



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 74

NEW YORK, N. Y., THURSDAY, OCTOBER 14, 1937

FIVE CENTS

NAB Takes AFM Stand

'RADIO MONTH' PLANNED BY SET MANUFACTURERS

Plan for a drive by the electrical and radio set manufacturing industry to make the public "radio conscious" has been placed before the International Association of Electrical Leagues by Harry Boyd Brown, national merchandising manager of Philco.

Set-up calls for observance of a "Radio Month", after the first of the year, with Philco offering full anonymous cooperation, even in circular-

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One Hour Being Added To WHK Night Schedule

Cleveland—WHK adds an hour to its broadcasting schedule starting Sunday night, according to John T. Vorpe, production manager. This will keep the station on the air until 1 a. m., an hour later than any other outlet in the vicinity. Dance bands offered by the Mutual net will be carried on the extra time.

"Phantom" Interference Threatens Philly Area

Philadelphia—A "phantom" who threatened to "drown you all out when I get this set working properly," had radio engineers here guessing yesterday as wave traps were set to catch the intruder. Loud noises and an eerie whistle

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18 Weekly UBC Feeds

Cleveland — WHK and WCLE, United Broadcasting Co. stations, have boosted their weekly feeds to Mutual from 11 weekly to 18, with a further increase ahead.

Woman Contact

Chicago—In recognition of the growing importance of the modern woman as the chief buyer in the American family, WBBM has appointed Mrs. Carroll Mountjoy as "Women's Contact Woman." Mrs. Mountjoy, formerly of Stack-Goble agency and once with WWJ, Detroit, will maintain public relations with clubs, schools and organiza-

Surrealism on WBAL

Baltimore—Will we have surrealism in radio 50 years from now? Brad Bradley, assistant program director of WBAL, has his own ideas on the subject and comes forth with an original to be aired Sunday at 4:30-5 p. m. The love interest in Bradley's piece will involve a man's hand, calloused and grimy from hard work, and a female elevator operator's larynx. Half-hour show will be enacted by large staff of WBAL Players.

WHIP, HAMMOND, IND., BEGINS DAILY SCHEDULE

Hammond, Ind.—WHIP, new 5,000-watt on 1480 kc. with directional antenna on Chicago, started regular broadcasting yesterday. Station, operated by Hammond-Calumet Broadcasting Corp., with Dr. George

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"Tiny" Ruffner Is Made R. & R. Vice-President

West Coast Bureau, RADIO DAILY Los Angeles—E. B. "Tiny" Ruffner has been made a vice-president of Ruthrauff & Ryan, it was announced here by F. B. Ryan, president, prior to his departure for New York after

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Coughlin Cancellation

Detroit—Official cancellation of the Father Coughlin radio time booked to start Oct. 31 was received yesterday by Aircasters Inc., it is announced by Stanley G. Boynton.

Independent Broadcasters Are Assured of NAB Help

Gilbert & Sullivan Music Now Available for Radio

Orchestrations of Gilbert and Sullivan music, made available for the first time to radio through the Bass Publishers of New York, have been prepared on "The Mikado", "H.M.S. Pinafore" and "Pirates of Penzance" in 14 instrumental parts. Printing of "Gondoliers", "Iolanthe", "Patience" and "Yeomen of the Guard" orchestrations will follow.

Issues Warning to All Broadcasters Regarding Musician Negotiations; Conservative Element Wins

By M. H. SHAPIRO

Associate Editor, RADIO DAILY

After a day and a half of quibbling by the Special Membership Meeting over minor items of importance as well as major problems relative to the reorganization plans, the Board of Directors of the NAB held a long and bitter session yesterday afternoon and evening, at the Waldorf-Astoria, with the conservative element going to the fore and winning out on an official expression from the NAB on its stand and attitude in the AFM situation. Resolution, which finally was passed unanimously, is regarded as a warning to the broadcasters not to sign away their rights in negotiating with the AFM, nor jeopardize their obligation to the public. Further, the resolution tells the broadcasters to fear the possibility of sympathetic strikes, breaking of existing contracts, possible restraint of trade (via AFM demands), and its major obligations at large.

NAB board discussed other resolutions and various factions in the board held to their own views on various problems. Argument relative to the importance of preserving free use of electrical transcriptions was

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RADIO NOT INCLUDED IN PATMAN CHAIN BILL

Washington Bureau, RADIO DAILY Washington—Confirming previous forecasts of Congressman Patman, spokesmen for National Retail Dry Goods Ass'n yesterday stated that radio and movies would be eliminated in Patman's new prospective bill seeking to restrain corporations from operating retail outlets in more than one state. The new bill may be introduced in the special session which convenes next month.

Chrysler Sports Program Starts Tomorrow on CBS

Chrysler Corp., through Lee Anderson Adv., Detroit, tomorrow will start Frank G. Menke on WABC, 7:15-7:30 p. m. Menke is editor and publisher of the "All Sports Record Book." Program will be a sports broadcast. Bernie London, CBS page, is Menke's personal representative.

Educational Parley

Chicago—Second annual conference on Educational Broadcasting will be held at Drake Hotel, Nov. 29-Dec. 1. George Zook will preside and there will be talks by Dr. Robert Maynard Hutchins of University of Chicago and Dr. Walter Dill Scott of Northwestern.

Pet Milk Is Renewing On 57 CBS Stations

Pet Milk Sales Corp. will renew the "Mary Lee Taylor" series on 57 CBS stations, Tuesdays, Thursdays, 11-11:15 a. m., with repeat at 3 p. m., effective Nov. 2. Renewal is for 52 weeks and was placed by the Gardner Advertising Co.

Vocal Diagnosis

Chicago—Clark Dennis, NBC tenor, has his severest critic in his father, a physician of Flint, Mich. Got a letter the other day informing him that his voice was "slightly inhibited in the nasal passages, with a diaphragmatic quality predominating over the laryngial." He has taken it to his vocal instructor for interpretation.

Independent broadcasters, having received the assurance of the NAB board of directors that all possible help will be extended as a result of discussions of the NAB board meeting, held a lengthy conference last night with Managing Director James W. Baldwin of the NAB and members of the board in attendance. Indie committee of five will send out a questionnaire to all unaffiliated stations and seek data in order to

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FINANCIAL
 (Wednesday, Oct. 13)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Am. Tel. & Tel.	156	151 1/4	154 1/8	— 1/2
CBS B	22 3/8	22 3/8	22 3/8	— 1/8
Crosley Radio	10	9	10	— 1
Gen. Electric	40 3/4	38 1/4	40	— 1/8
North American	18 3/4	17 1/4	18 1/8	— 1/8
RCA Common	8 5/8	8	8 1/4	+ 1/8
Stewart Warner	12 5/8	12	12	— 1/8
Zenith Radio	26 1/2	22 1/2	24 1/2	— 1/2
NEW YORK CURB EXCHANGE				
Nat. Union Radio	1 1/8	1 1/8	1 1/8	—
OVER THE COUNTER				
	Bid	Asked		
Stromberg Carlson	9	10		

Mark Smith Is Elected By Radio Artists Union

American Federation of Radio Artistes has elected Mark Smith, president of the New York local. Smith had been acting as temporary chairman. Others elected are Walter Preston, William Adams, Ben Grauer, Alexander McKee and John Brown, vice-presidents; Wilfred Lytell, treasurer, and Lucille Wall, recording secretary.

