



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 78

NEW YORK, N. Y., WEDNESDAY, OCTOBER 20, 1937

FIVE CENTS

FCC Disqualifies Payne

AFM AND CIO MAY JOIN IN CAMPAIGN BY RADIO

Results of the meeting held last week between CIO department heads and John Lewis in regard to radio situation are not being released due to recent decision of both the CIO and AFL to meet in a peace conference later this month, it has been learned. Primary reason for CIO to enter into a radio campaign was to break into the fields now dominated by AFL, but (and the possibility

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Joe Glover Is Elected Arrangers' Guild Prexy

The newly formed Arrangers' Guild yesterday held its first official meeting as a group and elected officers for a one-year term. Joe Glover was named president; Bernie

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AP Adheres to Policy On News for Stations

Persistent reports that the Associated Press plans to sell news to radio stations at large, for commercial purposes, was again denied yesterday by the AP, which pointed out that

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Garland to WHIP

Chicago — Charlie Garland, for years senior salesman at WBBM and lately assistant to Ralph Atlass at WJJD, has resigned to become sales director of WHIP, the new 5,000 watt Hammond station. Other additions to WHIP staff include Ardella Kay, continuity editor; Gordon Ray, dramatic productions; Jack Holbrook, chief announcer, and M. W. Shrademeyer, chief engineer.

35-in-1

On next Friday's broadcast of "The Johnson Family", Jimmy Scribner, radio's biggest one-man dramatic show, will set a new record for himself by playing 35 characters. A courtroom incident is involved, and Scribner will play all parts from judge and jury to plaintiff and defendant. Show airs on WOR-Mutual.

Novelty

As guest star on his NBC-Blue network program at 6:45 p.m. tomorrow, Lowell Thomas will have Mme. Frances Alda, noted opera star. But instead of singing, as singers usually do when they guest-star, Mme. Alda will speak. Last night, Thomas' guest was Harrison Forman, Tibetan explorer, just back from the Far East with films of the war in China. He covered the Shanghai hostilities for "March of Time".

FIVE NBC COMMERCIALS ARE LINED UP FOR WHN

Five commercial programs now airing over the NBC networks have been lined up for the new NBC-WHN hookup, it is learned. The NBC-WHN arrangement started last night when WHN carried Packard's "Hollywood Mardi Gras". It is understood that the second program set for WHN is

(Continued on Page 3)

Gen'l Mills Continuing WMCA Three-Hour Show

Following General Mills' failure to obtain broadcasting rights to football games for the 1937 season, it was learned yesterday that the three-hour broadcast aired over WMCA through the summer in behalf of

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WHK Peace Broadcasts

Cleveland—Classifying the move as the city's first organized radio plea in answer to threats of war involving the U. S. the Cleveland Emergency Peace Campaign Committee is

(Continued on Page 2)

IRNA-AFM "Report Progress" But Today Is The Final Stand

Hines Hatchette Joins John H. Perry Associates

Hines Hatchette, for the past six months on the Hearst Radio sales staff and before that with WMCA-Intercity, radio director of Webb Associates, agency, and manager of

(Continued on Page 2)

Commissioner is Barred From Sitting at Hearings Against Attorneys Paul Segal and George Smith

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

HOUSE RULES COMMITTEE FAVORS A RADIO PROBE

Washington Bureau, RADIO DAILY
Washington—Congressman John J. O'Connor, chairman of the powerful House Rules Committee, yesterday predicted that "there is going to be a radio investigation". O'Connor, who previously predicted that the wages and hours bill would receive favorable action from his committee at the special session next month, now adds that his committee also now looks with favor on "a radio investigation resolution incorporating the essential features of the Connery measure". The Connery bill remained bottled up in the Rules Committee after a brief hearing in the last session.

Cheney Bros. Resuming Advertising Campaign

Cheney Bros. of New York, high grade silk manufacturers, is resuming advertising after a lapse of 10 years and will use newspapers supplemented by spot broadcasting campaign. First radio contract is with WLW, effective Oct. 25, for a series of spot announcements. Silk necktie division may come in for much of the advertising inasmuch as Cheney has been making them since 1836. According to Jay Lewis Associates, handling the account, the additional radio spots will be spread along the Atlantic seaboard.

