded a consent decree to RCA and AT&T in the patent violation suit against J. & L. Sara Inc. and Joseph Sara, and also granted a permanent injunction restraining the defendants from further violating their patents in the manufacture of radio equipment. Patents include the
(Continued on Page 2)

Walter O'Keefe to Head New Show Starting Jan. 1

With Walter O'Keefe turning back the "Town Hall Tonight" reins to Fred Allen on Nov. 17, it is learned that Young & Rubicam, agency handling the Bristol-Myers account, has purchased a half-hour spot on the
(Continued on Page 2)

Frank E. Mason Is Appointed Personal Assistant to Lohr

New Symphony Orchestra In First Airing Nov. 2

In advance of its official debut Nov. 13, the new NBC Symphony orchestra will be heard for the first time in a "dress rehearsal" over NBC-Blue on Nov. 2 at 2-3 p.m., with Artur Rodzinski conducting. This is the group that will be conducted later by Toscanini and also by Pierre Monteux.

Union Suddenly Decides to License Disk Makers After Abruptly Halting Parley—Contract Is Out

BURT SQUIRE RESIGNS FROM N. Y. STATE WEB

Burt Squire, general manager of New York State Broadcasting System, yesterday announced his resignation. At the same time it was revealed that the general offices of the network will be located at the key station, WINS, in the future, and will be under the direction of Bradley Kelly, station manager.

Cities Service Planning Change in Program Setup

Cities Service Co., sponsors of the Cities Service Concerts over an NBC-Red network of 43 stations Fridays, 8-9 p.m., is shopping around for a new program to replace the concerts. Present setup, in its 11th year, has a low CAB rating, and sponsor is anxious to regain listeners through
(Continued on Page 2)

Cheney Adds 3 Stations

Cheney Bros. (silks) yesterday announced the addition of WSB, WQAM and KTHS to carry spot announcements. First station selected was WLW. More additions are expected soon. Jay Lewis Associates has the account.

By M. H. SHAPIRO
Associate Editor, RADIO DAILY
Negotiations between the electrical transcription manufacturers' committee and the AFM Executive Board took an unexpected turn yesterday afternoon, when the AFM group suddenly informed the ET men that they would be licensed in accordance with the 14-point plan handed down last summer, and then voted an adjournment. This halted the conference abruptly and, according to AFM
(Continued on Page 3)

CBS DELAYS BUILDING PARK AVENUE STUDIOS

CBS yesterday, for the first time, confirmed the reports that plans for the construction of new studios on the Park Ave. plot had been postponed indefinitely. Network also declared that they would stay in the Madison Ave. building for an undisclosed period. CBS lease with the owners of the building expires on April 1, but it assumed that an ex-
(Continued on Page 3)

American Rolling Mills Resumes Airing Jan. 2

American Rolling Mills will return to the air on Jan. 2 over the NBC-Blue network plus WLW, 3-3:30 p.m. Program will be keyed from WLW. It is likely that Frank Simons will again direct the musical program. N. W. Ayer & Son placed the account.

Exploit Announcers
Salt Lake City—Besides its "Announcers' Court" program conducted by Production Director R. T. Harris, KDYL is acquainting listeners with the station's announcers through the medium of portrait panels of the entire mike staff, together with list of their shows, displayed for a fortnight in downtown store windows.

(Continued on Page 3)



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, Oct. 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156	151	151	- 4
CBS A	19½	19½	19½	- ¾
Crosley Radio	11½	10½	10½	+ 7/8
Gen. Electric	42¾	40¼	41	- ¾
RCA Common	7½	7¼	7¼
RCA First Pfd.	58½	56½	56½	+ ½
Stewart Warner	13	12	12½	+ ½
Westinghouse	105	98¾	99	- 1
Zenith Radio	22½	22	22	- ¼

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13	13	13	+ ½
Majestic	1½	1½	1½	- ¼
Nat. Union Radio	1¼	1¼	1¼	- ½

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	7	8

Cities Service Planning Change In Program Setup

(Continued from Page 1)
new program. Lucille Manners, who replaced Jessica Dragonette after the latter had appeared on the show for 10 years, is still in favor with sponsors, and new show may be built around her. Lord & Thomas is the agency.

WOV Piping to WCOP

The WOV-Ivory Tower show will be piped to WCOP, Boston, beginning Monday. Program is sponsored by Procter & Gamble. WCOP show will be a repeat, directly after the WOV broadcast which is heard 11:45 a.m. to 12 noon. Compton Advertising Inc. placed the account.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

RCA and AT&T Awarded Decree in Patent Suit

(Continued from Page 1)
Lowenstein, Arnold, Wilson, Mathes, Chamberlain, Loewe, Lemmon, Brown, Llewellyn, Ballantine and Aceves inventions, all held by RCA and AT&T. No accounting of the profits or damages were asked by plaintiff.

Character Witnesses Testify for Lawyers

Washington Bureau, RADIO DAILY
Washington—Members of the Washington legal fraternity, including Louis Caldwell, prominent radio lawyer, James W. Baldwin, managing director of NAB, and others testified favorably as character witnesses in behalf of Paul M. Segal and George Smith, charged with unethical practices, as the defense continued its cross-examination before FCC yesterday. All of the witnesses said the reputations of both defendants were "excellent." Testimony also revealed that the majority of the character witnesses had at one time or other been employed by either the FCC or its predecessor, the Federal Radio Commission, in a legal capacity.

As news spread of the Supreme Court's decision in denying a writ of certiorari to Eastland Broadcasting Co., rumor persisted that Segal intended to again appeal to the FCC, whose previous decision the court upheld.

President to Speak

President Franklin D. Roosevelt will give another "fireside chat" over nat'l networks November 14. No time has yet been set.

KDYL Announcers' Handbook

Salt Lake City—Laying down a policy for all KDYL announcers, the production department of station has prepared and published an Announcers' Handbook. Sections are devoted to Ad Lib, Announcer-Operator Signals, E. T. rules, emergency announcements, music restrictions, program failures, substitutions, remotes, complaints, studio regulations, etc. Idea of book is not to put brakes on announcers' originality or initiative, but rather to guide him along certain constructive lines.

Miss Daum on Rubinoff Tour

Columbia Artists Inc. has set Margaret Daum to appear with Rubinoff on a concert tour which gets under way Oct. 29. Due to these engagements, Miss Daum will cancel radio work for the next few months. Tour will extend to the coast.

Artists Bureau has also booked Jean Travers into the Mount Royal Hotel, Montreal, beginning Nov. 1. James Appell set the deal.

Sammy Kaye on Mutual

Cleveland—Sammy Kaye and orchestra, coming into the supper room of Hotel Statler, will air over Mutual through its local affiliates, WHK-WCLE, starting Nov. 5.

Walter O'Keefe to Head New Show Starting Jan. 1

(Continued from Page 1)
NBC network for a new show, sponsor as yet undetermined, to begin Jan. 1 and star O'Keefe. His work as pinch-hitter for Allen during latter's vacation brought several bids for O'Keefe.

437-Ft. Tower for KTFI

Twin Falls, Ida.—O. P. Soule, president of KTFI, has awarded contract to Lehigh Structural Steel Co., Allentown, Pa., for a 437-ft. self-supporting steel tower, which will be the highest in the intermountain area. New tower will be erected near Curry. Present transmitter and power equipment are to be moved to that location from the downtown building. Plans for the giant tower and transmitter building were designed by Stanley Soule. Chief Technician Ver Cox will supervise the work, which is expected to be completed in 60 days.

Wayne University on WXYZ

Detroit—Wayne University today begins a series to be known as "The Contemporary Scene," over WXYZ at 4:30 p.m. each Wednesday. Show is prepared by Wayne University School of the Air and will interpret current problems and review news events of educational interest.

DeSoto Publicizes Stars

Detroit—Radio and film stars will be featured in newspaper and magazine advertising by DeSoto division of Chrysler Corp. on behalf of the newly-announced 1938 models. After Janet Gaynor, starred in the first ad, will come Warner Oland, Lowell Thomas, Alice Faye, Major Bowes, Irene Dunne and Eddie Cantor. J. Stirling Getchell is the agency.

CBS Spreads on Election

In order to give its listeners complete coverage of the New York City mayoralty election on Tuesday, CBS intends to sign with the City News Ass'n for its complete election report. Ass'n is asking \$500 for the service. Stations can get the figures free from Press-Radio, but it will come over the wire after City News has already released. It is estimated that CBS ought to get the jump on its competitors by five to 10 minutes.

Air-Mail Week Promotion

In cooperation with Tennessee Air-Mail week, WOPI, Bristol, will air several special programs depicting the progress of air mail and urging listeners to use the service more frequently. W. A. Wilson, v.p. and g.m. of the station, is taking active part in the promotion.

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

COMING and GOING

LEO FITZPATRICK and JOHN PATT, vice-presidents and general managers of WJR, Detroit, and WGAR, Cleveland, respectively, are in town.

HARRY TRENNER, commercial manager of WNBC, Binghamton, is visiting New York.

CRAIG LAWRENCE, commercial manager of KSO, Des Moines, is another New York visitor.

O. B. HANSON, NBC chief engineer, is in Chicago conferring with Howard Lutgens, local chief.

ALEXANDER WOOLLCOTT comes to town on Friday from his Vermont retreat to make a political broadcast over WOR and another over WJZ.

JOHN HUSTON, son of Walter Huston and for a time in radio work at Chicago, heads for Hollywood with his bride after a visit in Chicago with Edith Davis of "Betty and Bob."

STEVE CISLER, general manager of KTHS, Hot Springs, Ark., is in town and reported as working out a deal with WBAL for mutual benefit.

A. A. SCHECHTER, NBC director of news and special events, left town last night for Richmond, Ind., to attend the funeral of Edward H. Harris, "the father of the Press-Radio Bureau." Schechter is going as NBC's representative.

EDWARD FLANIGAN, commercial manager of WSPD, Toledo, is a New York visitor.

GEORGE BOLLING, vice-president of John Blair & Co., will leave town Nov. 5 to join John Blair, president of the firm, in Chicago for a trip to the West Coast. They will visit KIRO, Seattle, and the Don Lee office while on the coast.

MARJORIE LAWRENCE, prima donna of the Metropolitan Opera, arrived yesterday from Europe on the Ile de France.

HELEN DOSIA, soprano, also arrived yesterday from Europe.

A. BURDINO of the Paris and Chicago Operas, arrived in New York on the Ile de France yesterday.

ANNE BOOTH sails today for Europe on the Aquitania.

MAJOR GENERAL JAMES C. HARBORD, chairman of the board of RCA, returned from France yesterday on the Ile de France.

Employment Gains

Washington Bureau, RADIO DAILY
Washington—Employment in radio and phonograph manufacturing gained 4.6 per cent in September over August, but was 8.2 per cent under the same month in 1936, Secretary of Labor, Perkins revealed yesterday. Payrolls last month were 12.8 per cent over the 1936 month.

Sheila Graham Off Campana

Chicago — Sheila Graham, Hollywood commentator on Campana's "Vanity Fair," has been dropped, due to inconvenience caused by the fact that she is located on the coast. Aubey, Moore & Wallace auditioning for a successor.

"Mike" and "Phone"

HAND SETS



Especially for five meter transmitters and the five meter transceivers. Light and compact yet rugged. Bakelite units. Six ft., 4-conductor cord. Weighs but 15 ounces.

\$10 Single button
\$15 Double button

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

TRANSCRIPTION GROUP GIVEN AFM ULTIMATUM

(Continued from Page 1)
Pres. Jos. N. Weber, this is where the matter stands and it is not deemed necessary that there be a contract between the AFM and the ET manufacturers.

Drastic move by the AFM during the short session was preceded by a somewhat stormy atmosphere in which the ET Committee presented a paper outlining its position on the proposition. Matter of sympathetic strike or service stoppage move was referred to as being within the purview of the Sherman anti-trust act, but it was pointed out that such an agreement has existed in Chicago for 10 years. James C. Petrillo of Chicago hotly declared that there were too many lawyers present with the ET committee (three were present) and they shortly departed. Further discussion started, but apparently not smoothly nor to the AFM liking, and upon motion of Harry E. Brenton, financial secretary and treasurer of the AFM and member of the exec. committee, the AFM group adjourned. Ultimatum was then handed down to the ET committee.

Understood that the ET men asked to see the trade agreement executed (but not yet signed) between the AFM and the IRNA. This would have been in violation of the agreement between the AFM and IRNA, and the AFM refused. However, AFM is of the opinion that the IRNA did show the agreement to the ET men and resentment grew as a result of the belief. Another angle advanced by the AFM is that indications were that the ET men were about to enter upon a long drawn-out series of conferences and the AFM, seeking to avoid another series of sessions such as characterized the IRNA proposition, decided to treat with a stronger hand than heretofore.

It now appears that the AFM will draw up a license form for the ET manufacturers and their attitude will be that either the ET can hire union musicians or else. If the former, then they will have to abide by the AFM rules and regulations to be set forth in the license agreement.

Member of the ET committee, queried on the AFM ultimatum, stated he believed "negotiations were still in progress". Phonograph record men are due to arrange a conference with AFM today.

NEW PROGRAMS—IDEAS

Radio Camera Club

WLBC, Muncie, Ind., has started a Radio Camera Club for drug store sponsorship. Descriptive scenes that can be easily reached and photographed are mentioned, with the musical portion of the program tied-in with such places. Highlight is a 5-minute meeting of the photo fans, with listeners invited to enter picture-naming contest. Ottis Roush, chief announcer, handles the program.

"Horses for Pleasure"

Seward B. Price, president of the Muncie Light Horse Club has started a series of programs on WLBC, Muncie, Ind., under the title "Horses for Pleasure." Large audience of upper-bracket incomes has been developed, and in addition program is said to have recruited new devotees of the equestrian sports from lower-income families.

Juvenile Tall Stories

A new program that is meeting with the favor of mothers in Westrn Montana is the "Children's Story Hour," sponsored by the Missoula Dairy Farm over KGVO. Children from two to six years tell their "tallest" stories into the microphone ear of the Listening Magic Moo Cow, while they sip milk provided by the sponsor.

Jingle Jerry, who handles the show, provides jingles for the children to complete. The three best answers are given prizes.

Local Buzzing by The Bee

WHBF, Rock Island, Ill., is broadcasting a new sustaining program three nights a week for 15 minutes called "The Bee", which buzzes around with latest gossip and personal news about socialites and well-known local individuals in Rock Island, Davenport and Moline. Lucia Mae Thompson, WHBF staff organist

Trendle Says Film Fans Protest Radio Gossips

(Continued from Page 1)
trols theaters in the Detroit area, urged action on this score from the Association of Motion Picture Producers, and said that the networks and the advertising agencies would be enlisted in the same drive.

That Trendle's drive might bear immediate fruit was seen in an announcement made shortly afterwards from the office of Louis B. Mayer, president of the A.M.P.P., who said he would confer with Will H. Hays and that a meeting would be called to take necessary steps. Trendle said he has had hundreds of calls come into his office from fans protesting movie attacks over the air. He said: "These represent definite proof of the fan's antagonism toward those who tear down public idols. About 10 air commentators can be likened to ward politicians in the way they blast reputations."

and pianist, is the Bee, but her identity has not been revealed to the radio audience. The theme song for this program is "Buzzing Around With the Bee."

Spanish News Airing

Transradio news reports, translated into Spanish for the station's large Latin-American audience, comprise a new nightly broadcast over KGER, Los Angeles, under the title "The KGER Spanish News." Items selected are designed to interest the Spanish population of Southern California. Two announcers are used: a man to handle news of interest to women, and a woman to air the items of masculine appeal.

"For Gentlemen Only"

Ushered in with a feminine "Shh! This for gentlemen only!" WOAI, San Antonio, has inaugurated a new commercial for Byer-Rolnick Company's "Resistol" Hats. Program, which goes over Texas Quality Network and also WKY, Oklahoma City, airs Sunday afternoons, featuring Jerome Zoeller's orchestra and Frank Monroe, singer.

Men Behind the Classics

A new Monday afternoon program featuring facts on the lives of the world's great literary figures, with Rosario Bourdon and his orchestra supplying the musical interludes, will be introduced shortly over WGL, Fort Wayne, Ind.

"Take A Number"

A modified "numbers game," with song selections as the only winnings, is new novelty musical offering over KIDW, Lamar, Colo. Listeners are asked to pick a number between 1 and 100, and another between 1 and 30, phoning in their choices. Combination of numbers calls for certain selection, which is played from transcription library.

CBS Delays Building Park Avenue Studios

(Continued from Page 1)
tension has been arranged or is being worked out.

Other rumors that CBS had sold its Park Ave. site at a profit have been denied. City records show that the site is held in the name of the Tocosia Corp., a CBS subsidiary. James Landaur of Webb & Knapp is now handling the property.

Site is mortgaged for about \$1,000,000. Assessment, at the time of purchase in 1936, was quoted at \$1,750,000.

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT
CLARK H. GETTS, INC.
WALDORF-ASTORIA

FRANK E. MASON MADE LOHR'S PERSONAL AIDE

(Continued from Page 1)
ager of WMAQ, WENR, KDKA and head of the owned and operated stations department. He recently resigned the vice-presidency of Crossley Radio Corp. Keith Kiggins, manager of NBC station relations, will report to Hedges after Nov. 1.

In appointing Mason to the new post, Lohr stated: "This step has been made necessary by the fact that a number of important matters which would ordinarily require my personal attention has been so increasingly multiplied that I must have at my right hand a responsible executive who has my confidence, to relieve me of many of them. Mason's wide experience in many phases of the company's activities over a period of six years, fits him admirably for this important post."

Mason joined NBC in 1931 as vice-president in charge of publicity. He came to the network from the International News Service, where he was business manager.

Stewart-Warner Corp. Reports Higher Profit

(Continued from Page 1)
Another extra dividend of 25 cents a share, plus the usual quarterly dividend of 25 cents, has been declared, both payable Dec. 1 to holders of record Nov. 5.

WBIG Tabernacle's 3rd Year

Greensboro, N. C. — The "Tabernacle Hour," directed by Rev. H. P. Williams over WBIG, is celebrating its third year. In this period, Rev. Williams rode 5,000 miles to bring a broadcast every Sunday morning to his radio flock. The program is commercial and has elicited much favorable comment. In the last issue of The Gospel Broadcaster, tabloid sheet edited by Rev. Williams, Major Edney Ridge, director of WBIG, and the entire station staff are given a vote of appreciation for their cooperation on the program. An expression from Major Ridge also is included.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily

NORTHWEST'S LEADING RADIO STATION
OFFERS
KSTP
LIFELIKE RECEPTION
NEW TRANSMITTER
INCREASED COVERAGE
BASIC RED NETWORK

25,000 WATTS

KSTP
MINNEAPOLIS SAINT PAUL

ORCHESTRAS MUSIC

AL DONAHUE and his orchestra, with Durelle Alexander, the String Choir, Male Glee Club and instrumental soloists, all of whom are currently appearing in the Rainbow Room, have been signed by Sam Sax to make a group of three musical shorts for Warner Bros. The pictures, which will be made on the Brooklyn Vitaphone lot next month, will be woven around special production numbers especially written and arranged by Donahue.

Jack Denny and his ork will play the 1938 Auto Show and Transportation Exhibition at Ak-Sar-Ben Coliseum, Omaha, Nov. 6-11. Bob Pace will be a feature attraction.

Clyde Lucas Ork, currently playing the Lowry Hotel, St. Paul, opens Nov. 5 at the Chase Hotel, St. Louis.

Jack Wright, who is featured with his orchestra at the Village Brewery Restaurant, is amazing musicians with his ability to swing on the electrical Hawaiian Guitar, imitating the sounds of the trumpet, trombone and saxophone.

Lou Breese and his French Casino orchestra have been assigned the musical chores in the new Paramount series of shorts to be built around some of the acts in the current French Casino revue, "Folies Bergere." Aileen Stanley, musical comedy, radio and supper-club singer, who just returned from a five month tour of the British Isles, will also be featured. Production on the first of the six shorts, for which Breese has written special music, is now under way at the Paramount-Long Island studios.

Frank St. Leger, musical director of American Radiator's "Fireside Recitals" on NBC Sunday evenings, is due in Chicago this week-end to guest-direct the Chicago Women's Symphony orchestra. He will not be on his program next Sunday.

Doris Fisher, CBS songstress-composer, has written five numbers for the new Harlem Uproar House revue. They are "The Opening Song," "Pineapple Swing," "The Deacon is Speakin'," "The Dyin' Quintuplets," "You Can't Play Bingo with My Heart" and "Weddin' on Sugar Hill."

Eli Dantzig and his orchestra get an NBC wire from the Italian Room of the Hotel St. George. He's aired twice-weekly, Monday at 11 p.m. via WEAF and Friday at 12:30 a.m. via WJZ.

CLYDE BARRIE

HAVemeyer 9-3494



● ● ● Thinking Out Loud (and sometimes talking out of turn): News of Joe Keit's death yesterday spread like wild-fire, supplemented with remarks that he was a genius, an asset to Tin Pan Alley—but he couldn't find a job after earning close to a million dollars in this business... The doctor's diagnosis reads "weak heart"—but it should have read "broken heart"... Cole Porter's lying in a L. I. hospital with two broken legs caused by a fall from a horse—has its humorous side also. Porter had just returned from England—having cancelled a trip to the Orient—because of the Sino-Jap conflict which Cole didn't wish to encounter even as an innocent bystander. So he came back to safe little U.S.A.... Phillips H. Lord recently tried to prevent Editorial Writer Jay Franklin from heading his pillar, "We, The People."—forgetting, undoubtedly, that the first three words of the Constitution reads, "We, The People"... Noel Coward's country home on the Hudson near Tappan, N. Y., has been leased by Ed Fitzgerald of WOR... Joey Nash's voice was found missing on the WLW line-Vitalis show Monday—but really lacking!

● ● ● This note from WLBC, Muncie, Ind., gives one a general idea of the way things are run sometimes. Recently a sponsor asked Happy Apple, The Old Ranger, while servicing an account and discussing the continuity in a program: "Who is this guy 'Fanfare'? I don't have to pay extra for him, do I?"... Without pencil, paper or diagram, The Old Ranger explained that it was merely sound effects... If you see a crimson glow coming from the west, bet your bottom dollar that it's Charlie Foil's contenance. Conducting a spelling bee for KYOS, Merced, Cal., Charlie asked contestants to spell "physiology" but he pronounced it "psychology"... Of course, the contestants spelled the latter and received demerit marks—because Charlie had the book before his eyes—and on another word... Luckily the contest ended in a deadlock!

