



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 76

NEW YORK, N. Y., MONDAY, OCTOBER 18, 1937

FIVE CENTS

IRNA and AFM in Final Tussle

BEST FOODS ET SERIES GOING ON 200 STATIONS

Best Foods Inc. (Nucoa margarine) the week of Nov. 1 will place one-minute dramatized transcriptions on 200 stations across the country. Jean Paul King will be the announcer. Exact schedule is not set yet, but tentative arrangements call for 10 announcements a week at various times of the day. Campaign will run for an indefinite period. Benton & Bowles Inc. has the account.

F. Edward Spencer Heads C. & H. New York Office

F. Edward Spencer Jr., vice-president and general manager of Craig & Hollingbery, becomes head of the New York office as of today. Mrs. Jeanne Craig, widow of the former head of the firm, Norman Craig, (Continued on Page 5)

British Radio Spending Exceeds Movie Outlay

London—For the first time since it superceded the stage, the cinema has been robbed of premier importance in entertainment by the radio. National expenditures for radio sets, tubes, etc., are now estimated at \$220,000,000 yearly, against \$200,000,000 for movies. Radio public, at four listeners to each set, is figured at 32,000,000, against 22,000,000 weekly movie patrons.

Cantor's Ida With Jessel

The person everybody has heard about but never heard, Mrs. Ida Cantor, will make her initial radio appearance on the "30 Minutes in Hollywood" program over Mutual on Oct. 31 at 6-6:30 p.m. George Jessel and Norma Talmadge are the headliners.

Weekly Digest

West Coast Bur., RADIO DAILY

Los Angeles—CBS Pacific Coast network has started airing a weekly "Columbia Listeners' Digest" on Friday nights, incorporating a rebroadcast of outstanding features of various programs of the preceding week. Best comedy routine, best singer, drama bit, etc., are included. Idea conceived by Charles Vanda.

20% to News

Springfield, Mass.—News broadcasts are growing in popularity at WSPR, which is now presenting 13¼ hours of Transradio News programs a week out of 77¼ hours on the air, making nearly 20 per cent devoted to news. Howard S. Keefe presents newscasts.

"HILLTOP HOUSE" BOUGHT AS PALMOLIVE CBS SHOW

"Hilltop House," serial script show, has been sold to Colgate-Palmolive-Peet for its new CBS 5:45-6 p.m. commercial which begins Nov. 1. Script will be heard on 66 stations plugging Palmolive soap. Bess Johnson will have the lead, and Adelaide Marstone is the writer.

Ed Wolf, who sold the script, will also produce the series. Time contract, placed by Benton & Bowles, (Continued on Page 2)

Thompson Buchanan Dead

Louisville — Thompson Buchanan, veteran playwright and radio author, died suddenly Friday. His air scripts included "Couple Next Door," "Milly of the Movies" and Skelly's "Court of Missing Heirs."

Radios on Tractors

Washington Bureau, RADIO DAILY

Washington — Appearing at the FCC hearing on his application to build a new radio station in Hutchinson, Kan., designed primarily to serve farmers, John P. Harris, Kansas publisher, said that most farmers of that state have either already equipped their tractors with radio or will soon do so.

★ THE WEEK IN RADIO ★

... McNinch Merges Divisions

By M. H. SHAPIRO

CHAIRMAN Frank R. McNinch of the FCC proved himself no dilly-dally proposition on Thursday when he merged the three FCC divisions into one, for greater efficiency, effective Nov. 15. There is much speculation as to how it will work out, but broadcasters generally figure conditions for them in Washington will probably be no worse nor better . . . Board of six, plus McNinch, will preside over all the FCC business . . . McNinch declares he

Broadcaster and Union Committees Lock Horns Again Today for Final Touches on Agreement Covering Musicians

WAXING SERIES OF 100 FOR ALLEN HAND LOTION

West Coast Bureau, RADIO DAILY

Los Angeles—Associated Cinema Studios has received a contract from the Frank Presbrey Co. agency in Chicago to produce 100 five-minute transcriptions for Allen's 2-Drop Hand Lotion. Frank Kling, v.p. of the agency, handles the account. Frank Purkett, g.m. of Associated, will produce the series from scripts by Virginia Barbaras.

WGRM, Granada, Miss. Makes Debut Oct. 25

Biloxi, Miss.—P. K. Ewing, president of Ewing Broadcasting Co., owner of WGCM on the Mississippi coast, states that the new 100-watter in Granada, WGRM, will begin operations Oct. 25.

WFIL Settles Dispute With Musicians' Local

Philadelphia — Negotiations concluded between WFIL and the AFM Local 77 will permit the outlet to originate the Associated Banks programs, with the Philadelphia Orchestra, which starts today over the NBC Blue network. An impasse was reached early last week when the local demanded that WFIL expend as much for a house band as that spent (Continued on Page 5)

Committee representing the Independent Radio Network Affiliates will lock horns again with the AFM Executive Committee today in what is hoped to be the final touches on the Trade Agreement which will definitely relieve the affiliates from further conferences on the musician question. Committee, which is headed by Samuel R. Rosenbaum (Continued on Page 2)

Theodore Dreiser Signed By Kass-Tohrner for Radio

Under arrangements completed late last week, Theodore Dreiser, noted author, who until now has held out against radio, will personally supervise radio adaptation of his stories and character sketches in his book, "A Gallery of Women," with program to be handled by the Kass-Tohrner organization. Adaptation of scripts is being done by William Waters of the Kass-Tohrner office.

Several sponsors are understood to have expressed great interest in immediate presentation of the Dreiser series, and Arthur Kass is now setting audition dates. Stories will be offered as a group of 13 half-hour shows under the title of "Theodore Dreiser's Gallery of Women."

Change of attitude by Dreiser toward radio, according to Arthur Kass and Sue Tohrner, is indicative of a growing realization on the part of important writers that radio merits their attention.

Counsel for McNinch

Boston—John J. Murray, professor of public utility law and economics at Boston University, will serve as special counsel to FCC Chairman Frank R. McNinch.

WABI Speed

Bangor, Me.—Twenty minutes after the elimination of the Brady Gang, the WABI news service had a complete bulletin on the air. Eleven and a half hours later, at 8 p.m., station carried a half-hour dramatization of the gang's activities which culminated here. Manager R. M. Wallace reports much favorable fan mail lauding the station's enterprise.

(Continued on Page 2)



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

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FINANCIAL

(Saturday, Oct. 16)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Crosley Radio, Gen. Electric, North American, RCA Common, RCA First Pfd., Stewart Warner, Zenith Radio, Net Chg., High, Low, Close. Includes sub-section NEW YORK CURB EXCHANGE.

CKAC Staff Changes

Montreal—Ferdinand Biondi, CKAC announcer, was recently promoted to program producer and assistant to Yves Bourassa, program director.

Two new bilingual announcers have been added to the staff which already comprised five announcers. The new announcers are Pierre Normandin and Alain Gravel.

The nominations were made by Phil Lalonde, director of CKAC.

WHBC Staff Changes

Canton, O.—Clarence W. Hayes has resigned as general manager of WHBC. Frederic Freeland, formerly of WTRC, Elkhart, Ind., is a new announcer, while Tom McClowry, formerly of WADC, Akron, has joined to do announcing and continuity. Wade Barnes was promoted to chief announcer. Eleanor Guest and Gertrude Kearney are new members of the office staff.

Webbe Quits WNEW

Ted Webbe, chief announcer at WNEW, has resigned and Bill McGrath is now set to handle production in addition to regular duties. Martin Block heads program board.

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

THE WEEK IN RADIO

... McNinch Merges Divisions

(Continued from Page 1)

every way possible . . . Today the IRNA (network affiliates independently owned) will go back to the AFM with a few proposed changes in the Trade Agreement voted by the IRNA membership . . . On Wednesday, the transcription and phonograph men are due to treat with Joseph N. Weber, but they are quite sure nothing definite will come of it that soon, because the IRNA will probably not be signed up as yet.

RCA demonstrated a new large television screen, 3x4 feet, with projection via a new tube recently developed . . . Association of National Advertisers announced program plans for its forthcoming 28th annual convention in Hot Springs, Va., starting Oct. 27 . . . NBC closed a deal with WHN whereby latter will become an additional New York outlet, but not exactly an affiliated network station. . . MGM is in the picture, of course. . . World Series games had fewer listeners this year, according to survey by Cooperative Analysis of Broadcasting . . . Radio manufacturing industry plans a "radio month" in a drive for more sales . . . Father Coughlin forced to cancel his radio commitments, due to censorship pressure from Archbishop Mooney . . . NBC will air its new symphony or-

chestra over the combined Red and Blue networks . . . Texas group of broadcasters in New York to attend the NAB meeting went on record as being opposed to the bill introduced in Austin seeking to tax ASCAP and similar organizations 25 per cent of their gross business in the state.

U. S. Supreme Court agreed to hear the so-called patent pooling case involving RCA, Western Electric, ERPI, ATT and others . . . Construction work on new CBS tele transmitter is expected to be ready early next year . . . Invitation was extended to the radio industry to make proposals that might help the work of the inter-American radio conference in Havana starting Nov. 1 . . . Comm. Craven of the FCC handed out the invites . . . Jack Latham, time buyer for Young & Rubicam, resigned to join American Tobacco Co., with Joe Holmes replacing Latham under supervision of Carlos Franco . . . Jimmy Petrillo, head of the AFM local in Chicago, opened the organization to membership of announcers and other radio men . . . somewhat like a move to forestall the CIO, but no bargain to the broadcasters in any case.

IRNA, AFM Committees Lock Horns Again Today

(Continued from Page 1)

of WFIL, has been instructed to ask for several changes in the trade agreement, but some of these which have already been discussed at past talks will not be allowed in the opinion of most committee members. Some of the changes in clauses may be allowed by the AFM.

The moot points, as reported last week, deal with an arbitration clause, two-week notice to musicians instead of four, obligation of the musician to the Federation on sympathetic strikes and non-interference with existing station contractual obligations which would have to be done should some affiliates be placed on the unfair list.

Otherwise, the IRNA membership agreed to the work of its committee, such as the 5 1/2 per cent of the gross (less commissions) as a basis for additional or new musician expenditures, as a minimum. Also accepted by the IRNA membership was the \$200,000 to be donated by the NBC and CBS networks toward aiding the most needy outlets.

For the IRNA, those who will attend are: Samuel R. Rosenbaum, chairman; Emile Gough, Hearst Radio; Mark Ethridge, WHAS; George W. Norton Jr., WAVE; John Shepard 3rd, Yankee and Colonial networks; John J. Gillin Jr., WOW, and possibly Ed Craig of WSN. Attorneys to be present are: Sol A. Rosenblatt and William Jaffee, for the IRNA; Sidley Kaye, for CBS, and Goddie Prime, for NBC.

"Hilltop House" Bought As Palmolive CBS Show

(Continued from Page 1)

calls for the nine remaining weeks of this year and a new 52-week contract as of Jan. 1. Series will shift to the 10:30-10:45 a.m. spot as soon as the time is available. C-P-P now has the "Myrt and Marge" show in the preceding quarter-hour.

Spot Recording Increases

Spot recording of important happenings for broadcast later over subscribing stations is reported on the increase in this country. A special news service is now offered by Radio-Rundfunk, New York recording and advertising agency, which makes acetate transcriptions of any news event and edits the material for compact broadcast.

The practice is extensively used abroad.

WHN Announcers with AFRA

WHN announcing staff has lined up with the American Federation of Radio Artists. The station's actors and singers already were with the AFRA.

NAT BRUSILOFF

MUSICAL DIRECTOR

New York's Own Station WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY CI 6-2200

COMING and GOING

GEORGE LOTTMAN flew to Hollywood on Saturday night and arrived there yesterday. He will remain west until Wednesday or Thursday and then fly back.

GERALD C. GROSS, chief of the International Section of FCC, arrives today aboard the Santa Lucia from Lima, Peru, after attending the Pan American Aviation Conference there.

SIDNEY PIERMONT has left for the coast to cast the newly proposed M-G-M air show.

ARTHUR HAYES, eastern head of Radio Sales, left town Friday night to visit WJSV, Washington, and WBT, Charlotte.

DOROTHY ORTON, New York vocalist who recently came back from abroad and is now heard with Don Albert's "Album of Song" over WHN, leaves shortly for more engagements on the continent.

J. O. PERRINE, associate editor of Bell System Technical Journal, went to Salt Lake City last week to deliver a lecture on sound transmission.

HARRY BIXBEE of the engineering staff at WCAE, Pittsburgh, came to New York with JIM MURRAY and NORMAN TWIGGER, announcers, to cover the Pitt-Fordham game for Atlantic Refining.

CHESTER WIMOT, Australian radio man, has been visiting the NBC studios in San Francisco.

FLORENCE HOWARD, singer formerly heard via WMBX, Boston, is in New York for radio work.

JUDY STARR, currently at the Fox Theater Detroit, will continue her vaudeville tour until she starts rehearsing for the "Ziegfeld Folies" next month.

CESAR SAERCHINGER of CBS arrives in New York today from abroad on the Queen Mary, which also brings in RICHARD TAUBER and AILEEN STANLEY.

VIC DIEHM, manager of WAZL, Hazleton, Pa., has returned to his desk after a short vacation in Bermuda.

PAUL LOYET, technical director at WHO, Des Moines, went to Washington last week on business.

LESTER LEE returned from a business trip to Chicago on Saturday.

W. B. GREENWALD, head of KWBG, Hutchinson, Kan., returned home yesterday after a New York visit.

Chi Bears' Games on WJJD

Chicago—Ralph Atlass' WJJD has signed exclusive broadcasts of the Chicago Bears football games at home and abroad for remainder of the season. Jimmy Dudley will be at the mike.

Charles Seebeck to WLEU

Allentown, Pa. — Charles E. Seebeck has resigned from the WSN announcing staff to join WLEU, Erie.

FOLLOW THE LEAD OF THE LEADERS

For the last word in complete studio and equipment facilities for reference and electrical transcription recording, call, write or wire.

SOUND REPRODUCTIONS CORP.

17 West 46th St., New York City Bryant 9-8265

THE HOUR OF CHARM

MUSIC THAT LINGERS ON



PHIL SPITALNY Residing at
PARK CENTRAL HOTEL, NEW YORK

GUEST-ING

GLADYS SWARTHOUT, on "Hollywood Mardi Gras," Nov. 2 (NBC-Red, 9:30 p.m.).