Washington — Disqualification of Commissioner George Henry Payne from the hearings was the highlight of yesterday's opening of the FCC case against Paul Segal and George Smith, local attorneys, charged with unethical practices. At a meeting before the full Commission, Lawrence Koenigsberger, attorney for the defendants, threw a bombshell into the proceedings by demanding that Payne be disqualified from the Commission because of his previous activity as chairman of the investigating committee which it was alleged made him biased. Koenigsberger declared that Payne had purposely gone out of his way to publicize details of the case in the press because of his suit against the publishers of a broadcasting magazine for which Segal and Smith were attorneys.

"I move that Commissioner Payne be disqualified because of personal malice in this case," Koenigsberger told the Commission. "His malice has been demonstrated by his conduct which shows that he has deliberately planned a campaign of publicity through the daily press in an effort to pre-judge the case in the public mind".

In answer to Koenigsberger's charges, Payne declared that he had no intention of disqualifying himself and that if such a procedure took place any one of the Commissioners might do the same thing, thereby crippling the working of the Commission. Koenigsberger then stated that

(Continued on Page 3)

Prolific Sponsor

Chicago—Evans Fur Co. is adding a seventh local program, on WBBM, to promote its fur coat sale. Firm is using the George Jessel show via WGN-Mutual, and has others on WGN, WMAQ, WCFL, WJJD and WAAF. As WCFL drops foreign language airings next month, this show may move to WGES. Auspitz & Lee is agency.

After an all day and evening session to midnight, the IRNA Special Committee, plus attorneys and the network representatives, managed to iron out several moot points and then adjourned to 11 a.m. this morning. Every point was fought out to the last ditch with the numerous lawyers seeking to guard their clients legally,

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FINANCIAL

(Tuesday, Oct. 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	147	140	147	- 2
CBS A	18	18	18	- 1
CBS B	18	17 1/2	18	- 7/8
Crosley Radio	8	7	7 1/2	- 3/4
Gen. Electric	40	34	39 1/2	+ 4 1/4
North American	17 1/4	14 1/8	17	+ 2 1/2
RCA Common	6 1/8	4 3/4	6	+ 3/8
RCA First Pfd	52	48 1/2	52	+ 2
Stewart Warner	9 1/8	5 1/2	9 1/8	+ 1 1/2
Zenith Radio	16 1/8	12	16 1/2	+ 1 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	10	7	10
Majestic	1 1/8	7/8	1	+ 1/8
Nat. Union Radio	7/8	3/4	3/4	- 1/4

Hines Hatchette Joins John H. Perry Associates

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WGAL, Lancaster, has left Hearst to join the New York office of John H. Perry Associates, newspaper and radio representatives. William K. Dorman is manager of Perry's local office.

WHK Peace Broadcasts

(Continued from Page 1)

inaugurating a series of 20 broadcasts over WHK to "override war propaganda" and keep this country clear of foreign entanglements. Prominent civic and church leaders will participate.

Hildegarde for the Ritz

Hildegarde, NBC chanteuse, will be the featured attraction when the newly decorated Crystal Garden at the Ritz-Carlton Hotel opens for the season on Oct. 27.

First in local accounts in Chicago

WGES

(In the heart of Chicago)

Joe Glover Is Elected Arrangers' Guild Prexy

(Continued from Page 1)

Mayer, secretary, Bill Challis, vice-president, and Don Walker, treasurer. Group, which now numbers 18, voted for a restricted membership, with only top-notch arrangers set for membership in the immediate future.

Major issue before the Guild at present concerns affiliation with the American Federation of Musicians. AFM is in favor of the affiliation, which will allow the Arrangers' Guild to become associated with the AFM, and the AFM will attempt to have all bands use only those arrangers that are members of the Guild.

It is expected that another meeting will be held in the near future and that at that time definite action concerning membership and the proposed affiliation with the AFM will be taken.

WATL Offers Scholarships For High School Scriptors

Atlanta—Six scholarships totaling \$700 will be offered high school seniors in this area in a script-writing contest to be conducted by the educational department of WATL with director Para Lee Brock in charge. Students in both public and private schools in four counties will be invited to submit half-hour radio dramas on music, literature, science, history, or home economics subjects.