● ● ● The new edict over at NBC regarding the music boys learning the clearances on their tunes is working out satisfactory to all concerned. Boys are in a week-to-week pass and expect a year's card after Jan. 1. Previously, in evicting the mob, many would sneak under the barrier—and make general nuisances of themselves... Because Benny Goodman, plays only certain types of songs—and thus keeps many publishers off his shows, he threw a party for their last week to "apologize for not helping" them!... Martin Starr, WMCA's "Gangplank" interviewer, induced film producer King Vidor to admit on the air yesterday that it was his bride who accompanied him abroad and back. Vidor had been keeping the wedding secret. Starr also aired Alexander Korda, London producer... John Quillan, brother of Eddie, the flicker star, is a member of Walter O'Keefe's writing staff... Ray Noble settled Mack Millar's claim out of court... Leon & Eddie's will honor Russ Morgan at their place Sunday nite with a celebrity party—bringing out new radio, stage and screen talent for inspection... A deal is pending for Mickey Alpert to take his Riviera band into a Philly theater for personals... Incidentally, the Winter Room over at the Riviera offers the town's smartest entertainment with Howard Lalley's band... Miami Daily News gave 5 columns to WIOD's senior announcer Bill Pennell—because he eats so much... A rare treat from the Rainbow Room is the ivory-tickling of Jack Kelly with Al Donahue's crew via NBC.

● ● ● Swell gesture on the part of James R. Curtis, prexy of KFRO, Longview, Tex. He has had boxes placed on all prominent street corners in town and has the station make announcements regarding what to do with old razor blades... which are collected and melted into braces which are donated to crippled children... People are enjoying Alton Cook's radio column on what he did, and saw during the past week in Sat. World-Telegram.

AGENCIES

LEE R. McCULLOUGH agency, Chicago, has been appointed advertising counsel for Marvel Products (furniture and automobile polish).

GRANT ADVERTISING INC., Dallas, has been appointed to handle the advertising of Mars Inc., Chicago (candy bar), which last year used radio extensively. Grant is opening a Chicago office in the Palm-Olive building.

JOHN HOLLOWAY, formerly with Quaker Oats, has joined the George H. Hartman agency, Chicago.

JAMES M. COSTELLO has joined the Bert S. Gittins agency, Milwaukee.

LON JOURDET, formerly a member of Febling & Jourdet Advertising Agency, is now associated with Barnes and Aaron Advertising Agency, Philadelphia, as account executive.

ARBEE AGENCY, Terre Haute, Ind., has been appointed by Bear Mfg. Co. in that city to handle a Jack Frost proprietary ointment campaign. Agency also is handling a campaign for WBOW.

THE IZZARD CO. of Seattle has been retained for an advertising campaign to introduce a new natural apple juice product of the Pomona Products Co., Selah, Wash.

LEE GRAVES, who has been transferred from Chicago to the New York office of the Compton agency, occupies the post of business manager. The agency's radio director is John McMillin.

LOUIS DEAN has again taken up his post with Campbell-Ewald Co. of New York. He has been in Detroit for a number of months serving as radio head of D. P. Brothers' radio activities.

NEW ORLEANS

Harold Nebe, chief engineer of WSMB, is in New York looking over the new equipment which the station will use when it goes on 5,000 watts daytime.

"Bing" Bone, who sings in the Crosby manner, and Irene Shirley have gone commercial on the air here.

Vince Callahan of WWL has a new secretary, Eulah Carter, who replaces I. A. Timerick. "Tim" joined the station's ad sales staff.

LEE GRANT

AND HIS ORCHESTRA

★ ★ ★ ★ ★

SIX-STAR REVIEW

MUSIC AS YOU LIKE IT

DAILY

WMCA

2:30-5:30

PROGRAM REVIEWS

"ADVENTURES OF CHARLIE CHAN"

Stokely Co. (tomato juice)
WOR-Mutual, Mon. through Fri.,
5:15-5:30 p.m.
Gardner Adv. Co., St. Louis

TRANSCRIPTION SERIES STARTS OFF AS GOOD STUFF FOR DETECTIVE STORY FANS.

Though it lacks the inimitable Warner Oland, this ET series should prove quite entertaining to the fans of Charlie Chan and of detective stories in general. Cy Kendall plays Chan, and he is assisted by a bright lad as Chan's son, Lee.

Initial episodes set the groundwork for Chan to solve the murder of a bad egg named Jessup in a Honolulu waterfront hotel.

As an exploitation tieup, offer of Charlie Chan Magic Tricks is being made for labels from sponsor's product.

Raymond R. Morgan waxed the series on the coast.

"Bicycle Party"

Variety show continues to move along at a fast pace with high spot of program still the bit done by blackface act of Swor and Lubin. Two comics offer a delightful change in atmosphere from the usual run of such acts, and are good for plenty of laughs. Bill Slater, football expert, had as his guest last Sunday William Montague, newsreel editor of Paramount, who related experiences of the newsreel cameramen. Bert Whaley, vocalist with Hugo Mariani's orchestra, sang "One Alone" as his solo plus vocals on number of other offerings. Show offers novel contest for listeners with keen sense of hearing by purposely making mistakes during show, with listeners correctly diagnosing mistakes winning sponsor's product. Program is heard over NBC-Red at 3:30-4 p.m. Sundays.

Grape Nuts Program

With Eddie Cantor as guest star, filling in for the vacationing Burns and Allen, the Grape Nuts program on NBC-Red last Monday night had a good batch of down-to-earth comedy, and incidentally gave vocalist Tony Martin a chance to play a major part in laugh dispensing. Martin did a good job—helped, of course, by past-master Cantor. Jacques Renard, the Cantor program musical director, also came in for a bit of free-for-all including Ray Noble. It was a lot of fun, and the studio audience, in particular, ate it up.

WDNC, Durham, N. C.

Arthur (Smilin' Artie) O'Brien is back with his hillbilly music after an absence of nearly a year.

Al Harding, announcer, has left to join WCCO, Minneapolis. He married a Minneapolis girl last month. A weekly religious broadcast titled "Evangelist Hour" starts this week.

NEW BUSINESS

WDNC, Durham, N. C.: Nucoa, Sears-Roebuck, Pepsi-Cola, Chevrolet, spots; Montgomery Ward, program; Dr. Pepper Bottling Co., program.

WBAL, Baltimore: Chevrolet, American Oil Co.

KFRC, San Francisco: Royal Toy Co., announcements, through Reiss Advertising Co.; Chevrolet, announcements, through Campbell-Ewald; Tide Water Associated Oil Company, football games, through Lord & Thomas; Schlitz Brewing Co., announcements, through McJenkin.

WGN, Chicago: Stokely Bros. (Van Camp Food Products), "Charlie Chan," ETs, through Raymond R. Morgan Co.; Charles B. Knox Co., (Gelatine), participation, through Kenyon & Eckhardt.

KJBS, San Francisco: Royal Toy, spots, through Reiss Advertising Co.; Chevrolet, spots, through Campbell-Ewald; Tide Water Associated Oil, football games, through Lord & Thomas; Schlitz Brewing, spots through McJenkin.

KECA, Los Angeles: Wonder Made Products (Thriftite and Zest salad dressings), announcements, through Charles H. Mayne & Co., and a 6-months contract for Lea and Perrin's sauce, spots.

KGO, San Francisco: General Cigar Co., through H. W. Kastor & Sons; Eton Paper Corp., through Badger & Browning; Vick Chemical, through Morse International; Bauer & Black, through Blackett-Sample-Hummert; Nash Kelvinator, Inc., through Geyer-Cornell-Newell, Inc.

KYA, San Francisco: Gardner Nursery Co., through Northwest Radio Advertising Agency; Chevrolet, through Campbell-Ewald.

WNEW, New York: Axton-Fisher Tobacco (20 Grand and Zephyr cigarettes), "Make-Believe Ballroom," through McCann-Erickson; Crystex (drug product), "Pinto Pete in Arizona," ETs through Allen C. Smith Adv. Co., Kansas City.

KFEL, Denver: Skinner Mfg. Co. (Macaroni) announcements, through Buchanan-Thomas; American Popcorn; Western Martha Washington Candy Co., announcements, renewal; Duart Sales Co. (Creme of Milk), "Passing Parade"; Emerson Drug (Bromo-Seltzer) Sid Skolsky; Time Inc., "March of Time"; Pontiac, "Varsity Show"; Guaranty Life, Insurance Co., "News Behind the Headlines", through Stodel Agency; Sherwin-Williams Co. (paint), chain break announcements.

WMAQ, Chicago: Nash Motors, Boake

KFRO, Longview, Tex.

James R. Curtis, prexy, recently visited KABC, KMAC, KONO and KXYZ, all members of Texas Broadcasters Ass'n, of which he is secretary-treasurer. He will next visit Dallas and Fort Worth stations.

John Young, formerly of KRMD, Shreveport, and WHBQ, Memphis, has joined the announcing staff, replacing Lyman Brown, who was unable to report.

Travis Cabiness, formerly of announcing staff, has joined KRMD, Shreveport.

KGKB, Tyler, and KOCA, Kilgore, are cooperating with KFRO in Red Cross programs.

WHIP Booklet

WHIP, the new 5,000-watter in Hammond, Ind., has put out an attractive booklet, along with a rate card, giving all the facts about the station's equipment, coverage, etc.

Carter ETs, through Cornell & Newell; American Railway Express, weather reports.

WENR, Chicago: Great West Life Assurance Co., disk music, through Schwimmer & Scott.

WBBM, Chicago: DeSoto Motors, George Jessel ETs, through J. Stirling Getchell.

KMOX, St. Louis, Union Biscuit Co., Bob Hawks "Fun Quiz," piped from Chicago.

KSFO, San Francisco: Roma Wine Co. (Cella Grape Juice) "Toast to the Town", program, through James Houlihan, Inc.

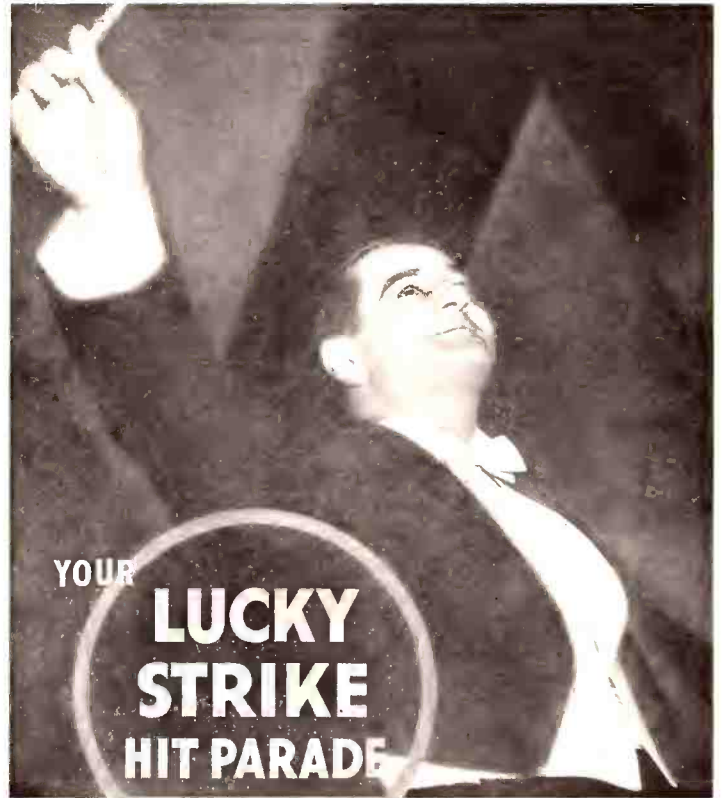
GUEST-ING

WALTER HUSTON, on Rudy Vallee program, Nov. 4 (NBC-Red, 8 p.m.).

CHANNING POLLOCK, on "Heinz Magazine of the Air," Nov. 3 (CBS, 11 a.m.). JULIUS KING, same program, Nov. 5. Both set by Dorothy Worthington.

MARIAN MARSH, added to "Kraft Music Hall," Oct. 28 (NBC-Red, 10 p.m.).

FOUR STARS, girl quartet, and MILTON HERTH, on Buddy Clark program, Oct. 28 (CBS, 10 p.m.).



under the musical direction of
MARK WARNOW

WEDNESDAY NIGHTS 10-10:45 P. M. EASTERN TIME

OVER THE RED NETWORK OF THE

NATIONAL BROADCASTING COMPANY

MARK WARNOW MANAGED EXCLUSIVELY by COLUMBIA ARTISTS, INC.



DR. RALPH L. POWER, radio counsellor and onetime U.S.C. professor, will lecture to radio production classes of the Pasadena Junior College on November 4 in the Pasadena studios of KPPC. Topic is "Programs and Personalities," and Power has scheduled Harry A. Earnshaw, creator of "Chandu"; Frederick C. Dahlquist, producer of "Thrills"; and C. C. Pyle, head of Radio Transcriptions of America, among the "personalities."

Norman Spencer, whose "Can You Write a Song" program contest is going great guns on KFVB, reports a surprising percentage of really meritorious contributions. Many hit the office wastebasket, of course, but the team of Fred Strois, lyricist, and Claude Granville, music, have submitted numbers that publishers are clamoring for, and Maurice Mas, Fred Jackson and June and Jean Gay all have turned in potential hits. William Schary, business manager for Spencer, now is in New York following-up agency and sponsor inquiries about the new program.

Radio Night will be celebrated at the Elks Temple tonight with Joe Penner, Parkyakarkus, Raymond Paige and "Tiny" Ruffner being initiated and the doings incident related to broadcast over KHJ and the Mutual network on a special National Traffic Safety week program.

Frances Scully of Hal Bock's NBC publicity staff, and Lita Hebert of Hal Rorke's CBS publicity staff, were busy receiving birthday congratulations on the same day—Oct. 21. Other NBCites celebrating their natal day on the same date were Tommy Riggs, and Russell Hudson of the Traffic Department.

John Wayne, cinema actor and former U.S.C. football player and crack swimmer, discussed his sports activities—past and present—with Jack Holmes on "Hollywood Sports Camera" over KFVB Monday night.

Don Hastings, manager of KDB, Don Lee station in Santa Barbara, delivers flowers to all listeners "on the sick list" whose names are brought to the attention of producer of the "Pep, Unlimited" program, through co-operative tieup with a local florist.

Don Norman Nesbitt, brother of John Nesbitt, becomes a Hollywood resident after severing a connection of several years with KHQ and KGA, Spokane, where he was announcer, continuity editor and production director. Nesbitt has several berths in prospect here.

Cast of "Lady of Millions" is getting a ten-day vacation from recording while May Robson is busy in RKO's "Bringing Up Baby." Linda Marwood of the New York and London stage joins the troupe on Miss Robson's return, but George Godfrey, director, is experiencing difficulty in finding an actress to

STATIONS OF AMERICA

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

KIRO—Seattle

710 Kilocycles—1,000 Watts

H. J. QUILLIAM, Manager

LOREN B. STONE, Commercial Manager

ON Oct. 10 of this year, KIRO replaced KOL as the CBS outlet in Seattle, immediately taking the full schedule of Columbia Pacific Network programs.

Operated by Queen City Broadcasting Co., KIRO made its bow on the air Oct. 15, 1935. It serves a widespread area, insuring dominant coverage of the entire Seattle market without a change in rates; and KVI, Tacoma, continues to broadcast, at no extra cost, all CBS programs carried by the Seattle outlet.

New measurements of KIRO's coverage, made by CBS, showed 261,300 radio families in the station's primary daytime area and 295,030 in its primary evening listening areas, even before KIRO began broadcasting the CBS schedule, according to William C. Gittinger, sales manager for the network.

Besides its lineup of Columbia programs, the station airs many features of special local interest. Its power is 1,000 watts both day and night, and the 710 kilocycles gives it an exceptionally good position on the dial.

John Blair & Co. is the station's national representative.

WHBF, Rock Island, Ill.

Ralph Childs has joined the staff to handle news, sports reviews and other programs. He has been at KXBY, KWBG and WMT.

The local high school has always cooperated with WHBF on special events and other programs, so the station carried a series of dedicatory programs on the opening of the new high school building.

Davenport studios of WHBF have been moved from the Blackhawk Hotel to the Orpheum Theater. Lois McDermand continues in charge. Station also has studios in Moline.

Maurice Corken, Marvin Rosene and Ralph Childs are being kept busy airing football games of the eight high schools and colleges in the tri-cities. Goodrich dealers are sponsoring.

WBT, Charlotte

Betty Moore, NBC network artist heard from New York, made a guest appearance on the Carolina Reporter program conducted by Lina Covington Harrell.

National Red Cross, Washington, has written W. A. Schudt Jr., g.m., asking permission to present Grady Cole, commentator-philosopher, with a certificate of recognition for valiant service during Mississippi flood.

WMAS, Springfield, Mass.

The new transmitter has arrived and process of installation is now under way.

Milt Hale interviewed Ted Shawn, dance impresario, over the air the other nite, in one of Shawn's rare airings.

The banquet room of the Hotel Charles (station home) will be used when the Springfield WPA orch takes part in the Community Chest prog. A. W. Marlin, station manager, will handle the show.

play the role of a 90-year-old Aunt of "Aunt Mac Webster", Miss Robson, since the character requires an extremely aged voice and an exceptional sense of comedy values.

WPAY, Portsmouth, O.

Buddy Starcher, hillbilly deluxe, leaves to join WCHS, Charleston, W. Va.

Vaughn Trio (LeRoy Carver, W. B. Walbert and Luther Drummond), here for a short while presenting religious music, also kept busy filling personal appearance engagements.

A series of debate programs sponsored by Ohio High School Speech League, emanating at WOSU, Columbus, is being rebroadcast Wednesday.

WFTC, Kinston, N. C.

Lawrence Gooding, formerly engineer here, is now holding a similar berth for the State Highway Commission in Raleigh.

Permit has been granted by FCC for a 35-watt relay transmitter on 2150 kc.

All home games of the Eastern Carolina Teachers College, Greenville, will be aired as sustainers.

WPTF, Raleigh

J. B. Clark's "Meet the Staff" program has completed interviewing staff members and is now visiting various departments.

In cooperation with the State Employment Service, "The Job Clinic" is getting ready to hit the air.

Station fed Saturday's Carolina-Tulane game to WSMB, New Orleans, and will pipe the Carolina-Fordham game to WINS, New York.

WBAL, Baltimore

Uncle Jack, assisted by Walter Linthicum, started a Sunday "Junior Opportunity Revue," giving kids a chance on the air.

"In Town Today," interviewing visitors to Baltimore and others, is a new Sunday afternoon program handled by Garry Morfit.

Listeners are now being given a hand in selecting the items to be asked for on the Saturday evening "Scavenger Hunt."



MARGE KERR, recovered from appendectomy, is back at work as head of local Tom Fizzle office. Fizzle paused at home office on return from New York and then went on to Hollywood.

Phil Cameron has joined the WGN announcing staff, replacing Bill Baldwin, who went to Shreveport, La. Cameron comes from South Dakota.

Jack Baker, tenor, has replaced Gale Page as soloist on the Bill Kranz orchestra program on WMAQ-NBC.

Betty Ito, pretty Japanese-American actress, has joined Iodent's "Don Winslow." Earl George is another addition to the staff.

Carl Doty, former head of NBC statistical division here, moving to WOAI, San Antonio, to do sales promotion work.

Phyllis Stepler (Joan Kay to her radio friends) and Norbert E. Bibow were married last week. He's an Evanston banker.

Carnation Co. has issued a pictorial broadside in connection with the 300th broadcast of its "Contented" series featuring Frank Black's music.

Mr. and Mrs. J. R. Biggar of San Diego visiting George Biggar at WLS studios.

Happy Long of WIRE here is guest of Jack Stilwell, new WLS announcer, formerly his boss in Indianapolis.

WCLO, Janesville, Wis.

With Sidney H. and Robert W. Bliss becoming co-publishers of Janesville Daily Gazette, owner-operator of WCLO, following death of their father, new personnel setup includes Sidney Bliss as business manager; Thomas G. Murphy, promoted to general sales director; Valentine Weber, made commercial manager; John Dixon, program director; E. H. Borkenhagen, office manager; Della Deen Orr, musical director, and Charles Layton, news editor.

Station's short wave unit, W9XRT, in cooperation with the state stations, WHA, Madison, and WHBL, Stevens Point, will air the state cornhusking contest near Beloit on Friday.

Local high school and the U. of W. football games are being aired now, with basketball to follow later.

WREC, Memphis

Station has inaugurated a policy of giving "fanfare salutes" to fairs and celebrations in the Memphis trade territory. Salutes are given on "Musical Clock" program, 6:30-7 a.m.

Robert Sanders, the voice of "Cheer-Up Time," and Harry Boersma, Treasured Hymn singer, will be featured singers at a revival meeting in the First Baptist church in Jackson, Tenn., all this week.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,095,980—Oscillation Generation and Control. Clarence W. Hansell, Port Jefferson, N. Y., assignor to RCA.

2,095,981.—Temperature Compensating System. Clarence W. Hansell, Port Jefferson, N. Y., assignor to RCA.

2,095,998—Demodulating Circuit and Method. James C. McNary, Washington.

2,096,031—Aerial System. Edward C. Cork and Alan D. Blumlein, Ealing, London, and Eric L. C. White, Hillingdon, Middlesex, England, assignors to Electric & Musical Industries Limited.

2,096,072—Automatic Radio Program Selector. Samuel Spagnola, Tuckahoe, N. Y.

2,096,109—Radio Electric Survey and Voting System. Nevil M. Hopkins, New York, N. Y.

2,096,156—Electric Discharge Tube. Felix Breyer, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,096,205—Filament Spring. Newell R. Smith, Bloomfield, N. J., assignor, by mesne assignments, to RCA.

2,096,249—Electron Discharge Tube. Paul Kapteyn, Berlin, Germany.

2,096,292—Rectifying Tube. Hajo L. van der Holst, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,096,323—Temperature Measuring Apparatus. Willis H. Gille, St. Paul, Minn., assignor to Minneapolis-Honeywell Regulator Co.

2,096,393—Electrical Wave Transmission System. Paul O. Farnham, Boonton, N. J., assignor, by mesne assignments to RCA.

2,096,415—Electron Discharge Device. Howard W. Weinhart, Elizabeth, N. J., assignor to Bell Telephone Laboratories, Inc.

2,096,427—Regulating System. Finn H. Guliksen, Wilkingsburg, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,096,459—Ultra Short Wave Oscillation Generator. Ernst E. W. Kassner, London, England.

2,096,460—Space Discharge Apparatus. Frederick B. Llewellyn, Montclair, N. J., assignor to Bell Telephone Laboratories, Inc.

2,096,466—Cathode Ray Tube. William H. Painter, East Orange, N. J., assignor, by mesne assignments, to RCA.