RED GRANGE, on Alka-Seltzer "National Barn Dance," Oct. 23 (NBC-Blue, 9 p.m.).

PAUL STRAND, film director, interviewed by Sidney Kaufman on "China Comments," tonight (WQXR, 9:45 p.m.).

ROSS GRAHAM, GERALDINE AYRES and AMELIA HABERLAND, on "Metropolitan Opera Auditions of the Air," Oct. 24 (NBC-Blue, 5 p.m.).

FRED ALLEN and PORTLAND HOFFA, on "Hollywood Mardi Gras" with Lanny Ross, Oct. 26 (NBC-Red, 9:30 p.m.).

EDDIE CANTOR, pinch-hitting for Burns and Allen, Oct. 25 (NBC-Red, 8 p.m.).

JUDY GARLAND and BERT WHEELER, on "30 Minutes in Hollywood," Oct. 24 (Mutual, 6 p.m.).

GEORGE SOKOLSKY, guest on Commentator Magazine, Oct. 24, RAY TUCKER, Oct. 28; JOHN B. KENNEDY, Oct. 31 (Mutual, 9:30 p.m.).

JANE COWL, on "Hobby Lobby," Oct. 20 (CBS, 7:15 p.m.).

ALBERT SPALDING, on the Chesterfield program Oct. 27 (CBS, 9 p.m.).

LENORE ULRIC with Al Pearce on Ford show Oct. 26 (CBS, 9 p.m.).

ELSIE MacFARLANE and FRITZ KRUEGER, on Curtis Institute of Music, Oct. 27 (CBS, 4 p.m.).

LOUISE MASSEY and Her West-erners, return engagement on Al Pearce program, Oct. 19 (CBS, 9 p.m.).

SAN FRANCISCO

Thomas A. Wilnot, former gag writer for Joe Penner, has been signed by the CRS system to work on the production staff at KYA.

"The Hobby Club" on KLS, Oakland, is proving to be one of the station's most popular programs.

NBC's "Death at Midnight" horror series has been temporarily discontinued because of economic reasons.

Helen O'Neill, of the disbanded NBC Artists' Service, has been moved to the program department.

Paul Gates assisting Burton Bennett who has taken over Darrell Donnell's newscast. Donnell has been ordered to "go easy" by the doctor.

"Meet Your Neighbor" is a new show that debuted over NBC recently with Johnny O'Brien, harmonica ace, and Larry Keating as emcee. Guest artists and dramatic skits are heard.

Alma LaMarr, who conducts the "Home and Style Forum" over KYA five days a week, has been loaned to NBC to present a program over KPO on Tuesdays and Thursdays known as "Lady Alycia."

Shift of "Carefree Carnival" sponsored by Signal Oil Co., is reported to increase cost of show \$2,000 a week because southern California musicians must be hired at the special commercial rate.



● ● ● Little Shots About Big Shots:—Clem McCarthy was having dinner with Ned Brown and Jack Dempsey at the latter's eating establishment when the headwaiter came over and said that Mrs. McCarthy was on the phone for him....Clem excused himself from the Champ and Ned and walked over to the phone...."Hello, darling," he said....Mrs. McCarthy said that a telegram had arrived at the house, that she hadn't opened it as yet—and if Clem wanted her to read it over the phone.... "Yes, in just a second," he said as he placed one hand in his pocket, took his eyeglasses from their case and adjusted them on his nose....With these on, he returned to the phone and said: "Oke, darling, read it now!"

● ● ● Phil Spitalny has a right to be peeved at the movies—especially at Universal Pictures for titling the Deanna Durbin flicker, "100 Men and a Girl"....Phil was all set to call his presentation,— "Forty Girls and A Man"....At Glen Gray's opening at the New Yorker last week people actually sat in the band's laps—others being turned away—and more money was spent than at Benny Goodman's opening—or any other band debut of the season....Of course, we don't know about Horace Heidt or Richard Himber yet....Sylvia Sidney, who appears on the Kate Smith program next Thursday night over CBS, will do a piece from her film, "Dead End"....Carson Robison of "Buckaroos" fame, heard over WOR-Mutual has a 25-year-old son, Donald, who is a real honest-to-goodness cowboy. He manages dad's 300-acre ranch at Poughkeepsie, N. Y., and can ride rings around his father's singing cowboys.

● ● ● Shaw Newton, exec at Morse International, relates this classic of the year....A sponsor, who has a nephew as a bandleader, decided to go on the air last spring....He told his account executive to go out and hire Blank's orchestra for the show....This the agency did and the show continued along in swell fashion....The bandleader received queries as to how his uncle was feeling, etc., but never was able to comprehend the set-up....On the other hand, the sponsor wondered if his nephew was an ingrate, not even phoning or wiring a "thank you" for the employment.... Last week "Bert Blank" had dinner at his uncle's house and the sponsor asked if he enjoyed working on the show...."What show? I've been doing one-nighters all summer!"....It was then discovered that "RAY Blank's" band was hired all along!

● ● ● Earle Ennis, columnist on the San Francisco Chronicle and heard on KSFO, drinks a pint of milk before each airing—claiming that milk makes his voice smoother on the air....Paul Wagner of WPAY, Portsmouth, O., recently thrilled the listeners describing Joe Morris and his Death Dodgers demonstrating how driving a car should be done....Lee Kirby and Bill Bivens who conduct the Midnite Dancing Party via WBT, Charlotte, figure that listeners spend from 15 to 25 bucks nitely to phone their requests.... R. C. Handon, in charge of Philly's G-Men, will talk via WIBG Sunday.

● ● ● A songplugger was in the midst of completing his expense sheet when Del Casino phoned with a hot tip on a nag going to the barrier in three minutes. "Hurry and get a fin on the nose," Del warned. "It'll pay 20-to-1. It's inside info"....The songplugger phoned a bookie, placed his bet and went about completing his expense sheet. Five minutes later he phoned the bookie, was told that the horse is still running—and "won't be home until morning." Without batting an eye-lid, the plugger added this to the expense account: "Entertaining Del Casino—\$5".

AGENCIES

F. B. DYCK HOFF, business manager of the radio department of Compton Advertising Inc., has resigned to become an assistant to George Washington Hill Jr., advertising manager of the American Tobacco Co. Jack Latham, formerly of Young & Rubicam, recently announced that he was to join the cigarette firm in a similar capacity. Lee Graves, head of the agency's Chicago office, will be transferred to New York shortly to assume Dyck Hoff's former position. Effective today, Florence Sperl, secretary to John McMillin, radio director of Compton for the past two years, will assume charge of all casting and talent. Miss Sperl succeeds Betty Howard, who resigns Oct. 25 to join the radio department of Pedlar & Ryan.

BERT COCHRANE, who has been in charge of McCann-Erickson's Northwest coast activities at Seattle, has returned to join executive staff of the Chicago office. Paul Holder, who has been art director for the agency in Chicago, has been given a roving assignment in Europe with headquarters in London. He goes to Paris first.

BRUCE BARTON of BBD&O will head a list of American business leaders, attending the National Business Show in New York all this week, who will be heard in speeches from a luncheon in their honor at the Advertising Club of New York on Thursday. Lowell Thomas will be toastmaster, with WEAH carrying the program at 1:15-2 p.m. and WMCA broadcasting it at 1:15-1:45 p.m.

ARTHUR KUDNER INC. has been appointed to handle the American visit of the Duke and Duchess of Windsor. There is no commercial tie-up involved, however. Sam Fyson or Frank Getty of the Kudner office may accompany the royal couple on their U. S. tour.

Heinz Serial on Mich. Network

"Adventures of Tommy Thatcher," kid serial which recently completed a ten-week airing over WTAM, Cleveland, has been renewed starting today over the Michigan's network with WXYZ, Detroit, as the key station.

Program will be heard five times weekly, sponsored by H. J. Heinz Co. Russell Pratt and Jack Sharp head the cast. Agency is Maxon Inc.

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

Greetings from Radio Daily

October 18

Helen Claire
Annette Hanshaw
John MacBryde

★ F. C. C. ★
ACTIVITIES

HEARINGS SCHEDULED

Today: Voice of Detroit, Inc., Detroit. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Cadillac Broadcasting Corp., Detroit. CP for new station. 1140 kc., 500 watts, daytime.

WWPO, Inc., Pittsburgh. CP for new station. 1120 kc., 250 watts, unlimited.

Times Printing Co., Chattanooga. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Martin R. O'Brien, Aurora, Ill. CP for new station. 1250 kc., 250 watts, daytime.

Gerald A. Travis, LaPorte, Ind. CP for new station. 1420 kc., 250 watts, daytime.

Fred M. Weil, Grand Coulee, Wash. CP for new station. 100 watts, 250 watts LS., unlimited.

Oct. 19: Sam Houston Broadcasting Ass'n, Huntsville, Tex. CP for new station. 1500 kc., 100 watts, daytime.

Pacific Radio Corp., Grants Pass, Ore. CP for new station. 1320 kc., 500 watts, daytime.

Shirley D. Parker, Yakima, Wash. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Kanawha Valley Broadcasting Co., Charleston, W. Va. CP for new station. 1500 kc., 100 watts, unlimited.

Oct. 20: O. C. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

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

WIBG, Glenside, Pa. CP to increase power to 5 KW. 970 kc., limited.

Oct. 21: WMBH, Joplin. CP for change in frequency and increase in power to 1380 kc., 500 watts, unlimited.

Valley Broadcasting Co., Youngstown. CP for new station. 1350 kc., 1 KW., unlimited.

Juan Piza, San Juan, P. R. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Oct. 22: Gila Broadcasting Co., Safford, Ariz. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

EXAMINER'S RECOMMENDATIONS
Great Lakes Broadcasting Corp., Cleveland. CP for new station. 1270 kc., 1 KW., 5 KW. LS., unlimited, be denied.

Fall River Herald News Publishing Co., Fall River. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be denied.

Southern Minnesota Supply Co., Mankato, Minn. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited, be granted.

APPLICATION RECEIVED

Joe L. Smith, Jr., Beckley, W. Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

KVSO Good-will Series

Ardmore, Okla.—KVSO is planning series of goodwill shows in surrounding towns, in co-operation with the Daily Ardmoreite, for the winter months. Response to a test on this idea proved unusually good, according to station manager James Griffith.

Bennett Leaves Hearst

Walter V. Bennett has resigned from the sales staff of Hearst Radio Inc. to accept an executive position with Pathfinder magazine. New appointment takes effect immediately. No replacement has as yet been announced by Hearst Radio.

AL DONAHUE

and his orchestra

at the

RAINBOW ROOM

For Fall and Winter Season
Fourth Return Engagement

RADIO PERSONALITIES

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

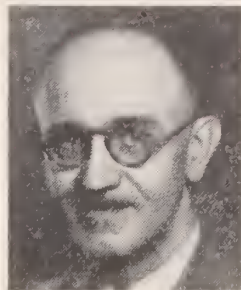
BEVERLY BROWN

DROP into WWL, New Orleans' 10,000-watter, any time between eight in the morning and late in the evenings and you'll see Beverly Brown. He may not see you because like as not he'll be bent over his typewriter, for that's his job. On the payroll he's identified as continuity editor. In the advertising fraternity they speak of Bev Brown as a writer of copy. Ask Bev himself what he does and he'll probably answer, "Oh I grind out copy."

Actually though Beverly Brown is a radio-dramatist and producer. He broke into radio about eight years ago by accident. While serving as dramatic director of the Little Theater in Augusta, Ga., he was called upon to read a script in the character of Santa Claus. A local department store nabbed him and since then he has spent six months of every year writing Santa Claus scripts which find their way to wax disks and in that way bring "The Real Honest to Goodness For True Santa Claus" to some 38 states including Canada, Mexico and the tropical countries.

Following up his success of Santa Claus he has since specialized in juvenile productions. "Skooby's Adventures," "Little Red School House," "Mickey Mouse" and "Dr. Pepper" have all been nationally sponsored.

Beverly Brown has only one hobby and that's "work"—thinking and working up new ideas. He likes cigars but doesn't smoke them, having recently sworn off and simultaneously gained 29 pounds. To his intimates he is known as "Baldy," due of course to his highly polished head. The inside is equally polished, though.



A specialist in Santa Claus scripts

WFIL Settles Dispute With Musicians' Local

(Continued from Page 1)

by WCAU, a larger station whose gross is about \$800,000 as compared to WFIL's \$300,000. Since this would be in excess of the 5½ per cent on the gross, less commissions, which the AFM is willing to accept under the terms of the IRNA Trade Agreement, Samuel R. Rosenbaum, head of WFIL, rejected the deal.

Deal now made with the local union resulted in WFIL taking on a house band as requested, but the excess payroll above the 5½ per cent on the gross will be shared equally between the sponsor, Associated Banks and the Philadelphia Orchestra. This will hold good until the AFM-IRNA agreement goes into effect, probably Nov. 1.

Preparing Cooking Series

Dorit K. Weigert, co-director of the Iridor School of Cooking, is preparing a series of lectures on "Economy in the Kitchen" for the air-waves.

Uncle Ezra's Fourth Year

Pat Barrett this week starts his fourth year of broadcasting from "Uncle Ezra's Radio Station E-Z-R-A" over NBC for Alka-Seltzer.

WWSW Puts Lines in Schools

Pittsburgh—WWSW will install lines into various Allegheny County schools for dramatic and musical broadcasts direct from the schools as extra curricular activity. Walter Sickles, program director, is handling the programs.

F. Edward Spencer Heads C. & H. New York Office

(Continued from Page 1)

temporarily has been the New York office chief executive, but she has to serve only in an advisory capacity after Nov. 1. She will, however, as a controlling stockholder, continue to hold the post of secretary and treasurer of the company.

Spencer joined the rep firm last July, coming over from the NBC sales force. Company reports that they have had the most successful fall since their entry into the rep field.

Crosby Gaige Back on Job

Crosby Gaige will return as emcee of "Kitchen Cavalcade" on NBC-Blue this morning after a short absence due to appendix trouble. Warren Ashe subbed for Gaige.

Jack Arthur Returns

Jack Arthur returns to the Mutual "Music By" series Thursday, 8-8:30 p.m. He has been in Fort Worth for the past few months.

Lord Heads Falstaff Show

Chicago—Phil Lord, veteran actor, has been chosen to headline the new Falstaff Brewery Public Hero dramatizations which start over NBC-Red tonight.

HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music in a Modern Manner

MANAGEMENT
ROCKWELL-O'KEEFE

NEW BUSINESS

Signed by Stations

WOPI, Bristol: Chattanooga Medicine Co., "Black Draught," through Nelson Chesman Co.; Chattanooga Drug & Chemical Co. (Menthacol); Chevrolet, "Musical Moments," ETs.

KGVO, Missoula, Mont.: Nash, ETs; Chevrolet, announcements, through Campbell-Ewald; F&F Cough Drops, CBS network, through Blackett-Sample-Hummert.

WGN, Chicago: Lamont Corlies (Nestle's Everready Cocoa), through Cecil Warwick & Legler; Vickerie Co., participation, through George Hartman agency; Cudahy Packing Co., renewal (also WHB), through Roche, Williams & Cunningham.

WCKY, Cincinnati: Standard Oil of Ohio, spots, through McCann-Erickson; American Popcorn Co., through Coolidge Advertising Co.; Chevrolet, spots; Dodge, weather reports, through Ruthrauff & Ryan; Weber Milling Co., ETs; Nash, spots, through Geyer, Cornell & Newell; Wander Co., "Little Orphan Annie," through Blackett-Sample-Hummert; Pennsylvania State Publicity Commission, spots, through Walker & Downing; Look Magazine, through Schwimmer & Scott.

WBT, Charlotte: E. R. Partridge Co. (Carhartt Overalls), announcements, through Havre Massengale Adv. Agency; Buick, announcements, through Arthur Kudner, Inc.; Early & Daniel Co. (animal and poultry feeds), announcements, through Keelor & Stites Co.; American Popcorn Co., through Coolidge Advertising; Dodge, announcements; Swift & Co. (Allsweet Margarine) through J. Walter Thompson.

WNEW: United Drug Co., ETs, through Street & Finney; Chevrolet, spots.

WOR: Procter & Gamble (Oxydol), "The Goldbergs," ETs, through Blackett-Sample-Hummert; Washington State Apples, "Martha Deane," through J. Walter Thompson; Wander Company (Ovaltine), "Little Orphan Annie," ETs, through Blackett-Sample-Hummert; De Soto Motor Co., ETs, through J. Stirling Getchell; California Fruit Growers Exchange (Sunkist Oranges), popular music program, through Lord & Thomas.

"ADVENTURES IN CHRISTMASTREE GROVE"

is still the *greatest* toy department promotion in the history of retailing! 15 transcribed episodes for thrice-weekly, 5-week airing. Includes most unusual merchandising tie-up ever developed, ad mats, continuity, publicity, plus a sensational feature making broadcast series SELF-SUPPORTING in most cases. Complete in every detail—and mighty inexpensive. It makes money for stations—and sponsors!

WRITE—WIRE—PHONE

KASPER-GORDON STUDIOS, INC.
140 Boylston St. Boston, Mass.
EXCLUSIVE WORLD-WIDE DISTRIBUTORS

Also ready for release: A new department store Christmas series, "THE LIFE AND ADVENTURES OF SANTA CLAUS." Dramatization of book by same name to which we have bought exclusive rights. 15 transcription episodes.



DON GILMAN, NBC vice-president, and John Barrymore are booked jointly as guest speakers at the annual meeting of the Southern California Women's Press Club on Nov. 16 at the Figueroa.

Wilkie Mahoney has been signed by Ruthrauff & Ryan for script work on the Jolson show. Mahoney formerly did scripts for Ben Bernie.

Florence George is quitting her vocal spot on the Packard program to devote all of her time to pictures. Under contract to Paramount, Miss George first goes into "College Swing" with Burns and Allen and Charles Butterworth.

Amos Baron has been added to the KEHE sales staff. Formerly with KHJ and the C. P. McGregor transcription plant.

Fran Frye gets the assignment as arranger for Phil Ohman's orchestral numbers on the Edward G. Robinson show.

NBC will hook-up with Admiral Hepburn's flagship, a submarine and a seaplane to broadcast Navy Day ceremonies over the Blue on Oct. 28. Buddy Twiss and Joe Parker will do the announcing.

KHJ has a new program, "Four Keyboards," featuring the versatile Bob Mitchell at piano, organ, pipe organ and celeste. Mitchell also contributes "Streamline Swing" to the KHJ schedule, and doubles with Bernard Katz, Dave Broekman's pianist, to form the piano-organ duo, Mitchell and Katz.

Shortened to a half-hour program, "Western Homes" will feature Andrea Marsh, vocalist, over KNX and CBS Pacific Coast net.

Produced at KFRC, San Francisco, "Jack and Adele" is a new KHJ-Don Lee-Mutual dramatic-musical series heard Mondays, Wednesdays and Fridays from 3:30 to 3:45. Ben Harkins writes and produces in addition to playing "Jack", while Dorothy Divon plays the role of Jill.

Chicago Symphony Returns

Mutual's annual airing of the Chicago Symphony orchestra concerts will begin Saturday over a nationwide web. Program will be aired on alternate Saturdays, 9:15-11:15 p.m. Spot is directly opposite the Toscanini series which debuts Christmas night on the combined NBC networks, 10-11:15 p.m.

In the quarter-hour spot directly before the Chicago program every other Saturday, Mutual's European representative, John Steele, will short wave from London a talk on world affairs.

Radio Art Market Data

October issue of Radio Art will be a Quarterly Market Reference Number, giving market and coverage data on some 350 stations.

STATIONS OF AMERICA

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

WGBI—Scranton, Pa.

880 Kc.—500 Watts, N., 1,000 Watts Day

FRANK MEGARGEE, President

WGBI dates from Jan. 12, 1925, and boasts a 12 year history under management of Scranton Broadcasters Inc., with same call letters.

The station recently joined the basic supplementary network of Columbia Broadcasting System, and is the only chain station in Northeastern Pennsylvania. It operates full time, with exception of two one-hour daytime periods. Studios are in the Administration Building of International Correspondence Schools, Scranton.

John Blair & Co. was recently appointed to represent station nationally.

ORCHESTRAS - MUSIC

ADDY AMOR, who has had his own orchestra, and Gene Novelto, his college buddy who is now with the Bill Sayres band, make their debut as a song-writing team with "I'm So Sorry," published by Roy Music Co. The number was introduced by Mickey Alpert over WOR-Mutual in two programs last week and also was played by Pat Rossi on his "Maytime" over WOV. The number is rated as having potentialities, and the boys have another on the way.

Count Basie and his orchestra recorded four sides for Decca last week.

Jimmie McHale's orchestra, airing on WMEX from the Brown Derby, Boston, will have a femme announcer—Kitty Brando.

Don Hopkins, recent addition to the WRJN, Racine, Wis., announcing staff, was married last week to Bertha Garrington of Marshalltown, Ia. Jule Oravetz, WRJN sports announcer, was best man.

David Kaonohi, tenor, who was featured with the King Kolomoku Hawaiians with Tim and Irene on the Admiracion program over WOR-Mutual for five weeks, has been doing very nicely with the Royal Hawaiian crew at the Roosevelt Hotel Grill since July 6. The Hawaiians are alternating with Guy Lombardo's orchestra.

Making his bow in the Variety Record studios, Bob Sylvester and his orchestra recorded, among other ditties, the new song hit from the WPA all-colored musical production, "Swing It." Olga Vernon, singing frau of the former Hal Kemp arranger, did the vocal chores on this side as well as on "Sophisticated Swing" and other songs put on the wax.

Roger Pryor and his orchestra are now heard over WHN, playing from the Gibson Hotel, Cincinnati. Frenchie Graffolier, Jimmy Dorsey and Jan Garber and their orchestras also are being heard via WHN, originating in Cincinnati.

REX MAUPIN, formerly an orchestra leader at station KYW, but who for some time has been a production director for script and other shows at NBC in Chicago, returns to orchestra leading on the new NBC show, "Public Hero," opening tonight, sponsored by Falstaff Brewing Co. Bob Wamboldt, former NBC Chicago production man, now free lancing, writes and produces the new show.

Choral director Roy Campbell has signed Irving Sheinker, arranger, to score all the music for his numerous vocal groups, including the Royalists, Continentals, Ambassadors and Keystoners.

Acknowledged to be the leading exponent of swing music in Europe, Sid Phillips, talented composer-arranger formerly associated with many famous continental orchestras including the popular Ambrose, has recorded a special series of swing composition, the first of which—"Comin' Thru the Rye" and "Annie Laurie"—were released this month on Variety Records, marking the debut of a series of special importations from England to be issued by Variety Records.

Joe Reichman, "Pagliacci of the Piano," follows Rudy Vallee into the Cocoanut Grove, Los Angeles, on Oct. 26.

Jeritza on Banks Program

Maria Jeritza will be heard on tonight's debut of the American banks series on the NBC-Blue, 9-10 p.m. in place of Feodore Chaliapin, who is ill in Paris. Jeritza is an exclusive General Motors star, but in view of the emergency James E. Sauter was able to book the artist for this one time shot.

Al Barrie on WNEW

Al Barrie, whose "Al Barrie's Mellydrammers" have been airing over WNYC on Saturdays for the past two months, is now presenting a similar series over WNEW on Wednesdays at 8 p.m., with "Uncle Tom's Cabana" as first in the new group.



ROY MAYPOLE has joined WCFL announcers staff to handle special events with Ed Burke. Came from WHBF, Rock Island.

Niles Trammell, NBC vice-president, back from New York.

George Kercher of Edward Petry & Co. touring the St. Louis sector.

Marion Clark of Dorings Sisters seriously ill and has returned to her home at Cincinnati. Harmony unit is seeking another member—a middle register gal.

Attilio Baggio, Mutual tenor, slated for guest appearances with Racine (Wis.) Symphony Nov. 15; Oak Park Symphony, Nov. 17, and is slated for the Loyola Univ. Concert series Nov. 17.

John Van Cronkhite, president of Van Cronkhite Associates, is back at his desk after an illness that confined him to his home in Evanston and several days at hospital.

Pete Peterson and Forest Johnson of Van Cronkhite Associates to Minneapolis, Des Moines and other mid-western points this week.

Jack Griffith of VCA in Washington making arrangements for a new VCA dramatic feature.

Ros Metzger, radio director of Ruthrauff & Ryan, back from a swing to St. Louis, Cincinnati and other Ohio River valley points.

Noble Cain's Male Octet making a midwestern tour.

Lannie Truesdale, songstress with Roger Pryor is flashing a big diamond engagement ring.

Bill Myers of "Jack Armstrong" has been called to New York as stage manager for one of his productions.

Grocery Bargain Listings

Daily bargain listings, to convince grocery shoppers that specials are available daily, without waiting for week-end purchase, is new entry over KFRO, Longview, Tex., sponsored by local grocer. Fifteen minute program goes on six days weekly, with five tie-in announcements daily. Grocery calls attention to airing with price tag on all specials reading "As advertised on KFRO." Circulars are also used.

Union Delays Filing Charges

Oklahoma City—Filing of charges by the ARTA with the NLRB against KFRR is being held up pending conferences with station officials today.

Jules Labert Free-Lancing

Jules Labert, for the past two years announcer with WNYC, has resigned to do free-lance work for several transcription and screen companies.

Bergman with Sound Masters

Teddy Bergman heads a new type of program-building service being organized by Sound Masters Inc., with studios at 1560 Broadway.

Program Reviews and Comments



"MARCH OF TIME"

Time, Inc.
WJZ-NBC-Blue, Thursday.
8:30-9 p.m.
BBD&O Inc.

SWITCH OF NOTED PROGRAM FROM CBS FINDS IT NO LESS POWERFUL AND FAST MOVING.

"The editors of Life join with the editors of Time" in this new series of news dramatizations which seemed imbued with new pep and scripted so that certain thematic treatment is brought out as tied in with the news in question. "Dead End," film, was worked into the revolt of the lower East-side mothers who want no more babies until better housing is provided and resultant better environment for future generations of kids. G-Men activities in Maine, where two bandits were slain and one captured, was the second dramatization. Again "Dead End" was brought in, with the mother in the play, voicing sentiments on the gangsters.

Duke of Windsor in Berlin, Cuban physician who became a human guinea pig for cancer research, Father Coughlin going off the air (excellent take off on this occasion), Chateau Thierry 20 years after, Bruno Mussolini leaving home to bomb Valencia, a Japanese situation sidelight, and English Princesses rehearsing for gas attack completed the highlights presented.

Closing credit for Time mentioned the world-wide events and President Roosevelt's new foreign policy, and special session of Congress, all to be read about in "tomorrow's issue of Time magazine."

William Geer edits "March of Time," with Homer Fickett and William Spier as production directors and Howard Barlow as musical director.

Jack Douglas

Informal quiz party, alternating with spelling bees and "do you want to be a comedian" nights, seems to find a responsive chord both among the radio audience and that of the Paramount theater, Newark, whence this WNEW show originates four nights weekly at 9:30-10. Jack Douglas conducts the show and first prize is \$5, with several lesser cash prizes and theater passes. Program moves along nicely and is fairly well gagged up for laughs. Sponsor has three stores, one in Newark and two in New York, which receive the benefit of the commercials. These were far from being overdone and were heard in two spots, the closing one dwelling on rugs exclusively. Finkenberg Furniture Co. is the sponsor.

"Essays in Music"

A new musical presentation, with celestial themes as subject matter, made its bow last Thursday night at 10:30-11 with Victor Bay conducting the orchestra through its difficult routine in first-class manner. First attempt was labeled "Music of the Firmament," and featured works of many of the masters, namely Rimsky-Korsakoff, Beethoven, Wagner, Debussy and Haydn. Soloists featured on the show were Hollace Shaw, who proved herself some time ago as a member of the Mark Warnow "Blue Velvet" musicals; Alexander Semmler, who offered "Moonlight Sonata" with the orchestra playing a special arrangement in the background; Hubert Hendrie, baritone; Charles Haywood, tenor, and David Ross, narrator. George Zachary is the producer.

Bay, who had charge of the musical portion of the recent Shakespeare series, is one of the finest musical minds in the business. His new series should draw a large listening audience from the listeners that do not care for the variety type show that dominates on Thursday evenings. Program airs over CBS.

"Tish"

Through the courtesy of Mary Roberts Rinehart, the author of "Tish," the Federal Theater and CBS are airing radio adaptations of the stories.

Initial presentation was neither very funny nor very attention retaining. Episode dealt with the Syrian Tuffik (Charles Crumpton) who imposes on Tish (Florence Baker), Lizzie (June Bradley) and Aggie (Fay Courtenay), his "three mothers," and dupes the gals out of many a dollar.