KLZ College Series

Denver—For the next 16 weeks, KLZ is going to college with a series of programs bearing the apt title, "The Campus Review", featuring talent provided by students enrolled in eight Rocky Mountain Region colleges and universities.

The first program in the series, produced for the Gano-Downs department store, will star entertainers supplied by Colorado College. This broadcast will be transmitted to KLZ from the studios of KVOR, affiliated station located at Colorado Springs, seat of the college.

THE MAGIC KITCHEN
 Now Available for food accounts
WCOP BOSTON

"Phantom" Interference Threatens Philly Area

(Continued from Page 1)

ushered him in Tuesday night on suburban police broadcasts. He faded while describing his equipment, but only after jumbling the airwaves and shunting over to police broadcasters morsels of a commercial program. Engineers have set traps throughout the area.

WWVA to Celebrate Harvest Home Festival

Wheeling—Elaborate Harvest Home Festival of WWVA on Saturday will feature, for first time in station's history, four performances in one day of its popular Jamboree. Under plans announced by Managing Director George W. Smith, regular evening shows will be presented at 8:30 and 11, and for benefit of those unable to see them, Studio Jamboree will be presented direct from Market Auditorium. In addition, Kiddies Matinee Jamboree is set for 2:30 in the afternoon, with re-broadcasts of their voices as recorded in interviews scheduled for 5:30. Open house will prevail at the station until 8 p.m., with admission to three evening shows the same as in the past. Jamborees were arranged by Walter Patterson, program director. Station also will dedicate its mobile transmitter.

Stations for Mantle Lamp

Chicago—Mantle Lamp's "Friendly Philosopher", originating at WIND here starting tomorrow for the WLW Line, will also go over KQV, WBAL, WFIL, WHN, KWK and WXYZ. Homer Griffith, Phil Kalar Quartet and Leonard Smith comprise talent.

New WMCA Program

"Diamond Entertainers", sponsored by Herbert's Jewelry, starts Sunday at 12:30-1:30 p.m. over WMCA. Talent includes Jerry Mason, tenor; Kay Powell, soprano; Libby Hall, blues singer, the Diamond Quartet, and a 13-piece orchestra. Jack Coombs will produce and direct.

Ted Kimball at KDYL

Salt Lake City—After four years as special events announcer for NBC in Washington, Ted Kimball has returned to the KDYL staff. He's a great-grandson of Brigham Young.

"Time" Retains Barlow

Howard Barlow and his orchestra will continue to furnish the musical background for the "March of Time" program which shifts to the NBC-Blue tonight, 8:30 p.m.

60 Stations for Lever Show

The Lever Bros., Edward G. Robinson show on CBS which starts next Tuesday, 8-8:30 p.m., will be aired over 60 stations from coast-to-coast. Ruthrauff & Ryan has the account.

WHIP, Hammond, Ind. Starts Daily Schedule

(Continued from Page 1)

F. Fourrier as president, Doris Keane as managing director and O. E. Richardson as commercial manager, also has auxiliary studios at Englewood Y.M.C.A., Chicago. Formal opening ceremonies take place next week.

Equity Council Refuses Dullzell's Resignation

Council of Actors' Equity Ass'n has refused to accept the resignation of Paul Dullzell, executive secretary, who handed the council a surprise at its meeting this week by asking to be relieved about the first of the year. Dullzell has long been a pillar of the organization and highly regarded in his management of affairs of the actors' group.

Frank Gillmore, Equity president, who leaves the organization soon to devote his time to the Four A's, is on his way back from the west.

300 Stations to Carry Appeal

Over 300 stations in the U. S. have agreed to carry a special broadcast of the 1937 Campaign of Community Mobilization for Human Needs on Oct. 18, 10:30-11 p.m. President Franklin D. Roosevelt will speak during the program from his home in Hyde Park. The Pittsburgh Symphony Orchestra, under the direction of Otto Klemperer, will supply musical portion of the broadcast. Charles Taft, chairman of the movement, will also be heard.

2 More for Lyman with Benny

Abe Lyman, who has appeared on the first two Jack Benny programs of this season, will heckle the comedian on two more before returning from Hollywood to New York. Lyman will come East at the end of the month to direct personally his WEAF "Waltz Time" program.

Script Show for Premmac

Charles Premmac, tenor, has had a special dramatic script show written for him, which will afford opportunity to display his voice. The script is under consideration by several advertising agencies and their clients. Charles Premmac is at present second in importance on "Ida Bailey Allen's Homemakers of the Air."

Chas. Freeman Joins Blair

Chicago—Charles M. Freeman, formerly western manager of Forbes' Magazine, has joined John Blair & Co., station reps. He also was with Good Housekeeping and Farmer's Wife.

JOHN B. HATCH ASSOCIATES

An agency serving a N. E. clientele. Specializing in radio broadcast advertising.
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COMING and GOING

EARLE FERRIS returns today to his New York office after a cross-country trip visiting clients and Chicago office.

ELIZABETH HINES rushed to New York from Chicago because of the serious illness of her father. Marge Calvert is subbing on the Romance of Helen Trent show.

ALICE FAYE has come east on a two-week vacation from radio and film work. Her husband, Tony Martin, has been in town for the World Series.

JACK BARRY of WIP, Philadelphia, went to Boston to air the Boston College-Temple U. game over WBZ-WBZA.

OWEN BALCH, special events man for KCKN, Kansas City, Kan., left yesterday for a flying trip to Washington and is expected back the first part of next week after stopping off in Springfield, Ill., to visit his dad, who is an executive with WCBS.

SHEP FIELDS and his orchestra, en route to New York from Hollywood, stop off Saturday and Sunday to play an engagement at the Casino Park Ballroom near Fort Worth, Texas.

CHARLES VANDA, CBS West Coast program director, left Hollywood Tuesday for a three-week jaunt to St. Louis, Chicago and New York on CBS business.

JOHNNY HYDE, executive of the William Morris Agency, is in New York from Hollywood and will return west next week.

ELEANOR BOWERS, a Roy Campbell soloist, is back in New York from a Montreal engagement.

FRANK GILLMORE, president of Actors' Equity, is on his way back to New York from Denver.

F. B. RYAN, president of Ruthrauff & Ryan agency, is on his way back to New York from the Coast.

Kate Smith Announces Hero-of-Month Committee


Nominating committee for Kate Smith's Command Appearance, which will be revived on her CBS program as a monthly feature beginning Oct. 28, is as follows: J. Edgar Hoover, director of the Federal Bureau of Investigation; Admiral Cary T. Grayson, chairman of the American Red Cross; Elsie Robinson, noted writer and columnist, and Dr. James E. West, Chief Executive of the Boy Scouts of America.