2,096,501—Antenna. Charles E. Schuler, Columbia, O., assignor to International-Stacey Corp.

2,096,561—Power Amplifier. Walter Van B. Roberts, Princeton, N. J., assignor by mesne assignments, to RCA.

2,096,590—Ultra-High Frequency Detector. Ernest G. Linder, Philadelphia, Pa., assignor to RCA.

2,096,625—Noise Suppression Circuit. George M. Brown, Scotia, N. Y., assignor to General Electric Co.

2,096,653—Electron Tube Device. Walter Salter, Tucson, Ariz., assignor to one-half to William H. Woodin, Jr.

2,095,990—Oscillation Generator. Nils E. Lindenblad, Port Jefferson, N. Y., assignor to RCA.

WICC, Bridgeport

Anna McPartland added to "First Offender" group.

Mary Dolores Hanford slated for a Carnegie Hall (New York) concert Oct. 31.

Hugh Shields back to Ridgfield from Indianapolis.

1	9	3	7
2	5	7	
3	11	12	13
17	18	19	20
21	22	23	
25	26	27	28
29	30		

Greetings from Radio Daily

October 27
Kathryn Cravens

October 28
Mario Cozzi

KFXJ, Grand Junction, Col.

Cecil Caves is now chief telegraph operator, in charge of Trans-Radio division of the news service.

Additions to announcing staff include Marv Mulvihill and Bob Smith, the latter from KSAC.

Margaret Horan is a new continuity writer. Mrs. Alice Barber also has joined as continuity writer and secretary.

E. C. Nissen and J. C. Hastings have joined the sales department.

Fred Mendenhall is now chief engineer.

Rex Howell, manager, and Richard Purcell handled Saturday's long-distance remote on the Greeley-Western State gridiron game at Gunniston.

K. & B. Packing Co. of Denver has bought the station's "Inquiring Reporter" program.

WTMV, East St. Louis, Ill.

Paul Wills, sports announcer, is vacationing at his former home in Dallas. John Sneeberger is subbing.

Irene Miller, staff actress, will marry Thomas Atwood on Nov. 25.

"Wake Up and Live", ace morning show, is moving into Sears-Roebuck stores for personal appearances on Friday and Saturday nights. Program is a combination of three shows and includes music, drama and a telephone-calling gag, "The Opportunity Man". Charles Barnhart writes the drama. Irene Miller, Florence Kohl, Howard Woodward and Charles Grafft also are in the cast.

WBAP, Fort Worth

"Woody" Woodford, who spent the summer operating the Fort Worth Frontier Fiesta sound system, now answers to the title of assistant chief engineer and traffic manager.

Ken Douglass, production director, handled the broadcast of the Texas Christian University-Fordham game from New York on Sunday.

KYOS, Merced, Cal.

Herman Stanion, announcer, and Bernard McCreery, commercial department, are new staff additions.

Every high school within 40 miles is scheduled to appear in a sponsored weekly spelling bee.

Many government officials and prominent business men gave congratulatory talks on the station's first anniversary celebration.

WOKO, Albany

Doc Rand, sportscaster, will be back on the job by Nov. 15, according to bedside reports. Meanwhile his son Greenfel is doing a good job of subbing.

Billy Rose, new member of announcing staff, will do a 15-minute singing act on Saturday nights, with Johnny Lee at the piano.

Montgomery Ward musical clock, with Forrest Willis, has passed its 560th broadcast.

WOAI, San Antonio

Mary Harvey has joined the continuity department.

Joyce Williams is a new member of the publicity force.

Dan Cullinane has been added to the mailing department.

KLO, Ogden, Utah

Tom Morris, formerly with KOMO, KVI and other major Pacific northwest stations, has joined here as announcer and producer, it is announced by Manager Paul R. Heitmeyer.

Rod O'Connor, son of City Commissioner O'Connor, is a newcomer on the announcing and advertising staff. He was recently at KVEC.

Merrill J. Bunnell, advertising manager, has added David Parmer, formerly of KDYL, to his staff.

With \$400 in cash prizes, a weekly amateur show from the Paramount Theater is being aired under local dairy sponsorship, with Manager Clarence Perrin of the Paramount as emcee.

Dave Parmer emcees a weekly spelling bee among school pupils for a jeweler.

KVOD, Denver

Dorothy Hendee has joined the sales staff.

Joe Finch, announcer, has a new Chrysler.

The network show, "Jenny Peabody", was presented to the current sponsors by Buzz Eagle of this station's sales department. He has an eagle eye for good shows.

"Famous Fires in History", penned by Archie Hall, is being groomed for early opening.

Ralph Paul, 16-year-old announcer and a good one, divides his time between KVOD and high school.

KABC, San Antonio

Lillian Couch is a new vocalist heard regularly.

Roger Phillips, formerly with the station as production manager, has returned to Fort Worth and is succeeded here by Charles Belfi, chief announcer.

Gene Cagle, manager, was the play-by-play announcer on the Humble (Houston-Rice & Tulsa) football staff, working two games so far.

Walton Blanton, "Voice of the Crowd" man on the noon broadcasts, is getting plenty of fan mail these days.

KDYL, Salt Lake City

Jack Gregson, announcer, reconnoitering for coverage of recent UAL luxury liner crash, was lost himself for two hours in fog over the Wasatch mountains.

Frank Austin, sports commentator, found himself an unwilling opponent to Jack King, wrestler, when King jumped out of ring, grabbed Austin, applied headlock and dragged him into arena. King explained he had been temporarily confused by a crack on the head as he hurtled through the ropes. Now Austin comments from the third row back.

WIBG, Glensdale, Pa.

Natalie Ann Covert and Josephine O'Neill of Uncle Jim's Revue joined the Bobolins of Lansdale and made their first public appearance with them at opening of Willow Grove Danceland, co-featured with Don Bestor's orchestra.

Josef Martin, pianist, will be soloist on tomorrow's weekly faculty recital from Beaver Hall.



**CRISP
ACCURATE
AND TIMELY
THAT'S WHY
RADIO DAILY
IS READ
EVERYWHERE
AND THAT'S
WHY IT'S
A PULLING
ADVERTISING
MEDIUM**



PHILADELPHIA

Gene Edwards, WDAS's newest announcer, comes from KGNF and KICK.

Charlie Kerr, pioneer radio orchestra leader, is back with a daily show over WCAU.

Florence Hale is now conducting her own series of educational programs over KYW.

Ira Walsh, WDAS sports commentator, is scheduling a series of before-the-game discussions by the rival coaches.

Mary Lee Taylor is celebrating her fifth year on WCAU.

Ford Rush, song philosopher, is now broadcasting over KYW.

Taylor Grant is back at the microphone at WCAU after a week's illness.

Stan Lee Broza, WCAU head of production, planning several new shows that will shortly hit the air via the CBS network.

KYW has altered its largest studio to allow installation of its new Hammond organ and music library.

Anthony Candelori is the new head of WFIL's 12-piece band.

Gilbert Condit will be heard thrice weekly giving the news behind the news over WDAS.

Powers Gouraud is doubling as the French announcer on W3XAU, assisted by Lisa Sergio.

Arnold Nygren, WFIL engineer, traveled over 265 miles to pick up a four minute remote broadcast.

Irene Vaneck has been added to WFIL press and news bureau staff.

A new revue featuring Marjorie Dunn, Kitty Cooper, Dan Kelly, Larry Vincent and Bob Golden's orchestra is heard daily over WCAU.

Florence Irons, Dr. Warren Levers and Louis Hershon are featured weekly over WFIL.

Clarence Harmon and orchestra are the latest additions to WDAS's swing parade.

Harold Davis and Pat Stanton of WDAS are now covering the boxing matches from the Arena.

News in Rhyme is a new program over WCAU and features Vernon Pepper.

Chris Seiter, WDAS "Lonesome Widow Delighter," is receiving more and more fan mail asking him to be a matrimonial agency.

Howard Brown is the emcee on WP's "Philadelphia Parade of Events."

ONE MINUTE INTERVIEW

JEANETTE MacDONALD

"Studio audiences present a double hazard for a singer: they're likely to distract the singer and cheat the great listening audience. Particularly in a small audience, the singer can not avoid noticing when heads are bobbing in approval or disapproval. There's a great temptation to sing to the few in the seen audience instead of singing for the great listening audience which of course one cannot see."

★ Coast-to-Coast ★

KARL BARRON, former announcer at WIP, Philadelphia, and now at KYA, San Francisco, married Guinevere Sasso a few days ago.

Vina Bovy, Belgian soprano, who recently arrived in this country and has gone to San Francisco for appearances with the S. F. Opera Co., and who also will do a guest shot on the Bing Crosby show tomorrow night, returns later to join the Metropolitan Opera for her second season.

Mario Cozzi will appear in two of the operas being presented by the N. Y. Hippodrome Opera Co. at the Brooklyn Academy of Music election week. He sings in "La Traviata," Nov. 2, and in "Carmen," Nov. 4.

The Roy Campbell Royalists have been given a new time allotment on their NBC sustaining program. They are now heard on Monday at 8:15 p.m.

Miami radio executives are making extensive plans for the International Party to be held at the Macfadden-Deauville hotel, Miami Beach, Nov. 14. The affair, sponsored by the Miami Junior Chamber of Commerce, the International Radio Club, and WIOD, WQAM and WKAT, is built around the beauty-talent contest in which six girls will be selected to participate in the eighth annual International Radio Club convention that begins at the Deauville Dec. 4 and concludes at Havana Dec. 12.

Norman Corwin will present Emile Beliveau and a company in performances of Sandburg's "Four Preludes On Playthings of the Wind," Seifert's "The Old Woman," and Davies' "Hunger" during the "Poetic License"

BOSTON

Morton Downey heads the cast of the revue, "Broadway Varieties," opening at RKO-Boston Theater tomorrow.

Bradley Kincaid, Kentucky mountain ballad boy, has returned to the WBZ-WBZA airwaves.

Malcolm McCormack, emcee of WBZ's morning musical clock, is the father of a boy.

Lynn Sherman, WMEX songstress, now appearing at the Hi Hat.

Doris Tirrell, WBZ staff organist, is now entertaining dinner guests in the Palm Room of the Hotel Statler Sunday evenings.

WKRC, Cincinnati

Dick Bray, sports announcer, went to South Bend on Saturday to referee the Notre Dame-Navy game.

Al Bland, Dow's "Dawn Patrol" pilot, made a Chicago trip by plane over the week-end.

Ruth Lyons, program director, is completing plans for publication of her latest tunes, "Fooled" and "Saturday Night Swing".

program over WQXR tonight at 9:45. Beliveau is noted for his direction of the poetic plays of Alfred Kreymborg.

Bob Wilson, though just 21, has been in charge of the news editing and commentating department at WOWO-WGL, Fort Wayne, for nearly a year.

"Arabesque," the dramatic series formerly heard on CBS, is being recreated over WGL, Fort Wayne, on Sunday evenings.

WCLO, Janesville, Wis., has been carrying on life saving activities for the past seven years, while the Janesville Gazette, owner and operator of the station, has been doing this work for nine years. Letters have been received from newspapers throughout the country asking about Janesville's annual summer life saving campaign.

Richard Blondell, conductor of "The Story Teller's House," juvenile feature heard frequently over WOR, has had his contract renewed by the WOR Artists Bureau.

SAN ANTONIO

KONO Notes: Don Michaels' band is back on the air . . . The Night Owls recently waxed several sides in the Mission Broadcasting Company's recording room . . . Boots and His Buddies made several more records for the Brunswick people, and Ted Mays' Jam Band, broadcasting exclusively in person for this station, cut a series for Victor.

Godfrey Kuler from Fort Worth, is a new announcer at KABC . . . Dude Martin's Roundup is a new program over this station.

Mary Jayne Garza is doing character roles for "Can You Solve It", WOAI's Sunday mystery thriller.

Walton Blanton has joined the announcing staff at KMAC, replacing Bill Schomette, who has gone to work for Steve Wilhelm Advertising Agency as production man.

H. C. Burke, KSTA station manager, is out in Hollywood on a short business trip with his boss, Elliott Roosevelt.

WAPI Tabloid

WAPI, Birmingham, recently issued Vol. 1, No. 1 of "WAPIems," a tabloid sheet giving news of the station and intended as a service to patrons. National advertisers get a good break in the columns. Intention is to publish the sheet weekly.

WRDW
featuring
THE SOUTH'S MOST BEAUTIFUL STUDIOS
250 WATTS

Market Coverage
Population 714,492

★
98% Coverage of this prosperous southern market

★
49% of Augusta radio families listen ONLY to WRDW every day

★
Finest, most up-to-date R-C-A high fidelity equipment

★
Exclusive National Advertising Representative
J. J. DEVINE and ASSOCIATES Inc.

Announcing
Full time affiliation with

C
IB
S

Columbia
Broadcasting
System
Effective October 31st, 1937

WRDW

WHERE RADIO DOES WONDERS

AUGUSTA, GEORGIA
Serving Augusta Eighteen Hours Daily



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 84

NEW YORK, N. Y., THURSDAY, OCTOBER 28, 1937

FIVE CENTS

ET Men to Fight Edict

Looking On ... AND LISTENING IN

AT RANDOM All hopes for a high-light to put the new radio season on the map are now focused on the coming M.G.M. program for Maxwell House Coffee. A lot has been heard about the many film "names" who will appear in the show, but the burden of making the program genuinely interesting to dialers is going to depend chiefly on the script writers.

Radio networks, and a lot of local stations, through the medium of commentators and gossipers, give oodles of time to publicizing stage and screen personalities, but almost totally neglect radio's own artists in whom just as many listeners are interested.

Whether it is advisable to risk being wrong in order to be first in airing spot news—particularly incomplete and usually hysterical reports about tragedies—is something that every station should carefully consider.

Some of the screen's most glamorous actors and actresses are dead busts in dramatic skits over the radio.

The sound of the waves at either Waikiki or Atlantic City and the falling of water at Niagara are other broadcast items that mean nothing; and you can throw in the sound of tap dancing for good measure.

If you get a mental picture of Vince Barnett when you hear Parkyakarkus, it's more enjoyable.

In the space of a single week, these ears heard no less than 31 programs that started off with "Goodbye, Jonah."
—D. C. G.

CONSOL. DRUG TRADES EXPAND RADIO ACTIVITY

Chicago—Consolidated Drug Trade Products is adding outlets in various parts of the country. Opened a new show on WNAX, Yankton, this week with half hour in morning and half in afternoon. Two full hours a day added last week on CKLW, Detroit-Windsor. Time increased on KCBY, Kansas City, a new show added on KXBY, K. C., and another titled
(Continued on Page 2)

KUMA, Yuma, Resumes Broadcasting Nov. 15

Yuma, Ariz.—KUMA, which has been silent since Aug. 10 while awaiting FCC approval for new transmitter site and erection of new antenna, expects to resume regular schedule on or about Nov. 15. Antenna has
(Continued on Page 11)

Green Bay Radio Show Will Be Annual Affair

Green Bay—As a result of the huge success of the two-day Radio Show staged by KTAQ in Columbus Club Auditorium, the event will be repeated annually. Ten leading
(Continued on Page 2)

Benrus Placing Spots

Benrus Mfg. Co. is placing spot advertising for next year in the form of time signals for Benrus watches. Brown & Tarcher Inc. has the account.

American Tobacco Co. Places 13-Week Test Series on MBS

Chesebrough CBS Series Is Titled "Dr. Christian"

New Sunday afternoon series being launched by Chesebrough Mfg. Co. (Vaseline) over 58 CBS stations on Nov. 7 at 2:30-3 p.m., with a western rebroadcast at 5:30-6 p.m., will be titled "Dr. Christian," with Jean Hersholt, 20th Century-Fox star, in the main role of a country doctor. A Hollywood cast will support Hersholt. McCann-Erickson Inc. is the agency.

Transcription Manufacturers Will Fight AFM Regulation—IRNA Contract Now Acceptable to Musicians' Union

BENDIX IS PREPARING NEW ADV'G CAMPAIGN

Bendix Corp. (home appliances) is at present mapping a million dollar advertising campaign for its newest product, a washing machine, which will be introduced to the public next month. Radio is contemplated, with WOR scheduled as New York outlet. Plans are still uncompleted, however, and will not be announced until later.

Canada Dry Using ETs In Additional Markets

Canada Dry Ginger Ale is supplementing its current air advertising with a series of one-minute electrical transcriptions, scheduled one each day and night, in markets not covered by other broadcasting activities. J. M. Mathes agency has the account.

National Biscuit's Plans

Chicago—National Biscuit Co., having renewed "Dan Harding's Wife" on WMAQ for 13 weeks, is considering plans again for network show. McCann-Erickson is the agency.

Electrical transcription committee headed by Lloyd Egner of NBC Thesaurus held a lengthy meeting yesterday afternoon on the AFM situation, but finally decided that it would not issue a formal statement relative to its plans inasmuch as they were incomplete and the AFM had not presented its rules and regulations which it seeks to have observed in the future. Indications are, however, that the ET men do not plan to accept regulation of the industry lying down and will put up a battle at the proper time. Currently, ways and means are the issue. Present at the meeting were phonograph record men, more or less as observers, but the gathering was primarily that of ET manufacturers.

Joseph N. Weber, president of the AFM, reiterated to RADIO DAILY that the AFM does not seek money from the ET industry beyond what they are now paying musicians for making disks. In so far as the AFM is concerned, he explained that it would of course be to the advantage of the musicians if no electrical transcriptions were made at all. It would create more work in local spots. However, if the manufacturers wished to continue to make transcriptions with union men, the men in question would be governed by AFM rules and regulations.

Since there has been too much talk of late antitrust actions and restraint of trade, Weber stated that this was the reason there would be no contract between the manufacturers and the AFM. By simply setting up rules for its musicians, a con-
(Continued on Page 3)

Sells Himself

Carlsbad, N. M.—Wray Guye, program director at KLAH, didn't care a thing about cameras until he had to put on a Camera Club program at the station. From hearing himself tell about the fascinating pastime, he became so sold on it that now he's a confirmed candid camera addict—and his shots are winning praise.

The Type

After auditioning eight Irish actors and a couple of others for the role of an Irish cop in the "Tish" series being aired on Wednesday nights over CBS, the WPA Federal Theater radio division hired Philip White, who is Jewish. White, a well-known radio actor, was picked because he handled the Irish brogue better than the Irishmen.

(Continued on Page 3)



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Wednesday, Oct. 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	153	150 1/2	153	+ 2
Crosley Radio	10 1/2	10 1/2	10 1/2	- 3/8
Gen. Electric	41 1/4	40 3/8	41 1/8	+ 1/8
RCA Common	7 1/4	6 7/8	7 1/8	- 1/8
RCA First Pfd	57 7/8	56	56	- 1/2
Stewart Warner	12 5/8	12 1/4	12 1/4	+ 1/8
Westinghouse	100 1/2	97	99	- 1/2
Zenith Radio	21 1/2	20	20 5/8	- 1 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	12 1/2	12 1/2	12 1/2	- 1/2
Nat. Union Radio	1 1/8	1 1/8	1 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	7	8

Modulation Check System Developed by WOV-WBIL

A means of checking the peaks of modulation of transmitters against studio volume indicators during the actual airing of a program has been developed by the engineering department of WOV-WBIL. It is accomplished by means of a relay connected across the flashing lamp of the modulation monitor in such a way that it operates a phantom on the telephone circuit back to the studios, the phantom, in turn, operating a sounding device. The mechanism enables a control man to judge his work according to the way in which program is modulating a transmitter.

Katzman and Ork Quit

Louis Katzman, musical director of WINS, and his entire orchestra resigned yesterday. No successor has yet been named. This marks the second major change in the staff this week. Burt Squire, general manager of New York State Broadcasting System, resigned Tuesday.

THE MAGIC KITCHEN OF THE AIR

Monday thru Friday

Available for Food Accounts
WCOP BOSTON

Watchtower Offers Programs As Sustainings

Watchtower Bible and Tract Society has cancelled all of its broadcasting obligations as of Oct. 31, and hereafter will not put on any programs as commercial shows. Instead the Society will put on programs by invitation, as sustaining shows. Also, there will be available programs as sustaining features for any outlets that may request them. Programs, however, will continue to be handled through Acorn Advertising Agency.

New policy follows on the heels of the two recent network programs of one hour each in connection with Watchtower's annual convention. Special hookups used bought time on about 125 stations throughout the country. Apart from these two shows, considerable spot broadcasting by the Judge Rutherford organization has been going on during the past several years. Some difficulty was experienced at first in clearing time for the two special broadcasts on a hookup basis, since most outlets considered the nature of the proposed speeches as controversial ones. In part, one of the speeches attacked a national network.

WORL's Comedy Forum On Commercial Basis

Boston—Now a sponsored program, WORL's "Victor Coffee Quiz," formerly from Loew's State Theater at 4 o'clock, is airing a noonday forum of foolish questions at 12:45 daily in the arcade of New England's largest office building, the Park Square, where 6,000 persons pass every noon. Paramount and Fenway theater tickets are given out. Mail response received at the station indicates the show has all New England laughing, according to W. Cort Treat, general manager.

McDonnell in Sales Post

Frank R. McDonnell, who has been in the sales promotion field for several years, with WHN and WINS, has joined Advertisers' Recording Service Inc. as sales manager. McDonnell also was a member of McDonnell & Co., brokerage firm, for nine years, and later with Signer & Bryne, producers and distributors of advertising films.

One-Nighters for Vallee

West Coast Bureau, RADIO DAILY

Los Angeles — Rudy Vallee, who just closed an engagement at the Cocoanut Grove, will do a few one-nighters while Warner Bros. make a decision on whether to utilize him in their "Garden of the Moon", now in preparation, or in the 1938 edition of "Gold Diggers."

Mulgrew Joins Grombach

Felix A. Mulgrew, former special assistant to the U. S. District Attorney for the Southern District of N. Y., has joined the sales staff of Grombach Productions Inc., radio program producers.

Aherne on "Silver Theater"

Brian Aherne was signed yesterday to appear opposite Jane Wyatt on "Silver Theater" broadcast Nov. 7. Pair will appear in story by Faith Baldwin, "Honest Policy." Program is heard over CBS on Sundays, 5-5:30 p.m.

Jessel Gets WICC Sponsor

Bridgeport, Conn.—Crawford Laundry will sponsor local airing of the George Jessel-Mutual show, "30 Minutes in Hollywood", over WICC.

Consol. Drug Trades Expand Radio Activity

(Continued from Page 1)

"Sunset Corners Frolic" on WHO, Des Moines.