There might have been older persons, who had read the stories years ago, who enjoyed the radio dramatizations, but it's doubtful. Listeners are too used to the snappier fare which is served in all fields of entertainment today. Program is aired over WABC-CBS on Thursdays at 10-10:30 p.m.

"Coca Cola Song Shop"

Since making its debut several weeks ago, Coca Cola's "Song Shop," with Frank Crumit as pilot, has improved itself here and there, and last Friday night's program on CBS at 10 was one of the most enjoyable in the series to date. Singing Sam was a welcome guest star, joining Crumit in a piano-vocal duet of memory songs that registered strong. Then Sam encored with "Can't You Hear Me Calling, Caroline." Kitty Carlisle exhibited particular sparkle in her warbling and patter. Baritone Reed Kennedy was in fine fettle, and the work of songstress Alice Cornett, the Songfellows Quartet and Gus Haenschen's orchestra all clicked. Whole program moved along at a nice clip.

"CHRYSLER FOOTBALL PARADE"

with Frank G. Menke
Chrysler Corp.

WABC, Fridays, 7:15-7:30 p.m.
Lee Anderson Adv., Detroit

ENTERTAININGLY HANDLED FOOTBALL COMMENT AND PREDICTIONS.

With Ann Leaf at the organ supplying interpolated musical bits using the official songs of the colleges mentioned, this football series bowed in as an entertaining program of its kind. Frank G. Menke, featured on the show, is a newspaperman, commentator and sports authority. His mike manner and voice are engaging. Before reeling off his predictions of the next day's winners, Menke commented on interesting items of a football nature, including the "gorilla" players of the early gridiron days. John Reed King, announcer gave Menke valuable assistance.

Dr. Walter Damrosch

The tenth season of the NBC "Music Appreciation Hour" was launched last Friday by Dr. Walter Damrosch over both the Red and Blue networks at 2-3 p.m. After a few introductory words by Dr. Damrosch, who pointed out that the object of the concerts is to show the young listeners enough of music, as played by a fine symphony orchestra or sung by talented vocalists, to make the audience understand and appreciate fine music, the series got under way. It made a good start, and should prove as interesting, entertaining and helpful as the preceding series.

Make-Believe Plane Trip

"Airplane Trip," over KOMA, Oklahoma City, is proving successful from both the advertisers' and stations' standpoint. The program, 15 minutes four times a week, features a make-believe airplane trip over a neighborhood city or town. The announcer, as pilot, spots leading business houses (advertisers) and local centers of interest and describes them. Between times recordings are played. H. J. McCollister is daddy for the idea.

FRANK DEGEZ

CUSTOM CLOTHES

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NEW YORK

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

RADIO DAILY
GOES DIRECT
AS
AN ARROW
EACH DAY TO
EXECUTIVES
EVERYWHERE
WHO
CONTROL
THE BUYING
POWER OF
R-A-D-I-O



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

BOSTON

Tony Russell will be confined to his home for another week—result of auto accident. Arthur Amadon, WBZ baritone, will fill in on his tri-weekly network shows.

Edward B. Hall's "News Behind Tomorrow's Headlines" has been renewed for thirteen weeks by North American Accident Insurance Co., for Sunday eve airing over WBZ-WBZA.

Joe Rubin, who conducts a talent search program through WMEX on Saturday mornings, is hunting girl musicians for an all-girl band he plans to organize.

Fred Lang chooses items from local, national and international news for his news program over WNAC daily except Sunday.

Sandra Bruce, WCOP announcer, is home with the gripe. Kay Batchelder is taking over her assignments.

Jim Donovan's "The Man in the Lobby," daily sidewalk interview in front of Tremont Theater over WCOP, now has a sponsor.

Charlie Ashley, WEEI police reporter, and Audrey Renard of Brockton pulled a surprise marriage.

Al Helfer, staff sports announcer at WLW and WSAI, Cincinnati, has been brought east to handle Atlantic Refining broadcast of Holy Cross football games over WEEI for balance of season. He replaces Jack Ingersoll, who is laid up at his home in Concord, N. H. Jay Wesley will assist Helfer.

Roger Wheeler, WEEI continuity editor, is conducting a radio writing class, two nights weekly.

Eugene Conley, tenor at WEEI the past few years, is joining WWJ, Detroit, and will air his first program there Oct. 24.

Eddie Kasper is doing a weekly sponsored news resume on WAAB.

Chet Gaylor, program director of WTAG, Worcester, and Florence Ehrlinger of CBS in New York visited WEEI.

Sandra Bruce has returned to her WCOP assignments after being laid up with a bad cold.

ONE MINUTE INTERVIEW

LUCIO VILLEGAS

"American national advertisers sponsoring Spanish radio programs in Latin America with poor material and unknown talent are throwing their money in the waste basket. The best talent for domestic and Spanish radio programs is in Hollywood, and what is a success here has to be also there. Of course, Hollywood material and talent are more expensive, where extras are in the background and well known actors in front. Let these advertisers improve their budgets and they will meet with surprising success. And over all, let the production end in the hands of people who know their business by their past successful record in America."

★ Coast-to-Coast ★

BILLY ROSE, formerly announcer at WGY, Schenectady, is now on the staff of WOKO, Albany.

Lyda Betti, Dorothy Pilzer, Mario Palermo, William Cameron, Philip Whitfield, Hans Melzer and Leah Boliver comprised the cast of "Aida," presented by the "Gateway to Opera" company over WQXR on Saturday with two-piano accompaniment by *Clifford Herzer and Jascha Zayde*.

Dedication ceremonies of Buchanan Dam, greatest link in the \$25,000,000 PWA project to control and harness the Colorado River, was broadcast over KNOW, Austin, and WACO, Waco, on Saturday. In charge of technical operations was Chief Engineer Paul Shaw of KNOW. Walton Newton handled the program.

Mrs. Ida Bailey Allen of Ida Bailey Allen's Homemakers of the Air, heard over WHN, Monday, Wednesday and Friday, 10:30-11:30 a.m., has been engaged to write her own department entitled "Food Fashion Flashes" for Simplicity Magazine, woman's publication. Mrs. Allen's Homemakers is the only scientifically conducted radio testing laboratory in the country.

KCKN, the Capper Publications station in Kansas City, Kan., added flash and novelty to the ordinarily drab and prosaic community service of promoting Fire Prevention Week, and used it to impress local business men with the dramatic possibilities of broadcasting.

Billy Fields, whose radio cowboys are heard regularly over WSPR, Springfield, Mass., married Olga Rosini last week.

WMAS, Springfield, Mass. — Truman Crane, formerly of W1IQF, has been added to the engineering staff . . . Milton Hale, salesman, was birthdaypartying the other day.

A communal project, in which all the women's clubs of western Montana participate, is broadcast weekly over Station KGVO, Missoula, Mont. The program deals with matters of vital interest to mothers. In the short time it has been on the air, a very large feminine audience has been built up according to Arthur J. Mosby, manager.

"Illusion," by Georgia Backus, was the curtain raiser to Ernest Hemingway's "The Killers" in Irving Reis' Workshop presentation last Sunday over CBS at 8 p.m. Miss Backus, while producing her Experimental Hour when she was dramatic director of CBS, used Irving Reis' first radio play, "Split Seconds." Reis, at that time an engineer, was monitoring this program.

Lyn Murray's new quartet, "The Four Clubmen," heard via CBS, is currently making a Paramount movie short. They will feature Lyn's novel arrangement of "The Big Apple."

KUOA, Siloam Springs, Ark.—Jesse Miller, chief engineer, is teaching a class in Broadcast Transmitting Equipment to engineering students at John Brown University . . . Lester Harlow, assistant engineer, is back from a three-week sojourn to the Panama Canal Zone and a visit to several Latin-American radio stations . . . Robert Freeman, formerly of this station and KFPW, has joined the announcing staff of KBIX, Muskogee, Okla.

"Around the World," a new Sunday night program over WHN, presents Joseph Ries with Virginio Marucci's orchestra in a half-hour salute to various foreign nations. The program, aired at 6-6:30 p.m., also is aired by the Crosley International short wave station, W8XAL.

Two packages deposited by two famous inventors, Alexander Graham Bell and Charles Sumner Painter, in the Smithsonian Institute just 50 years ago this week will be opened today and a description of the contents will be broadcast over the Mutual network, 2-2:15 p.m. It is understood that one of the mystery bundles contains the basic idea of today's talking pictures—the talking machine and the photophone.

Two programs were aired by WHIO, Dayton, from the Dayton Kennel Club dog show at the county fairgrounds, giving the WHIO audience a very adequate description of the breed, structure and value of the foremost pedigrees entered. A silver trophy was awarded to the best hound by WHIO.

Jim Uebelhart, formerly of WHK, Cleveland, has been named to replace David Zimmerman on the announcing staff of WSPD, Toledo. Zimmerman joined NBC in Chicago.

Bob Burke, "The Man with the Multiple Voice," is the subject of a promotion piece being sent out by WHIO, Dayton, in a campaign to bring him before prospective sponsors.

Bill Brundige, formerly of WSIX, Nashville, is now on the announcing staff of WAVE, Louisville.

Jake Rachman, who writes the "Around Omaha" program on KOIL, now is doing a 10-minute Theater Spotlight on weekdays over the same station. Arthur Faust is announcing the Spotlight, which includes movie criticisms, news and answering listeners' questions.

PHILADELPHIA

Norris West of WCAU announcing staff leaves the field for the season to help Stan Lee Broza direct the stations programs.

KYW's "Meistersinger" is back with a new series of programs under his own tag of Murray Allen.

Alan Scott, WFIL's news commentator, has been signed by Gulf Refining for a new series.

Morton Howard inaugurates a new series of "Symphony Hour" programs at WIP.

Fred Weber, veteran of the WFIL microphone staff, has been appointed Chief Announcer, by Donald Withycomb.

Robert Golden will direct the Meyer Davis orchestra at WCAU.

Norman Sickle of KYW is writing and producing a new set of dramatic sketches based on domestic problems originating from letters received in the studio from listeners.

Jack Steck, WFIL emcee, has taken on a new assignment, building shows to be used as political entertainment.

George Hogan is assisting Woody Wolf on the football broadcasts over WCAU.

Carlotta Dale, lyric song bird of KYW Top Hatters, goes on NBC-Red with a program of her own shortly called "Songs by Carlotta."

Bob Newhall, the Collegians Orchestra and the Quadrangle Octet, are featured on WFIL's "Jamboree" program.

Dornan Brothers and Mary will be back again on the air shortly over WCAU.

Ben Greenblatt returns with a new series of "Piano Ramblings" over KYW.

Dave Tyson is back at WFIL after an extended vacation.

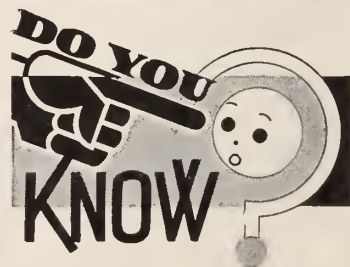
Doris Havens is now heard at the console of the organ over WCAU on "Morning Melodies" and "Noontimers."

Arthur Hinett and Carlile and London, with Frances Carroll as vocalist, now being fed to NBC from KYW.

Charles Shoffner returns to a regular turn on WCAU.

Jerry Livingston Re-elected

Songwriters' Guild of America has unanimously re-elected Jerry Livingston, composer-maestro, as treasurer.



Ida Bailey Allen, who conducts the daily *Homemakers of the Air* on WHN, has published 23 different cook books and has sold more than 10,000,000 copies!



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 77

NEW YORK, N. Y., TUESDAY, OCTOBER 19, 1937

FIVE CENTS

IRNA-AFM Still Talking

Looking On ... AND LISTENING IN

SAMENESS It is bad enough to have multiple duplication of similar type programs on the air.

The fact that the recently opened season hasn't produced a single new show worth shouting about also isn't very conducive to increased and sustained listener appeal.

But even more regrettable, because it's avoidable, is the recent wholesale dropping of assorted sustaining programs, which are being replaced by more remotes of the kind that are a drug on the airwaves.

Thus, to save a few dimes, dozens of the type of shows that impart novelty, freshness and widely scattered appeal must give way to increased repetition and a higher percentage of sameness in air entertainment.

TELEVISION Last week's television demonstration by RCA with its newly developed cathode-ray tube which makes it possible to project on a screen 3 x 4 feet does not hold out much promise of the new visual art becoming a commercial reality in the near future.

Clarity of the pictures is still too unsatisfactory, while the need for developing a technique in presentation of programs was very evident.

Even in the television broadcast received at the same time on cabinets with a screen measuring 7 x 10 inches, where the picture was quite clear, the material suffered from lack of showmanship.

Because of this and other technical problems, plus the tremendous costs involved, it still appears that the placing of television in general use will take much longer than it took the movies and radio.

—D. C. G.

2nd Composer Group

Second Columbia Composers' Commission has been formed, consisting of the following six composers: Quincy Porter, Robert Russell Bennett, Leo Sowerby, Jerome Moross, Emmanuel Dett and N. Vittorio Giannini. Latter will be commissioned to write an opera for radio adaptation. Works of commission will be presented on CBS during summer of 1938.

AL A. CORMIER RESIGNS AS WIP GEN'L MANAGER

Philadelphia—Albert A. Cormier, vice-president and general manager of WIP, has resigned, effective Oct. 23. No successor has been chosen yet to fill the vacancy, according to Benedict Gimbel Jr., president of the station.

Canada Dry Ginger Ale Is Adding 13 Stations

Canada Dry Ginger Ale, effective Oct. 25, will sponsor 15-minute daily news period over 13 additional stations. Additions now bring total number of stations carrying spot programs for sponsor to 51. Latest additions are WNAC, WTIC, WEAN, WTAG, WICC, WCSH, WLBZ, WFEA, WSAR, WNBH, WLLH, WLNH and WRDO. J. M. Mathes is the agency handling the account.

Stuart Eggleston Heads WFIL Office in Chicago

Philadelphia—Stuart Eggleston, one-time western manager for CBS, will head a new office being opened in Chicago by WFIL, it is announced by Donald Withycomb, g.m. Eggleston for the past four years has had his own business, building commercial programs for agencies and national advertisers.

Decision to open a midwest office, (Continued on Page 2)

Lucky Strike WOR Show

Lucky Strike has bought "Script-Teaser" and will present it starting Nov. 2 over WOR with Richard Himber's orchestra and Stuart Allen, vocalist.