Two scripts, one by a boy, the other by a girl, will be selected from each school and aired over the station in further eliminations, to be judged by a group of experts approved by school officials. There will be two first awards of \$200 each, two seconds of \$100, and two thirds of \$50, the money to be paid directly to the college or university selected by the winners for 1938-39, plus another award of \$50 each to the school which produces the two first-prize winners. J. W. Woodruff, owner of the station, has personally contributed the prizes.

WMC Revises News Setup

Memphis—Under a reorganized setup, WMC now airs a complete news-cast coverage of national, sectional and local events, with Associated Press automatic leased wire printers installed in the station's own newsroom, and arrangements with the editorial staff and rural correspondents of The Commercial Appeal for fast and aggressive treatment of all news. Station is affiliated with Commercial Appeal.

Fathers of the Funnies

Problems confronted by comic-strip artists in evolving their "brain children" will be aired in a weekly series of round table discussions by the famous artists themselves in a new program, starting tomorrow at 7 p.m. over WINS. Carl Anderson, Walter Berndt, Otto Soglow and Russ Westover are among the artists who will be heard.

AP Adheres to Policy On News for Stations

(Continued from Page 1)

at the recent quarterly board meeting, the radio angle wasn't even discussed. Apparently what complicates the situation and gives rise to the reports is the fact that newspaper members of the AP which own stations are allowed to broadcast the news, non-commercially, upon payment of about 10 per cent additional on the original wire charges. It is taken for granted that such outlets will not broadcast news to the extent of hurting their newsstand or subscriber sales.

AP cannot decide to sell news without a membership vote of its franchise-holders, and since it is a non-profit organization based on franchises to members who pay according to the population they service, etc., it is not regarded as likely that the AP will ever agree to sell news to outside stations.

Gen'l Mills Continuing WMCA Three-Hour Show

(Continued from Page 1)

Wheaties will be continued through the fall and winter season, with express purpose of show being to broadcast football summaries and forecasts in addition to other winter sports.

Sponsor, who has been one of the largest time buyers of baseball in broadcasting, announced early this fall that it would attempt to break into the football monopoly now enjoyed by Atlantic Refining and Kellogg. However, unable to do so, General Mills will experiment this year on WMCA, and, if idea proves successful, will enlarge scope next fall. Present contract with WMCA runs through April, 1938. Program is heard 2:30-5:30 daily and is entitled "6 Star Revue". Knox-Reeves, Minneapolis, is the agency.

CBS Airing Auto Show

CBS has set a series of seven broadcasts for coverage of the Automobile Show. Programs will be heard daily except Sunday beginning Oct. 27. Periods set are six 15-minute spots during which leaders of the industry will talk, and one half-hour spot during which a dramatized history of the industry will be presented. Mel Allen and Charles Stark will do all the announcing.

Star Adds 3 Stations

Star Radio has added stations CKMO, CJRM and CJOC to its list of subscribers for Star commercials.

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

COMING and GOING

TED HUSING goes to Ohio for the airing of the Ohio State-Northwestern pigskin classic on Saturday via CBS.

GRACE MOORE arrives in New York today from California and she appears on the General Motors Concert on Sunday via NBC.

HERMAN BERNIE arrived in New York yesterday from a two-week business trip to Hollywood.

CLEMENT WATSON, vice-president of J. Walter Thompson, sails today aboard the Washington for Europe with MRS. WATSON.

STANLEY WESSEL, vice-president of The Wessel Co., Chicago, is in New York.

NORMAN SIEGEL, radio editor of the Cleveland Press, is in town for the remainder of the week.

JANE PICKENS starts a theater tour next week opening at Loew's Capitol, Washington, on Oct. 29, booked by Harry Bestry.

ROBERT EMMET DOLAN went to Philadelphia to witness opening Tuesday night of "Between the Devil", which features Vilma Ebsen, his wife.

Winchell Back Nov. 21

Walter Winchell will return to the air for Jergens Nov. 21, it was learned yesterday. Winchell has been vacationing from the air because of illness.

Sylvia Froos Follows Perkins

Sylvia Froos and the Bob Stanley Orchestra on WOR-Mutual starting Saturday will be heard at a new time, 8:30-9 p.m., directly following Ray Perkins, who is on at 8-8:30 p.m. The two programs will comprise a Mutual "double feature."

Glenn Snyder Boosted

Chicago—Glenn Snyder, manager of WLS and president of Chicago Broadcasters Ass'n, has been elected vice-president of Agricultural Broadcasting Co., operating the station. Burridge Butler is president. Snyder succeeds C. V. Gregory, who resigned to become associated with a farm publication.