Shows spotted elsewhere include "Lone Trail," 75 minutes daily on WGN; Pappy Cheshire's "Barnyard Frolics," 11 hours a week on WBBM; "Morning Roundup" on WLS, and several programs on WJJD, WMCA and WBT. Benson & Dahl Inc., Chicago, is agency.

Green Bay Radio Show Will Be Annual Affair

(Continued from Page 1)

makes of radios were displayed by 14 dealers. W. C. Wester was in charge of the show, with Em Owen, WTAQ production manager, staging the entertainment.

Deane Long Joining WSAL

Frederick, Md.—Deane S. Long, announcer and assistant program director of WFMD here, has resigned to accept the post of program director and chief announcer of Maryland's newest station, WSAL, Salisbury, effective Nov. 1.

Angelo Palange at WPEN

Angelo Palange, announcer, who handled commercials on the Adam Hat fight broadcasts with Sam Taub as commentator, is now associated with WPEN, Philadelphia.

Cycle Trades Off Dec. 19

Last program for Cycle Trades of America over the NBC-Red network, Sundays, 3:30-4 p.m., will be aired Dec. 19. This is the spot that Pepsodent intends to use for its "Mickey Mouse" series, which begins Jan. 2.

Film Reviews on WMAS

Springfield, Mass.—The new films are now being reviewed over WMAS by Milton Hale on the night of the same day that they open here.

JOHN B. HATCH ASSOCIATES

An agency serving a N. E. clientele. Specializing in radio broadcast advertising.

(Send for booklet)

581 Boylston Street, Boston, Mass.
Commonwealth 0466

COMING and GOING

DOROTHY BARSTOW, who handles "Death Valley" for Pacific Coast Borax, stopped off in Chicago this week en route to Los Angeles.

DAVE KAPP, recording manager for Decca, is back in New York from Chicago, where he went with a view of reestablishing recording operations but could not obtain approval from Jimmy Petrillo, union boss, pending final settlement of the AFM problem.

CARLTON KELSEY, who has resigned as CBS musical director in Chicago, plans to sail with MRS. KELSEY about the middle of November for a South American cruise, and on his return will go to Hollywood for a new radio program. Carl Garden is his Chicago successor.

SAM PICKARD, CBS vice-president, is in town for a few days.

LINCOLN DELLAR, CBS stations relations, off on a three week trip around the country.

PAUL LEWIS of Columbia Concerts Corp. has left for the Coast and will return about Nov. 8.

ROBERT J. WALSH, program director of the Wm. N. Scheer agency, who has been in Chicago on business, is expected back today.

YACHT CLUB BOYS with their pianist, BEN FIDLER, sail today for Europe aboard the Ile de France.

Store's "H'wood Premiere" In Gala WCKY Broadcast

Cincinnati—Cincinnati's first "Hollywood Premiere" department store opening was staged Tuesday night by WCKY at the New Shillito's, with store jampacked by thousands of visitors. In a one-hour broadcast starting at 8:30, story of 107-year-old institution was told in narrative form by Alfred Segal, Cincinnati Post columnist, often referred to by O. O. McIntyre as America's best reporter.

Clyde Trask's Orchestra furnished musical background. Paul Kennedy, Cincinnati Post radio editor, interviewed visitors at microphone in Race Street entrance, amid crushing throngs.

Building was floodlighted and skies swept by searchlights, as loudspeakers inside and outside of store carried program to all present.

Earlier broadcast from WCKY's Netherland Plaza Hotel studios presented Mayor Russell Wilson, heads of other department stores and newspaper executives in brief tributes to the New Shillito's. WCKY was exclusive radio tie-up with dedication of new store.

LEE GRANT

AND HIS ORCHESTRA

★★★★★

SIX-STAR REVIEW

MUSIC AS YOU LIKE IT

DAILY WMCA 2:30-5:30

TRANSCRIPTION GROUP WILL FIGHT AFM EDICT

(Continued from Page 1)

tract direct with the ET men would be circumvented.

A new set of about 15 points will be devised, substantially as originally presented last summer, but with some modifications and adjustments, said Weber. These will be the sole conditions under which AFM musicians can make transcriptions.

Thus the tie-in is arranged whereby the AFM can control flow of transcribed works to stations which may be on its "unfair list."

Meeting has definitely been arranged for this morning between the AFM and committee representing the phonograph record manufacturers.

IRNA contract is now okay with the AFM and has been sent in final form to the IRNA Special Advisory Committee for signature.

Westinghouse Dividend

Dividends of \$1 a share on both the common and the preferred were declared yesterday by Westinghouse Electric & Manufacturing Co. This makes \$4 a share paid so far this year. Company's net for the first nine months was \$16,726,520, against \$11,123,706 in the corresponding period last year. Incoming orders continue at a fair rate, said A. W. Robertson, chairman.

Benefit for Frank Arena

New Orleans—Four radio stations and five night clubs are getting together at the New Orleans Athletic Club this week to give a giant benefit for Frank Arena, pioneer radio singer, who is seriously ill. Co-operating are: WJBW, WSMB, WDSU, WWL and the Blue Room, Club Plantation, Nut Club, Shim Sham and Chez Paree.

Mary Small Booked

Mary Small opens a week's engagement at the Earle Theater, Philadelphia, tomorrow. She will also do a broadcast over the NBC-Blue web the same night, 7:15-7:30, from the WFIL studios. Ed Wolf office booked the theater date.

8 to 1 for INS

Since the first of this year, International News Service has added eight new accounts, and lost only one client, a Pennsylvania Sunday paper that suspended publication, according to Walter E. Moss.

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

Greetings from Radio Daily

October 28
Eli Dantzic

Smith-Segal Testimony Complete; FCC Considers

Washington Bureau, RADIO DAILY

Washington—Oral argument in case of Paul M. Segal and George Smith, Washington radio attorneys who are charged with unethical practices before the FCC, proceeded to a late hour last night, with both defense attorneys and FCC counsel entering summation.

Following completion of testimony yesterday, entire case was reviewed in argument by both sides so that FCC could take question of disbarment of the two attorneys under advisement.

No indication was given as to when the FCC might hand down its decision.

Jeanette MacDonald Off Vick Show for Few Weeks

West Coast Bureau, RADIO DAILY

Los Angeles—Jeanette MacDonald will be off the Vick's "Open House" for several weeks following the Nov. 7 airing due to intensive shooting schedule on "Girl of the Golden West" at M-G-M. Lily Pons will fill the spot on Nov. 14, and negotiations are under way for Lucrezia Bori, Kirsten Flagstad and John Charles Thomas to take over on succeeding stanzas.

Press-Radio in Danger

If the City News Association insists on its ruling that radio stations must buy the New York City mayoralty campaign figures from them directly, it spells the beginning of the end of the Press-Radio Bureau.

CBS already has signified that they are willing to pay City News the \$500 fee for the service. NBC and the other stations have not made up their minds as yet. There is a possibility that NBC will put lines into Police Headquarters and broadcast the results from there. It is understood that Press-Radio is forbidden to teletype the campaign figures to the stations. This is an outright violation of the Press-Radio agreement. The fact that two newspapers have recently folded in the New York area may be the reason City News is looking for additional revenue.

Roosevelt Chat Nov. 14

President Roosevelt will speak over NBC, CBS and Mutual webs in another of his fireside chats Nov. 14, 10:30-10:45 p.m. Broadcast will originate from the White House, and is the tenth such broadcast aired by the President since 1933.

Reports John Montague On Kraft Show Denied

West Coast Bureau, RADIO DAILY

Los Angeles: J. H. Platt, advertising director of Kraft-Phenix Cheese Corp., yesterday denied that John Montague, Hollywood golfer just acquitted of a robbery charge in New York State, would appear on the Kraft show.

Platt, here for a series of sales meetings, said: "Newspaper reports that John Montague would appear on Kraft's radio program are utterly without foundation. We have never given his appearance any consideration."

Montague is reported to be under a million-dollar contract with Everett Crosby, brother of Bing.

Television Sent 160 Miles

London—BBC recently set a new distance record of 160 miles in transmission of a television program. It was sent from the Alexandra Palace transmitter here to Moston, Manchester. Regular operating range is not more than 50 miles.

Instead of the present arrangement whereby BBC's tele unit works independently of its radio center, the two are to be merged soon.

Meanwhile, an important advance has been achieved by E.M.I. research engineers, who have evolved a new Emitron camera nearly 10 times as light sensitive as existing models.

WOV Installs Recording Unit

WOV-WBIL is installing new recording equipment through which an audition library will be prepared for the convenience of prospective sponsors. The new system will start operation Nov. 15.

Plan Waxing Campaign

Boston—Kasper-Gordon Studios, Inc., 140 Boylston St., has completed construction of its high-fidelity recording studios and equipment and plans to launch campaign for waxing shows.

AMER. TOBACCO PLACES 13-WEEK TEST ON MBS

(Continued from Page 1)

either "Melody Mysteries" or "Script-Teaser" and will emanate from the MBS Playhouse in New York. Program features studio audience and listener participation with prizes awarded each week. Lord & Thomas is the agency.

Signing of American Tobacco by Mutual marks the first time in 18 months that a tobacco firm has been heard over MBS, and the second tobacco company to utilize MBS facilities. Axton-Fisher, for Spud cigarettes, faded from MBS network in May, 1936.

"Radio Swaps"

A new Pittsburgh sponsored program originated by Walt Framer, and titled "Radio Swaps," moves to a different remote point for each of its five weekly quarter-hour broadcasts. Framer offers pedestrians a silver dollar for any worthless item suggested by the listening audience. If person has the article requested, he gets the dollar. If not, money goes into a "swap pot" and at the end of the week the accumulated amount goes to the person in the listening audience who suggests the most unique request of the week. Five items are called for on each program.

KXL to Make Changes

Portland, Ore.—KXL has filed application with the FCC for permission to install a new transmitter and directional antenna for day and night use. Station also asks change of frequency from 1420 to 1110 kcs, power from 100 watts; 250 watts day to 5 kilowatts day and night, hours of operation from S-KBPS to unlimited time. They seek to move transmitter from 4th and Pine Streets, Portland, to N.E. of Vancouver, Washington.

LUCKIES says "IT'S TOASTED"



Advertisers who wanted to make sure of getting their money's worth have tried WHN to put their message across to the world's richest market effectively and economically—and it paid off in sales.

Details on request

WHN

1540 BROADWAY

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

SHOWMANSHIP STA. No. 1

For a successful drive for special holiday sponsors, order

"The CHRISTMAS TREE OF 1937"

Complete in 25 Scripts
STAR RADIO PROGRAMS INC.
250 Park Avenue New York City

AGENCIES

CHARLES McDOUGALL and Ed Weiss of Chicago are in New York to do the spade work on opening up their new agency. Expect to be operating by first of year.

COURTENAY SAVAGE of Blackett-Sample-Hummert, Chicago, to Hollywood to look after details of Helen Gahagan's new show.

KARL WEHMEYER, account executive for Skelly Oil at Blackett-Sample-Hummert, Chicago, is in Kansas City conferring with sponsor's execs.

BLACKETT - SAMPLE - HUMMERT has been trying out Ralph Andre, brother of Pierre, the announcer, and Richard Hanser in writing the "Court of Missing Heirs" scripts, left authorless through the death of Thompson Buchanan.

N. W. AYER & SON has been appointed advertising counsel for Hirestra Laboratories Inc., New York, manufacturers of Endocrine.

BASIL LOUGHRANE, Lord & Thomas radio director in New York, has arrived in Hollywood to confer with Walt Disney officials and Tom McAvity and Jack Runyon of the local L&T office on the forthcoming Mickey Mouse show.

N. W. AYER & SON of Canada has added J. M. Raymond and Willfrid Monette to its Toronto staff. Raymond was for some years assistant general manager of Canada Dry Ginger Ale Limited. Monette is well known in advertising circles in Montreal through his long connection there with Canadian Advertising Agency, Limited. More recently he has been in charge of this company's Toronto office.

HENRI - HURST - McDONALD, Chicago, conferring with George Morrell, ad manager of Morrell & Sons. Iowa packing concern, on radio possibilities for next year.

Airing Damrosch Opera

The first act of "The Man Without A Country," Dr. Walter Damrosch's latest opera, will be broadcast from the stage of the Chicago Civic Opera House on Nov. 6 at 9:30-10:30 p.m. EST, over the NBC-Red network.

Helen Traubel, who reached opera by way of NBC, will sing the soprano lead. Supporting her will be Arthur Carron, tenor; Donald Dickson, baritone; John Gurney, basso; George Rasely, tenor, and Louis D'Angelo, basso. All of these artists played the same roles in the premiere of the opera on May 22nd.

D'ARTEGA

AND HIS
ORCHESTRA

Admiration Shampoo
Sunday 6:30-7 P. M.
MBS-WOR
Office, CH 4-5155



● ● ● 20th Century-Fox is working out details for an air show starting with Simone Simon singing—as a build-up for "Love and Hisses"... Incidentally, John Schultz of the Fanchon & Marco office, just returned from the coast, is reported having the signatures of picture firms on authorizations to submit to sponsors a deal similar to MGM-Maxwell and WB-Lucky. ...Tommy Riggs has been re-signed for 13 more weeks on the Vallee show though his present contract had three shots to go... Chevrolet show with Seymour Simons' music and Barry McKinley has been renewed... The Griffin show, which folds Nov. 8, is scheduled to return to the airwaves by the end of Feb. with possibly the same setup in cast... Walter Cassel starts an engagement at the Roxy on Nov. 19... Spencer Bentley now has the lead on the "Romance of Hope Alden" transcribed series via MBS. ...Abe Lyman is building a nite club on the coast—thus substantiating the report that he will move his men west... Harold Arlen's brother, Jerry, takes the baton away from Robert Emmet Dolan, after the show has been established on Broadway a while... Tonight's Buddy Clark CBS show will be dedicated to Cole Porter... Walter Fleishmann and Harry Davies have dissolved their partnership in the publicity business... Morton Gould has been placed under Irving Mills' management.

● ● ● Under the stern injunction that he will not open any graves, Henry Dupre, WWL, New Orleans special eventer, managed to hire a large colored man to take part in a two-man Halloween nite broadcast from one of the local cemeteries... Dupre, a bit worried that the town's ways may cook up something on him, is keeping the name of the cemetery secret and hoping that his colored assistant will show up... A number of radio stars will entertain Sunday nite at the Hotel Astor for the benefit of the Los Angeles Sanatorium of which Hy Gardner is chairman... Joe Keit's funeral services will be held this afternoon from the Riverside Chapel.

● ● ● Cities Service show will have the same set-up when it is revamped—but will have a more modern approach... Musicians rehearsing for the Toscanini NBC show are classified as "concert" instead of "radio" men—and as such receive \$25 more per man... Talk is that the Horace Heidt show will change networks... Oscar Straus is being submitted to radio by Curtis & Allen... Al Roth is the only conductor under management to Rudy Vallee... Music from the Paramount picture, "Thrill of a Lifetime," will be published by Marlo—a Chappell subsidiary, "Thrill of a Lifetime," will be published by Marlo—a Chappell subsidiary... Thelma White who will do some of the cute Fain-Kahal tunes in "Right This Way"—will double in radio when the show opens next month. ...Bette Davis' baton-wielding hubby, Harmon Nelson, is now a Rockwell-O'Keefe attraction... Sid Gary will start doing vaudeville... John T. Casey, who writes the Lou Little MBS show, is the author of the first bio on Farley, titled, "Farley and Tomorrow"... Jane Cowl is set for a shot on the Kate Smith show... Judy Starr is a light blond now... Band isn't set yet for the Jean Hersholt "Dr. Christian" show from the west coast... Rita Rio leaves the cafe tomorrow.

● ● ● WMC, Arkansas, tried out its new pack transmitter when it carried the Seventh Annual Terrapin Derby. The announcer was able to generate plenty of excitement when the slow-moving terrapins vied with each other to reach the finish line... Most notable event during the airing was when the favorite, "Government Loan," retraced his course six inches from the tape... Taking advantage of the favorite's meanderings, "Take It and Shake It," a rank dark horse traveling in more or less of a straight line—won the purse.

GUEST-ING

FRED ASTAIRE, JOAN FONTAINE, BURNS and ALLEN, on "Hollywood Hotel," Nov. 5 (CBS, 9 p.m.).

BELA BLAU, producer, interviewed by Myra Kingsley, Nov. 3 (Mutual, 11:45 a.m.).

GLADYS SWARTHOUT, on "Hollywood Mardi Gras," Nov. 2 (NBC-Red, 9:30 p.m.).

UPTON CLOSE, on Commentators' Forum, Nov. 11 (Mutual, 10 p.m.).

GINGER ROGERS, DON AMECHE and CHARLES WINNINGER, in "A Free Soul," on Radio Theater, Nov. 1 (CBS, 9 p.m.).

ELISSA LANDI and VINCENT PRICE, in scenes from "The Lady Has A Heart," and JAN KIEPURA, on "Magic Key of RCA," Oct. 31 (NBC-Blue, 2 p.m.).

JANET FOX, actress, on Bide Dudley program, Oct. 29 (Mutual, 4:30 p.m.).

WALTER CASSEL, on "Hammerstein Music Hall," Nov. 5 (CBS, 8 p.m.).

BARBARA STANWYCK, on Chase & Sanborn Hour, Oct. 31 (NBC-Red, 8 p.m.).

ALBERT PAYSON TERHUNE, on "Hobby Lobby," Nov. 3 (Mutual, 7:15 p.m.).

JASCHA HEIFETZ, on Ford Sunday Evening Hour, Nov. 7 (CBS, 9 p.m.).

BOBBY BREEN, on "30 Minutes in Hollywood," Nov. 7 (Mutual, 6 p.m.).

Sponsor at WBRY Quiz

New Haven—WBRY's "Question Mark," conducted by Jack Henry, New Haven station manager, has acquired a sponsor in Helen's Beauty Shoppes of Waterbury and New Haven. The program is now in a 7:30-8 p.m. Wednesday spot, alternating between the two cities. Besides the prizes given to contestants, awards are made to listeners who send the best lists of questions.

NEW BUSINESS

Signed by Stations

WHN, New York: R. L. Watkins Co. (Dr. Lyons Tooth Powder), "Wife vs. Secretary," 15-minute dramatic platter, five days weekly for 52 weeks, through Blackett-Sample-Hummert.

KMOX, St. Louis: Durkee Famous Foods, two 15-min. ETs, "Komeday Kingdom."

WEW, St. Louis: Allis-Chalmers.

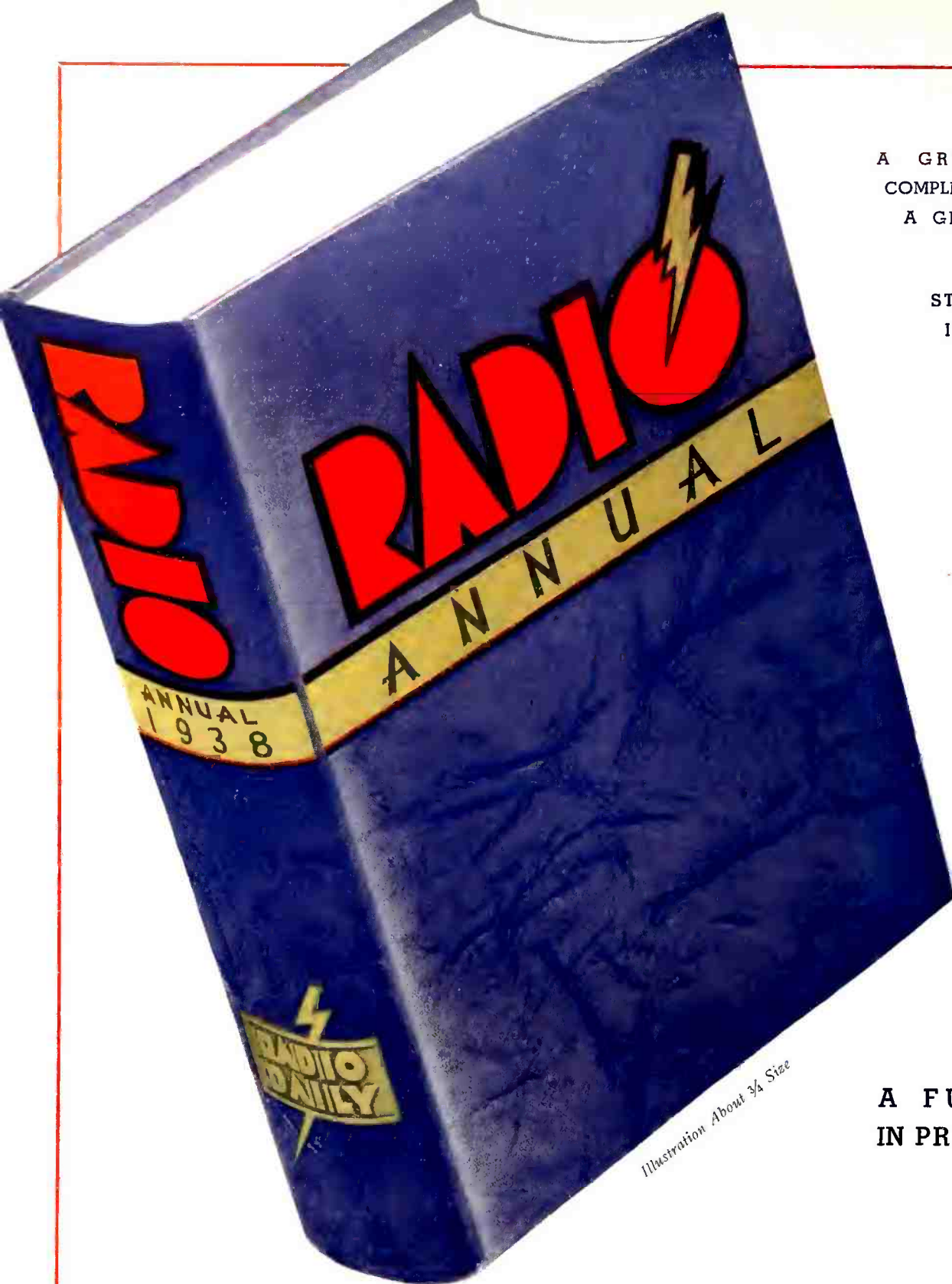
Small accounts are welcome to a large account broker.

Jules Rosenberg
INSURANCE
John 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK



ANNOUNCING
THE 1938
**RADIO
ANNUAL**

AS PART OF RADIO DAILY SERVICE



A GREAT VOLUME
COMPLETELY COVERING
A GREAT INDUSTRY

•
STATISTICAL AND
INFORMATIVE

•
COMPLIMENTARY
TO RADIO DAILY
SUBSCRIBERS

•
CLOTH BOUND
1000 PAGES

Illustration About 3/4 Size

A FULL YEAR
IN PREPARATION

This Is the Book That Will Be Found On the
Desks of Executives **EVERYWHERE** Shortly
After the First of the Year and That Will
STAY there **EVERY** Day Throughout 1938.