Elliott Roosevelt Handling Hearst Stations on Coast

Old Golds Reported Readying New Series

Old Gold cigarettes is understood to be preparing a 15-minute radio program using a Hollywood columnist. Louis Sobol of the New York Journal-American is said to have been offered to spot, but prefers another offer.

Neither Side Offers to Give Ground On Question of Trade Agreement Changes; Webs Sit In

Burr's Record Record

Chicago—Henry Burr, ballad and hymn singer at WLS, has passed the 9,000,000 mark in record sales. He is a great favorite in the rural regions, and his "Good Night, Little Girl, Good Night," disk has sold 3,000,000 copies.

FCC SEES TELEVISION LONG DISTANCE AWAY

By PRESCOTT DENNETT
RADIO DAILY Staff Correspondent

Washington—Expressing the view that there does not appear to be any immediate outlook for television service on a commercial basis, the FCC yesterday marked off for allocation the frequencies from 25,000 to 300,000 kilocycles. Previously the radio spectrum had been confined to from 10 to 25,000 kilocycles.

The new action was revealed in a report resulting from extensive hear-

(Continued on Page 2)

"Firefly" First Show By M-G-M for Maxwell

West Coast Bureau, RADIO DAILY
Los Angeles—First M-G-M radio production for Maxwell House Coffee on Nov. 4 over NBC-Red will be "The Firefly," with Jeanette MacDonald and Alan Jones singing the leads. Robert Z. Leonard, director of

(Continued on Page 2)

Trade agreement conference between the Independent Radio Network Affiliates and the AFM Executive Committee took on the aspect of an endurance contest yesterday as neither side gave ground in respect to changes in several clauses sought by the IRNA. Each side, seeking to protect its constituency and carry out its mandates, continued to hold fast throughout the day and late evening sessions, with the IRNA plus key station men trying hard to get concessions on Clause 10 of the proposed trade agreement which would force an affiliated or key station to discontinue service to another outlet upon two-weeks written notice from the AFM. This of course is in the event that a station fails to comply with the AFM requirements, is placed on the unfair list and its service from network or other hook-up with affiliated outlets is subsequently cut off. If a station in question continues to supply programs to an "unfair" outlet, then AFM members need not perform further services for the originating outlet, unless negotiations result in affiliates taking on more staff musicians. Most of the pertinent conversation did not get past the proposed changes in

(Continued on Page 3)

Brown-Williamson Tobacco Renewing on 55 Stations

Brown & Williamson Tobacco Co., on Nov. 12 will renew the "Tommy Dorsey show" on 55 NBC-Blue network stations, Fridays, 9:30-10 p.m., for another 52 weeks. Batten, Barton, Durstine & Osborn Inc. is the agency.

Oxydol Doubles Up

Colgate-Palmolive-Peet (Oxydol) has added WOR to the station list carrying the script show, "Rise of the Goldbergs." WOR airs the program at 9:30-9:45 a.m., with 11 stations of the NBC-Red network taking the show at 12:15-12:30 p.m. WOR began airing show yesterday with sponsor desiring to make an experiment.

West Coast Bureau, RADIO DAILY

Los Angeles — Elliott Roosevelt, vice-president of Hearst Radio and directing head of its stations in the southwest, now has KEHE here and KYA, San Francisco, added to his responsibilities. He took charge as general manager over the week-end. Roosevelt plans to remain on the

(Continued on Page 3)



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Oct. 16, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
That Old Feeling (Leo Feist Inc.)		41
Blossoms On Broadway (Famous Music Corp.)		32
Have You Got Any Castles, Baby (Harms Inc.)		26
Whispers In The Dark (Famous Music Corp.)		25
You Can't Stop Me From Dreaming (Remick Music Corp.)		25
Moon Got In My Eyes (Select Music Co.)		24
So Many Memories (Shapiro Bernstein Inc.)		24
Afraid To Dream (Miller Music Inc.)		22
If It's The Last Thing I Do (Crawford Music Corp.)		21
Roses In December (Irving Berlin Inc.)		21
Vieni Vieni (Witmark and Son)		21
My Cabin Of Dreams (Irving Berlin Inc.)		20
You And I Know (Robbins Music Corp.)		20
Can I Forget You (Chappell and Co.)		18
Harbor Lights (Marlo Music Co.)		18
One Rose (Shapiro Bernstein Inc.)		18
Remember Me (Witmark and Son)		17
Farewell My Love (Harms Inc.)		17
Once In A While (Miller Music Inc.)		16
Ebb Tide (Popular Melodies Inc.)		16
Goodbye, Jonah (Robbins Music Corp.)		16

COMING and GOING

ED REYNOLDS, Radio Sales representative for WBT, Charlotte, and WJSV, Washington, is spending a week in Charlotte as the guest of William S. Schudt Jr., general manager of WBT.

ARTHUR H. HAYES, eastern sales manager of Radio Sales in New York, visits Charlotte this week.

C. R. JACOBS, acting head of construction and building operations department at CBS, is spending week in Minneapolis going over final plans and specifications and supervising placing of bids for WCCO's elaborate new studios. Construction is expected to get under way next week.

MACK MILLAR is due back in New York on Monday from a business trip to Hollywood.

ROBERT RIPLEY is due in Chicago over the week-end to open his exhibit at one of the local stores. He is also due to make a personal appearance the first of the week on the WLS Dinner Bell show.

IRVING MILLS returns from Hollywood today, and on Saturday returns to California in the company of IRVING S. BRECHER, who begins working for Warners.

ROBERT TAPLINGER leaves for Hollywood on Friday to assume his new post at Warners.

TOM FIZDALE arrives in New York tomorrow.

DR. ALLAN ROY DAFOE is visiting for one week in Buffalo and broadcasting from that city over WGR.

JAY CLARK of the Lennen & Mitchell radio department arrives in Hollywood to assist Mann Hollander in producing the Tyrone Power show.

JOE CONLEY, publicity director of WFIL, Philadelphia, is in New York yesterday on business.

CORK O'KEEFE, TOM MARTIN and MIKE NIDORF leave for Chicago today to attend Jimmy Dorsey's opening. O'Keefe and Nidorf continue to the Coast.

BILL BURTON left for Chicago on Sunday and will return Saturday.

FINANCIAL

(Monday, Oct. 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	153	148	149	- 2 3/4
CBS A	20	19	19	- 1/4
CBS B	19	18 7/8	18 7/8	- 5/8
Crosley Radio	9 1/4	8 1/4	8 1/4	- 1/2
Gen. Electric	40 5/8	35 1/4	35 1/4	- 5
North American	17 3/4	14 1/2	14 1/2	- 2 5/8
RCA Common	7 1/8	5 1/2	5 5/8	- 1 3/8
RCA First Pfd.	58 1/8	50	50	- 7
Stewart Warner	10	8 5/8	8 5/8	- 7/8
Zenith Radio	21 3/8	14 1/8	15	- 5

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 3/4	10	- 4 1/2
Majestic	1 1/8	7/8	- 7/8
Nat. Union Radio	1	1	- 5/8

Floyd Williams Dead

Harrisonburg, Va.—Floyd C. Williams, 47, general manager of WWSA and president of the Shenandoah Valley Broadcasting Corp., with studios here and offices in Staunton and Harrisonburg, died last week after an illness due to a heart attack ten days before.

Early in his business career, he was in the employ of the late Charles Curtis, vice-president of the U. S. Later he moved to New York City, where he became widely known via radio as "The Flying Tenor of the Air", singing for NBC. His widow, Mabel Linton Williams, was a concert organist.

Stuart Eggleston Heads WFIL Office in Chicago

(Continued from Page 1)

according to Withycomb, follows the success of the station's similar venture in New York, where time sales of \$194,000 were chalked up in September. Jack Stewart, WFIL sales manager, will supervise the Chicago office along with New York.

This makes WFIL the only independent station here to have its own sales offices in three major centers.

Winsauer Addresses PTA

Minneapolis—R. W. Winsauer, assistant program and production manager of WCCO, addressed the annual convention of Minn. Parent-Teachers Ass'n in St. Paul last week on the subject of "New Frontiers in Radio." Winsauer discussed the recent CBS Shakespearian cycle and told how education by radio can be presented with entertaining showmanship angles. Dr. Kenneth Baker of U. of Minn. spoke on "Radio Listening and the Socio-Economic Status," a summary of a recent PTA survey.

Billboards Bring Visitors

Numerous visits to its studios by tourists are attributed by WOPI, Bristol, to new highway billboards advertising the station, W. A. Wilson reports. The signs read: "Tune in WOPI on 1500, the Brightest Spot on Your Dial."

"Firefly" First Show By M-G-M for Maxwell

(Continued from Page 1)

the film, will emcee. Louis B. Mayer, Metro production chief, will appear for the launching of the program, and Igor Gorin, Sophie Tucker, Judy Garland and Ilona Massey will be among the other Metro personalities on the bill.

WCCO Information Service

Minneapolis—A new program information service has been inaugurated by WCCO in an effort to give listeners dope on programs by telephone. Established as part of the publicity department, listeners may call the program service for facts on guest stars, program times and details on contests currently being heard over WCCO. Listeners seem to have taken to the idea, because the program information service has been swamped with calls.

N. Y. Democrats Buy Time

Democratic State Committee has bought two spots on Mutual network in connection with New York Mayoralty campaign. Today Governor Herbert H. Lehman, will be heard at 7:45-8 p.m. from this city and on Friday, Senator Robert Wagner will be heard from Rochester at 10-10:15 p.m. Stations are WOR WABY, WIBX, WSYR, WBNF, WGR, and WHAM on a repeat show.

Col. Major Switched

Col. Jack Major will switch from his present CBS Monday spot to Tuesday, 3-3:30 p.m. period effective with today's airing. Major will keep present set-up intact

Elman and Salter Open Office

Dave Elman and Harry Salter have taken an office at 485 Madison Ave.

FCC Sees Television Long Distance Away

(Continued from Page 1)

ings held last spring regarding allocation of radio frequencies for use of television. For the present, television stations will be assigned upon various channels from 44,000 to 108,000 kilocycles on an experimental basis with the same requirements as are now imposed. This will continue until several remaining technical problems have been solved and standards of transmission and reception are adopted, it was stated.

Rapee's Second Sibelius Airing

Erno Rapee, director of the Radio City Music Hall Symphony Orchestra, on Sunday will conduct the second broadcast in the series of Sibelius symphonies over WJZ-NBC-Blue network at 12:30-1:30 p.m. The work will be Sibelius' much discussed "Fifth Symphony." Selections from Mozart and Chopin will round out the program.

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BOTH SIDES STUBBORN IN IRNA-AFM MEETING

(Continued from Page 1)

Clause 10, although there was considerable other talk.

Broadcasters could not see the wisdom of getting into tight places on sympathetic strike requirements and believe public opinion would be on their side in event broadcasting service was interrupted. As per demands of the IRNA membership, other concessions from the proposed trade agreement worked up by the AFM and IRNA Special Advisory Committee are also on tap. Full AFM Executive Committee, nearly all of them tired from traveling and extended conferences, took the position they were led to believe that the IRNA trade agreement was virtually set and now they return to find important clauses repudiated by the IRNA membership. Also, they are of the opinion that if they granted the IRNA demands, the IRNA would be dictating how the AFM should be run. On the other hand the broadcasters point out that they have hired musicians for 10 years or more and never had contracts with such stringent clauses as are now demanded by the AFM. On occasion the opinion was somewhat jokingly expressed that there are too many lawyers present now. In one respect the AFM feels that some of the attorneys are new to the conferences and much ground has to be covered all over again; also that on account of the broadcasting industry being new to labor agreements, the terms may sound harsh now, but eventually it will become an old story, and found practical.

In addition to the IRNA Special Committee headed by Samuel R. Rosenbaum of WFIL, and its attorneys Sol A. Rosenblatt and William Jaffee, networks were represented by Edward Klauber, M. R. Runyan, Lawrence Lowman and attorney Sidney Kaye, for CBS; Mark J. Woods and attorney E. G. Prime, for NBC. Henry Friedman attended as attorney for the AFM. Incidentally there are at least two attorneys each on the IRNA and AFM committees. An adjournment was taken until 11:30 a.m. today, with both sides hopeful that more progress would be made shortly.

Last Sunday afternoon's session of the AFM Executive Committee with Mutual web representatives resulted in no deal being closed.

Coverage Map

A graphic coverage map in a two-color, four-page illustrated folder which also provides time-buyer statistics is being distributed by KWK, St. Louis.

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NEW PROGRAMS—IDEAS

Audition Show Popular

The weekly audition for new talent held at the WBT (Charlotte) studios each Wednesday morning from 10 to 12 noon under the observation of Program Director Charles Crutchfield is one of the high spots of the WBT week. Proud mothers with precocious tots, hill-billies, would-be blues singers, novelty instrumentalists, and others pack the studio each week for the tryouts which have netted WBT only three staff artists during the entire span they have been held.

An unusual occurrence took place at a recent audition when T. D. Kemp, talent scout for the North Carolinas Theaters Inc., vied with Crutchfield for the services of a youthful vocalist, recently stranded in Chattanooga, with a vaudeville troupe, when the manager absconded with the funds. The husky-voiced baritone came to the WBT studio for the audition along with two other members of the stranded troupe. Kemp, brother of the famous Hal, just happened in on the audition looking for talent. Kemp and WBT both are bidding keenly with the young singer for his services. Jane Bartlett, vocalist and pianist, and Homer Drye and Billie Burton, both on the Briarhopper programs, are the only staff artists ever to come from the audition tryouts.

Safe-Driving Quiz

A program that should do much toward making motorists safety-conscious, yet lacking nothing in punchful entertainment, bowed in recently over WCCO, Minneapolis, in cooperation with the Minneapolis Star. Under tricky title Fender Benders, show takes quiz angle with two "professors of safe driving" asking random members of studio audience how they would handle cars under certain circumstances. Wrong judgment brings in scream, and sound of auto crash. Then professors correct the answer. First guest on the Sunday show was District Judge Levi M. Hall, who endorsed program. Future guests will include taxi drivers, filling station attendants, street car motormen, etc.

The Governor Speaks

Eight stations of Oklahoma Net arranged series of State broadcasts under title "The Governor Speaks to Oklahoma." Idea will be a permanent policy, non-political and non-commercial, and will go on no matter who is Governor. Discussions are limited to state affairs.

"Sneak Preview" of Auto Models

WQAM, Miami, claims a "first" with "sneak previews" of the 1938 model automobiles.