Sloan's "Behind Prison Bars"

"Behind Prison Bars" is the title of the Warden Lewis E. Lawes series starting over NBC-Blue on Oct. 18 at 10-10:30 p.m. for Sloan's Liniment. Ben Grauer will be announcer. Agency is Cecil, Warwick & Legler.

Ray Perkins Booked

Ray Perkins has been booked for personal appearances in Middletown, N. Y., Oct. 19, and Pittsburgh, Oct. 27.

LEE GRANT AND HIS ORCHESTRA
27th WEEK
 SPONSORED BY GENERAL MILLS

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

NAB TAKES A STAND ON AFM SITUATION

(Continued from Page 1)

prolonged and eventually worked into the big resolution. Unfavorable element raked the NAB unmercifully.

Resolution adopted by the NAB board follows:

WHEREAS, the broadcasting stations of the United States are licensed by the federal government under a mandate to serve the public interest, convenience and/or necessity; and

WHEREAS, radio broadcasting constitutes the greatest medium of simultaneous mass communication the world has ever known; and

WHEREAS, every consideration should and is being given by the industry to the social aspects of unemployment, in giving relief, the radio industry must keep foremost its grave responsibility to protect the freedom and growth of this marvelous facility for public service; and

WHEREAS, the broadcasting stations by virtue of long experience in rendering public service, have found that the public interest requires, in addition to locally produced programs by union musicians, the broadcasting of other local programs and of network and transcription programs; and

WHEREAS, there has not been and there is not now any dispute between the broadcasting industry and the American Federation of Musicians, in regard to wages, hours or working conditions; and

WHEREAS, negotiations between the American Federation of Musicians and committees representing a substantial part of the broadcasting industry have resulted in a conclusion as to the degree of re-employment acceptable to the American Federation of Musicians; and

WHEREAS, the American Federation of Musicians seeks to impose upon the broadcasting industry, by uniform contract, a system which in effect gives to the American Federation of Musicians the sole right to license the procurement by those stations of network and transcription programs; and

WHEREAS, such contract in effect transferring the control of the operation of any station may be sufficient ground for revocation of that station's federal license to broadcast, and also may constitute a violation of the federal statutes relating to restraint of trade; therefore now be it

RESOLVED, That the Board of Directors of the National Association of Broadcasters recommends to broadcasters that in any agreement entered into between the American Federation of Musicians and broadcasting stations should specifically provide that such agreements shall not contain any restrictions designed to prevent any stations from broadcasting network, transcription or any other programs including those of civic, educational, religious, fraternal and public events character construed by it to be in the public interest; and that each station should consult its own counsel in all matters affecting (1) arbitration, (2) sympathetic strikes, (3) inviolability of contracts, (4) possible restraint of trade, and (5) its obligations to serve the public interest in providing educational and entertainment programs.

Morning Session

Major question at yesterday morning's session of the NAB membership at the Waldorf-Astoria centered on reorganization steps, with the membership amending two paragraphs of

the resolution adopted at Tuesday's session. Idle talk concerning a "czar" took on an aspect of reality when continued references were made toward the advisability of the NAB hiring such a person with price no object. The present tangle with the AFM was practically ignored, the only reference made to that crisis being to drive home the point of a strong reorganization by the NAB. Convention adjourned at 1 p.m., with board of directors holding a special session immediately thereafter.

Expressing confidence in the committee which is drafting the reorganization plans, H. K. Carpenter made a motion to amend resolutions adopted the day before to place complete power for reorganization plans in the hands of the committee. Don Elias, WWNC, offered counter-amendment which was adopted by convention. New amendments are as follows: Paragraph 4 changed to read: "NAB Committee for reorganization shall be able to schedule the date for the next convention as soon as that is legally possible. Original stated that Board of Directors should call meeting." Paragraph 5 was entirely deleted from the resolution, so as to give the Committee free reign in any action it should care to take.

Stanley Hubbard, KSTP, demanded action from the NAB in regard to labor associations and, indirectly, a radio "czar." Ed Craig, who headed the committee which drew up the resolutions passed at Tuesday's session, then took the floor, and made a plea with the NAB members to allow the Committee to work out the problem of reorganization. Craig stated that no great catastrophe could overtake the industry in the next few months, and that Committee would have plans ready by January or February. Craig also favored the "czar" idea.

Lloyd Thomas then took the floor, and delivered a plea for unification by the NAB and broadcasters that are non-members. His was the first talk of the day to draw a thundering applause from the convention. He expressed himself as dissatisfied with results of the convention in no uncertain terms, but added that he knew Committee was doing a good job, and that he for one was determined to stick to NAB despite increased dues. Earl J. Glade, KSL, followed Thomas with additional endorsement of Committee, also receiving a big hand at the conclusion of his short talk.

Mark Ethridge, next to take the floor, submitted his resignation as a member of the Committee. A long distance call earlier in the morning had forced him to take the action, with Barry Bingham ordering him back to Louisville and his regular duties. At the insistence of Craig, however, Ethridge promised to serve in an advisory capacity. Ethridge then proceeded to express his views on reorganization, stating that labor associations were very important, and expressing the view that banking groups could be of infinite assistance to the NAB in dealing with this matter. Cecil D. Mastin, WNBC, and

John Shepard 3rd, Yankee and Colonial networks, were next to speak.

Craig made a suggestion to amend resolution to allow four members to serve on the Advisory Committee, and have Ethridge legally serve as an advisory member of the committee. Final decision was for Craig to appoint fifth member, and to serve in an advisory capacity.

Don Elias went out on a limb for a "czar." Elias, not pulling his punches, told NAB that they were practically unable to cope with any of the serious situations which now faced the industry, and that no expense should be denied, nor should hasty judgment enter in negotiations for the "czar."

Samuel Rosenbaum, WCAU, also made plea for a "czar," but insisted that the Committee be given an unhampered hand in present work, and that they be allowed free reign in drawing up their reorganization plans and resolutions.

Harold Loeb, WFDF, who was appointed to the Independent Broadcasters' AFM Committee, reviewed the minutes of the meeting held Tuesday night by the independents in regard to their AFM fight, and announced the names of the members of the committee.

Paul T. Morency, WTIC, made a motion to temporarily close the purse of the NAB Bureau of Copyrights. Insisting that monies laid out for the bureau should be put aside as a fund for the entire NAB, Morency asked for more complete descriptions of expenditures in this channel. James W. Baldwin, managing director of NAB, stepped forward and explained the entire setup to the convention. Asking for a veto of Morency's motion, Baldwin pointed out that another music crisis would arise in 1940, and that the NAB Bureau of Copyrights would act as a weapon in their favor at that time. Harold V. Hough, WBAP, treasurer of the bureau, backed up Baldwin, and Morency withdrew motion.

"Radio Month" Planned By Set Manufacturers

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izing. Idea would be to focus public attention on imperfect performance of estimated ten million obsolete sets, and to improve reception generally, with concomitant boost in sales, service, and electrical consumption. Even slight public response, it was pointed out, would measurably increase pres-

INDEP'T BROADCASTERS ASSURED OF NAB HELP

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be able to negotiate with the AFM or inform them of their position should it become necessary. Questionnaire will also seek to ascertain the reaction to each station in regard to the AFM demand that more musicians be hired.