CONTENTS

IN PART, OF THE 1938 RADIO ANNUAL



Radio Facts and Figures	Writers and Their Work	The Literary Side
News Events of the Year	Artists and Their Work	Radio Editors of Newspapers
Milestones of Radio	Emcees and Their Work	Radio Trade Publications
Station Oddities	Band Leaders and Their Work	Books on Radio
Federal Communications Commission	News Commentators and Their Work	Radio Showmanship
National Association of Broadcasters	Sportscasters and Their Work	Radio Merchandising
Important Radio Telephone Numbers in New York, Chicago and Los Angeles	Staff Announcers and Their Work	Chronological History of Radio
Radio History Makers of 1937	Agencies, Their Addresses and Personnel	Radio Associations, Guilds, Clubs and Unions
Radio Stations of the United States and Canada with Complete Statistical and Informative Data	Artists Bureaus	The Labor Side
National Networks	Ascaph	The Legal Side
Regional Networks	Sesac	Television Today
Network Policies	Talent Scouts	Television of the Past and Future
Radio Stations of Canada	Spot Broadcasting	Television Patents
Foreign Language Stations	Important Network Shows	Television Progress
Advertisers on Foreign Language Stations	Ratings and Popularity Polls	Radio Legislation
Short Wave Commercial Stations	Titles of Shows on Major Networks	State Legislative Activity
Foreign Radio Stations	Educational and Cultural Programs	Station Slogans
Radio Rules, Regulations and Censorship of Foreign Countries	Special Even's and Sustaining Programs	Transcription Producers
Long-Term Web Commitments	Sports Programs of 1937	Radio News Associations
Educational and Religious Stations	Glossary of Terms	The Labor Situation
Wire Charges	Sustaining Program Data	The Value of Radio Advertising
Backstage	The Business Side	Politics on the Radio
Who's Who in Radio	Advertising Agencies with Complete Personnel	The Radio in the College
Producers and Their Work	A A A A Code of Ethics	Colleges Offering Courses in Radio
	Agency Expenditures	Playbrokers
	Station Representatives	Spot Placement Ranking of Stations
	Sponsors	Broadcasting Licenses and Lease Transfers
	Radio Research	Broadcasting Revenues
	Radio Laws, Rules and Regulations	Where the Radio Dollar Goes

MAPS, ILLUSTRATIONS AND 1001 OTHER ITEMS OF INTEREST

A COMPLETE SERVICE

TO ALL SUBSCRIBERS OF



THE NATIONAL DAILY NEWSPAPER OF RADIO

RADIO DAILY

The National Daily Newspaper of Radio. Published every week day in New York City, the heart of the great radio industry. Radio's Fastest growing publication.

NEWS. 20 stories a day. 100 a week. 5000 a year, for YOU to know what's going on in YOUR industry. Reviews. Financial. New Programs. Music. New Ideas. Equipment. Television. Patents. Who's Who. Etc.

If you are in radio you should be reading Radio Daily EVERY DAY. Radio is a fast changing industry. Knowledge is power. To know what's going on read Radio Daily REGULARLY.

RADIO ANNUAL

Radio Annual will be published and distributed shortly after the first of each year as part of Radio Daily Service. It will be complimentary to Radio Daily Subscribers.

Radio Annual will be a gold mine of informative and statistical information completely covering the colorful and romantic radio industry in all of its branches.

It will be cloth bound for permanent reference, will contain 1000 pages and will be used constantly by radio executives everywhere. As an advertising medium, it will offer year 'round advertising value at a one time rate.

RADIO DAILY
1501 Broadway,
New York, N. Y.



Hollywood Office:
6425 Hollywood Blvd.,
Hollywood, Calif.

Gentlemen:

Please enter my subscription to RADIO DAILY SERVICE, and send my 1938 RADIO ANNUAL when ready for distribution. I enclose my check for \$5.00 (Foreign subscription, \$10.00).

Name:

Street:

City: State:

Mail us your subscription to-day. You will find it the best \$5.00 investment in your industry you ever made.

**ORCHESTRAS
MUSIC**

ANDRE KOSTELANETZ will give the premiere of a Deems Taylor ballet, "Casanova," over CBS on Nov. 3 at 9-9:30 p.m.

Ben Greenblat, keyboard wizard at KYW, Philadelphia, is readying a tome on modern music for January publication.

WQXR has increased its staff of musicians to include a small station orchestra, which will be heard regularly in programs of classical and salon music. Under direction of George Steiner, violinist and arranger, a daily "Salon Strings" will be offered at 6-6:25 p.m. starting Nov. 2. Robert Moss, Francis Tonhazy, Clifford Herzer and Jascha Zayde are in this group. Eddy Brown, concert violinist and musical director of WQXR, will direct and appear as soloist on Wednesdays and Sundays in "String Classics." Dr. Henry F. Seibert, organist, will present a Monday evening series in November, and Alma Lubin's "Musical Oddities" also will be heard again Wednesday evenings.

Rudy Vallee and his orchestra recorded six numbers for RCA-Victor Bluebird brand during the past week at the RCA Hollywood plant, and Ozzie Nelson is due to wax at least four in the coming week.

Clifford Herzer and Jascha Zayde, two piano team heard regularly over WQXR, will feature tonight at 6:30, the first performance, from manuscript, of a new composition by Alec Templeton, noted blind pianist. Templeton, after hearing the playing of Herzer and Zayde, wrote and dedicated the composition, entitled "Allegro Scherzando," to them.

Ernie Holst's orchestra is set to make a series of electrical transcriptions for a former sponsor. The vocals will be handled by Vince Calendo, currently on a WINS commercial, and Holst will offer a violin solo on each recording.

Tommy Dorsey, who recently won first place in the Swing-Band Division, and second place in the popularity poll run by Maurice Hart on his 5:30 "Request Club" on WAAT, will be interviewed by Hart on his Nov. 3 program.

Choirmaster Lyn Murray will be guest conductor of the Captivator orchestra on CBS at 12:30-1 p.m. tomorrow.

AL DONAHUE
and his orchestra
at the
RAINBOW ROOM
For Fall and Winter Season
Fourth Return Engagement

RADIO PERSONALITIES

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

QUINCY A. BRACKETT

QUINCY A. BRACKETT, president of WSPR, Springfield, Mass., youngest of the three stations in the city, is one of the old hands of the radio game. He was a charter member of the first radio class at Harvard—first in the country. Received A. B. in 1906 and S. B. in 1907 at Harvard. After college he joined Western Electric in N. Y., where he met Lee deForest, whom he joined in 1908. In 1909 he aided in airing the Metropolitan Opera from the stage, with the arc-type transmitter on the roof. The broadcast, heard 50 miles at sea, was probably the first pickup in radio history. In 1910, his last year with deForest, he aided Fritz Lowenstein to build the first single-tuning multi-circuit receiver and transmitter. In 1910 he joined Westinghouse in Pittsburgh. Met Frank Conrad and interested him in radio. During the World War, Brackett was placed in charge of radio at Westinghouse (the first Westinghouse ever did).



Identified with many firsts in radio.....

Working with Conrad, he built KDKA, pioneer regular schedule station, opened on election eve of 1920. Then Westinghouse began to build receivers, and he was sent to Springfield, Mass., as head of the engineering department to start first quantity production of receivers. This was in 1921. The same year he built WBZ in Springfield (now WBZA) for Westinghouse.

Later entered sales department, and sold to RCA the first television equipment to be installed in the Empire State Building, and the Crosley 500 kw. transmitter.

Left Westinghouse in 1935 to work on plans for own station with Ed Loport and Lewis Breed, other Westinghouse men. The station (WSPR) opened in June, 1936.

Statistics: Bears striking resemblance to ex-President Hoover, stands five feet ten, grey brown hair, mild temperament, married, one daughter, plays good game of tennis and is also chess enthusiast.

**Swor and Lubin Signed
For Alka-Seltzer ETs**

Bert Swor and Lou Lubin, black-face act heard currently on the Bicycle Party, have been signed to a 13-week contract to make electric transcriptions for radio use throughout the country by Alka-Seltzer. Contract goes into effect immediately.

Power Booster Successful

Janesville, Wis.—Installation of the new Western Electric Power Booster early last summer has effectively doubled the station's interference-free coverage in the 22 southern Wisconsin and northern Illinois counties it serves, WCLO reports.

tomorrow, and one hour later, 1:30-2, he will act in a similar capacity for the Dixie Serenaders orchestra on the same network.

Chic Adams, of the Abe Lyman staff, heads the board of a new song writers' magazine, "Tunesmiths," soon to reach the market.

Shep Fields and orchestra are now playing the Central States, winding up the week at Casa Loma Ballroom, St. Louis, on Sunday.

Happy Hal Harris, bronco-busting banjo player, has been added to the Mountaineers troupe at WXYZ, Detroit.

**Many FCC Tele Channels
Too High, Says Murray**

Philadelphia—FCC assignment to television of channels 44-108 megacycles has given television companies a number of desired channels, but some of them are so high that they cannot be used today for this purpose, according to A. L. Murray, Philco Television engineer, and Chairman of the Television Committee of the Radio Manufacturers Association. In addition, Murray said, the television channels are sandwiched between those used for other purposes.

He pointed out that the assignment does not cover commercial television. "The commission," he said, "made it very clear that there does not appear to be an immediate outlook for the recognition of television service on a commercial basis. These assigned channels are solely for the continuance of experimentation and the solution of the many problems that still confront television, and must not be taken as an indication that commercial television is right at hand."

The R.M.A. committee told the FCC that before television experimentation could be successfully carried on, the whole band from 42 to 90 megacycles had to be cleared for this purpose.

Orgatron for WDBO

Orlando, Fla.—WDBO has bought and installed an Everett Orgatron.

Coming Events

Oct. 25-31: Exposition of Radio-Television, People's Amphitheater, Moscow.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

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

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

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

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

KDKA Dedicates Antenna

Pittsburgh—Dedication of its new 718-foot antenna, tomorrow will feature the 17th anniversary celebration of Station KDKA. The new system will give primary broadcasting service over an area ten times greater than that previously provided, with strong, clear radio signals. Described as the world's most modern and efficient, it has a circle of 90-foot antennas designed to suppress interfering waves normally present in radio transmitting.

Announce Radio Assortment

A complete new line of small hardware assortments, intended for home craftsmen and radio, electrical, and automotive service shops, has just been announced by the Insuline Corporation of America. All-purpose radio hardware and equipment will come in flat metal boxes with hinged lids and twelve individual compartments.

Plug Juvenile Programs

Long Beach, Cal.—KFOX, the Hal Nichols Station, is busy mailing out some 10,000 program pamphlets to its younger listeners, plugging the station's evening series of juvenile dramas. Leaflet is attractive color job, with illustrations.

Improvements at WIP

Philadelphia—WIP has completely overhauled its technical facilities at a cost of \$60,000. Improvements include new 320-ft. vertical antenna, new master control room, four individual control rooms, and construction of new transmitter with duplicate sets of transcription equipment.

ERIN O'BRIEN-MOORE, who contributed the outstanding portrayal of Nana in Warner Bros. picture, "Life of Emile Zola," will make another of her frequent radio appearances tomorrow night—this time as guest on Hammerstein's Music Hall.

Personal Rep.—Peter DeLima—The Small Co Guaranty Bldg., Hollywood



JOE PENNER, who made his radio debut with Rudy Vallee in July, 1933, will bring "Goo-Goo" out of retirement to do an ad lib routine with Mons. Duck on Rudy's eighth anniversary show tonight. Other Vallee alumni who will do guest turns are Edgar Bergen and Bob Burns.

CBS "Saturday Swing Club," ordinarily out of N. Y., will emanate from Hollywood on Oct. 30, with Lud Gluskin, Bob Crosby and Louis Armstrong furnishing the music for Connie Boswell, the Raymond Scott Quintet and others. Phil Cohan gets the production assignment.

The itinerant comedians, Olsen and Johnson, will follow their Phoenix, Ariz., broadcast this week with appearances in San Diego next week and Sacramento the week following.

Frank Robinson Brown insists that the best thing on the air at 11:45 to midnight is his KMTR remote from the Knickerbocker Hotel.

Bernie Milligan, who resigned as radio editor of the Examiner a few weeks ago, has joined the local Earle Ferris staff in a newly-created Radio Features berth as agency contact.

Tom Fizdale, who took over the Robert Taplinger publicity offices, has checked for conferences with Jerry Farrar, his Hollywood manager.

The Radio Central Casting Bureau will hold monthly auditions at the studios of Recordings Inc. for the classification and registration of people in all branches of radio work, H. Noid, director of the bureau, announces.

Bill Bryan and Wilton Haff, KFI-KECA staff announcers, have changed the title of their "Kiddie Kabaret" to "The Rumpus Room."

The Jefferson Kaye Wood agency has contracted for an extended series of chain breaks and announcements for both Barker Bros. and The May Company on KHJ, and the J. H. Withington Co. placed a 15-minute, twice-weekly program for Dr. Frank McCoy on the same station for a period of one year.

KFI has inaugurated something new in traffic safety programs on which Bill Baxter, Auto Club executive, as "The Voice of Motordom" will quiz taxi drivers, traffic officers, street car motormen and just plain pedestrians on how "Mr. Average Motorist" may be educated to drive sanely and safely. Scheduled for Tuesday of each week at 5:45 to 6 p.m.

KMTR has shifted "Peg and Her Pals" from a 15-minute Sunday night spot to a full half-hour on Monday nights at 8:30. "Peg" is 13-year-old Peggy Self, and others in the cast are Cliff Stone, Darrel Rice

★ Programs That Have Made History

WIP "Homemakers' Club"

"**C**HERCHEZ le femme" in Philadelphia, and chances are that you'll find her tuned in to the WIP "Homemakers' Club" each morning at ten!

But let's go back to those bleak days of radio when cat's whiskers were riding the tide of favor, when Magnavox horns were in vogue, when radio tubes cost \$12 apiece . . . yes, it was September of 1922, when the WIP "Homemakers' Club" first saw the light of day, the first Homemakers' Hour in American radio!

Directing the activities of the Club is Carolyn Ann Cross, the non-dreado of Zella Drake Harper, herself a veteran of veterans of radio. She started her career as the "Poet Lady" on KDKA in 1921; successive steps brought her to an executive post with the NBC Woman's Radio Institute, during which time she broadcast over stations in 40 states. Gracious, charming and talented, she has endeared herself into the hearts of all women.

Programs consist of homey philosophy, recipes, household hints, items of general interest to homemakers, and music. Commercials are deftly woven into the content of the program. Well-known artists, florists, decorators are oftentimes featured speakers on her programs.

Besides each morning's meeting, a special broadcast meeting is held each Tuesday from 2:00 to 3:00 p.m., in the Gimbel Auditorium, which is

weekly attended by from 1,200 to 2,000 women. Directed, of course, by Carolyn Ann Cross, these visual broadcasts feature the WIP staff orchestra, directed by Clarence Fuhrman, regular station talent, and each week highlight the personal appearance of some star or stars appearing in Philadelphia. During the past few months, such celebrities as Vincent Lopez, Wayne King, Conway Tearle, Neila Goodelle, the Three X Sisters, Mary Brian, Guy Lombardo and others have appeared on this show.

Present sponsors in this participation program are a coal company, a chiropodist, a tomato paste company, and a company making artificial flowers.

Coal company started on the hour four years ago, and after first season on WIP, INCREASED BUSINESS 1,600 per cent! Has never missed a day on the WIP "Homemakers' Club" since then!

Also, each year an annual picnic is held at one of the nearby parks. Last year, at Alcyon Park, N. J., 7,800 women paid 75c each to attend the most successful picnic of the club since its inception.

Today, more than ever, the WIP "Homemakers' Club" is riding the crest of popularity. And why shouldn't it, combining as it does the truly unusual personality of Carolyn Ann Cross with one of the most entertaining hours of the radio dial!

and Ray Merrill. Producer-announcer is Bill Kelso.

Michael Blair is doing a movie chatter routine over KMTR on Monday night at 8:15-8:30.

Golden Bear Coffee Co. has renewed "Sycamore House," San Diego-produced dramatic show, on a three-times-weekly schedule over KHJ, KGB, San Diego, and KVOE, Santa Ana.

George Shelley, RKO baritone, will be on the CBS "Hollywood Showcase" program of Oct. 31.

"Hollywood Showcase" will have Marilyn Vernon, RKO starlet, in a dramatic narration of highlights in the life of the late George Gershwin on the CBS Sunday night airing.

Leo Tyson, KMPC general manager, is proudly displaying a Certificate of Merit awarded the station by the National Research Council in recognition of the merit of those Hollywood Bowl "candid-mike" broadcasts during the past season.

Bob Le Mond, Anne Morrison and Ruby Lloyd have a 15-minute morning program on KEHE labeled "Scrapbook of Dreams . . . with a Man . . . a Maid . . . and a Melody." Nice for the log listing.

Lal Chand Mehra will have Fred Vercoe, Los Angeles County Public Defender; Judge Thomas P. White and Mrs. John P. Nuwald, U. of C. extension division lecturer, on his KFAC round table discussion next Monday.

WNBC, New Britain, Conn.

"Detective Mysteries," aired Sunday afternoons, have acquired Jack the Radio Expert of Bristol as sponsor.

Dave Keene and his "Hollywood Gossip" back on the air Sundays at 1 p.m. as a commercial.

Hal Goodwin, the man without a sponsor, is collecting all kinds of strings to catch one. Listeners have sent in several hundred feet of different colored strings.

Announcer Crean Patterson does New Britain "street by street" at 1:30 p.m. daily, acknowledging requests from each street on a different day.

Larry Edwardson has a Saturday 1:30 p.m. football souvenir program.

KLAH, Carlsbad, N. M.

Gene Colley, formerly announcer at KOMA, Oklahoma City, has been signed by Manager Jack Hawkins as sports announcer here.

A 30-minute program dedicated to the Carlsbad Cavern, scenic landmark located 28 miles from here, is being aired daily.

Regular school programs are being carried each Tuesday night at 7:30 in cooperation with the English department of the high school.

Harry Boehemann, chief engineer, enjoys a diversion denied most c.e.'s. The transmitter house adjoins the Carlsbad goat ropers' club, so Harry spends off moments watching boys toss the lasso.



NILES TRAMMELL, NBC v.p., and Ken Carpenter, sales chief, off to Association of Advertisers convention at Hot Springs, Ark., this weekend.

A. J. Kendrick, v.p. of World Broadcasting System here, is in New York working on AFM situation.

Tom Builtta has replaced Don Hancock as announcer for Wrigley's Poetic Melodies. Hancock now doing Sinclair news program nightly.

Alex Robb, NBC Artists Service, back from late fall vacation.

Eddie Knight, CBS engineer, back at work after a hospital siege.

Charles Dilcher of John Blair & Co. off to Minneapolis to contact accounts.

Harry Steele, former WLS newscaster and sometime radio editor of the Post, has joined the acting staff of Consolidated Drug Trades "Lone Trail Opry" on WGN.

Herb Lutz is back in town with the Donaldson, Douglas & Gumble music firm after a long stay on the coast.

Sigmund Spaeth, the tune detective, is in town doing several broadcasts on WLS and WHIP.

H. F. Abfalder of WWJ is a new man on the NBC engineers' staff.

Benny Fields and Gracie Barrie are headlining the Chez Paree show.

Olivene Johnson, radio soprano, is singing with Sande Williams orchestra at the Continental room of the Stevens Hotel.

WTMV, East St. Louis, Ill.

Howard E. Woodward of St. Louis, and E. "Eddy" Evans, formerly of WGST and WDAE, are new members of the announcing staff.

Grace Jackson Broeker has joined the cast of "Wake Up and Live," Sears' morning dramatic show.

Paul Godt and Billy Knight, kid show impresarios, are currently playing to a thousand children every Saturday morning in a combination stage show and broadcast from Majestic Theater.

Fred Moegle, chief announcer, recently married Adele Zahrdt, daughter of a St. Louis ad agency exec.

Fred Liggett, chief engineer, who was laid up with complications resulting from pneumonia, has been forced to leave his post and return to Florida. Thomas R. McLean is filling his place.

Irene Miller, actress-impersonator, has started a new children's show, "The Story Book Lady."

WELI, New Haven

Frank Adams has been appointed to the sales department. He's a member of the WELI Players.

Golly the Roving Reporter and Phil Buxbaum have chosen the Hotel Taft lobby for their Saturday noon sports resume and local news flashes, interviewing notables as they come in for the games.

**KUMA, Yuma, Resumes
Broadcasting Nov. 15**

(Continued from Page 1)
been purchased from D. H. Harrel and is due to be delivered around Nov. 3.

E. N. Sturdivant, KUMA manager, also states that T. H. Kielsing will be chief technician, succeeding Herbert L. Bigelow, who is now with the McClatchy network station in Sacramento.

VIEWPOINTS

During his long and varied career as a Hollywood cartoonist and columnist, Feg Murray, who is featured on the Baker's broadcast, Sundays, 7:30-8 p.m., over the NBC-Blue network, has collected the following facts about radio personalities:

FEG asks do you know that: GRACIE ALLEN is scared to death of horses.

DON AMECHE had to eat fifteen artichokes and a pound of caviar for one of his recent pictures.

FRED ASTAIRE, judged one of the best dressed men in the country, loves to wear his old shoes.

JOHN BARRYMORE, as a cartoonist, was once fired by the late Arthur Brisbane.

JACK BENNY was once a soda jerker. He now has a rose and black onyx soda fountain in his Hollywood home.

BOBBY BREEN is the only Hollywood star that rides to work on a street car.

BOB BURNS invented his bazooka in 1910 when fifteen years old.

EDDIE CANTOR received 3200 votes for President of the United States and 1000 votes for the Governorship of New Jersey in 1928.

BING CROSBY is so color blind he once attended a wedding wearing full dress and a bright red tie.

NELSON EDDY can sing in English, French, German, Italian, Russian, Spanish and Yiddish.

ALICE FAYE and TYRONE POWER were born just six hours apart on May 5, 1914.

W. C. FIELDS was once trout fishing. His line got caught and he found he had hooked a rabbit. (So he says).

ALLAN JONES paid for his early singing lessons by working in a Pennsylvania coal mine.

JEANETTE MacDONALD never uses perfume because it makes her sneeze.

GRACE MOORE won her first laurels at the age of 17 for baking the best cake in her county fair.

JACK OAKIE always wears a sweatshirt whenever possible. He once wore one under his tuxedo to a Hollywood preview.