"Those WHB Announcers Can Sell Me ANYTHING!"

WHB ••• Kansas City's Dominant Daytime Station affiliated with Mutual, has the Audience, but no national representatives. —For time clearance, schedules, information, data, telephone Harrison 1161, collect, or wire collect to—DON DAVIS, President, KANSAS CITY, MISSOURI

FCC DISQUALIFIES PAYNE FROM SEGAL-SMITH CASE

(Continued from Page 1)
 during any trial the due process of law called for a fair and unbiased tribunal and added that in this case Payne had pre-judged the case long before the date of hearing.

In an opening statement before Koenigsberger demanded Payne's disqualification, Chairman Frank R. McNinch warned those present that the hearing would not in any way be a Roman holiday.

"We meet here today to discuss grave charges of unethical practices," McNinch said. "Let it be understood that this is a serious matter. This is not a criminal case, although some of its aspects may appear that way. The respondents are charged with unethical practices. Ethics are the basis of fair play and justice. The law out of years of wisdom has decreed that every man is innocent until proved guilty".

McNinch then referred to the motion of Segal and Smith to dismiss the charges. The chairman stated that the Commission had given the motion full consideration and had decided to deny the motion. The chairman then stated, following Koenigsberger's testimony, that the defense would have to re-form their brief concerning the disqualification of Payne and adjourned the hearing at 11:30 until 2 o'clock, at which time Koenigsberger declared he would be prepared to submit it.

When hearing before the Commission resumed, Koenigsberger submitted his revised motion to the Commission, which entertained it and after a recess which lasted almost an hour and a half Chairman McNinch announced that it had been decided to disqualify Payne from active duty on Commission during remainder of hearing.

Motion submitted by Segal and Smith first appealed to Payne personally, asking him to disqualify himself. Upon consideration, the Commission ruled that motion would have to be made to full Commission. Payne was among the Commissioners who agreed that this was within the FCC's jurisdiction, while Commissioner Walker was the only one who took exception.

Witnesses to appear before the Commission today to testify in the case of unethical charges against Segal and Smith include George F. Kelley of WCSH, Portland, Me.; David Teiklebaum, New York; Richard M. Casto, Charleston, W. Va.; Mary Belle Anthony, Washington, D. C.; John Brady, counsel for Casto; Elmer

★ Programs That Have Made History ★

KHJ's "Rise and Shine"

HOLDING down the daily 6 to 8 a.m. spot on KHJ, Los Angeles, for the past two and a half years, "Rise and Shine" has climbed from an initial mail count of 25 to a daily mail pull of well over 200 letters and cards. Conducted by Stu Wilson, the program is simplicity itself and consists of frequent time signals, popular recordings and spot announcements read without script. Everything is ad libbed, from the very frequent comments on the weather and general subjects to the numerous commercials.

No attempt is made to make the show a "production." It is merely a cheerful waker-upper that a surprisingly great amount of persons listen to as they tumble out of bed, go through the business of the morning shave and preparations for breakfast.

The program maintains a steady attitude of cheerfulness without any attempt at pollyanna-ism or saccharine sweetness. It merely attempts to be a pleasant entertainment for work-a-day risers. For this purpose, Wilson has trained himself to give the correct time at the end of each musical selection. This, with the dedications, spot announcements and delivery of bits of chatter usually brings the time to listeners at approximately five minute intervals. And at this

hour of the morning, time signals are of primary interest to breakfast-bolters.

Birthdays and anniversaries are other items coming into play on the program. The last year's broadcast of this program gave air mention to approximately 32,800 birthdays, wedding anniversaries, graduations. This figure is especially impressive when one considers an average of three birthdays and one wedding anniversary per family.

While the program is strictly a one-man show, Wilson has as his helpers little gadgets and sound fixtures. These comprise his cast. They all have names and are well known to listeners from the moooo of the mechanical cow, Clarence, to the familiar notes of Henrietta, the clock; Kitty Kookoo, the cat; the old married man's bell, the old maid's bell and all the rest. Almost every week brings some new gadget, contributed by an enthusiastic listener.

"Rise and Shine" is a participating program, with the sponsor's sales standing or falling upon one spot announcement delivered at specified times during the show. Currently the program is selling women's clothing, used cars, automotive service, life insurance, work shirts and overalls and unbreakable glass lenses.