Committee representing the independents is not a "negotiating committee", and has power only to treat with and ask advice of the NAB board for the most part. General sentiment is that the indies would be foolish to send a committee to the AFM until it becomes necessary and majority feel that their particular problems cannot be served by any one group which it may appoint to represent them.

ent \$150,000,000 annual utility revenue from current consumption of the 24 million radio sets now in national use. At least 5,000,000 sets, Brown estimated, now need servicing so badly that they are being used only for special events.

Committee weighing matter is headed by Pres. George B. Conover, Managing Director of the Electrical Association of Philadelphia. Serving with him are John C. Bartlett, m.d. Electrical Institute of Washington, D. C., and Ralph Neumiller, exec. v.p. Electrical and Gas Association of New York, Inc.

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FOTOTONE SOUND SYSTEM

PROMOTION

Radio Dealer Tieup

In a clever and novel showmanship piece entitled "Drawing The Curtains," WHP of Harrisburg, Pa., recently issued a 12-page supplement, which was included in the regular evening issue of the Harrisburg Telegraph. Supplement carried interesting stories and pictures covering diversified programs the station presents through CBS and locally, in addition to pertinent facts about radio sets.

This practical tie-up of radio dealer with the station was conceived by Dick Redmond, publicity and promotion director. Besides giving the station an excellent exploitation splurge, the newspaper, which owns the station, netted quite a profit from the advertising of the dealers.

To further publicize their new fall series of programs, and the change of time for the major network features, the station placed giant placards in the lobbies of all important Harrisburg theaters, with floodlights focused on the placard. Manager A. K. Redmond made the arrangement.

Procter & Gamble Contest

The new \$51,480 prize contest being run by Procter & Gamble for Crisco, through Compton Advertising Inc., is being plugged on the NBC "Vic & Sade" programs Mondays, Thursdays and Fridays. In Canada the transcription series, "Kitty Keene" and "Gospel Singer" are promoting the contest. "Houseboat Hannah," another disk series on WOR and Honolulu, are also a part of the campaign.

Contest will run for six weeks with weekly awards of \$1,000, first prize; 10 prizes of \$100 and 200 Westinghouse roasters will be given for the best 25 word letter, on, "I like the new super creamed Crisco because. . . ." Proof of purchase, one Crisco wrapper, must accompany all entries. Contest closes Nov. 14.

Booming Series Broadcasts

Window display cards for stores, restaurants or other gathering places providing reception of world series broadcasts, were distributed by KSFO, San Francisco, pointing out that station's play-by-play airing could be heard at those places. Good, inexpensive plug was thus obtained.

Why-Listen Contest

KFOX, Long Beach, has annual station letter-writing contest, with prizes for dialers penning best letters on why they listen to the station. Letters from spots as remote as Australia were reported in last year's contest. Hal Nichols is in charge.

AL DONAHUE

and his orchestra

at the

RAINBOW ROOM

For Fall and Winter Season
Fourth Return Engagement

● ● ● "I think that we have selected a worthy and capable committee to draw up and take care of pending business. Let's adjourn now and go back home. We can't argue more than we already have—unless we don't care about accomplishing anything further. I move we adjourn." . . . Thus did Bill Gillespie, v.p. and general manager of KTUL, Tulsa, rise at the extra-special meeting of the NAB yesterday (extra-special because it was scheduled for the 12th only) and pleaded with the boys to return back home. . . . This was at 12:34—and prompted Don Elias of WWNC to ask for the floor, after which he turned to Bill, still on the rostrum, and asked: "Do you INSIST we go home?" . . . A roar followed this remark and for a moment this indicated that it was all over but the packing for the return trip. . . . Ah, but not only were we wrong in assuming this—but every one else. . . . Up until the motion to quit, the assemblage was quiet and reserved, but havoc broke loose with every one seeking a crack at the floor, resolutions, and what have you. . . . At 1:33, Prexy John Elmer took a motion, a second and a vote to adjourn—except for half of the members of committees, who were told to remain—for more confabs!

● ● ● As we walked into the room that a.m., Samuel Rosenbaum of WCAL, Philly, was in the midst of discussing the resolutions. . . . Stewart Sprague, former legal mouthpiece at NBC and now engaged in private practice, was an interested listener. . . . Probably concocting legal ways to break into the set-up—if he was hired by an opposing client! . . . J. H. Kennedy of WCHS sat in deep thought with L. B. Wilson. . . . Paul W. (Fritz) Morency of WTIC, Hartford, kept bobbing up and down with counter-replies and suggestions. . . . If a count were taken on the times persons had the floor, Fritz would cop the prize with plenty to spare. . . . Mark Ethridge of WHAS had his usual say on things.

● ● ● After a while (this, also after Bill Gillespie's motion to quit) Jim Baldwin, managing director of NAB, discussed the NAB transcriptions and you couldn't get Lloyd Egner of NBC and his assistant, Frank E. Chizzini of the transcription dept. to bat an eyelash—they were that engrossed. . . . Bill McClancy, NBC's traffic manager, also appeared interested. . . . John Shepard 3rd got up to speak from the floor—but it was decided by Pres. Elmer to test his mike voice from the dais. . . . Tillford Jones of KXYZ, step-son of Jesse Jones, head of RFC, was another engaged spectator. . . . Harold Hough, WBAP, raised a howl when he took the floor and referred to something they were offering public and sponsors as "junk" and then hastily altered it to "material". . . . Baldwin, as the meeting came to a close, suggested rather strongly that inasmuch as station owners or their reps were present—why not run up and hear the records now in a suite. . . . Roy Thompson of WFBG, in the lobby, told us he would do as Jim asked—but also listen to other transcriptions—not that he cared since his station employed a house band of nine men. . . . Sounds Supreme Courtish, eh.

● ● ● After the Tuesday p.m. session, CBS threw a cocktail party for the entire crowd. . . . Here Don Shaw, McCann-Erickson radio biggie, made an appearance and was actually mobbed by station reps who offered him invites for the evening, etc.—but he went searching for John Royal, whom he didn't see, and wound up swapping stories with Doc Morton of NBC, who can tell a couple good ones on the least provocation; Lew Frost of NBC's Frisco crowd; G. R. Shafto of WIS and Lloyd Egner. . . . But to Doc went the prize for the best stories. . . . That nite NBC threw a dinner for their own kind only—and Prexy Lenox Lohr climaxed the evening with a remark that this is to be a "speechless session". . . . Graham McNamee was emcee of the entertainment which included the assistance of Alan Kent, Sheila Barrett and Carol Deis.

GUEST-ING

ARTURO DE FILIPPI, tenor, on "True Story Court of Human Relations," tomorrow (NBC-Red, 9:30 p.m.).

MARIO CHAMLEE and WYNNE GIBSON, added to Rudy Vallee program, tonight (NBC-Red, 8 p.m.).

AMOS 'N' ANDY, on "Hollywood Mardi Gras," Oct. 19, postponed from Oct. 12 (NBC-Red, 9:30 p.m.).

HILDA BURKE, on the "Hit Parade," Oct. 23 (CBS, 10 p.m.).