LANNY ROSS was almost permanently barred from the air when he failed to make a broadcast. Had to take an exam at Yale.

STATIONS OF AMERICA

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

WHK—Cleveland
1390 Kc.—2,500 Watts

H. K. CARPENTER, General Manager
C. L. McLAUGHLIN, Sales Manager
JOHN T. VORPE, Production Manager
E. L. GOVE, Technical Supervisor
MENDEL JONES, Program Director

LIKE many of the country's pioneer radio stations, WHK has developed from a short wave station built when radio was in the experimental stage. Warren R. Cox of Cleveland constructed and began operation of 8ACS in that city on July 26, 1921. It was the first broadcasting station to be heard regularly in the Cleveland area.

Operating on a frequency of 1500 kilocycles until Feb. 4 of the following year, the station changed its frequency to 830 kilocycles and its call letters to WHK, and continued to operate under these call letters through four additional changes in frequency. In the final reallocation of November, 1928, the station was licensed to operate on 1390 kilocycles and has continued on this frequency to the present day.

Early in 1929 the question of moving the WHK transmitter out of Cleveland into the country came up, and plans were made to do this. A site was purchased at Seven Hills, Ohio, and a transmitting plant was built which was acknowledged by radio engineers over the nation to be one of the finest anywhere.

After WHK officials had moved the transmitter out into the country to the location approved by the Federal Radio Commission, they were granted an increase in power from 1,000 to 2,500 watts. In 1929 WHK worked out an experiment with the Cleveland Board of Education. Six thousand children in 36 Cleveland grade schools were taught from the studios of WHK during three morning periods per week. This was the beginning of WHK's educational broadcast program, which has since grown tremendously.

On Sept. 8, 1931, the station moved from its location on the Standard Bank Building to new studios in Cleveland's Terminal Tower. These were then the most modern in the country, constructed at a cost of \$350,000, and they are still among the finest in the middle west.

WHK was first affiliated with CBS, but became a member of NBC's basic blue network on Sept. 26 of this year. With its sister station, WCLE, it also takes and feeds Mutual programs. WHK and WCLE occupy joint studios and offices and are under common ownership.

One man who has been with WHK since the beginning is E. L. Gove, who is now chief engineer of WHK-WCLE and technical supervisor of all United Broadcasting Co. stations. Responsible for much of the national prestige which WHK enjoys today, Gove planned the present layout of the station, supervised the construction of all the equipment, and continues to do so as actively as when the station was "in its youth" in the 1920's.

★ ★ ★ QUOTES ★ ★ ★

THOMAS FREEBAIRN-SMITH: "Since I'm a native Britisher, I'm frequently asked if I like the English system of government-licensed radios and radio programs. My answer is always 'no'. American competition results in infinitely better entertainment on radio. I'm sure we will never break away from commercially sponsored broadcasts in this country. What modification we make will be to better the commercial announcements, make them more acceptable, and more adaptable to the particular program they accompany."

RUSSELL PRATT: "Children are discriminating little rascals about their radio fare. And rightly so. They want action, of course. And they should have it. So, in our children's show, 'The Adventures of Tommy Thatcher,' we give them action, but remove all harrowing or gruesome details. And believe you me, this isn't as easy as it sounds. But when we finally finish an exciting script and know the youngsters can be thrilled and still eat their supper

and go to bed with an untroubled mind, we realize it's all worth-while."

FORREST LEWIS: "Television is going to open a new and a very wide field for character actors, especially those who have had stage experience. Expression will not be confined to the medium of one's voice. Make-up will be a very important factor, and a 'sense of audience' will be a great aid in presenting a program. The wig and greasepaint days will return, and they will be happier days for many of the oldtimers."

DORIS FISHER: "The radio public has been educated to the value of morning programs. Whereas radio has a sedative effect in the evenings and afternoons, it acts as a stimulant in the morning. I have experimented in my own home, with satisfactory results. The last vestiges of drowsiness which infects everybody's home of a morning, seem to vanish completely with the rhythm of the radio. Try a dose of music with your morning coffee."

**WHBQ All-Radio Stunt
Puts Over Big Store Sale**

Memphis—A banner promotion, in which radio alone was used to advertise a one-day retail sales event, still has them talking in Memphis—and congratulating Bob Alburty, manager of WHBQ, who planned and executed the stunt. Alburty sold the Black & White Department Store on the idea of using radio without newspapers to promote its bargain day. He opened the campaign with four days of teaser-announcements, such as: "What is a Pengoo?" "Every home needs a Pengoo," "Pengoes are coming to Memphis Oct. 18," "Take her to a Pengoo!" Novel sound effects accompanied the announcements, whipping up listener curiosity.

At last the store came out with "Pengoo-Day" signs, and Pengoo, it developed, is a Chinese word for "bargain." Announcer then explained that the event was so colossal, etc., that there was no English equivalent for it, and Chinese term had to be borrowed. Night before the sale, station remoted broadcast of store's activities, and next day interviewed patrons at the place. Results were so outstanding that sponsors asked right to use idea for two stores in other cities where radio facilities were available. The day's business, it was reported, was second highest in store's history.

**Airport Airing Presents
Engineering Problems**

Planes backfire—loudspeakers about the field blare announcements of departures—1150 horsepower motors race along for the takeoff—and there is the cross-talk from many high-powered radio transmitters. All told, the background isn't the simplest for handling a broadcast, and Art Beadle admits it. He engineers "The Skyways Reporter" for the Wm. N. Scheer Advertising Agency. Program, which originates from waiting room of American Airlines at Newark Airport, where Bob Becker interviews passengers, uses three mikes on its own; and one is on a 750-foot cable, so Becker can interview in the planes. But in spite of everything, Beadle manages to do an extra: he candid-camera the celebrities while Becker gets them talking.

Wilbur Evans Set
Wilbur Evans, baritone, has been signed as a permanent feature of the Vick's "Open House" series, which stars Jeanette MacDonald. Evans, a baritone, will be male soloist in the future. Program is heard over CBS network at 7-7:30 p.m. Sundays.

DON KERR
Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
General Mills Sports Parade
Fox-Fabian Professional Parade

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

ST. LOUIS

Lorraine Loring, torch singer, is a new addition to the WEW staff.

Carol Gay, who directs "Let's Compare Notes" on KMOX, has started a fall series of book reviews in the Music Hall of Scruggs, Vandevort and Barney.

Presence of two Art Joneses on WEW is causing confusion to listeners. Art Jones No. 1 is program and production manager, also announcer. No. 2 is statistician to Sportscaster Alex Buchan on football games.

KWK, St. Louis

Jimmy Burke, chief engineer, is back from a trip to Washington.

Bill Cook, announcer, is losing his soft southern drawl and acquiring a northern brogue. He recently visited his home in Louisiana.

Allan Anthony, chief announcer; Wright Esser, production man; Ruth Ecoff Mahler, and Helen Hill are all shipshape again after an epidemic of colds, etc.

Irene Rich, who arrives in town Nov. 1, will be heard over this station at 1:45 p.m.

Add to Cantor Broadcast

Additional half-hour has been allotted the Eddie Cantor Dinner, being broadcast tonight at 12:30 midnight to 2 a.m., with Jimmy Durante, Raymond Scott Quintet, Bob Burns, Sophie Tucker, Deanna Durbin, Martha Raye, Judy Garland, Bill Robinson, Igor Gorin and Jacques Renard's orchestra also set to be heard. Program will be aired over the CBS coast-to-coast network, which is being held open a full hour extra for the special airing. George Jessel will emcee the banquet, and among notables to be introduced are Jack Benny, Louis B. Mayer, Irvin S. Cobb, Joseph M. Schenck and Governor Merriam.

WHN yesterday received permission from CBS to air the special Eddie Cantor dinner which is scheduled to be heard tonight at 12:30-2 a.m.

ONE MINUTE INTERVIEW

JOSEF PASTERNAK

"There's no better apprenticeship for conducting radio orchestras than making phonograph records. The same technique is used to balance the orchestra to provide background for singers. You encompass the same mechanical hazards and try for the same excellence of tone. My eleven years as musical director of the Victor Talking Machine company is the most valuable experience I've had for leading the orchestral accompaniment for Jeanette MacDonald on her Sunday 'Open House' programs."

★ Coast-to-Coast ★

CAST supporting Bess Johnson in "Hilltop House," which starts Nov. 1 on CBS, will include Carleton Ycung, Irene Hubbard, Jay Austin, John Moore, Janice Gilbert and Jimmy Donnelly. Addy Richton and Lynn Stone are authors of the series, using *nom de plume* of "Adelaide Marston."

Quincy A. Brackett, president of WSPR, Springfield, Mass., and Mrs. Brackett will give a *Hallowe'en party* at their home for the station staff.

WHK and WCLE studios will be the scene of much auditioning in the next few weeks. Cleveland Automobile Show has selected them for the contests to be staged among Cleveland girls who want to sing with Hollywood's Dick Powell when he comes to the Auto Show in November. Winning girl will get a screen test as well as an engagement to sing with the screen star. Hundreds of applications have already been received.

Diana Miller, ex-NBCite, yesterday joined WNEW as secretary for the sales staff.

KVOD, Denver

Dorothy Hendee, Addalyn Hall, Ben Stanton, Buzz Eagle and Bob Fluken are new members of the dramatic department.

"Famous Fires of History," penned and produced by Archie Hall, has acquired a sponsor, United Fuel & Equipment.

Donnelly James and his orchestra move Oct. 30 from the Denver Theater to the Broadmoor Country Club, with a KVOD wire.

Jerry Akers, sales manager, has a stamp collection of 50,000.

Now that WABC has announced that it will accept transcriptions for airing before 9 a.m., query has popped up whether NBC will follow suit. NBC admits that they have discussed the idea but nothing concrete has been decided to date.

Doris Jenkins, a Roy Campbell soloist, is currently vocalizing with the Louis Katzman orchestra on WINS.

Polly Kernan of the airwaves at the Village Brewery cafe, where she is vocalizing nightly.

Lola Bard, new WHN vocalist, will be featured with Don Albert and his orchestra during the "Melodies That Linger On" program tonight at 10:15.

Rona Valdez, English lyric soprano, who has given radio recitals throughout Europe, will be presented in a series of programs featuring contemporary English and American art songs over WQXR on Fridays at 3:30-3:15 p.m. starting Nov. 5 with Kenneth Walton, composer, at the piano.

WBT, Charlotte

Jane Bartlett, who recently became the mother of a boy, is back on the Duke Melodiers Program. She also will return to the Old Shepherd and Jane and the briarhopper shows in a few days.

Lina Covington Harrell, station's Carolina reporter, has become a crusader for preservation of Colonial homes in the state.

Chief G-Man J. Edgar Hoover was aired in a speech from Winston-Salem, through arrangements made with WSJS, the CBS affiliate there.

★ PROMOTION ★

Club Idea Clicks

W. A. Wilson, vice-president and general manager of WOPI, Bristol, Tenn., reports that WOPI Breakfast Club is increasing its membership at the steady rate of 500 to 700 members per week with the present registration close to 10,000.

Buttons are now being distributed in addition to the regular certificate certifying membership, which is obtained by the listener promising to tune in at least 30 minutes weekly.

Postcard Campaign

KGVO, Missoula, Mont., is issuing a novelty post card promotion, entitled, "Personages in the Public Eye." Piece calls attention to the fact that movie personalities such as Myrna Loy, Gary Cooper, etc., come from Western Montana, and makes the analogy that Western Montana

also presents another personage, every day in the public eye, namely, station KGVO.

Enlarge WOAI House Organ

Newscastrs, house organ of WOAI, San Antonio, will be issued shortly in an enlarged 2-color edition of eight pages for November. Included will be a special market page, two pages devoted to station's current list of clients, photos of latest local productions, testimonial letters, success stories, staff news, and other items on new programs and activities.

Ken McClure, news editor of the station, will shortly offer for sale a bound volume containing more than sixty of his most popular offerings, including his tribute to Will Rogers. He will autograph the first 500 copies of the book.

SAN FRANCISCO

Harrison Holliday, manager KF-KECA, in town for several days.

Josef Hornick, NBC maestro, will be guest conductor at a Viennese concert to be given in San Jose, Sunday.

Hale Sparks, the "University Explorer," does his next Sunday broadcast from Hollywood.

"A Toast to the Town," a new series of 15-minute weekly programs for Cella Grape Juice (Roma Wine Co.) gets its first airing tomorrow night via KSFO, featuring Dante Barsi's Swingtet ork, with Jack Moyles as singing toastmaster. James Houlihan Inc. placed the account.

Natalie Park, NBC actress, whose Paramount screen test clicked, may be piped into the "Bughouse Rhythm" program of Jack Meakin on Nov. 5 if she must remain in Hollywood for conferences. She does the drawly "Martha Murgatroyd" on the satirical show.

KYA has inaugurated "The Latest In News" with Clarence Myers, press chief, doing the flashes. Dick Wynne, announcer, will read the "headlines" and do the commercials.

Paul Martin, NBC maestro, may go on the road soon with his band under the CRA banner.

PHILADELPHIA

Bill Bailey, NBC announcer, in town visiting friends.

Bob Gill has the announcing job on the WCAU coast-to-coast hookup for Curtis Institute of Music.

A decision is expected soon from the NLRB in the case of Joseph C. Weeks, announcer, against WFIL, charging he was dismissed for union activity. Donald Withycomb, g.m. of WIL, denied the charges and said Weeks was hired on a month's trial basis.

Art and Science Series

"Exploring the Arts and Sciences", in which men and women outstanding in the world of science and art will be heard in interviews with Leah Plotkin of the WPA Federal Theater Radio Division for three broadcasts each month with the fourth to be devoted to a sort of "voice of the radio audience" in which the three speakers will answer questions submitted by listeners during the month, will have its premiere Nov. 5 at 9:45-10 p.m. over WQXR.

There are less than 20 radio sets in use in the French Somali Coast.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 85

NEW YORK, N. Y., FRIDAY, OCTOBER 29, 1937

FIVE CENTS

Phonograph Disk License

CIO MAY SOON LAUNCH SPOT RADIO CAMPAIGN

With the CIO and AFL unable to get together, it now appears certain that the CIO will shortly begin an intensive radio campaign throughout the country in an effort to sign as many new members as possible. As the networks are still opposed to granting either of the two factions commercial time, CIO will prepare its campaign on a spot basis over independent stations. Programs in heavily populated labor areas are expected to begin as soon as it is possible, with other stations being added gradually.

Radio angle in the present union
(Continued on Page 2)

KTMS in Santa Barbara Joins NBC-Blue Network

West Coast Bureau, *RADIO DAILY*
Los Angeles—KTMS, new Santa Barbara News-Press station, owned by Tom Storke, has become an NBC-Blue affiliate. The outlet opens Oct. 31, and will make 26 stations under the supervision of Don Gilman, vice-president in charge of NBC's western division. KTMS is a 500-watter on 1220 kcs.

Craig & Hollingbery Open San Francisco Offices

San Francisco—Craig & Hollingbery, station representatives, this week opened west coast offices at 564 Market St. here. The new branch will be under the supervision of J. Leslie Meek, who has been active in the radio and newspaper field on the coast for the past ten years.

Craig & Hollingbery also have offices in New York, Chicago, Detroit and Jacksonville.

Gong and All

Jackson, Mich.—Under the direction of Joel Moore, Warden of the State Prison of Southern Michigan, one of the recent programs in the bi-weekly series of broadcasts over WIBM from within the prison walls of the world's largest prison was patterned after and announced as "Major Bowes" with the expressed permission of the Major. The program, broadcast in the interests of rehabilitation, used prison talent and was announced by Gerald Costello, an inmate, who proved to be an exact double, in radio voice, of the headline showman.

MAY DISQUALIFY PAYNE FROM CROSLLEY HEARING

By *PRESCOTT DENNETT*
RADIO DAILY Staff Correspondent
Washington—With the close of the case against Paul M. Segal and George M. Smith and the evidence now under consideration by the full FCC, interest runs high regarding possibility of the Commission again disqualifying Commissioner George Henry Payne when the case of Powell Crosley comes up for hearing.

According to many observers, the
(Continued on Page 2)

Zenith Amends Charter For Television Activity

Chicago—The way was paved for Zenith Radio to enter the television field at a meeting of stockholders here this week amending articles of incorporation permitting the firm to broaden its activities to include the
(Continued on Page 6)

Baldwin to Represent NAB At Havana Radio Conference

6 Educational Features Added to KSTP Schedule

St. Paul—KSTP, Twin City station, adds six new local educational features to its roster this week, to give it the heaviest educational schedule in the northwest, with such
(Continued on Page 8)

Meeting With AFM Committee Lasts Only a Few Minutes and Accord Seems Likely —Sift IRNA Allocations

THREE NBC STATIONS TAKING ET'S IN A. M.

NBC has put into effect immediately its acceptance of electrical transcriptions up to 9 a.m. (local time) on three key outlets. They are: WJAZ and WJZ in New York and KPO, San Francisco.

Card rate will be the same as for live talent, and several applications
(Continued on Page 8)

Standard Brands Disks For 14 Canada Outlets

Standard Brands has bought "Donald Novis Sings" from Radio Features for use on 14 Canadian outlets. The Novis disks were released this month by Radio Features, a subsidiary of Standard Radio. Standard Radio has two new subscribers for its program service, WSAL, Salisbury, Md., and KTMS, Santa Barbara, Cal. Other new biz includes program series to 11 stations in Canada and the U. S., plus a sound effect library to a station in Poland.

Young & Rubicam Gets Gordon Baking Account

Young & Rubicam has been appointed to handle the Gordon Baking Co., Detroit, account. Client has "Lone Ranger" on a group of stations.

As generally expected, the meeting today between the phonograph record manufacturers committee and the Executive Committee of the AFM was short and to the point, with the AFM informing the disk men that there was to be no discussion at present, but a license form of agreement would be drawn up shortly and sent to the record companies. Only under this form of license, will the union musicians be enabled to make re-
(Continued on Page 2)

PAUL B. WEST ELECTED PRESIDENT OF A. N. A.

Hot Springs, Va.—Paul B. West has been elected president of the Association of National Advertisers, which is holding its 28th annual convention at The Homestead here. Others elected are:

Harold B. Thomas, the Centaur Co., chairman of the board; O. A. Buckingham, Cluett, Peabody & Co., D. P. Smelser, Procter & Gamble, and Kenneth Laird, Weco Products, vice-
(Continued on Page 5)

Zenith Radio Account To J. Walter Thompson

Chicago—Zenith Radio Corp. on Nov. 14 will switch the radio portion of its advertising account to J. Walter Thompson Co. E. H. Brown Advertising Agency now has the entire account. Under the new setup, Brown firm retains all white space
(Continued on Page 6)

Realistic

St. Louis—Carleen Davis, WIL songstress, was seated in the Audition Chamber studying some lyrics, when the silence was rent by a horrible screech of breaks and terrifying crash. Carleen, recently recovered from a serious auto accident, promptly screamed and fainted. The WIL engineers were testing out some sound effects transcriptions.

Football Antidote

Richmond—With all other stations in this territory airing football games on Saturday afternoons, Robert Mitchell of WMBG took a quick survey and found out that the women were not interested in football, so he got busy and sold Joe Brown's "Kiddie Club" to General Electric for 13 weeks on Saturdays at 3-4 p.m.



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Thursday, Oct. 28)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd., Stewart Warner, Westinghouse, Zenith Radio. Columns include High, Low, Close, and Net Chg.

NEW YORK CURB EXCHANGE

Table with columns: Hazeltine Corp., Majestic, Nat. Union Radio. Columns include Bid and Asked.

OVER THE COUNTER

Table with columns: Stromberg Carlson. Columns include Bid and Asked.

CIO May Soon Launch Spot Radio Campaign

(Continued from Page 1)

tangle is very aggravated. AFL, with radio stations in key cities, has a decided advantage in being able to reach a vast listening audience simultaneously, while CIO has been on a whole unsuccessful in promoting radio broadcasts. With the majority of the CIO officials finally sold on the value of radio, it is now only a matter of time before CIO begins its first serious radio endeavors.

Larry Payne Takes Leap

Jackson, Mich.—Larry Payne, announcer at WIBM, married Jane Priskey yesterday. On his return to work Monday, Payne finds himself scheduled to carry the daily 7 a.m. "Morning Visitor" program — sad plight for a newlywed announcer.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE 1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

Ascap Holds Semi-Annual Luncheon

Third semi-annual luncheon meeting of Ascap was held yesterday afternoon in the Hotel Astor with 400 members and officials present. President Gene Buck presided, with members of the Ascap board and widows of well known writers on the dais. Tribute was paid to Buck for his services to the organization and other speakers brought out the struggle with adverse legislation the past year or two.

Ascap membership was announced as being 927 authors and composers, and 119 music publishers. At the original Ascap organization meeting 23 years ago, 90 were present. Telegram of congratulations was sent to Eddie Cantor upon the occasion of his 25th anniversary as an entertainer.

Phonograph Disk Men To Get AFM License

(Continued from Page 1)

cordings for the phonograph men, and ostensibly for home use only.

License agreement is aimed to curb the "indiscriminate playing" of phonograph records on stations where union musicians are not being hired in accordance with the wishes of the AFM local in whose jurisdiction the station in question exists. The disk men sent a committee of three, two of them attorneys.

It is pointed out, however, that for the most part the record men have no quarrel with the AFM and do not consider the monetary purchases of disks by stations as contributing any sizeable sales profits and, apart from the phonograph record companies with outside affiliations, they do not care whether or not their product is played on the air. They state that they receive nothing beyond the retail price, and were amenable to issuing licenses to publicly perform their records when the Music Publishers Protective Association stepped in and questioned the right of the disk manufacturers to license playing of its copyrighted music. This angle, it is expected, may still resolve itself into unknown ramifications.

AFM officials and IRNA accountants are going over the allocation figures and data for each of the network affiliated stations independently owned and this is being compared now with the data sent in by AFM locals on stations in their respective jurisdiction. Where there is a conflict between the AFM local demands and the allocation set by the IRNA, an adjustment will have to be made in each case.

Network key station representatives are scheduled to meet the AFM committee today and attach signatures to the agreement covering these stations, the terms having already been agreed upon as to the standard provisions.

AFM Executive Committee members believe that they will be able to adjourn tonight and leave further business in the hands of a sub-committee of three, probably President Jos. N. Weber, Fred Birnbach and Jimmy Petrillo.

Furgason Gets WHBF

Rock Island, Ill.—Gene Furgason & Co. (formerly Furgason & Aston) on Nov. 10 becomes national representative for WHBF. Weed & Co. will continue to represent the station until that time.

