



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 Philharmonic-
(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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FINANCIAL

(Monday, Oct. 11)

NEW YORK STOCK EXCHANGE					Net
	High	Low	Close	Chg	
Am. Tel. & Tel.	157 1/2	154	154 1/8	—	3 1/2
CBS A	23	21	21	—	3
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 3/4
NEW YORK CURB EXCHANGE					
Hazeltine Corp.	15	14 1/2	14 1/2	—	1/2
Nat. Union Radio	1 1/4	1 1/8	1 1/8	—	1/8
OVER THE COUNTER					
	Bid	Asked			
Stromberg Carlson	9	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

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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



1619 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. Where as 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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DETROIT - SAN FRANCISCO



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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, prexy 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, WBBM; W. B. Greenwald, KWBG, Hutchinson; George W. Norton, WAVE, Louisville; G. R. Shafo, 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 PRES-COTT, 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

Presents

LENORE ULRIC

IN

"DORRAN"

ONE HALF HOUR DRAMA SERIES
RECORDED FOR AUDITION

RKO BLDG.—RADIO CITY
CIRCLE 7-4428

You don't have to be rich to RETIRE AT 50 or 55 on \$200 a month. Call me and find out!

Jules Hansberg
—INSURANCE—

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

Texas Broadcasters Oppose Ascop 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 Ascop 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 "Komedly 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.

TRANSCRIPTION & RECORDING SPECIALISTS

INTERNATIONAL PRODUCTION STUDIOS
33 W. 60th St., N.Y.C. COL. 5-7366-7

FOTO-TONE SOUND SYSTEM

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 Penwitt, all formerly of the Bee-News, are additions to the KOIL staff.



5 Strategically Located 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.

All assignments guaranteed from recording to delivery to station with all necessary A F of M, MPPA, FCC releases.

★

Remote Control—permanent lines.

Studio — Latest double ceiling — Acoustically adjustable — Numerous dynamic microphone channels. Studio, Control and Recording Engineers (3) to each job.

★

JEAN V. GROMBACH, INC.
113 West 57th St. New York

Established 1930

Phone Circle 7-6980



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 WDAY, 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 Disking

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.

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 Conners, 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 Larner of New York has joined the announcing staff at WELI, 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.

BIRTHDAYS calendar grid showing dates from 1 to 30 with days of the week indicated.

Greetings from Radio Daily

Ted Collins Theodore Webb Jane Ace