LOTTE LEHMANN, on the Ford Sunday Evening Hour, Oct. 24 (CBS, 9 p.m.).

GEORGE JESSEL, second appearance on Rinso program, Oct. 19 (CBS, 8:30 p.m.).

CARY GRANT, in scenes from "The Awful Truth," on "Hollywood Hotel," tomorrow (CBS, 9 p.m.).

BALTIMORE

A special talk by g.m. H. L. Katz of May Co. store was aired simultaneously last week over WCAO, WBAL, and WFBR.

Bob Hurlleigh's much commended weekly news review over WFBR has been taken by Auto Cruiser Co. of America.

Rex Reynolds, WBAL singer, actor and emcee, has started new sponsored series of "Golden Dawn Melodies."

Art Perkins is at the mike for new series over WCBM playing up Hutzler Bros. Co. (den't store) stamp collectors' department.

WFBR has Saturday night program from lobby of New Theater, airing opinions of audience on film shown. Free tickets to those interviewed.

WCAO will start new sponsored series of Question Man programs from lobby of Loew's Century Theater.

"Lone Ranger" Adds Stations

Detroit—"The Lone Ranger" serial drama, produced at WXYZ, and aired over Mutual, has added three more eastern stations and one in the west, according to H. Allen Campbell, g.m. of King-Trendle Broadcasting Co. Outlets are WFIL, Philadelphia; WNBF, Binghamton; WSYR, Syracuse, and the Don Lee station in Portland, Ore. This makes 26 stations carrying the program.

Grossman to New Haven

New Haven—Murray L. Grossman, WBRY commercial manager in Waterbury, has been transferred to the business managership of the New Haven station.

YOUR FINANCIAL PROGRESS,
YOUR FAMILY'S SAFETY DEPEND UPON THE PLANNING YOU DO NOW. I WILL GLADLY DISCUSS YOUR INSURANCE PROBLEMS—NO OBLIGATION.

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

NEW BUSINESS
Signed by Stations

WBZ-WBZA, Boston: Beaumont Laboratories; Lamont Corliss & Co.; Bayuk Cigars; Oyster Shell Products Co.; Richardson & Robbins Co.; Oneida Ltd.; State of Pennsylvania; Graham Paige; Nash Motor; Pacquin Laboratories; Thomas Leeming & Co.

KFOX, Long Beach, Cal.: Chevrolet.

WBT, Charlotte: Buick.

WIND, Gary and Chicago: Carter Medicine; Chamberlain Laboratories.

WJJD, Chicago: French Lick Springs Hotel (Pluto Water), through H. W. Kastor & Sons.

KSFO, San Francisco: Chrysler; Table Products Inc.

KYA, San Francisco: Maryland Pharmaceutical Co.

KFRC, San Francisco: Chamberlain Laboratories; American Tobacco Co.; Pinex Co.; Ironized Yeast; Chevrolet; Buick; General Cigar; Nutone Chimes.

WIP, Philadelphia: Emerson Radio, spots.

SAN ANTONIO

KTSA Squibs: Tol Wear from Dallas is a new voice here . . . Robert (Bob) Hopper and J. G. Roundtree are the latest additions to the operating department . . . "Gunter Goings On" is a new daily feature dealing with news about the hotel . . . Ernest Hauser is now conducting the studio orchestra.

Maxine Gilliam, kid vocalist, heard over KMAC Sunday, looks like a real little "find."

Bill Boyd's Musical Cowboys are the early birds on KONO, coming on at 6 a.m.

Vivian Vorden and her radio ork are now playing nightly out at the Broadway Tavern.

INDIANAPOLIS

Len Riley, sportscaster WFBM will be at mike for Indiana University home-cooking game against University of Illinois on Saturday.

Gwen Schort joins WFBM announcing staff, handling two shows daily.

"The Three Victors" heard each Monday over WFBM, were formerly billed as "Rusty Hinge Trio" with Charlie Davis' orchestra.

ROC Adds to Staff

Radio Orchestra Corp. has added Mac O'Connell to its sales staff in charge of production department and Ben Taft in charge of the radio department, it is announced by Norman E. Campbell, general manager.

DON KERR

Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
General Mills Sports Parade
Fox-Fabian Professional Parade

Program Reviews and Comments

"MR. KEEN"

(Tracer of Lost Persons)
American Home Products
(Bi-So-Dol)
WJZ—NBC-Blue, Tue., Wed., Thu.,
7:15-7:30 p.m.
Blackett-Sample-Hummert Inc.

DRAMATIC SERIAL WITH NOVEL ANGLE SHAPES UP AS ENGROSSING ENTERTAINMENT.

Title character of this new dramatic serial is a kind old gent who undertakes to locate any missing person anywhere in the world, or make no charge for his services. He has a young girl as assistant, and the first client to enter the picture is an agitated young man seeking a girl and willing to wager that Mr. Keen will never be able to find her. Title of the episode is "The Case of the Girl Who Couldn't Be Found."

Mr. Keen assigns his girl assistant to the case. Implication at sign-off time was that the young man's lost girl is an imaginary creature, and that love interest is in the offing between him and the young lady handling his case.

First program sounded as though the series will prove highly entertaining. Comic as well as tragic and weird cases are among those scheduled.

"Court of Missing Heirs"

By clever manipulation of a new angle on the currently popular true experience form, rather commonplace material is used here to produce a script show with a great human appeal and, for the sponsor, Skelly Oil Co., an excellent opportunity for effective merchandising.

Founded upon authentic court records, and represented as an attempt to solve the mystery of some of America's unclaimed estates, the opening program offered two case histories, using dramatic sequences to high-point the lives of men who died leaving estates totaling \$29,000. A reward is offered for information leading to the whereabouts of rightful heirs to these fortunes. Commercials are nicely tied-in to the service angle of the program, and the announced distribution, through service stations, of weekly bulletins containing information on additional cases, should prove an effective teaser in bringing listeners to the sponsor's retail outlets.

Al Shebel and James Waters handle the scripts ably. Production and cast are good, and the show should catch on. Incidentally, the problem of prize contests seems to have been whipped in this show. You can't beat \$29,000 or more in weekly, cash prizes—especially when it is the deceased dramatic principals who put up the dough, and not the sponsor. Show originates at WBBM and airs over 20 midwest CBS stations. Blackett - Sample - Hummert is the agency.

Al Donohue Orchestra

Reason for the popularity of Al Donohue's orchestra at the Rainbow Grill was satisfactorily demonstrated in a remote caught Tuesday night at 11:30 over WEA-F-NBC-Red. A wide range of selections, moods and tempos not only were handled with facility, but arrangements and renditions were very beautifully designed to appeal to the dancing feet as well as to the ears. Starting off with a snappy version of "Runnin' Wild," the band next toned down to "In a Little Carolina Town" with feminine vocalizing in appropriate Dixie vein. Then to a stretch of swayful dance music, and on to "Blue Bayou," "Sweet Varsity Sue," "Caprice Viennoise" and others, with intermittent vocal interpolations. All very smart and pleasurable.