May Disqualify Payne From Crosley Hearing

(Continued from Page 1)

circumstances surrounding Payne's interest in the Crosley case are similar, and the question now arises as to whether the Commission's previous action in the Segal-Smith instance will have any bearing on the Crosley case. Payne, because of illness, could not be reached for a statement, but it is understood he is undetermined at this time on the question of whether or not he will seek further action through the Senate when Congress convenes for the special session.

Arguments in the Segal-Smith case have been closed, but the FCC has not stated when decision will be handed down.

Meanwhile Commissioner Payne's office said he would take no legal action at this time against the FCC as a result of his disqualification.

WCKY Auto Show Airings

Cincinnati—WCKY will broadcast from the floor of the Cincinnati Auto Show in Music Hall, presenting a special program in tribute to the Cincinnati Automobile Dealers Association. Broadcast will originate in booth of Cincinnati Automobile Club.

This climaxes a series of 17 interview programs over WCKY paving way for auto show in which features of new models were discussed.

WMCA Revue Adds to Cast

The Six-Star Revue, currently heard over WMCA three hours daily, yesterday added Mae Murray, David Bernstein, card expert, Ken Strong and Waite Hoyt to cast. General Mills continues to sponsor, but program will be open for co-operative sponsorship. New set-up becomes effective Monday.

BARRY MCKINLEY

IN "CHEVROLET MUSICAL MOMENTS"

SUNDAY 6:30-7 P.M. EST WABC-CBS Network

★ GRIFFIN "TIME TO SHINE"

MONDAY 7-7:30 P.M. EST WEA-F-NBC Network

COMING and GOING

GEORGE BURNS has returned to the Coast, with GRACIE ALLEN remaining in New York a week longer.

MORTON DOWNEY goes to Chicago to appear at the Palace Theater the week of Nov. 5. DAVID HEENAN JR., press representative for Raymond Morgan & Co., Hollywood radio production concern, is in Chicago publicizing the "Charlie Chan" series for Van Camp products.

HOWARD ELY, KMBC staff organist, is visiting in Oklahoma. His home is at Ponca City. LINUS TRAVERS, production manager of the Yankee network, is in New York.

MARIO COZZI, NBC baritone, leaves for Pittsburgh on Nov. 8 for a series of concert and radio appearances.

JACK BREGMAN, general manager of Feist Music, is expected back from Hollywood this week-end after discussing music affiliations with M-C-M officials there.

JUDY STARR goes to Baltimore for a vaudeville appearance.

JOHNNY O'CONNOR has returned from a business conference in Cleveland.

FATS WALLER leaves for Hollywood next week to appear at the Famous Door.

ED WYNN arrived in Boston yesterday from New York for the preview of his show, "Hooray For What."

ROBERT BENCHLEY is due back in New York from Hollywood within two weeks.

LITA GREY CHAPLIN, after closing a singing engagement in Philadelphia, left for Hartford, Conn., to appear at the State Theater.

JANE PICKENS left for Washington.

THOMAS H. BELVISO, manager of NBC's music division, leaves today on a visit of inspection to the music departments of NBC in San Francisco, Los Angeles, Denver and Chicago, also obtaining first hand information on copyright matters.

BERT HENDERSON of the AFM home offices returned this morning from a two-week West Indies cruise.

Frank McIntyre Joins KBST

Big Springs, Tex.—Frank McIntyre, formerly staff announcer at KXBY, Kansas City, and for the past six months continuity director and chief announcer at the Salina studios of KFBI, Abilene-Salina, Kan., is now a member of the KBST announcing staff here.



JESSICA DRAGONETTE

Singing at the Academy of Music, Philadelphia, Pa. November 22nd.

Management HAENSEL and JONES COLUMBIA CONCERTS CORP. 113 West 57th St., New York City

Danya First Test Product For Consumers Committee

Danya hand lotion, put out by Lamont Corliss & Co., which starts a participating series Nov. 1 at 10:30 a.m. on Ida Bailey Allen's "Homemakers of the Air" over WHN, three times weekly, will be the first product to be tested by the Consumers Homemaking Advisory Committee recently formed by Mrs. Allen. Account was placed by J. Walter Thompson Co.

Amos 'n' Andy Flying East

West Coast Bureau, RADIO DAILY
Los Angeles—Amos 'n' Andy fly to Chicago on Monday for one broadcast, then go to New York for a few days. While in the east, they plan to spend as much time as possible at Camden, N. J., getting familiar with the soup business for their new Campbell series. They return to Hollywood the following Monday.

Gamba in NBC Series

Gamba, one of the year's finds in radio, will bring her violin style to a new series of programs, featuring both the classics and popular tunes, to be heard over the NBC-Blue network beginning Tuesday, 10:30-11 p.m. The programs will be presented weekly at the same hour. A large orchestra and a girls' trio will accompany.

Atlantic Refining on WNEW

Cornell-Dartmouth football game tomorrow will be broadcast over WNEW under sponsorship of Atlantic Refining Co., beginning at 1:45 p.m.

7th Year for Myrt and Marge

"Myrt and Marge" (Myrtle Vail and Donna Damerel) on Nov. 2 will mark their seventh anniversary on the air. Program is heard over CBS five days weekly.

CBS Closed Election Day

CBS will be closed Tuesday (Election Day). Special events and publicity will be on duty during the evening airing the mayoralty results.

Hal Hubert to WHK

Jackson, Mich.—"Hail and Hardy" Hal Hubert leaves WIBM to assume new announcing duties at WHK, Cleveland.

★ **Programs That Have Made History** ★

"Kaltenmeyer's Kindergarten"

"KALTENMEYER'S Kindergarten," which has started its seventh year on the air, owes its origin to a book and a real-life German professor.

The book, a dry technical volume and a far cry from the NBC crazy classroom, heard each Saturday at 5:30 p.m. EST over the NBC-Red network, was written by Friederich Froebel, who founded the first Kindergarten in Germany in 1837—exactly 100 years ago.

The real-life German professor had been a teacher before the Franco-Prussian War of 1870 and Bruce Kamman, creator of the rollicking air show, who plays the role of Professor August Kaltenmeyer, met him while stationed in Alsace during the World War.

Kamman ran across Froebel's book in the attic of the home of his parents in Cincinnati, Ohio, in his early twenties while vacationing from horn-toting in the Hagenback and Wallace Circus Band. After poring through it, he decided that if some humorous angles were injected it would make a good play.

Meantime, Kamman went back on the road with the circus again and didn't think much more about it until he was sent to France and met the old Professor.

"This old fellow was funny as a crutch," said Kamman, "and it was he who influenced me more than any other person in the development of Professor Kaltenmeyer."

After joining NBC, first as a trumpet player in a studio band and later becoming a production director, Kamman approached Sen Kaney, then Chicago NBC program manager and now assistant to the NBC Central Division vice-president, with the idea of a humorous kindergarten of the air.

"Cook it up and let's go," was Kaney's response.

Kamman wrote the first scripts, bought himself a set of black cotton whiskers, got himself a few "poopils" and Kaltenmeyer's Kindergarten made its initial bow, September 25, 1931.

In addition to Kamman as Professor Kaltenmeyer, the original cast was composed of Johnny Wolf (Izzy

Finkelstein), Merrill Fugit (Percy Van Schuyler)—who are still with the show—Don Mangano, Loretta Poynton and Marian and Jim Jordan. Mangano was killed in an automobile accident in 1935, Loretta left when she married and the Jordans were forced to graduate when they became Fibber McGee and Molly.

Since that time Billy White (Cornelius Callahan), Cecil Roy (Daisy Dean) and Thor Erickson (Johnny Yohnson) have been added. The cast has always dressed in costumes and makeup and studio audience waiting lists have sometimes been as high as 3,500 persons.

Scrapbook Program

A program based on scrapbook clippings submitted by dialers has just bowed in on WRTD, Richmond, with Randolph Saunders at the microphone. Airings take listeners to the long-ago under title "Can You Remember?"

Jack Treacy Back on Job

Jack Treacy has returned to his office at Star Radio after a ten-day illness.

David Pardes to Handle WPA Radio in New York

David Pardes has been appointed administrative officer of the WPA radio division in New York City, succeeding Jack Curran, resigned. Pardes has already assumed his new duties. The New York WPA unit is separate from the WPA Federal Theater radio division.

"Night of Stars" on WLTH

"Night of Stars," monster benefit show being staged Sunday night in Madison Square Garden for the Hebrew National Orphans Home, will be aired by WLTH starting at 10:30 p.m. and continuing until the end of the show, which is expected to run well into the morning hours. Paul Muni, Mary Pickford, Belle Baker, the French Casino show and a long list of additional star talent will take part.

Wendell Barcroft Joins WREN

Lawrence, Kan.—Wendell Barcroft, news editor and special events announcer, is the latest addition to the staff of WREN, the Kansas City Blue Network station. Barcroft began his radio career at KGGF, Coffeyville, in 1936.

WRDW
featuring
THE SOUTH'S MOST BEAUTIFUL STUDIOS
250 WATTS
Market Coverage
Population 714,492
★
98% Coverage of this prosperous southern market
★
49% of Augusta radio families listen ONLY to WRDW every day
★
Finest, most up-to-date R-C-A high fidelity equipment
★
Exclusive National Advertising Representative
J. J. DEVINE and ASSOCIATES Inc.

Announcing
Full time affiliation with
CBS
IB
S
Columbia Broadcasting System . . .
Effective October 31st, 1937

Listen tonight 8-8:30 P.M. E.S.T.
to **HAMMERSTEIN'S MUSIC HALL**
and you will understand why
ERIN O'BRIEN-MOORE
has been so much in demand for guest star appearances. This makes her sixth during the past five months: June 3rd, Vallee; July 19th, NBC Barrymore-Shakespeare; Aug. 26th, Vallee; Aug. 28th, Lucky Strike; Sept. 26th, Sealtest.
Miss O'Brien-Moore is acknowledged one of the finest motion picture actresses available for radio.
Personal Representative — Peter deLima — The Small Company
6331 Hollywood Boulevard — Hollywood

WRDW
WHERE RADIO DOES WONDERS
AUGUSTA, GEORGIA
Serving Augusta Eighteen Hours Daily

AGENCIES

ROBERT W. ORR, vice-president of Lennen & Mitchell, has been elected a director of the Cashay Corp., manufacturers of sterilized tampons.

N. W. AYER & SON, INC. has been appointed advertising counsel for Honor Brand Frosted Food Corp., New York, and will handle the advertising of the firm's entire line including fruits, vegetables, poultry, fish and meats. Earl B. Thomas of Ayer's New York office will be account executive.

J. WALTER THOMPSON CO. has been notified that the State Progress Commission of Washington has approved a \$150,000 campaign to advertise the State of Washington's recreational advantages.

REISS ADVERTISING AGENCY declares that it is not using KJBS, San Francisco, on its Royal Toy spot campaign. KFRC is the Frisco station on the list.

OKLAHOMA CITY

Dan Bowers has left KOMA to announce for the Don Lee network on the coast.

KTOK is now feeding "Theater Guild Sketches," produced by local Theater Guild on Fridays, to the Oklahoma Network.

Toby Martin, KTOK songstress, will be featured in a new Fretwell Motor Co. commercial.

Opening of Congress on Air

Opening ceremonies of the special session of Congress on Nov. 15 will be aired over NBC-Blue network at about 1 p.m. An elaborate microphone setup on the floor of the House is being arranged.

Roger Adams Recovering

Akron—Roger Adams, WADC announcer, who suffered a broken arm and head injuries in a recent auto crash, is out of the hospital and will be back on the job soon.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

Greetings from Radio Daily

October 29

Jack Pearl Elza Schallert
Virginia Clark George Dilworth

October 30

Franca White Ray Dooley
Joan Banks

October 31

Nell Enslan Mary McCoy



● ● ● Little Shots About Big Shots: ... Sammy Cahn and Saul Chaplin have authored such tune hits as "Dedicated to You," "Posin'," "Shoe Shine Boy," "If You Ever Should Leave," etc., besides being employed at the local Warner studio for the specific purpose of writing songs... Saul is to become a benedict tomorrow, so his friends got together and decided to throw a testimonial dinner for him the other nite at \$7.50 per person... Many attended, including Henry Spitzer and Sam Sax, boss of the Brooklyn Vitaphone plant. Knowing that Sax's presence was inevitable—many acts, hoping to gain Sax's attention and possibly land a film contract, appeared... However, for some unknown reason, no act brought his own piano player—so all evening long while more than 20 acts performed—the Guest of Honor, Chaplin, tickled the ivories for the performers!

● ● ● F. A. Long, program director of WJSV, Washington, was victimized the other day—by his own wife... Mrs. Long possesses an excellent soprano voice but hubby never would permit her to use it outside of the realm of classical and operatic work. So she sent in a letter to Long, using a phoney tag—got an audition—which resulted in Long rushing from his office with a contract for "Hannah Devon"—only to bump right into his wife!

● ● ● Starting with last Monday nite, Estelle Taylor sang at a benefit for the New Jersey police. She did so well—that an "agen" for the N. Y. cops insisted that she appear the following nite at a local affair at which Judge Levy would be present. Sirens escorted her to the dinner—and again she did so well—that the detectives of N. Y. asked her to sing the following nite for them. For this appearance she was given a gold detective's badge... Of course, Friday nite was the Westchester Co. police shindig—and she received a gold card. Then later that nite came the Patrolmen's Honor Legion benefit for which a special insignia was awarded her... Sunday nite was Bobby Feldman's and Barney Rudinsky's Mid-West party—and Miss Taylor, again received a beautiful gold police badge... By now she was a bit fatigued from singing and weighed down with gold badges and gold cards—so she stepped into Lindy's for a quick bite—only to emerge a minute or two later to find her car loaded from front to rear—with PARKING TICKETS!

● ● ● From 34th Street to the 70's, every non-lighted billboard proclaims the ability and candidacy of Bruce Barton—chairman of BBD&O—for a seat in Congress... Barton believes in practicing his own doctrines and this extensive advertising campaign is enough proof of that... However, a party walking down Broadway the other nite with James L. Saphier noted that there was available sign space—and Barton's name wasn't to be seen... To which Jimmy remarked: "That's Bruce's 'ace in the hole'..." The sign in question—was the news flashes around the Times building. "Barton figures he won't have to buy that because on election nite the sign will read: 'Barton elected!'"

● ● ● Entering the French Casino the other nite to witness for the third time the most entertaining show in town, Joe Rines encountered us with control man for NBC—who was arranging a set-up for a remote with Rines' crew—after this had appeared here: "Talk persists that Joe Rines will lose his wire"... Claiming it a frame-up—that it was a WMCA remote and then finally, "that it's just another 'Make-Believe-Ballroom' airing"—it remained for Bob Goldstein to give the retort proper... "He's been with Sheila Barrett so long on the air—that Rines is now doing an imitation of broadcasting on an NBC network!"

GUEST-ING

ROSE MARIE and LOU HOLTZ, on the Vitalis show, Nov. 1 (WHN-WLW line, 8:30 p.m.).

COUNT BASSIE, FRANKIE CARLE and BILLY HOLLIDAY, on Martin Block's "Sunday Swing Concert", Oct. 31 (WNEW, 11 a.m.).

W. C. HANDY, interviewed by Glenna Strickland, Oct. 30 (WNEW, 11 a.m.).

MADGE EVANS, on "Seein' Stars," Bakers' Broadcast, Oct. 31 (NBC-Blue, 7:30 p.m.).

EARL CARROLL, SHIRLEY ROSS and JOHN TRENT, on "Hollywood in Person," Nov. 2 (CBS, 1:45 p.m.).

Star Signs 14 Stations

Within the past week Star Radio has added 14 new stations to its list of subscribers. Among the stations most recently ordering the "Christmas Tree of 1937" are: CHSJ, WGTM, WAAW and CJKL. New orders on the women's program, "Good Morning Neighbor" included the Houck Advertising Company, KVOR, WLAW, CKOV, WMBS, CHGS, and KPFA. CKOV also subscribed to the "Star Commercials" and the Dawson Advertising Agency has signed for both the "Commercials" and the "Morning Bulletin Board."

Kirkman Signs Off

Kirkman Soap Co., sponsor of Jack and Loretta Clemens, heard over CBS network Monday, Wednesday and Friday, 2:15-2:30 p.m., fades from the air today. N. W. Ayer & Son handles the account.

Havrilla Submits News Idea

Alois Havrilla, NBC announcer, has written a new type news program and has had it recorded. It is now in the hands of several advertising agencies for consideration.

Coming Events

Oct. 25-31: Exposition of Radio-Television, People's Amphitheater, Moscow.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

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

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

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

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

Chicago

Cecil Underwood, who handles production for Fibber McGee and Molly, has bought Helen Hayes' house in Hollywood. His wife has gone back there to take possession.

Kaye Brinker, who does "Every Woman" and "Manhattan Mother" on WBBM, has joined the WBBM production staff. She will be in charge of experimental program production.

Sally Foster, long a fixture of the Alkaseltzer National Barn Dance, is no longer with the show. Lucille Long now the femme headliner.

Barbara Luddy, star of Campana's "First Nighter," is spending all her days (between broadcasts) in bed. She has been laid up for a fortnight with bad cold.

Lucy Gilman, 13 year old star of "Junior Nurses" and a radio veteran of seven years, has decided to enter law school on graduation from high school.

Virginia Payne (Ma Perkins) doing appearances also on Skelly "Court of Missing Heirs" and Campana's "First Nighter."

Bowman Dairy Company which spent a summer and fall looking over live shows, has finally settled on a morning transcription show probably to be called the Musical Milkman with comment by Bob Hawk. Show starts next Monday on WGN. J. Walter Thompson handles the account.

Blackett - Sample - Hummert has switched recordings of the Skelly "Court of Missing Heirs" series from RCA to World Broadcasting System studios.

Kaye Brinker's "Manhattan Mother" drama series expands to half hour on WBBM-CBS and also goes from late afternoon spot to Sunday night at 9 o'clock.

Biggie Levin, talent booker, laid up at home for a few days.

Irving Mills Artists Inc. expects to open a Chicago office soon.

Louise Fitch has joined the cast of "Romance of Helen Trent."

NEW BUSINESS

WNEW: Lever Bros. (Spry), participation "Make Believe Ballroom."

KSL, Salt Lake City: De Soto, ETs; United Drug Company, ETs.

WBT, Charlotte: Welch Grape Juice, spots, through H. W. Kastor & Sons; Procter & Gamble Co. (Camay Soap), announcements; Chrysler (De Soto), ETs, through J. Stirling Getchell; Chevrolet, announcements; Mishawaka Rubber & Woolen Mfg. Co., announcements, through Campbell-Ewald.

WHN, New York: Lamont Corliss & Co. (Danya hand lotion), participations on Ida Baily Allen's Homemakers, through J. Walter Thompson Co.

John Kelvin Returns

John Kelvin, tenor, will make his first radio appearance in more than a year when he begins a weekly program with Don Albert and his orchestra via WHN on Sunday at 9-9:30 p.m.

STATIONS OF AMERICA

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

KRE—Berkeley, Calif.

1370 Kilocycles—250 Watts LS, 100 Watts N.

ARTHUR WESTLUND, Manager

DONALD HAMBLY, Production Manager

K. GORDON MORRISON, Chief Engineer

KRE, owned and operated by the Central California Broadcasters Inc., first went on the air June 11, 1922. Since then, its growth has been steady. In May, 1927, a new transmitter was installed, and KRE moved into new studios.

Studios were maintained in the Claremont Hotel until July, 1932, when they were moved to Oakland. In March of the following year, KRE occupied its present studios in the heart of Berkeley, adjacent to the campus of the University of California.

In May of 1937, the transmitter was moved to the Berkeley Aquatic Park, where completely new transmitting and speech equipment was installed, including a 190 foot vertical radiator, on ground said by radio engineers to be the finest natural transmitter site on the Pacific coast—the shores of San Francisco Bay.

KRE features local and International News Service, has numerous University and Civic studio programs, and broadcasts remotes of every description. It has built its large following by being intensely interested in all phases of community life, and by entering into civic projects with enthusiasm. Six mikes men form KRE's staff, together with a staff of three in the production and continuity departments.

Station has 33 1/3 and 78 RCA lateral and vertical transcription tables, and is on the air 20 hours a day.

Arthur Westlund is manager; Donald Hambly, production manager, and K. Gordon Morrison, chief engineer.

Paul B. West Elected President of A. N. A.

(Continued from Page 1)

chairmen; Allen T. Preyer, Vick Chemical Co., treasurer, and J. W. Dineen, General Motors, William A. Hart, E. I. du Pont de Nemours & Co., Leo Nejelski, Swift & Co., H. W. Roden, Johnson & Johnson, and Arthur E. Tatham, Bauer & Black, directors.

The convention closes tomorrow.

KSL, Salt Lake City

Gene Halliday and Russell Stewart of the station staff are on the sick list.

Lee Taylor, Gene Pack and Frank McLatchy are on a deer hunting trip.

University of Utah is airing an extension course in radio writing each Friday night. Gladys Pinney is the instructor.

FOR BETTER PHOTOGRAPHS

try



145 West 45th St., New York City

**★ F. C. C. ★
ACTIVITIES**

HEARINGS SCHEDULED

Nov. 8: WNAX, Yankton, S. Dak. Transfer control of corp. to S. Dak. Broadcasting Corp. from Chas. B. Gurney. 570 kc., 1 KW., 5 KW. LS., unlimited.

Broadcasters Inc., Gastonia, N. C. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Nov. 9: WBNX, New York City. CP to increase power to 1 KW., 5 KW. LS. 1350 kc., share time.

WFIL, Philadelphia. CP to increase power to 1 KW., 5 KW. LS., 560 kc., unlimited.

KARK, Little Rock, Ark. Transfer control of corp. to Radio, Inc. 890 kc., 500 watts, 1 KW. LS., unlimited.

Nov. 10: KLO, Ogden, Utah. CP to increase power to 1 KW., 5 KW. LS. 1400 kc., unlimited.

Nov. 12: Radio Enterprises, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.

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

N. B. Egeland, Roland, Ia. CP for new station. 1500 kc., 100 watts, daytime.

WMBG, Richmond, Va. CP to increase power to 1 KW. 1350 kc., unlimited.

Saphier Signs Prescott

Allen Prescott has signed a personal management contract with the James L. Saphier and James L. Stirton organization. He also continues under contract to the NBC Artists Service.

AN ORIGINAL IDEA

A human interest story with national appeal which will quickly attain a large and receptive listening audience.

Program should be a natural for any live-wire sponsor.

For further information address

JAMES ETHERINGTON

97-34 221st Street
Queens Village, L. I.