Employing a short-wave transmitter, Leslie Harris, special events announcer, and a crew of engineers, broadcast descriptions of the first arrivals of new models. Programs

came from warehouses, freight-car loading platforms, steamship docks and salesrooms, with the local dealers assisting in describing new features of the 1938 cars.

The series aroused much favorable local comment and created goodwill among the automobile dealers.

"The Editor Speaks"

WPAY, Portsmouth, O., reports enthusiastic reception of a new Sunday morning program entitled "The Editor Speaks." Editorials are read from local and nearby newspapers, the thoughts going over much more impressively than in the cold black-and-white of print.

Music and Flowers

Aptly titled "Music and Flowers," WDAF, Kansas City, has inaugurated a new 15-minute transcription program for the Telegraph Delivery Association of local florists. Short musical program and talk on flowers by an authority make up broadcast.

Auto Previews

"Previews" of new cars, broadcast by shortwave from city showrooms, is the new bright one over Hal Nichol's KFOX, Long Beach, Cal. Shots feature talks with managers, general descriptions of the cars, demonstrations of a running motor, and informal auto talk, with programs so far released from show spots of Oldsmobile and Chrysler.

WCCO Bureau Lands Booking

Minneapolis — The biggest annual live talent booking in the Northwest has again been given to the WCCO Artists Bureau. It is the Northwest Automobile Show, to be held Oct. 30—Nov. 6 in the Minneapolis Auditorium. This year's production will be the largest in the history of the show. Both the floor show and dancing will be handled by the WCCO Artists Bureau, headed by Al Sheehan.

Personals for Clem McCarthy

Clem McCarthy, announcer, will make personal appearances Thursday night at the Ritz, Roosevelt and Tivoli theaters in Newark and at the Sanford in Irvington. Lee Stewart, chief casting director for Vitaphone, will be emcee.

Tolcher Joins WHN

Arthur M. Tolcher, formerly of WOR, has become associated with the sales department of WHN.



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ELLIOTT ROOSEVELT HEADS HEARST COAST STATIONS

(Continued from Page 1)

coast for 60 days or so and emphatically denies that any negotiations are on for the sale of these or any other of the Hearst stations.

Ford Billings, who has been in the berth taken over by Roosevelt, goes to the Chicago office, it is said, and Murray Grabhorn remains as manager of KEHE, with Bob Roberts in charge at KYA. W. C. Burke, connected with the Hearst Texas stations, accompanied Roosevelt here.

Personnel shakeup in Hearst Radio under Roosevelt was indicated by week-end resignations at KEHE of Mayfield Kaylor, program director; Pat Patterson, publicity head, and Ken Higgins, producer, together with the secretarial staffs attached to their respective offices.

Rockwell-O'Keefe Changes

Shifts at Rockwell-O'Keefe place Bill Burton working with Ralph Wonders in the act department, doing talent scouting as well as directing publicity. Jack Whittemore will work with Dick Ingram, who takes Mike Nidorf's place while latter is in Chicago in the band department and doing general scouting for new bands. Harry Squires will be in charge of all one-night bookings.

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AGENCIES

A SPECIAL meeting of the newly organized American Advertising Guild has been called for today at 155 East 34th St. to consider and adopt new by-laws to conform with the constitution of the United Office & Professional Workers of America. The American Advertising Guild, which was organized several months ago as an independent union of people employed in advertising, publicity and sales promotion, has voted to join the CIO, making the adoption of new by-laws necessary. Jurisdiction over all employees in advertising agencies, from office boys to account executives, has been granted to the Guild by the CIO in adherence to its principle of industrial organization. In all other fields, the American Advertising Guild's enrollment will be restricted to those employed in advertising, publicity and sales promotion departments.

JAY CLARK, former production aide to Mann Holiner in the Lennen & Mitchell New York office, rejoins his boss in the same capacity in Hollywood, where Holiner now handles the Jergens program and the Tyrone Power show for Woodbury.

GEORGE BOWLES, account executive with the Ferry-Hanley Advertising Agency, Kansas City, did not return to the air this fall with his "Tattler Sports Chat," aired via KMBC in past years, but makes football forecasts for the KMBC weekly sports broadcasts aired by Jack Starr.

A. D. LASKER, president of Lord & Thomas agency, Chicago, and daughter Frances, who have been on a world cruise, are now in Japan. Plan was to take a house at Peiping for a while but the war has prevented that.

GEORGE WEBER, v.p. of MacWilkins & Cole, Portland, Ore., is now directing the staff of the agency's Seattle offices, where activities are being increased. William Sandiford, formerly with KOIN, Portland, recently joined the MacWilkins & Cole radio department.

KENNETH C. RING has been elected vice-president of George H. Hartman Co. John T. Hollaway, formerly associated with Quaker Oats, has been added to the staff. Ring joined the agency in 1934 as radio director.

I have the honor of numbering among my clients the following prominent personages:

SHEP FIELDS	BENNY GOODMAN
ARTIE SHAW	SONNY KENDIS
FRANK PARKER	JOEY NASH
RICHARD HIMBER	JERRY BLAINE
TOMMY DORSEY	RUSS MORGAN
BERT HIRSCH	WILLIE FARMER
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● ● ● Buddy Clark replaces Stuart Allen on the "Hit Parade" tomorrow and will continue in this spot, Allen being set for a new show... Ed Smalle's choir is on tomorrow's show also... Report that Freddie Gibson will be replaced is not so... Allen also gets the Eddy Duchin-Elizabeth Arden vocalizing spot... "Hammerstein's Music Hall" goes under new sponsorship—Anacin in place of Kolynos... Shirley Lloyd will be confined to her bed for at least another two months... The Edward G. Robinson-Claire Trevor show for Rinso which debuts tonite has been retitled from "Today" to "Big City"... With the permission of his present sponsor, Packard, Lanny Ross will appear on the last "Show Boat" program—the show which skyrocketed him... Frank Parker, who replaces Alice Faye on the Chesterfield show in Dec., also replaces Lawrence Tibbett on the Wednesday nite series in March... Clarence Muse has been set for a coast show sponsored by General Mills to be called "Aesop's Fables." Starting date and time not set yet... Peter Van Steeden will go west for the Fred Allen show, which is set to begin from the coast Nov. 17... Carlo Di Angelo, the director, is now under Ed Wolf's management and Benton & Bowles have assigned "Hilltop House" as his first assignment.

● ● ● At the Dick Humber Essex House opening the Jack Pearls asked George Burns and Gracie Allen how the kiddies were. Gracie said that they were wild about N. Y. and the oldest, Sandra, had said: "Daddy, you have enough money. Buy one of these tall buildings and let's take it back with us to Hollywood"... A KFOX remote broadcast from a downtown Long Beach, Cal., dept. store almost came to an abrupt ending last Tuesday when Hal Nichols, reading copy in front of a score or more customers in the store, came across the words that a department sale was in progress on "Dainty silk undies"... With a quiver in his voice he solemnly declared the fact, then spent the rest of the show trying to overcome a bad case of spasmodic laughter.

● ● ● Contrary to reports, Jeanette MacDonald remains on Vick's show until termination of series... Ethel Shutta goes into the "Glass Hat" at the Belmont Plaza, which opens Oct. 27 and will be aired via MBS. Frank Bessinger will head a colored choral group there with Val Olman's band... Estelle Taylor has been placed under Fanchon & Marco management... Vicki Joyce, Zeke Manners' sister, is currently singing at Clara Bow's "It Club"... Mary Livingstone turned down a 2-year starring contract at Para., feeling that she couldn't stand up as a film star and only has an air reputation... Shep Fields will open at the Palmer House in Chi. after Xmas... Lennen & Mitchell took over Rockwell-O'Keefe's space on the coast, while the latter moved into the Crosby building which has eight names of the Crosby clan on its street-level directory... The Eddie Cantor show will come east immediately following Deanna Durbin's 10 weeks of picture work... Florence George goes into "College Swing" with Burns and Allen, while Joe Penner's singer, Julie Gibson is being flicker-tested... Jack Bertall merged with Walter Batchelor... Tim Marks of the Earle Ferris crew has a mean shiner—from playing pigskin with KIDS on the block.

● ● ● A cocktail party for Tom Fizdale and Bob Taplinger is being given Thurs. in the penthouse of Yures de Villiers atop the CBS bldg... Bill Stern, NBCaster is wild over the assistance given him by Bill Q. Ranft and his help while airing the Harvard-Navy game from Baltimore through Red's WFBR. He says they're grand fellers... N. Y. Daily News' Inquiring Photographer devoted yesterday's entire pillar to question NBC, CBS and WNEW wordslingers on "what experience remains most vivid in your mind"... Swell answers by Ben Grauer, Charles Stark, Howard Petrie, Doug Arthur, Ray Saunders and Martin Block.

GUEST-ING

GLADYS SWARTHOUT has been substituted for Amos 'n' Andy on tonight's "Hollywood Mardi Gras" (NBC-Red, 9:30 p.m.).

WINI SHAW, on "Melody Hour," tomorrow (WHN, 8 p.m.).

BUDDY MANNERS and GENE LESTER, on Don Albert's Musical, tomorrow (WHN, 9:30 p.m.)

JANE COWL and PROFESSOR WILLIAM LYON PHELPS, on "Hobby Lobby," tomorrow (CBS, 7:15 p.m.).

SONJA HENIE, on AL JOLSON program, Oct. 26 (CBS, 8:30 p.m.).

SPENCER TRACY, on final "Show Boat" program, Oct. 21 (NBC-Red, 9 p.m.).

GRACE MOORE and RICHARD TAUBER, on General Motors Sunday Concert, Oct. 24 (NBC-Blue, 8 p.m.).

ELISABETH RETHBERG, ADMIRAL WILLIAM D. LEAVY and TUNE TWISTERS, on "Magic Key of RCA," Oct. 24 (NBC-Blue, 2 p.m.).

WOOD Fire Drill Broadcast Draws 35,000 Spectators

Grand Rapids—WOOD has inaugurated a series of programs to publicize in dramatic form the various features, functions and accomplishments of the city government. The first of this special series was a mammoth fire fighting demonstration, with all facilities of the police and fire departments placed at the disposal of Stanley W. Barnett, manager, and David H. Harris, by Walter H. Sack, assistant city manager, to put over a really big show which would educate the public in fire prevention and the city's facilities for fire fighting. Exhibition was attended by a crowd estimated at more than 35,000, and all efforts were coordinated to get an effective message over to both the assembled crowd and the listening audience throughout Western Michigan.

Further special events promotions and broadcasts are being worked out between the city government and WOOD to publicize other municipal departments in a similarly dramatic manner.

★ F. C. C. ★
ACTIVITIES

APPLICATIONS RECEIVED

WHEF, Kosciusko, Miss. Auth. to transfer control of corp. to Roy L. Heidelberg, 1834 shares common stock.

EXAMINER'S RECOMMENDATIONS
Colonial Network, Inc., Providence, CP for new station. 720 kc., 1 KW., limited, be denied.

Geraldine Alberghane, Pawtucket, CP for new station. 720 kc., 1 KW., daytime, be denied.

Warner & Tumble Radio Service, Memphis, CP for new coastal station. 2558 kc., 25 watts, unlimited, be denied.



THE Bing Crosby troupe leaving for Spokane today to broadcast the Kraft show from Bing's home town on Thursday will include Larry Crosby, Mr. and Mrs. Crosby Sr., Bob Burns, Edmund Lowe, Connie Boswell, Mary Carlisle, The Four-some, John Scott Trotter and his orchestra, Josephine Tumminia, opera singer, Jerry Bergen and Johnny Burke, song writer. Bing is to be honored by Gonzaga University, his Alma Mater, with a Ph.D. in music during his stay; in fact the Northwestern city is going gala for a four-day celebration in honor of its famous son.

Carleton KeDell gets the coveted assignment as announcer on the new Edward G. Robinson series. Presently handling Chase and Sanborn, Hal Kemp-Chesterfield and Union Oil's "Thrills," an NBC Pacific Coast Red network program, the addition of this show to the KaDell list gives the young mickeman top ranking with two network shows on both NBC and CBS.

Signed to follow the current "Silver Theater" series, Jane Wyatt and Brian Aherne will play the leading roles in an as yet unselected vehicle, which True Boardman will script and Glenhall Taylor direct for Young and Rubicam.

Lewis Browne, commentator on the CBS "Headlines and Bylines" will cover a lot of territory on his 2000th University Graduate Extension course lecture on "The History of Civilization" this week.

The Jean Hersholt program for Chesebrough starts over KNX on Nov. 7. Will be a Sunday feature at 2:30-3 p.m., and initial series runs to April 24.

Joe Penner is sponsoring a "baby shower" for Mrs. Nate Tufts, wife of the Ruthrauff & Ryan producer of the Penner show, in whose home a distinguished visitor is expected any day.

KFRC's "Phantom Pilot," directed by William Pabst, with Howard Duff in the leading role, has been taken by a sponsor after a brief run sustaining.

While Carlton E. Morse is in New York auditioning for another show, Michael Rafetto is handling production of "One Man's Family." Barbara Jo Allen and Bernice Berwin return to the cast following vacation. Kathleen Wilson was written out of the script for an episode while she vacationed with husband in Frisco.

A new orchestra, Freddy Berren conducting, and a new vocalist,

ORCHESTRAS - MUSIC

IRVING MILLS, instead of giving up his band booking business as rumored, plans to expand his artist and orchestra management activity. Mills has been on the coast and returns there next week-end.

Hudson-DeLange orchestra, with Betty Allen, vocalist, will play the week of Oct. 22 at Loew's Capitol, Washington, then head for a New England dance tour, booked by Mills Artists Inc.

"Exclusively," the first fall release of Whitney Blake, music publisher, is from the pen of Hugh W. Schubert, who has had numbers in the "Ziegfeld Follies" and in quite a few motion pictures.

Earl Truxell's staff orchestra at WCAE, Pittsburgh began a new series of popular programs Monday afternoon at 2:45.

CRA bookings: Jack Denny and ork play Omaha Auto show, Nov. 6-11, with Jolly Coburn slated for Syracuse exhibit Nov. 8-13 . . . Don Bestor and ork to the Melody Mill, Dubuque, Ia., on Nov. 17, and to Sigma Delta Chi frat dance, Bloomington, Indiana, on the 20th . . . Maurie Sherman's ork at Illini ballroom, Decatur, Ill., on Oct. 20, Rothwell Gym, Columbus, Mo., Oct. 22 . . . Johnny Hamp and ork play the Hanger ballroom, Marion, Ind., on Oct. 31, while en route to Roosevelt Hotel, New Orleans . . . Lang Thomp-

Edith Dick, will be introduced by Benny Rubin on the Don Lee-Mutual "Script Teaser" show tonight. Jerry Mohr, formerly on CBS, has been added to the announcing staff at KEHE.