Lou Breese Orchestra

His sub-billing of "breezing along" is aptly descriptive of the music dispensed by Lou Breese, caught at 11:15 p.m. Tuesday over WEA-F-NBC-Red in a remote from the French Casino. From "That Old Feeling," augmented by a feminine voice, and "Goodbye, Jonah," with an appropriate baritone singer, the orchestra swung along to "You Can't Have Everything," "Tears in My Heart" and "Big Apple," with additional vocals here and there. It was good going all the way, calculated to delight both dancers and listeners.

"Fun in Music"

Conducted by Dr. Joseph E. Maddy, professor of music at Michigan University, and aired over NBC-Red on Tuesdays at 2-2:30 p.m., this program is something of a course of instruction in the playing of various band instruments. With the use of books purchased for 50 cents, students can sit at their radio receivers and enjoy a year's course without cost. Both commentary and demonstration are employed by Dr. Maddy in conducting his classes, which also cover vocal work.

Briefly

Hal Gordon, tenor, caught Tuesday at 1:45-2 p.m. over WJZ-NBC Blue, has a nice individual style, a voice with a mightily appealing quality, plus better diction than usual for a vocalist.

"News for Everyone" on WNEW, at 5-5:30 p.m. weekdays except Saturday, and 6:30-7 p.m. Sundays, is a fairly cohesive conglomeration of music, vocals and news. Richard Brooks handles regular news, Irene Collins gives fashion news and sings,

★ **F. C. C.** ★
ACTIVITIES

APPLICATIONS GRANTED
Laura M. Doerenbecher, Tacoma, Wash. Auth. for involuntary transfer of control of corp. to Laura M. Doerenbecher. 570 kc., 1 KW., 5 KW. LS., unlimited.

SET FOR HEARING
Evening News Press, Inc., Port Angeles, Wash. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

EXAMINER'S RECOMMENDATIONS
KPQ, Wenatchee, Wash. CP to increase power, change frequency to 1360 kc., 1 KW., unlimited, be granted.

Genesee Radio Corp., Flint, Mich. CP for new station. 1200 kc., 100 watts, 250 watts LS., specified, be denied.

Richard Field Lewis, Oakland, Cal. CP for new station. 1160 kc., 1 KW., daytime.

OMAHA

Gene and Glenn, formerly with the Cornbelt Wireless Network at Des Moines, are now carrying two programs daily from WOW, as well as making personal appearances in this territory.

Program Manager Harry Burke of WOW is back from a Dodge sales meeting at Kansas City.

Mr. and Mrs. Henry Field of KMA at Shenandoah, Ia., have left for a month's vacation in California.

3 Years for Courtney

Alan Courtney's "Joymakers" will celebrate Courtney's third anniversary on WNEW in a special series of programs the week of Oct. 18.

Courtney and his Gang are heard on Monday through Saturday at 11:30 a.m. in an hour variety show. More than 200,000 listeners have been enrolled in the "Joymakers Club" conducted by Courtney. Currently heard with Courtney on this show are: Don Lamont, Jimmie Rich, Lucille and Lanny, and Dixie Dean.

"Veteran's Campfire"

"Veteran's Campfire", a series presenting World War veterans in ad lib reminiscences of the war is scheduled on WNEW each Friday night at 9. Larry Nixon is emcee.

Paul Carley also vocalizes and John Jaeger is emcee.

Fisk Jubilee Singers in "Magnolia Blossoms" provided a very entertaining program of Negro spirituals and folks songs over NBC-Blue from WSM, Nashville, at 11:30 p.m. Monday. The Fisk Jubilee group is one of the top units of its kind.

Immediately Available
For Exclusive Sponsorship

"Cape Cod Folks"

By
Joseph C. Lincoln

Chase & Ludlam Phone
30 Rockefeller Plaza Circle 7-4366

**HELENA BLUE'S
NOVELTY STRINGS**

SWING WITH STRINGS

MANAGEMENT
ROCKWELL-O'KEEFE



AL SPAN, head of CBS West Coast sound effects, thinks there's something in a name after all. Just out from New York, Span pulled up for a traffic stop at the "Crossroads of the World" and found himself right next to the car of a friend he had forgotten to say goodbye to in New York three weeks previously when they were working together on the Myrt and Marge show. Neither knew the other was headed for Hollywood.

Glenn Morris and Eleanor Holm, just back from the summer engagement in Billy Rose's Aquacade at the Cleveland Fair, on Union Oil's "Thrills" over NBC Coast Red on Wednesday night.

Bob Mitchell, whose "Streamline Swing" electric organ concerts are a regular KHJ-Don Lee feature, is also the busy conductor of the St. Brendan Choir, which outstanding choral organization has been much in demand recently.

Frederick Stark, KHJ conductor, bought himself a house next door to a golf course so that all he need do is step over the backyard fence to tee off.

Raine Bennett, well known in local radio circles as a news commentator and producer, joins the staff of the Herald-Express as radio editor, relieving John Clark, who has been temporarily filling the post, and succeeding the veteran Gene Inge, who resigned recently to open his own office as a producer and consultant.

John J. Colbert has been made news editor at KFWB, succeeding Charles "Chuck" Benson, who resigned to join Hal Rorke's publicity staff at CBS. Colbert also conducts "The Lamplighter" program on KFWB and will continue that chore in addition to his new duties.

Survey conducted by the W. R. Penny Market Research Corp. reveals that KMPC's listening audience has been doubled since being taken over by G. S. Richards of Detroit last June, according to Leo Tyson, general manager. Tyson credits the build-up to increased number of live programs, aggressive

ONE MINUTE INTERVIEW

BETTY GOODWIN

"One of the few positive statements that can be made about television at this stage of the game is that it's sure to spruce up us women. From Hoboken to Walla Walla we'll be seeing today's fashions today. And if it's the television camera we're facing, instead of the television screen, then the need for being clothes-conscious and figure-conscious will be even more acute."

ORCHESTRAS - MUSIC

VICTOR YOUNG is sponsoring a movement to establish a Federal Ministry of Fine Arts for the encouragement and possible subsidizing of promising young American artists. The film and radio maestro had a big turnout of picture, radio and society headliners for his concert at the Philharmonic last Friday night, proceeds from which go into the fund to finance the national movement. First half of the program consisted of Young's own composition, including "Arizona Sketches," which was played at the Hollywood Bowl last season.

It's a girl at the Eddie MacKinny's in Chicago. He plays bass fiddle with Roger Pryor's ork.

Sammy Kaye will swing and swat at Dorney Park, Allentown, Pa., tonight.

Ozzie Nelson has made his home in Hollywood and will confine his year's activities solely to his radio commercial with Harriet Hilliard and Feg Murray over WJZ and the Blue Network Sunday nights at 7:30.

Elisel Grenet, composer of "Mama Inez" and more than 400 other rumbas, will be heard with his Cuban orchestra regularly via WHN from the Club Yumuri on Thursday evenings at 10:30.

Mickey Rooney, juvenile film star, does a bit of song writing on the side and had his "That's What Love Will Do To You" featured by Hal Kemp

coverage of special events and a number of exclusive features, and is naturally elated at the audience response in such a brief period.