HOLLIS 5-0349

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

New Observation Method In WMCA Control Rooms

Dehydrated control rooms will be among the features of the new WMCA studios being built at 1657 Broadway. For a long time, the glass-pannelled control rooms from which radio programs are monitored have been the bane of studio officials. They usually have several layers of glass as protection against escaping sound but the moisture in between the layers clouds up the glass and interferes seriously with good vision. In all radio stations this necessitates pulling the walls apart every once in a while to clear the windows.

In the new WMCA studios this nuisance is being eliminated with a new patented method of observation glass installation. The windows consist of three separate layers of varying thicknesses. First there is a half inch layer, then a three-eighths inch and finally a quarter-inch strip.

These layers are embedded in sponge rubber so as to vibrate with sound and prevent its escape. Between the layers, the air is dehydrated by a special process which eliminates the moisture and thereby prevents clouding of the layers.

Zenith Amends Charter For Television Activity

(Continued from Page 1)

field of visual radio. An application for permit to build transmitter had previously been turned down by FCC on grounds company charter did not permit television activity.

E. F. McDonald Jr., president of Zenith, told stockholders that while problems of television are not insurmountable, commercial application appears to be well in the future. He expressed the belief that television will come over telephone wires instead of through the air by radio waves. Added that he expects American Telephone and Telegraph Company to handle the transmission of television programs, with the public paying for the service as it does for phone services today. Radio manufacturers, he thought, would probably restrict their television activity to building receivers.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH
Electrical Lighting Equipment
of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Circle 6-5470-1

Original Wax Recording

First wax recording of the human voice, made by Alexander Graham Bell 56 years ago, was this week taken out of a vault in the Smithsonian Institute, Washington, where it is to be kept on exhibition. The initial sounds recorded were:

"T-r-a—T-r-a—There are more things in heaven and earth, Horatio, than are dreamed of in your philosophy—T-r-a. I am a graphophone and my mother was a phonograph."

The phonograph was the Edison invention. Alexander Graham Bell, his cousin Chichester Bell, and Charles Sumner Tainter, who is still alive, were the inventors of the graphophone.

Mistaken Identity

KUOA's chief engineer, J. L. Miller, happened to have with him an extra set of phones when he was picking up a remote of an evangelistic service in Tahlequah, Okla., 50 miles from Siloam Springs, Arkansas, home of KUOA's 5 kilowatt transmitter. Curious as to how the broadcast sounded, Commercial Manager Storm Whaley clamped the extra set of phones to his ears and looking very much like an engineer, he thought—listened the service through.

After the broadcast was over, a kind old lady from the audience rather hesitatingly tapped Engineer Miller on the shoulder, and in all solicitude asked if the young man with him wasn't hard of hearing. Immediately she began a sales talk for a less conspicuous type of hearing aid.

Whereupon, Commercial Manager Whaley, amid loud engineerial guffaws, solemnly swore to stick to his own business.

KFI-KECA Mobile Transmitter

West Coast Bureau, RADIO DAILY

Los Angeles—The new KFI-KECA mobile transmitter, KAXA, was utilized for the first time with the NBC broadcast of Navy Day ceremonies from the U.S.S. Pennsylvania, flagship of the Pacific fleet, anchored off Long Beach. The unit was designed by Seymour Johnson.

KXA Improvements

Seattle—Following FCC authorization to boost power to 1,000 watts day and night on 760 kc., KXA plans to launch an improvement program. Modernization of studios, moving of transmitter and installation of vertical antenna are among changes planned.

New Quarters for KOL

Seattle—KOL will shortly move into new and enlarged quarters, according to Elmer Pederson, manager.

Chicago Leads in Manufacture

Chicago—Radio excise tax collections for fiscal year ending June 30 indicate Chicago has regained the national lead in radio manufacturing after yielding it for several years to the New Jersey district in which Camden is situated. First Illinois district (Chicago) collections for year were \$1,726,133 as against New Jersey's (RCA) \$1,177,898.22, and Philadelphia (Philco) third with \$906,552. Chicago's bigger radio concerns include Zenith, Stewart-Warner, Motorola, E. H. Scott, Majestic, General Household Utilities (Grunow), Aetna, Clarion, Hallicrafters, McMurdo-Silver, Howard, Trav-ler, Muter (parts) and Wells-Gardner.

Construct Fair-Ground Studio

Columbus, Ga.—An elaborate fair-ground studio has just been constructed by WRBL for the Chattahoochee Valley Exposition, from which the station makes three broadcasts daily. Owner J. W. Woodruff, Sr., is President of the Chattahoochee Valley Chamber of Commerce, and the activities of the station are largely accountable for the mounting daily attendance at the fair. One of the broadcasts is a series of interviews, in which Bill Dougherty, special events announcer, gets visitors, barkers, show-girls, and fair officials talking about themselves and the event.

Remodeling KOMA Studios

Oklahoma City—Remodeling work has begun on KOMA's studios. Two studios are to be redesigned, new color scheme adopted, a large reception room and audition room built and a meeting room for musicians installed.

WIL Adds Recording Equip't

St. Louis—WIL has added recording equipment for cutting instantaneous recordings. The equipment is RCA and the installation was made by Chal Stoup, chief engineer of WIL.

500 Persons Expected At KDKA Celebration

Pittsburgh—More than 500 persons, including many important figures in the business and industrial worlds, are scheduled to meet Saturday night in the William Penn Hotel to celebrate the 17th anniversary of KDKA and to take part in the station's dedication of the world's most modern and efficient antenna system.

A nationwide broadcast over NBC-Blue at 8:30-9 p.m. will be one of the highlights of the occasion. A. W. Robertson, chairman of the board of Westinghouse Electric & Manufacturing Co., which owns KDKA, and Lenox R. Lohr, president of NBC, will be among the speakers.

Others expected to attend include A. L. Ashby, George Engles, Frank E. Mason, John F. Royal, O. B. Hanson, Alfred H. Morton and Clay Morgan, all of NBC in New York; Frank M. Russell, NBC vice-president in Washington; Niles Trammell, vice-president in charge of Central Division, Chicago.

Zenith Radio Account To J. Walter Thompson

(Continued from Page 1)

placements. Zenith has a program on the NBC-Blue network, Sundays, 10-10:30 p.m.

Richard Marvin will handle the radio production, with Jim Woolf serving as account executive.

Voice Library

Don Quinn has acquired a "voice library" in the form of a series of recordings which enable him to hear practically every character actor and dialectician working in Chicago radio. Consequently, when he wants to introduce a new character into his Fibber McGee and Molly script, he simply plays over a few records and writes a part to fit.

"Mike" and "Phone"
HAND SETS



Especially for five meter transmitters and the five meter transceivers. Light and compact yet rugged. Bakelite units. Six ft., 4-conductor cord. Weighs but 15 ounces.

\$10 Single button
\$15 Double button

Microphone Division

UNIVERSAL MICROPHONE CO. LTD.
424 Warren Lane, Inglewood, Cal., U. S. A.

**WOV Will Feed WCOP
Second P&G Italian Show**

A second Procter & Gamble program, "The Album of Love," series of love stories in Italian, heard Monday through Friday, will be fed by WOY to WCOP, Boston, starting Monday at 11:15 a.m. A repeat of "The Ivory Tower" is being piped to WCOP starting the same day at 11:45 a.m. Both programs are written by Giuseppe Loffredo. Compton is the agency.

Household Forum Goes Visiting

A new plan to gain more listeners for its "Household Forum," and incidentally to provide advertisers on it a "baker's dozen" for their money, has been worked out by KSTP, Minneapolis and St. Paul station, through Bee Baxter, conductor of the forum, which is aired six days a week.

Under the title, "The Household Forum Goes Visiting," Miss Baxter and her show will do just that—take in all the big-fry women's clubs in the Twin Cities area. Miss Baxter will make a minimum of two clubs a week during the fall-spring-winter season, where she will not only give talks, but will enlist the aid of the women themselves in the production of her program to fit their needs.

In addition, sponsors' products will be given as door prizes at each meeting, thus assuring clients of getting their products directly into the better homes—"better" because only the bigger clubs will be used.

In her talks, Miss Baxter will steer clear of the commercial angles; will talk on radio, its future and past; and on production. At the same time she will seek suggestions on the show, thus assuring herself an increased audience by making every woman a working partner.

Boost News Broadcasts

WATL, Atlanta, has issued a new promotion piece boosting the station's newscasts aired every hour on the hour. Piece gives rate and other salient information. Manager Maurice C. Coleman reports that several sectional advertisers signed last week for such sponsorship.

Use Newspaper Supplement

WIOD, Miami, recently used an eight-page section in the affiliated Miami Daily News to advertise its change of frequency to 610. Staff and talent pix, and informative articles on radio operations, made up copy.

CARL BIXBY
 Creator, author, director or producer of successful network radio programs—
 DANGEROUS PARADISE
 CLUB ROMANCE
 GRACE MOORE'S OPEN HOUSE
 BIG SISTER
 HELEN MENKEN'S "SECOND HUSBAND"
 P. O. Box 84, Manhasset, L. I., N. Y.

ORCHESTRAS - MUSIC

PAUL WHITEMAN, now on tour, is revisiting the haunts of his early musical days. After playing a concert in Denver, where he was born and spent his boyhood, he will open the San Francisco Auto Show. It was in San Francisco that he began his professional musical career as violinist with the San Francisco Symphony. Then he will go to Los Angeles where he played his first big-time engagement at the Alexandria Hotel.

Sammy Spergal, Merle Pitt's electric guitar swingster, will shortly appear on Columbia's Saturday Swing Session.

Count Bassie, considered one of the most phenomenal piano players in swing circles, will be one of the half-dozen guest artists appearing on the WNEW "Sunday Swing Concert" this Sunday 11 a.m. to 12 noon. Other featured guests will include Billy Holliday, female vocalist, appearing with Chick Webb's Orchestra, and Frankie Carle, swing pianist now with Mal Hallett and currently heard on numerous Decca records. Mac Ceppos, swing fiddle player heard on the Sunday Swing Concert last week, will again appear, as well as Sammy Spergal, swing guitar player, and Sammy Weiss, one of the greatest swing drummers in the business today. Merle Pitt leads the "Make-Believe Ballroom" Orchestra, with Martin Block as emcee. The "Concert" originates on the stage of the Criterion Theater.

Dave Miller, popular mid-west maestro, is bound for a series of personal appearances at the head of his own entertainment-dance band unit. First stop Philadelphia, followed by Schenecady, Troy and Providence. Miller's music will be aired locally at various key city stop-offs. Christmas week will find Miller making a triumphant return to his home town of Milwaukee, playing a two-week stop-off at the Riverside and Wisconsin theaters, and doubling into the Schroeder Hotel for the supper-dance sessions.

W. C. Handy, granddaddy of all blues songs, will guestar on Merle Pitt's "Sunday Swing Concert" this week. Other guests include Count

Bassie, Billy Halliday and Frank Carle.

Russ Morgan, creator of music in the Morgan manner, who is featured on the Philip Morris radio program, over NBC and CBS, will be the guest of honor at a Radio Party that Leon and Eddie, the famous West 52nd Street Samoans, are tendering in his honor at their popular rendezvous, on Sunday evening. Stars of the stage, screen and radio will turn out to pay tribute to the rising star of the ether waves.

Ozzie Nelson has resumed his recording activities on the West Coast. He has been signed by Victor for an extended series. Four songs will be recorded by his orchestra this week.

When Ernie Holst's orchestra goes to Florida this season, it will be heard locally via both networks. This will mark the first time Holst has broadcast on a sustaining series.

Lyn Murray will soon combine his musical and choral talents and offer a combined orchestra and chorus on one program.

Bunny Berigan and his swing band begin a week's engagement today at the Stanley Theater, Pittsburgh. The following Friday they begin a week's stay at the Fox Theater, Detroit.

Morton Gould, the young composer and arranger, who has signed a personal management contract with Irving Mills, is writing a symphony for Leopold Stokowski and a suite for the Ballet Russe.

Ina Ray Hutton, the stream-lined bombshell of rhythm, hung up two house records in two successive theater weeks with her Melodears girl band. The attraction grossed \$38,000 at the Oriental in Chicago and \$28,000 at the Michigan in Detroit the following week. Miss Hutton opens today at the Branford, Newark.

Joe Glover, whose arrangements are featured by Goodman, Berigan, Dorsey, Dolan and scores of others, has been bitten by the literary bug and has finished a tome, "Music Trends—Past, Present and Future."

☆ **PROMOTION** ☆

News Plug for Kid Series
 An eight-column spread in the affiliated Illinois State Journal recently plugged the new juvenile series, "Air Adventures of Jimmy Allen," going over WCBS, Springfield. Allen's picture in aviation attire, with giant airbird outlined, made exciting layout, while caption registered program as "Another Scoop for State Journal Readers."

Lever Gift Offer
 Lever Bros. will make special three-week gift anniversary offer on the "Big Sister" program, heard five times weekly over CBS network, beginning Monday. Gift is personally initialed mending kit, and will be sent to any listener sending in top of one box of Rinso together with 10 cents. Ruthrauff & Ryan is the agency.

**Radio Eds Quiz Gilman
At Coast Press Luncheon**

West Coast Bureau, RADIO DAILY

Los Angeles—Don Gilman played host to Los Angeles radio editors at a Biltmore luncheon and answered their queries on radio over an NBC Coast Blue hookup. During the round-table discussion, planned as a monthly event, Gilman stated that the new NBC studios at Sunset and Vine would be ready for occupancy by all network departments by early Spring and would indicate NBC's conviction that Hollywood is destined to become increasingly important in the radio scheme of things because of concentration here of world figures in entertainment, music, writing and the arts and sciences, and interlocking spheres of activity brought about by picture personalities in radio and radio personalities drafted for pictures.

Gilman skillfully parried the questions of radio editors of his former headquarters, San Francisco, who unanimously seem worried about programs moving here, by citing the case of "One Man's Family," moved to Hollywood by the cast themselves rather than by NBC. Television, movie gossip chatters, and various topics of interest to laymen and trade alike were covered in an interesting manner by the NBC vice-president.

WJSV, Washington

"Backstage," broadcast directly from the star's dressing room of the National Theater, is a newly inaugurated series.

Harry Butcher, CBS v.p. here, added a golf bag and an electric clock to his golf trophies last week at Pinehurst.

"Arch's Angles," the Ach McDonald "man-in-the-street" program, is getting a good listener response. Dr. Pepper sponsors the series. McDonald is the station's sports authority and commentator, and will air the Maryland-Florida game tomorrow in the interests of Kellogg.

WPG, Atlantic City

Kay Darlene, Florence Peterson and Dorothy Stuppy comprise "The Boardwalk Charmers", new group on Ethel Rattay's "Tea Time Topics" hour.

"The Silver Song Bird," sponsored by Silver's Department Store, is 12-year-old Dottie Jones.

Crisfield, Md., often referred to as the seafood capital of America, is presenting a 26-week series from the Neptune Studio in Convention Hall.

TRANSCRIPTION & RECORDING SPECIALISTS
 INTERNATIONAL PRODUCTION STUDIOS
 33 W. 60th St., N.Y.C. COL. 5-7366-7
FOTOTONE SOUND SYSTEM

6 Educational Features Added to KSTP Schedule

(Continued from Page 1)
programs "straight across the board" from 1 to 1:30 p.m.

Included among the new features is the "Around the State With the P.T.A.," which switches this year to KSTP. Previously was aired on WCCO.

Other new features will be weekly programs put on by the Minneapolis public schools, the St. Paul public schools, the University of Minnesota, and the Colleges of St. Thomas and St. Catherine, which take alternate spots on the same day.

In addition to the across-the-board features, KSTP also has booked several other educational stanzas, including a school forum hour; a high school highlights hour, a church forum and a world friendship period, under the auspices of the Women's International League for Peace and Freedom.

Meantime, while KSTP made plans this week for conducting annual educational broadcasting conferences built along the same pattern as the initial northwest parley held here recently, schools of the area began a study of the feasibility of establishing radio workshops as an outgrowth of the first meeting.

Educational director of the station is Thomas D. Rishworth.

Three NBC Stations Taking ET's in A.M.

(Continued from Page 1)
for time reservations across the board are reported in the sales department. Innovation follows upon the heels of a similar move by WABC, which also made the ET time available forthwith. WABC has jacked up its opening time, but NBC has not done so as yet.

New Virginia Corporation

Richmond—Fredericksburg Broadcasting Corp. has been chartered with a view to applying for a permit to build a new station here. Benjamin T. Pitts is president of the new corporation.

ONE MINUTE INTERVIEW

ED LOWRY

"The day of the disentangled master of ceremonies is over. Once there could be a general emcee who did nothing but introduce people and acts. Today, because of radio and radio's comedy slants, there must be comedian emcees, singing emcees, band leading emcees, and dramatic emcees. Not to say anything about the prison warden emcees, political leader emcees, etc. But everything has happened for the best, and even now there is a movement to provide entertainment during the period which is devoted to announcing the stations."

★ Coast-to-Coast ★

WHEN Lucille and Lanny appeared Wednesday night for the fourth time with Walter O'Keefe on "Town Hall Tonight," the song team set a record for the number of guest-starring roles ever made by one act on that show. They have also been engaged for next week's Town Hall performance. Lucille and Lanny, who are Lucille Linwood and Lanny Grey off the air, are youngsters to radio fame. From WNEW, where they appeared for a year in a daily variety show, they went to the NBC networks only two months ago to add a schedule of two sustaining programs a week to their time on the air. The NBC schedule has now become a daily morning broadcast over WJZ and the Blue network, thus giving them a total of 13 radio shows a week. Mixing comic novelty acts with straight harmonizing on the latest tune hits, the duo present a refreshingly individual repertoire to radio audiences. Piano accompaniment is played by Lanny and, in novelty tunes, Lucille furnishes the sound effects.

Bob Lawrence, baritone with Paul Whiteman, is being tested by Universal for the singing lead in a forthcoming picture.

"First on the dial—first with the news," is more than just a slogan at KDAL, Duluth. KDAL delivers the goods. Two authentic news flashes and a special 15-minute interview rounded out KDAL's scoop coverage of Duluth's worst construction accident that took the lives of four men and seriously injured three others last week. The men had been pouring a concrete floor in a new church at the Villa Scholastica—a girls' school. Supports gave way, plunging them 80 feet to the floor below with the mass of debris. First authentic report of the disaster was aired by KDAL about an hour after rescue squads went to work. The first flash nixed rumors that the school had collapsed, killing a number of students. The second flash gave the first authentic list of the casualties. Sam Levitan, KDAL special events director, visited the accident scene and later went on the air for an interview.

When Pennsylvania-Central Airlines inaugurated its Washington, Baltimore to Buffalo service last Tuesday the only local representative of either radio or press was WFBR's news editor, Bob Hurlleigh. Although a consistent booster for the airlines, Hurlleigh had never been in a plane prior to this extended, dawn to dusk inaugural flight. Invitation came from C. Bedell Monro, president of Pennsylvania-Central.

"Let's Talk About Stars," which has been heard on WAAT every Sunday at 1:45 for the past eight

months, is rated high in audience favor, according to the program's enormous fan mail. The program is a 15-minute feature presenting news and view of sports, the movies, the theatre and radio. Bob Stokes is the movie critic, Jerry Cotter is the theatrical and radio editor, and Ray Freifelder is the sports reporter and president of the program's Can I Pick 'Em Club.

Elizabeth Suraci, concert pianist, has been added to the WELI, New Haven, "Saturday Musicale." Leon Puzio, lyric tenor, is also a new feature.

Between 11:15 a.m. and 4 p.m. on Sundays, WBRY, New Haven, has scheduled four foreign commercial programs, two Italian and two Polish.

Perry Lafferty is WBRY's new staff pianist and organist at the New Haven studios.

Baritone Buddy Clark's new Thursday Night CBS series, "Buddy Clark Entertains," is currently heard on over half of the CBS outlets from coast to coast. Within a few weeks the program will be heard on all outlets of this chain.

Charles Premmac of Ida Bailey Allen's "Homemakers of the Air," WHN thrice-weekly program, is getting a lot of fan inquiries asking when he will begin broadcasting the new program written especially for him.

WHAS, Louisville, this week celebrated the third anniversary of its regular Sunday broadcast of the jail church services, attended by 500 inmates of the Jefferson County Jail.

A dramatization of the auto industry's place in the American scene will be aired by a large cast of radio actors over CBS at 10:45-11:15 p.m. tomorrow.

Old Bill—the very genial and homey gent who presents his "Sons of the Pioneers" every a.m. from 6:30-7 over WATL, Atlanta, has one of the largest listening audiences at that time of day—judging from his fan mail and 'phone calls.

KGVO, Missoula, Mont., recently broadcast the dedicatory ceremonies of the new \$650,000 Federal Building annex, at which Postmaster General James A. Farley spoke. More than 200 executives and technicians of the National Forest Service are housed in the new building.

Stan Shaw, the mikeman of the "Milkman's Matinee" is a licensed air pilot. Several mornings a week, after finishing his all-night stint on WNEW, Shaw takes the air at Flushing Airport. John Flora, assistant to Shaw

Baldwin to Represent Nab at Havana Parley

(Continued from Page 1)
raised, it is not yet known whether agreements which may be reached in Havana will be effectuated by an exchange of state documents or by a treaty which would be subject to ratification by the participating governments."

Canadian Contingent Departs for Havana

Montreal — Headed by Laurent Beaudry, assistant under-secretary of state for external affairs, Canada's delegation to the Inter-American Radio Conference has left for Havana, where the parley opens Nov. 1. Others in the Canadian group are Commander C. P. Edwards, chief of air service, department of transport; Dr. August Frigon, vice-chairman of CBC, and Donald Mansion, K. A. MacKinnon, Walter Rush, J. W. Bain and Major W. L. Laurie, technical advisers.

WGES Aims Alien Series Urging Naturalization

Chicago—WGES, which specializes in foreign language broadcasts, now is launching a program for the 200,000 aliens living in Chicago. Titled "How to Become American Citizens" the program presents weekly talks by Fred Schlotfeldt, district director of naturalization and immigration. Meanwhile WIND has launched an Americanism education series under auspices of the Builders of America.

Casselman Leaves WADC

Akron—Bill Casselman has resigned as announcer and publicity man at WADC to become athletic publicity director at Mount Union College, Alliance, O.

on the program, and engineer Jack Monroe, have joined Shaw in flying, making this perhaps the only all-pilot broadcast, as well as one of the longest in the history of the industry.

Maurice C. Coleman, manager of WATL, Atlanta writes that "Your Football Reporter", a fifteen minute weekly aired every Friday and Saturday during the grid season, has correctly predicted more than two-thirds of its selections.



DO YOU KNOW

KNOW

CBS broadcasts some 20,000 network programs each year from New York.