Affiliates and AFM Must Close Pact Today

(Continued from Page 1)
 even after the IRNA committeemen were ready to okay the changes in the trade agreement so far. Specifically, the changes made in the trade agreement clauses now include in place of the arbitration request, a two-man board, one to be appointed from the broadcasters and one from the AFM, which shall decide on questions relative to a station failing to live up to AFM contracts; also the IRNA memberships' request that the two-week notice before a stoppage is called be changed, now calls for contract language of "a reasonable time". These are in reference to Clause 20 for the most part.

Both sides are now optimistic that today will see the whole matter ironed out, but the fact that Clause 10 is still unsettled leaves much in doubt as to the final outcome.

AFM will call off its scheduled plan to meet with electrical transcription and phonograph men today at Ascop offices and hopes to be able to confer with them tomorrow.

W. Pratt, Helen R. Duval, stenographer to Segal; E. C. Reineke, Du-luth; Zenda Casto, sister of Richard; Edith Z. Miller, Washington, D. C.; Geraldine Alberdine, Pawtucket; Ethel C. Manning, Washington; S. George Webb, Newport, R. I.; Arthur Schorfeldt, Washington attorney, and Frank Crook.

Five NBC Commercials Are Lined Up for WHN

(Continued from Page 1)
 the Jell-O series with Jack Benny. Additional three shows as yet have not been announced. WHN rates will run \$400 an hour, with no line charges involved.

Stories of the Hymns

A new type of hymn presentation, in which stories of the hymns and their composers will accompany the hymn singing program, will be inaugurated by WBNX Friday at 4:15 p.m. The authority is Eloise R. Griffith, who will be supported in the broadcasts by Madeline Schiffler, contralto, and Fred Mendelsohn, organist.

"A PROGRAM IS ONLY AS GOOD AS ITS DIRECTION"

HENRY SOUVAINÉ

INCORPORATED

The following well-known directors and producers are available for production or counsel—as a group or individually—

CARLO DE ANGELO

ARTHUR DALY

KEITH MC LEOD

N. ORLANDO

JACK ROCHE

HENRY SOUVAINÉ

THOMAS L. STIX

GORDON WHYTE

30 ROCKEFELLER PLAZA
 NEW YORK CITY

CLYDE BARRIE

HAvemeyer 9-3494

NORTHWEST'S LEADING RADIO STATION
 OFFERS
LIFELIKE RECEPTION
 NEW TRANSMITTER
 INCREASED COVERAGE
 BASIC RED NETWORK
 MINNEAPOLIS SAINT PAUL

AGENCIES

PHIL W. TOBIAS, formerly with the Gardner agency, St. Louis, has formed his own agency, Phil W. Tobias & Associates, at 612 N. Michigan Ave., Chicago.

BLACKETT-SAMPLE-HUMMERT has landed the American Airlines account.

JOHN B. MORSE has left Lord & Thomas and joined Blackett-Sample-Hummert as account executive in Chicago.

YOUNG & RUBICAM has been named ad counsel for Better Speech Institute of America, Chicago. Account will use a local NBC program this winter.

KENNETH C. KING, formerly radio director of George H. Hartman agency, Chicago, has been elected a vice-president. Tom Kivlan is now radio director.

RICHARD R. SMITH has opened a general publicity office at 134 North La Salle St., Chicago.

RAY HENDERSON has joined the staff of C. Wendel Muench & Co., Chicago, as account executive.

KIRBY HAWKES, radio director of Blackett-Sample-Hummert, has gone to Topeka to advise Alfred Landon on his broadcast.

JIMMY BINGHAM has left the Howard W. Wilson office in Chicago and joined New York office, where he is to be assistant to Horace Hagedorn, in charge of eastern office.

Woollcott to Air for Fusion

Alexander Woollcott will make his only radio appearance this season on Oct. 31, when he has accepted the invitation of Dr. Joseph D. McGoldrick, Fusion candidate for Comptroller, to speak over WJZ at 6:45 p.m. on behalf of McGoldrick and the rest of the Fusion ticket, headed by Mayor LaGuardia and Thomas E. Dewey.