Raymond R. Morgan Co. has placed the transcribed "Judy and Jane" show on KNX, KSFO, KOIN and KMJ on a five-times-weekly schedule, starting Nov. 1 for Pacific Coast coverage for Folger Coffee. Show has been on various midwest stations for some time.

KMPC has a new serial drama, "This Day Is Long", written by Ralph W. Towner and featuring Leslie Claire, New York stage actress, stripped through Monday to Friday at 3:30 p.m. Katherine Taylor, picture actress, and George Volger also are prominently cast.

Paul Richards, baritone, formerly on CBS network shows and with the Vincent Lopez orchestra, now is heard on KMPC each Wednesday at 3:45 p.m.

Community News on WFBR

Baltimore—A new series of broadcasts, "Community News and Views," was recently inaugurated by WFBR and is heard every weekday afternoon, Monday through Saturday. Presented as a variety show, the primary purpose of the broadcast is to bring to the air news of community happenings in and around Baltimore.

last Friday. Mickey also conducts his own juve orchestra.

Julie Wintz and his orchestra are now broadcasting on Sundays from the Village Barn over WOR.

Shep Fields and his "Rippling Rhythm" Orchestra, now working in the Paramount Picture, "Big Broadcast of 1938," will follow his screen activities this Fall with a road trip through the West and South, winding up at the Palmer House, Chicago, late in November.

Sammy Smith, one of the best known music publishers' contact men in the radio field, joins the Braun Organization in its New York offices this week. H. J. Braun, head of the organization, in town from the company's main offices in Chicago, announced that Smith will assist Bill Ortmann, professional manager. For the past few years Smith has been professional manager for Southern.

Merle Pitt, who experimented with an all-musician's swing band, and heard recently on a guest shot at the "Make Believe Ballroom," is being given more time on WNEW. He is now heard daily at 5-5:30 and Sunday at 11:30-12, in a real "jam" session.

Emery Deutsch, whose orchestra opened at Detroit's Book-Cadillac yesterday, will be heard via CBS Tuesdays, Thursdays and Saturdays, for midnight dancing.

"Tiny" Ruffner Is Made R. & R. Vice-President

(Continued from Page 1)

several days in Hollywood conferring with Ruffner, who has been radio head of the local agency for some time. The appointment relieves Ruffner of active production duties, permitting his functioning in a supervisory capacity over producers Ben Larson of the Jolson program, Nate Tufts on the Penner show and Clark Andrews, who will produce the new Edward G. Robinson series.

At the same time it was revealed that the Robinson-Claire Trevor dramatic half-hour for Rinso, to precede the Jolson half-hour in the East at 8-8:30 EST starting Oct. 19, will not figure in the Jolson rebroadcast for the Pacific Coast. Whether Robinson objected to a dual schedule of heavy dramatic roles within a few hours could not be learned, but the decision leaves KNX and other CBS Pacific Coast stations with an open half-hour at 8-8:30 Coast time which had been cleared for the Rinso airing.

Jack Major in New Spot

Jack Major did a guest shot on the CBS variety show, 9:30-10 p.m., last night. Next week he will become the emcee on the show.



VERNE SMITH has been added to the cast of Gold Medal's Arnold Grimm's Daughter on CBS.

Herb Carlborg has been made Detroit manager of Radio Sales Inc. in Detroit, Kelly Smith, the boss, has announced.

Margaret McLean of Young & Rubicam radio department has gone to Hollywood for vacation.

Ed Wood, commercial manager of WGN, off to west coast for combined business and pleasure trip.

Carl Harris and Putney Haight are handling the Chicago Community Fund drive for J. Walter Thompson with Dick Marvin taking care of the radio end.

"Complete Story Hour" of WJJD celebrates its 100th broadcast with a studio party and Director Joe Allabough taking the entire cast to see "The Women" at the Erlanger in the afternoon.

Wilbur H. Cummings replaces John M. Larson as NBC studio field engineer. Larson transfers to New York staff.

Dave Rose's "Tone Poem" to be played by Chicago Symphony orchestra shortly. Dave is pianist-arranger at NBC here, shortly to leave for Hollywood, where he has a job with Paramount.

"Dan Harding's Wife," sponsored by National Biscuit on WMAQ, has been renewed for 13 weeks.

Buick Motors is using announcements on both WENR and WMAQ.

J. L. Van Volkenburg, WBBM assistant manager, to New York on a business trip.

It's a boy at the Wynn Orrs. He's radio director for Stack-Goble agency and producer of Swift's "Junior Nurses."

Allen Grant, NBC pianist, has had published a new suite of songs for children.

Hugh Studebaker is spending a week's vacation in the Ozarks.

John Gray, formerly of WBBM news staff, has moved to Tulsa as CBS production man on Barnsdall "Fun Bug."

Leo Poulette, who uses the name of Don Harris, has been signed as new mikeman on WIND. He's due here next week from WHAM, Rochester.

Frances Brewer of KSTP, St. Paul, actress and writer, has been added to production staff of WJJD, replacing Pauline Hert.

Ed Knight, WBBM engineer, back at work after a siege in the hospital.

Dunning via Radio

Baltimore—Local tax collector has so much faith in the power of radio to get results that he has induced the municipality to buy time on WBAL for announcements in an effort to boost tax collections.

San Francisco

"Carefree Carnival," NBC variety show, shifts to Hollywood on Sunday for an indefinite stay. Of the cast, Vera Vague, Charley Marshall, Maestro Meredith Willson, and Producer Arnold Maguire will go there to live. Ned Tollinger, emcee of the show for six months, will stay here, going back to his old job in the production department.

Larry Allen, of the NBC Artists Service, now working in the sales department. The program department is taking over the star booking biz.

Now that ill health has caused Darrell Donnell, radio editor of Examiner, to temporarily cease his NBC newscasts, Burton Bennett, announcer, is taking his place.

Guy Sinclair winds up newscasting for KROW tomorrow.

Bob Garred, KSFO newscaster, will journey to Palo Alto on Nov. 6, to speak before the annual conference of the California Scholastic Press Association.

One of the nicest commercial feathers in NBC's cap is the new account of Sussman & Wormers Co. (better known as S. & W.) food products, which begins a 52-week series, twice a week, via the NBC Red Pacific network on Sunday, 8:15 p.m. Titled "I Want a Divorce," each show of 15-minutes duration will be complete in itself. First show presents the work of Carlton E. Morse, author of "One Man's Family." Succeeding dramas will be written by Peter B. Kyne, Donald Henderson Clarke, Hugh Wiley, Elsie Robinson, Arnold Maguire. The National Players will enact the roles. Through Emil Brisacher and Staff.

Harry Wickersham, KJBS producer, is conducting a "Crime Quiz" Sundays at 11 a.m. Each program is complete in itself.

Kenneth Owen, announcer-operator at KJBS, has joined the CBS Hollywood staff. Fred Henry, announcer, also went with him to KNX.

Bill Darnell on New Program

Bill Darnell, baritone, formerly of WTAM, Cleveland, has been engaged as soloist on a new WNEW daily program; Monday thru Friday at 1:30 p.m. broadcast presents a fifteen minute show.