Saul Shapiro, factory representative for Universal Microphone, back to the plant after a three weeks' business garnering trip in the Southwest.

Harry Maizlish adds "previews" of automobiles to KFVB activities. The pre-season showing of 1938 Dodge cars, with Bert Fiske's orchestra, Oscar and Elmer, Three Radio Rogues, Elaine Dahl and "The Tune-smiths" providing entertainment emceed by Johnny Murray, was aired Sunday night by the versatile KFVB showman.

son and ork renew contract at Commodore Perry hotel, Toledo, and will remain there through November with NBC wire . . . Harry Reser and ork set for Arcadia ballroom on October 27.

Bill Thorne, baritone of the Roy Campbell Royalists, has been appointed male soloist of that singing group. He may be heard doing his new chore on the "Time of Your Life" commercial over WEAJ on Sundays at 5:30.

Shep Fields and his "Rippling Rhythm" orchestra, having concluded their work in "Big Broadcast of 1938" and now road-touring, play in: Mobile on the 20th; Montgomery, 21st; Birmingham, 22nd; Nashville, 23rd; Knoxville, 25th; Chattanooga, 26th; Gadsden, Ala., 27th; Sheffield, Ala., 28th; Evansville, Ind., 29th; Heron, Ill., 30th; St. Louis, 31st.

Orrin Tucker's crew has opened at Edgewater Beach Hotel, Chicago, with a Mutual wire.

Pianist Chauncey Grey and vocalist Vince Calendo, new additions to the Ernie Holst orchestra, have been signed to one year contracts by Holst, whose orchestra is currently appearing at El Morocco.

The Hudson DeLange orchestra will be featured with Lyn Murray's "Four Clubmen" in a Paramount short. Work started Monday at Paramount's Brooklyn studios.

Lee Elliott and her orchestra, who have been at the Stork Club in Providence for two weeks, have been signed for an additional six weeks. Booked through Arthur Grossman by Bert Salter.

Ferde Grofe will be the orchestra leader at the Army-Navy dance victory celebration in the Hotel Astor.



JULANE PELLETIER of WJJD moves her vocal and piano program to NBC today. She takes over spot formerly occupied by Art Tatum, who has returned to his night work at the Three Deuces Cafe.

Joe Sanders band, having closed at the Blackhawk, is on a three-week vacation before trekking westward. Joe is hunting and fishing in the Ozarks.

Burridge Butler, president of WLS, and Glen Snyder, general manager, are in New York on business.

A. D. (Scotty) Scott is handling production on the new NBC night club series.

Quaker Oats has bought spot participating periods on WTAM, KDKA and WXYZ through Lord & Thomas.

McMurdo Silver, president of the Chicago radio manufacturing company of that name, is in London with the view of setting a deal to sell his receivers in England.

Margaret Dempsey of "Winnie, Lew and Sally" on WLS, and James E. Murphy, president of Murphy Products Co., which has a show on WLS Saturday nights, are honeymooning.

Tom, Dick and Harry, having wound up current commitments on WGN and Mutual, have separated for a vacation before rejoining first of December in Hollywood where they report several cinema offers.

Writing Class at UCLA

West Coast Bureau, RADIO DAILY

Los Angeles — Andrew Love, NBC continuity acceptance editor here, has induced the UCLA Extension Division to start an additional course in radio writing. Love will conduct the classes, which start Nov. 3.

FROM NOW ON
**COLONEL
JACK MAJOR**
WILL BE HEARD
3-3:30 ON TUESDAYS
WABC-COLUMBIA NETWORK

RADIO EXECUTIVE VISITING STATIONS throughout country will represent a national advertiser for services appealing to stations. If interested write or wire box No. A-112, RADIO DAILY, 1501 Broadway, New York City. All communications strictly confidential.

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102-5 Shoe Lane, EC-4
Telephone: Central 4176
Director: T. J. L. Crane

☆ Program Reviews and Comments ☆

"LLOYD PANTAGES COVERS HOLLYWOOD"

Raymonds Inc.
(Dona Ray Cosmetics, Nu-Ray Permanent Wave)

WABC-CBS, Sundays, 1:45-2 p.m.
Milton Weinberg Adv., Los Angeles
HIGHLIGHTS AND DRAMATIZATIONS INSTEAD OF GOSSIP MAKES DIFFERENT AND FIRST-RATE HOLLYWOOD REEL.

A different type of Hollywood program was inaugurated by Lloyd Pantages last Sunday. Showing wisdom in not following the overdone pattern of film colony gossip, Pantages featured a group of dramatized highlights dealing with movie capitol incidents. Initial bit was about Nelson Eddy getting his first taste of football on a film set, followed by a Wendy Barrie scene where a commercial was sneaked in, and then a scene about Nijinsky, whose career is in prospect of being filmed. Last skit was the best, touching a good human interest note.

In addition to these highlights, Pantages offered some bits of news comment, with Announcer Jackson Wheeler injecting a few words here and there. A brief review of a new film also was given.

Pantages has a good talking voice, an ample background, and has made a commendable radio start.

"30 Minutes in Hollywood"

George Jessel's second program over WOR-Mutual last Sunday at 6-6:30 p.m. was an improvement over the first, and it looks pretty certain now that it won't take him long to hit his real stride. Norma Talmadge, Amy Arnell, Dorothy McNulty, Josephine Starr and Tommy Tucker's orchestra all showed up to better advantage than in the initial show, and additional value was added by the guest-star appearance of Joe Weber and Lew Fields. Though they did a bit that dated back to their pre-war musical comedy glories, Weber and Fields registered very well. They sound like very good performers in front of a mike, and there are excellent radio possibilities in them, if given suitable material.

Tim and Irene

The new setup of the Tim Ryan and Irene Noble show over WOR-Mutual on Sundays at 6:30-7 p.m. is not radically different from the previous routine, but the stars have developed smoother technique and the show as a whole is more effective in all departments. D'Artega's orchestra is a topnotch outfit, while Hal Gordon, the new tenor, brings an excellent voice into the picture and also serves for a bit of stooging, which seems to have become a requirement of all tenors on variety programs. Another, unnamed, stooge on the program also helps the comedy end along. Del Sharbutt is the announcer. Charles Gaines is now producing the show.

"RISING MUSICAL STARS"

Sealtest, Inc.

WEAF—NBC-Red, Sundays,
10-10:30 p.m.

McKee, Albright & Ivey

PROGRAM SWITCH FROM VARIETY TO CLASSICAL MUSICAL OFFERS VAST IMPROVEMENT.

Initial program of new series proved to be a vast improvement over sponsor's previous radio attempts. Present show, offering new concert singers a chance to perform on the air for the first time, seems to have selected opening soloist with care.

Pauline Pierce, soprano, sang two arias and did an excellent job. Alexander Smallens conducts the symphony orchestra, Eugene Fuerst handles the 70-voice mixed chorus, and Richard Gordon is the commentator. Noticeable lack of excess chatter and commercial blah gave show a lift, with the musical portion moving swiftly, and constructed well. Program will present a different unknown as guest each week. Series replaces the James Melton program and should pull a big listening audience.

Al Roth

Switching to a Saturday 8-8:30 p.m. spot on WJZ-NBC-Blue, and adding Tex O'Rourke as emcee, the Al Roth orchestra with Karen Kempel and Joan Edwards as vocalists came over the air in a somewhat different dress from its former Monday night half-hour. O'Rourke injected a genial touch of informality and some humor. Miss Edwards sang "You Took Advantage of Me" pleasantly to her own piano accompaniment. Miss Kempel gave a charming rendition of "My Hero" from "The Chocolate Soldier." Roth provided a few of his distinctive musical tapestries and individual arrangements. All of which was very enjoyable. But when Roth stepped down from his maestro's pedestal to indulge in bits of stooging for O'Rourke, it seemed that the radio variety melting pot had claimed another victim.

"Sunday Swing Concert"

For metropolitan dialers with a hankering for lively musical entertainment as early as 11:30 a.m. on Sundays, Martin Block's "Sunday Swing Concert" sponsored by Madison Personal Loan over WNEW fills the bill very nicely. Last Sunday's show, aired from the International Casino, where the next program also will originate, had Tommy Dorsey, Edith Wright, Jack Leonard, Sue Mitchell and Milton Herth as guests, along with Merle Pitt's band. They combined to provide a well balanced and adequately diversified menu of swing selections and interpolated vocals, as good an hour of its kind as you're likely to find on any station.

"DOG HEROES"

Modern Food Process (Thrive dog food)

WJZ—NBC-Blue, Sunday, 4:45-5 p.m.
Clements Co., Philadelphia

ENTERTAININGLY DRAMATIZED STORIES OF CANINE BRAVERY, WITH WEEKLY AWARD.

Particularly for folks who own dogs or have an interest in them, this new Sunday series has a satisfactory amount of entertainment values. In a human interest vein, the brave deeds of dogs are presented in one-act dramatizations, with Harry Swan serving as narrator as well as doubling for all the voices in the show. Each week, also, a medal will be awarded to the "bravest dog of the week" as selected by a committee. Initial playlet dealt with a dog who saved his mistress from being robbed.

"Everybody's Music"

Howard Barlow's "Everybody's Music" over CBS on Sunday afternoons concluded its 1937 series in a blaze of glory last Sunday with a two-hour broadcast instead of the usual one hour. It was an eventful program, consisting of a review of the highlights of works presented by Barlow during the series and including "Green Mansions," written by Louis Gruenberg especially for radio. Hollace Shaw provided the vocal treat of the show, with Melville Ray and Ernest McChesney also showing their talents on this end. Music fans will look for the return of "Everybody's Music" with Maestro Barlow and Commentator Henry M. Neely.

"Veterans' Campfire"

Intended as a "meeting place" of World War veterans to swap yarns about the big fight of nearly 20 years ago, this quarter-hour which bowed in at 9:15 p.m. last Friday over WNEW is all right in idea but the execution was poor. Program was entirely ad-libbed, which is a handicap from the start unless the emcee is unusually resourceful in a situation of this kind, and on top of this it seemed that the boys were nervous and had poor deliveries. Larry Nixon conducted the program.

Chamberlain Brown

The Chamberlain Brown program over WMCA on Mondays at 1:15 p.m. embarked on a new angle this week, going in for a dramatic story with action taking place in Brown's Broadway theatrical office and members of his staff as part of the cast. The tribulations of play production and attendant complications are woven into the script, which utilizes guest stars from Brown's ample list. It gives the program a continued interest that should help attract additional steady listeners. Show is written and directed by Brown.

CARBORUNDUM BAND

Edward D'Anna, leader
Carborundum Co.

WABC-CBS, Sunday, 7:30-8 p.m.
B. B. D. & O.

PLEASING PROGRAM OF BAND MUSIC PLUS INDIAN LEGEND.

Starting its ninth season, the Carborundum Co. returned Saturday with Edward D'Anna's band plus the interesting Indian legends related by Francis D. Bowman, who handles all the talk on the program. The band numbers represented a diversified selection of marches interspersed with an operatic overture, some bits from "The Fortune Teller" and other pieces. Musical end of the program, as in past seasons, was nicely arranged, making it not too heavy and not too light. To these ears, at least, it's just the right kind of a band concert for radio listening.

Bowman's Indian legends also are always enjoyable, both in story content and in the way they are delivered. Bowman is one commentator-announcer who can make his commercials as near painless as it is possible to make them.

"NBC Spelling Bee"

Back after its summer recess, the "NBC Spelling Bee" piloted by Paul Wing took over the 1:30-2 p.m. Sunday spot over WJZ-NBC-Blue with a word contest that was definitely in the upper brackets. First performance had a group of last season's champs as contestants, and they proved to be unusually formidable in the handling of words. The principally interesting angle of the program is the "Verbal Treasure Chest," wherein the emcee fishes out words from a chest and the contestant wins a cash prize of from 10 cents to \$5, as marked on the respective slips, if he spells the word correctly. For instance, "dumbbell" was the 10-cent word, while "maxixe" paid \$5—and both were won on the first try. Both in the ability of its contestants and the manner in which it is conducted, this is the ace of radio spelling bees. Robert Waldrop, announcer, assists Wing.

Columbia Workshop

In Sunday night's double-bill presentation of the Columbia Workshop over CBS at 8-8:30 p.m., the dramatization of "The Killers," Ernest Hemingway's short story about gangsters, was an engrossing piece of dramatic intensity, but it had too many low-register monotone lines to pack a punch. This may have been the intention of Director Irving Reis, and it was interesting as an experiment with possibilities.

The Georgia Backus playlet, "Illusion," second half of the bill, was an entertaining piece of fantasy, well written and ably presented, also more lifelike by comparison with the preceding skit.

Program ☆
Reviews

"JENNY PEABODY"

F. & F. Laboratories Inc.
(cough drops)

WABC-CBS, Mon., Wed., Fri.,
3:30-3:45 p.m.

Blackett-Sample-Hummert

**ROUTINE SERIAL OF SMALL-TOWN LIFE
MAKES ENTERTAINING START.**

Central character of this new afternoon serial is a wise, warm-hearted and philosophical elderly woman who owns a small-town general store and little hotel, in addition to which she is postmistress and thereby knows all about what's going on in the village. It's good human interest stuff of the routine variety, with the first episode signing off on a suspenseful note involving the fate of an orphan boy who's in need of a home.

Mento Everitt plays the role of Jenny and makes it an interesting character. Surrounding cast also fits well into the picture.

Phelps Phelps

Over WMCA at 12:45 p.m. on Sundays comes Assemblyman Phelps Phelps, who also is an author and publicist besides being one of the more forceful and direct orators of the radio. A crusader for the underdog, Phelps discourses informatively and intelligently on local politics and economics, the food and housing situation, and other subjects of interest to his constituency. He is a talker with talents that could be appreciated on a wider scale than the local field.

Alberta Hunter

Alberta Hunter, NBC's sepien torch singer, made her debut last Friday, 6:35-6:45 p.m., on the Red network, singing a list of popular tunes. "Chez Moi" was sung in French. Her best number was "Some of These Days," but that was not too good. Former night club singer lacks the "umph" in her voice to make her songs click over the air. She no doubt can make up for this lack of emotion when singing before a live audience, but "radio is different."