Recording "Mellydrammers"

Al Barrie, who is doing a series of "Al Barrie's Mellydrammers" over WNEW and also has been presenting a similar program on WNYC for more than two months, will write a special series of five-minute sketches to be recorded by X-L Productions.

Robert Simpson Leaves CBS

Robert L. Simpson of Columbia Artists Inc. has resigned, effective Friday.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

Greetings from Radio Daily

October 20

Leo O'Rourke

Margaret Shanna



● ● ● Thinking Out Loud—(and sometimes talking out of turn): a fellow who has improved with due success is Rudy Vallee. His remotes via NBC from the coast are equal to many a sponsored show. Especially last Saturday's after midnight show. Rudy announces and sings the program which isn't something new—but the way he does it—the informality and delivery. When he made a mistake on a selection, Rudy stepped before the mike not only to rectify the error—but to kid about a boner... Rudy still maintains the public appeal he had in his prime—as frixample the tune "Vieni Vieni" which had been lying on the publisher's shelf for three years—unused and dusty. Rudy heard the song, liked it, played it—and now, besides climbing into the hit division, every singer and band are doing it... But none like Rudy, of course. He has been a song stylist—and still is... We like Gabriel Heatter's frank admission that, when he married, the salary paid him was \$8 a week by the Brooklyn Times and when the boss learned of the marital leap—Gabe's pay envelope was increased to \$10!

● ● ● N. Y.'s Board of Education reveals that WOV leads the field in audience response to "The Elementary School of the Air", which is designed to teach English to Italian listeners... More than 1,000 tuner-inners write each week submitting their written work and asking advice regarding the lessons... Show is conducted under the auspices of the Adult Education Project of the B. of E., and the WPA... Like the crack of Jack Robbins' 10-year-old lad, Brother, who told Benny Goodman that the public didn't come to see or hear him—as much as they did Gene Krupa, the drummer, perform. Brother definitely won't be a songplugger with those tactics!... Benny reverses the tables today—and throws a luncheon for the music publishers.

● ● ● The closing of the summer room and show at Ben Marden's Riviera deserved to be recorded in celluloid for posterity. The girls, men, help, etc., carried on so—that words aren't available to describe the event... Marden closed the summer room and opened the Winter Salon by ordering champagne for every customer present... Estelle Taylor, who has adopted a singing career to replace make-believe love, has the mentality to equal her voice and beauty... She does "An Old Flame Never Dies" and "That Old Feeling" so well—but won't chant them publicly—for fear that the public might misconstrue the ballads for torch-carrying—and she puts so much feeling into her vocalizing anyway!... Norma Talmadge, who has been doing fashion stuff on Hubby George Jessel's show, will switch to offering scenes from some of her better known pix... Lester Lee is offering his dog to Ripley because of a "discovery"... Leon and Eddie's are seriously thinking of duplicating the Sunday nites of the west coast's Trocadero, feeling that much screen, stage and radio talent haven't an eastern "show window"—and can't afford to go west. Agency, radio, stage and screen tycoons will be their guests and thus have an opportunity to "discover" for themselves... This is a smart move and should win the support of the industry in short order... Ted Husing, in answer to our note of inquiry via a waiter asking "What's new or have you a good gag", returned the card with the penciled, "I just left Louis Sobol".

● ● ● Nice gesture and a sincere one at that on the part of Jan Savitt, musical genius of KYW, Philly... He squawked to the N. Y. offices of music publishers for disbanding their local contact men, charging that he will give preference to the fellows who are in town... His contention is a sane and sound one. Feels that if his shows would emanate from N. Y., publishers would spend young fortunes for his entertainment—and since he requires no charges for "arrangements and copying"—this money should be used for employment at a local office... He means that, too!

GUEST-ING

GRETE STUECKGOLD, on American Banks program, Oct. 25 (NBC-Blue, 9 p.m.)

LOTTE LEHMAN, on Ford Sunday Hour, Oct. 24 (CBS, 9 p.m.)

BIDU SAYAO, on Ford Hour, Oct. 31.

CHICK WEBB, ELLA FITZGERALD and ERSKINE HAWKINS, on "Sunday Swing Show," Oct. 24 (WNEW, 11:30 a.m.)

ERIN O'BRIEN-MOORE, LARRY BURKE and MILDRED FENTON, on "Hammerstein Music Hall", Oct. 29 (CBS, 8 p.m.)

