



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

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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

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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.

Detroit—Michigan Broadcasters Association was organized here yesterday. James F. Hopkins, WJBK, Detroit, was elected president; John Fetzer, WKZO, Kalamazoo, vice-president, and Howard Loeb, WFDF, Flint, secretary-treasurer. Directors named were Art Shawd, WXYZ, Detroit; Owen Uridge, WJR, Detroit; Roy Radner, WIBM, Jackson, and William Scripps, WWJ, Detroit.

The following stations were rep-
(Continued on Page 3)



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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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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 7/8	- 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				
	Bid	Asked		
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		
	Bid	Asked
Stromberg Carlson	10 1/2	11 1/2

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
Afraid 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
Singer

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 TITERTON 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

ROY MUSIC CO.
1619 BROADWAY, NEW YORK, N.Y.

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.

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.

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" LeVair, 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.

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Phone Clr 7-6982 Established 1930

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MONTREAL

NBC Red and Blue

WEED & COMPANY

RADIO STATION
REPRESENTATIVES
NEW YORK - CHICAGO
DETROIT - SAN FRANCISCO

IN A
CLASS
BY ITSELF

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

★ 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. Every-body 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 instrumentations 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 Campbells' 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.

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- INSURANCE -

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STAR RADIO PROGRAMS, INC.

— PRESENTS —

The Scriptfolia

"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" stooge 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 Hildegarde, sophisticated singer of songs, as featured guest on his Varieties last Thursday night. Hildegarde, 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.

Lenner & 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 COWBOY 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 Hollaway, 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, Hollaway 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 Benadoret.

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 sales manager, 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 replacements. 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 Lenetska and Mervyn Rosenthal have dissolved their agency firm...Irving Sherman and Bea Francis have joined the Harry Bistry 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 Winsor, 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 Alkaseltzer 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 KFVB 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 Lenzen & 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

BR yant 9-9746

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

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

WLBC, Muncie: Latest WLBC man to succumb to the mustachio at indie station is Otis 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 McEniry, 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 KVOB 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.

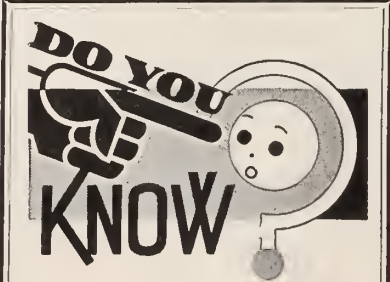
Bill Young, former WBRC manager, has a new daughter.

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.