OKLAHOMA CITY

Earl Hull, WKY chief engineer, and Gayle Grubbe, station manager, went to Lincoln to facilitate coverage of Okla.-Neb. game.

George Jessel's Mutual show, "30 Minutes in Hollywood," is being sponsored here by Okla. Gas & Elec. over KTOK.

Two local high schools are offering radio classes, with KTOK allotting each a quarter hour weekly.

KTOK is airing an amateur talent show from Victoria Theater for B. C. Clark, jeweler.

☆ PROMOTION ☆

Plug "Follow the Moon"

"Follow the Moon," script show now being plugged by Pebeco Toothpaste through pamphlets distributed in all drug stores and drug counters throughout the country. Program, which is heard over a CBS network of 21 stations Monday through Friday, 5-5:15 p.m., is dramatic in nature, and pamphlets tell story to date, and advise readers to tune to sketch immediately to continue story. Pamphlet was written by George Scher, radio publicity director of Lennen and Mitchell, advertising agency that handles the account.

Free Photo Offer

Tying up with screenland gossip program, Katz Drug Stores of Kansas City, Kan. are offering 8x10 inch photos of movie stars to listeners who call at any one of the outlets. Program airs over KCKN.

PHILADELPHIA

Joe Connelly heads WFIL's enlarged news bureau with 65 minutes of daily commercial news shots added to the program. Al Stevens, former chief announcer, becomes the "Voice of the News," devoting himself exclusively to that field.

KYW feeds three more sustaining shows to NBC network this week: "Songs by Carlotta," with Carlotta Dale; "Rhythmaires," dance program increased to five days a week, and "Through the Years," under direction of Jan Savitt.

Nathan Fleisher, director of foreign programs at WDAS, has been appointed director of Jewish publicity for the Republican Central Campaign Committee. It won't conflict with his radio work.

Flo Donato, former WDAS Italian announcer, has been promoted to director of the "Swing Parade."

Leslie Joy, KYW, manager, says station is officially on a five-day week in keeping with NBC policies.

Mail Recipe Cards

Three thousand recipe cards will be mailed each week on request to listeners of Eleanor Howe's "Pantry Party," radio cooking class series over WBBM, Chicago. Miss Howe will also answer telephone inquiries on cooking problems shortly after they are received at each broadcast.

School Dramatic Competition

A Junior High School radio dramatic competition to be participated in by schools of Greater Boston opens Wednesday at 4:30 on the WAAB. Program is sponsored by Whiting Milk Co. of Boston, of which Robert A. Burns is advertising manager.

Radio listeners will vote on the outstanding performer each week and the winner of a special final play-off will be awarded a year's scholarship to the Emerson Dramatic College.

KANSAS CITY

Jack Starr, KMBC sportscaster, is laid up with a throat infection. George Kuyan is pinch-hitting.

Karl Kreuger, noted conductor, is featured in a new weekly series by the Philharmonic Orchestra over WDAF.

KCMO has signed Advance Baking Co. for a second year of spelling bees, through the Barrons Agency.

Katz Drug Co., operating a chain in this area, returns to the air over KCKN after a summer recess with "Screenland Reporter" conducted by Ruth Royal.

Kenneth H. Cook has joined KMBC as technical assistant.

Beulah Karney, who conducts KMBC's "Happy Kitchen," goes to the hospital for an operation. Caroline Ellis will sub for her.

Crown Drug Co., middle west chain, is using two daily KCMO programs in a 30-day contest in which 30 Chevrolets are being given away. This makes third year of the same contest by Crown.

NEW BUSINESS

KFRU, Columbia, Mo.: Chevrolet, "Vic Arden's Guests"; Skelly Oil Co., "Court of Missing Heirs"; Artophone Company; Philco; Zenith; Purina Mills.

KSFO, San Francisco: Van Camp's Pork and Beans, "Charlie Chan stories"; Folger's Coffee, "Judy and Jane".

WHO, Des Moines: Bauer & Black, May Robson's "Lady of Millions"; Oldsmobile, Glen Gray's orchestra; Midcontinent Petroleum Corp., news.

KGNO, Dodge City, Kan.: Skelly Oil, "Court of Missing Heirs"; through Blakett-Sample-Hummert; Swift's "Allsweet," through J. Walter Thompson; Rexall, "Magic Hour", through Spot Broadcasting; Chevrolet, through Campbell-Ewald.

WSVA, Harrisonburg, Va.: Atlantic Refining Co., through N. W. Ayer & Son; Procter & Gamble (Oxydol), "Ma Perkins", ETs;

Chevrolet, spots, through Campbell-Ewald; Ford, spots, through McCann-Erickson. . . .

KCKN, Kansas City, Kan.: Chevrolet, spots, through Campbell-Ewald.

WDAF, Kansas City, Mo.: Baucr & Black (Velour Hand Lotion), May Robson's "Lady of Millions," ETs.

WFIL, Philadelphia: Dodge Motor, spots, through Ruthrauff & Ryan; Chevrolet, spots, through Campbell-Ewald; Personal Finance Co., ETs; Health Aids, Inc., through Franklin Bruck Agency.

WIP, Philadelphia: Pennsylvania State highway safety campaign; Personal Finance Co.

WNEW: Shell Union Oil Co., "Pigskin on Parade," through J. Walter Thompson Co.

WHN, New York: Chevrolet, announcements.



ADVERTISING
THAT IS
READ PAVES
THE WAY TO
BIGGER AND
BETTER
BUSINESS
ADVERTISING
IN
RADIO DAILY
IS READ



SAN FRANCISCO

KYA momentarily expecting a visit from Elliott Roosevelt, newly appointed general manager of the California Radio System. Both the President's son and Ford Billings, former mgr., who will go to an eastern post, are in L. A. and plan an immediate Frisco visit.

NBChanges: Edna Fischer, staff pianist, going to Hollywood soon for music work with one of the larger studios . . . Helen O'Neill, formerly of the Artists' Service, succeeds Production Manager Arnold Maguire, who has gone to L. A. with "Carefree Carnival" . . . Cleo Pottinger is the sole member of a new Artists' Service to handle contract work.

Following its two-week period as a sustaining, "The Phantom Pilot" flies over KFRC and Don Lee Network as a sponsored aviator for Langendorf Bakeries. Production Mgr. Bill Pabst is directing.

Keith Kerby, KSFO announcer-producer, and wife, Dr. Jeanne Kerby, left Sunday p.m. for Klamath Falls, Oregon to attend wedding of Ellen Kerry, radio actress here, to John K. Schneller, control supervisor of KOIN, Portland.

Olive West of "Hawthorne House," "Memory Lane," and other local sketches, entrained for New York for a long rest.

Harry LeRoy has been named special features announcer at KGGC. He'll handle all remote controls.

NASHVILLE

WSIX has sold local high school football game for commercial sponsorship, with Joe H. Calloway Jr. handling details, while Ray Adkins will give commercials.

"Three Buddies" (Cecil Luck, Glenna Dotson and Bill Byrd) is a new WSIX program.

"Tomorrow's Winners," directed by Peter Brescia, gives football dope to WSM listeners.

New WGN Transmitter

Chicago—WGN has received FCC approval to move transmitter from Elgin to a new 100-acre site 15 miles nearer Chicago. Plans call for building of complete new unit, with 750-foot vertical radiator.

ONE MINUTE INTERVIEW

DOUG STORER

"Successful introduction of a new type of program is usually followed by a wave of shows following the same basic pattern, as exemplified by the amateur hours and Ripley. When the cycle of this fad appears to have been run, there come predictions of calamity, engulfing also the original production. Major Bowes offers convincing evidence that this is not the case at all. The original is firmly rooted, with the advantage of a cumulative build-up. It is beyond the fad it indirectly might have started."

★ Coast-to-Coast ★

BBARBARA RUNYAN and Larry Ebker, song - and - patter team known as "Larry and Sue," have signed a contract with WSPD, Toledo, to broadcast exclusively over that station daily. The pair have been broadcasting for the past 14 months over WLW, having moved there from WHIO, Dayton, where they were heard for nearly a year.

Harold (Hod) Grams is a new announcer at WHO, Des Moines. He has been at WOC, Davenport.

John H. Clark former emcee at Lookout Mountain Hotel and sports announcer for INS, is the latest addition to the announcing staff at WATL, Atlanta.

Benedict Hardman, Iowa Network news editor, is presenting the news for three new sponsors. He airs the "Noon Extra" on KRNT six days a week for Davidson's Furniture Co. and his "Final Edition" is sponsored three times a week over KRNT by Des Moines Electric Co. and three times weekly by Sanders Motor Co.

"Uncle Dudley & His Barn Dance Gang," which is the best mail puller on WRBL, Columbus, Ga., also enjoys a large audience at the broadcast from Columbus Exhibit Hall where the admission is 50 cents a head.

Harry Mack, WOR Newark studio manager, has purchased about 70 acres of land in picturesque Hunterdon County, N. J.

Jerry Divine is writing the script for Lenore Ulric's appearance on the Al Pearce show over CBS on Oct. 26. Entire booking was set by Charley Furey of the Herman Bernie office.

Mary Dolores Hanford, Norwalk, Conn., soprano and longtime WICC (Bridgeport) favorite, has come to New York for another WEVD series, "Sunshine and Shadows," 8:15 p.m. Wednesdays.

Maybelle Hinton, who has been head of continuity and director of women's programs at WBRV, Waterbury, Conn., was married Oct. 15 in Holyoke to Stanley R. Osborne, electrical engineer. The couple will reside in Albany.

WLBC, Muncie, Ind.: Believe-You-Me-Higgins interviewed Wilbur Shaw, winner of the Indianapolis Speed Classic, on the Sports of Today program . . . Bill Craig, commercial manager, returns from New York . . . Otis Roush, chief announcer, and Jimmy Fidler, the weatherman, helped Don Burton, owner, to broadcast Ind.-Ill. game . . . Henry "Harpo" Marks, announcer, writing Crediters show.

KFRU, Columbia, Mo.: Lillian Keene has joined as secretary to

Manager Chet Thomas . . . Bill Haley, announcer and emcee from KMOX, St. Louis, is now on the staff here . . . George Guyan, program director, is announcing all home games of U. of Mo. and reconstructing the six road games by wire reports . . . David Frederick of the continuity staff has been promoted to the research department . . . Bill Haley and his Hillbilly Gang have become so popular, with fans wanting to see them in person, that they have played 25 outside engagements in two weeks.

Harriet Allyn, radio actress and impersonator, and Edward J. Crowley, director of the Grand Rapids (Mich.) Civic Players, are engaged.

WHO, Des Moines: James L. Gwynn of the transmitter engineering staff and Roy Pratt of the downtown studio engineering force have swapped positions . . . Bill Osborn and Bob Ballantine, guitar and harmonica team, left this week after a year here; Bob joining "National Barn Dance" . . . Mabel Moss Madden stars in a new program, "Musical Day Dreams," with Don Hovey, Garnette Arrick, Lenore Mudge Stull and Garrett Barnard in supporting group.

Dr. Benjamin Swalin of U. of North Carolina is presenting a new series of instrumental music of the seventeenth century over WDNC, Durham, N. C., on Wednesday nights.

KGNF, North Platte, Neb., did a nice job of airing several important talks by officials of the Parent-Teachers Ass'n at the state convention the latter half of last week. Program Director John Alexander had John E. Hayes, first v.p. of the National Congress of Parents and Teachers, and Percy Powell, Nebraska PTA president, among those before the mike. The KGNF "news room" also carried complete convention reports on all newscasts.

KWK, St. Louis: Ernie Vogel, engineer, married Ann Neise the other day . . . Allan C. Anthony is back on the job with his nightly program, "String Nocturne," after a touch of laryngitis . . . Bob Richardson and Danny Seyforth are doing nicely with the interviews from apartment buildings.

WBAL, Baltimore: Stafford Carson, engineering department, has received his first-class radio telephone commercial license, passing with a mark of 92½, the highest in a large group . . . Warren Baker, 15, is making quite a hit with his plays, the latest of which is "A Little Helps," being aired tomorrow.

Glen Gettemy, commercial representative at KFOX, Long Beach, Cal., holds the station record for surf fishing.

PITTSBURGH

Della Gillis, former Chicago actress on both NBC and CBS, is now a permanent member of the WCAE dramatic staff.

Johnny Boyer, former singer and production man for several eastern stations, now giving sports revues over KQV.

Joe Villela, KQV publicity man and originator of Pittsburgh's original "Night Clubee of the Air," is now doing his disk show for S. H. De-Roy jewelers.

Alexander MacLachlan, former University of Pittsburgh student, debuts his script show "Aunt Agatha" this week over KDKA.

Chet Smith, Press sports editor, being sponsored by Duquesne Brewing over WJAS. Placed by Walker & Downing.

Purv Pullen, former KDKA singer, now a WTAM star, was in town visiting his former co-workers this week.

Max Hartman is pinch-hitting in Jim Murray's "Pigskin Preview" over WCAE until Jim's return from the Pitt game in N. Y.

Walt Framer, did his fifteen hundredth broadcast on "Hollywood Show Shopper," Friday over WWSW.

Wes Carr, WWSW studio announcer and handler of the nightly feature, "Snapshots in Rhythm and Sports," has sold the show to Allegheny County Dodge Dealers for 13 weeks.

Norman Twigger, WCAE newscaster, doing a morning news show for the makers of Mennen Shave Cream.

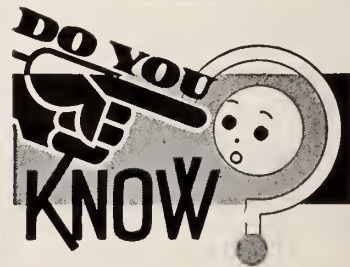
Carolyn Dickson of KDKA becomes the bride of William H. Cuttino, Westinghouse engineer, next month.

Beckley Smith, WJAS newscaster, recently completed his third year for the same sponsor, Kaufman store.

Brian MacDonald, conductor of Wilkens Amateur Hour over WJAS, celebrated show's 100th broadcast Sunday. Jack Logan handles commercials and Jerry Mayhall is musical director.

Verne Smith for Script Show

Verne Smith has been signed for a role in the CBS script show, "Arnold Grimm's Daughter," which is part of the Gold Medal Hour, heard Monday through Friday, 1:30-1:45 p.m.



Russ Morgan conducts his band with the willow baton used by the late John Phillip Sousa.