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

Greetings from Radio Daily

Irene Rich
Georgia Backus
Harry Hershfield

Dan Russo
F. C. Taylor

★ Coast-to-Coast ★

LYMAN BROWN, formerly of LKASA, Elk City, Okla., and KPND, Pampa, Tex., is scheduled to report today at KFRO, Longview, as a new announcer. Brown is being added to the KFRO staff so that no announcer will work more than one hour at a time before the microphone. Idea is to have a change in voice as often as possible.

John Buchanan, who has been promotion and traffic manager for Mt. Rainier and Rainier National Park in Washington, has resigned to become public relations director of KMO, Tacoma.

Theodore Bell of KRSC and formerly of the radio staff of Cornish School of Seattle has been added to the faculty of the University of Washington, Seattle, as radio speech instructor.

Doris Fisher, recently signed to a CBS contract, is now heard in song cycles over WABC on Mondays at 9-9:30 a.m. and Thursdays at 3-3:30 p.m. This is the same Miss Fisher who wrote the score for the Hollywood Restaurant last year and for the Harlem Uproar House this year. She is a daughter of Fred Fisher, composer of such hits as "Dardenella" and "I'm Always Chasing Rainbows."

WHOM, Jersey City, aired the unveiling of the Statue of Christopher Columbus in Columbus Park, Hoboken, on Columbus Day and also carried a remote last Sunday when the Memorial Parade honoring the Polish Generals, Kasimir Pulaski and Wladimir Krzyzanowski, was held. WHOM specializes in foreign language programs and these events were highly received by its audiences. Ray Marshall, Frank Kreuger, Boleslaw Rosalak and Michael Keniski presided at the microphones for these special broadcasts.

Bert Swor and Lou Lubin, the blackface comedians, are making transcriptions for Alka-Seltzer.

Mells, Kirk and Howard, the comics at the Hollywood Restaurant, are auditioning for a soap sponsor this week.

Larry Roller, director of public events and special features for WHK-WCLE, Cleveland, has received a certificate signed by Fred P. Cone, governor of the State of Florida, for meritorious service to the State of Florida at the Great Lakes Exposition of 1936-37.

A broadcast unique in Rocky Mountain Region Radio history was presented by KLZ during the American Federation of Labor convention. At the suggestion of Fred D. Fleming,

KLZ news editor and former Associated Press man, every "big name" newspaperman "covering" the convention was invited to attend a round-table discussion of the present labor crisis.

Unique in annals of the Rock River Methodist Episcopal conference, church district which comprises Chicago and all of northern Illinois, was a broadcast from WROK, Rockford, where the churchmen met. "Heralds of Destiny," an electrical transcription, in which was dramatized highlights in the career of Bishop James M. Thoburn of India, who as a young missionary established outposts of the Methodist church in that country, was put on the air by WROK during a morning half hour.

WSYR, Syracuse: Nick Stemmler, sports announcer, is back on the job after a honeymoon . . . Victor Miller, staff pianist, and Peggy Kimball, organist, are featured in a new thrice-weekly series . . . Bud Squires, street quizzer and special events man, is back on the job after a vacation.

W. E. Debnam, reporter for the Norfolk Ledger-Dispatch, who has been doing quarter hour weekly shots in past seasons, has been signed thrice weekly over WTAR by Canada Dry Ginger Ale. Feature is News Index, a daily sustainer for several months.

KLZ, Denver: Jack Fitzpatrick, sports and news commentator, is back on the job from a 10-day jaunt to football camps . . . Les Weelans, musical director, is reviving "The Melody Men," programs of pop melodies of yesteryear slanted at "just folks" audience, with Spray Coffee & Spice Co. as sponsor.

KFRO, Longview, Tex.: James R. Curtis, prexy of station, threw a dinner party at Town Tavern for members of staff including Harold Johnson, Joan Thompson, Edward Bumpas, John C. MacDonald and Travis Cabiness . . . Manager Johnson went to Fort Worth as delegate to the Texas State meeting of Kiwanis . . . Prexy Curtis attends the San Antonio Dog Show tomorrow and Saturday, and the Houston Dog Show next Tuesday and Wednesday—he's a St. Bernard fancier.

KDYL, Salt Lake City: "Sons of the Pioneers," early morning show emceed by Elwyn Quinn, is making quite a hit, according to mail returns; contents include musical offerings, weather data, livestock news, farm and ranch bulletins, etc. . . . "Pigskin Parade," with Frank Austin as sportscaster, salutes teams both musically and by comment with a fast-moving forecast of games, while sponsor distributes the Dick Dunkel Dope Sheets as promotion.



YOU CAN'T
SELL 'EM . . .
IF YOU CAN'T
REACH 'EM . . .
THE RADIO . . .
INDUSTRY IS
A FERTILE . . .
MARKET AND
RADIO DAILY
GOES DIRECT
TO ITS BUSY
EXECUTIVES



FACTS

about Station KIDO

Boise, Idaho and its Coverage of one of America's Richest Potential Markets..!

KIDO covers a primary area . . . with a total population of 201,493 or 49,144 family homes . . . of these 36,710 are radio equipped. Mail response to KIDO the first 6 months of 1937 doubled the total mail received during the year 1936!

Comparison—Two Nearest Cities

Major cities of the section give a general idea of per capita buying intensity for the area.

I—The Comparison by Per Capita Spending

Retail Classification	Boise Idaho	Spokane Washington	Salt Lake City, Utah
Food	\$115	\$107	\$87
General Merchandise . .	186	97	80
Apparel	35	40	41
Automotive	214	85	59
Filling Stations	55	29	20
Furniture	51	23	32
Building Material	60	17*	17
Restaurants	49	34	21
Drugs	25	16	15
Miscellaneous Retail . .	96	58	47

Total Retail Sales Per Capita Comparison

BOISE, IDAHO	\$892
Spokane, Wash.	508
Salt Lake City, Utah	422

* NOTE—Country General Store Sales Comparison omitted.

Retail Sales Per Capita Comparison (BOISE, IDAHO AND UNITED STATES)

EXPLANATION:

Per Capita Spending is the common measurement for comparing cities, counties and states. It means—the average spending of the average person during the course of one year at Retail Stores.

I—Comparison with State and U. S. Average

Retail Classification	Boise Per Capita	Idaho Per Capita	U. S. Per Capita
Food	\$115	\$61	\$68
Apparel	35	12	22
General Merchandise . .	186	38	38
Automotive	214*	62	38
Filling Stations	55	23	16
Furniture	51	13	10
Building Material	60	33	15
Restaurants	49	17	19
Drugs	25	11	10
Miscellaneous Retail . .	96	24	24

* 1st in U. S.—cities of 10,000 population and over.

Total Retail Sales Per Capita Comparison

BOISE	\$892
IDAHO	315
United States	265

(Compiled by The HURD Advertising Agency, Bridgeport, Conn.)

NATIONAL REPRESENTATIVES

JOHN BLAIR & COMPANY

AFFILIATED WITH NBC-RED AND BLUE NETWORKS