ELIZABETH KELLY, on Philip Morris program, Oct. 30 (CBS, 8:30 p.m.)

CROSBY GAIGE, interviewed on "Magazine of the Air," Oct. 29 (CBS, 11 a.m.)

MARY ASTOR, JOHN HALL, ANDREA LEEDS and C. AUBREY SMITH, in scenes from "Hurricane", on "Hollywood Hotel", Oct. 29 (CBS, 9 p.m.)

MARIO CHAMLEE, on the "Hit Parade," Oct. 30 (CBS, 10 p.m.)

GLEN GRAY, on the Six-Star Review, today (WMCA, 4 p.m.)

STEVE OWEN, interviewed by Dick Fishell this afternoon, (WMCA, 6:30 p.m.)

HOLLACE SHAW on Songtime Monday (CBS, 7:15 p.m.), and with Howard Barlow Oct. 26 (CBS, 3:30 p.m.)

Fourteen Act Variety Show

Fourteen acts of radio entertainment will be presented in an hour broadcast over WNEW at 9:30-10:30 p.m. on Saturday, when Rodney Benson Inc. of Clifton, N. J., introduces the new Plymouth and Dodge cars. Bill Breen's Orchestra will furnish music, with Joe O'Brien as emcee. Program will originate in the Clifton showrooms of Rodney Benson. Talent to be heard will include: Jerry Lee, Irene Collins, Bill Whitley, the Three Locust Sisters, Ray Murray, Elaine Alston, Bob Baker, Bill Danwell, Harriet Brent, Ed Marshall, Loraine Barnett, Roger Coleman. Account is handled by Schillin Adv.

Doris Fisher Screen Tested

Doris Fisher, CBS songstress, has been screen-tested by 20th Century-Fox. Films were airmailed to the Coast this week.

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

Oct. 25: George H. Payne, San Jose, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

Floyd A. Parton, San Jose, Cal. CP for new station. 1170 kc., 250 watts, daytime. Oct. 28: J. T. Griffen, Fort Smith, Ark. CP for new stations. 880 kc., 1 KW. LS., Daytime.

Oct. 29: Valley Publishing Co., Harlingen, Tex. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.



TYRONE POWER, who has Gail Patrick as leading woman in "Men In White," the stage and screen hit, which will be the Woodbury "Hollywood Playhouse" presentation next Sunday night over NBC-Blue, also will have a number of prominent film names in the supporting cast. The event has aroused quite a bit of interest.

NBC's takeover of the El Capitan Theater appears to be an accomplished fact, with the Signal Carnival airing from there Sunday, and the new M-G-M Maxwell Coffee show slated to follow suit shortly.

Lal Chand Mehra, conductor of the "At Home" program on KFAC, has been signed by Paramount to portray a Hindu role in "Big Broadcast of 1938," W. C. Field's next starring picture.

The Gene and Glenn script show starts on KFI on a five-times-weekly schedule Nov. 1 for Kellogg cereals.

Yogi Yorgensson and Zaruchi Almassin will appear on the CBS "Hollywood Showcase," with Lud Gluskin's orchestra and Harry Simeone's chorus, on Oct. 24, and Charlie Lung, man of 1,000 voices, is set for the Nov. 7 airing.

John Henry Blake, "The Magazine Man," now has a twice-weekly program on KFI. The bi-weekly series consists of comment on current magazine articles rather than on day-by-day news culled from the daily papers. Blake, who was formerly on KHJ-Don Lee, reads hundreds of magazines each month and picks the most interesting articles for his Monday and Thursday comment.

George Whitney, onetime musical director at KFRC, San Francisco, has gone commercial and joined the KFI-KECA sales staff, and Ernest Felix succeeds H. M. Parker as head of the accounting division of the twin stations, Harrison Holliway, general manager announces.

The entire cast of the CBS "Hollywood in Person" troupe, headed by Bob Baker, was caught by Harriet Parsons' "Screen Snapshots" cameras on a visit to Republic last week, and their faces will appear on the screens of the world shortly.

Did you know . . . that Ken Niles made his radio debut as a singer with an orchestra directed by the present Lieutenant Governor of the State of Washington?

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily

RADIO PERSONALITIES

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

JOHN B. HATCH

JOHN B. HATCH has filled nearly every occupation in radio broadcasting. Now general manager of John B. Hatch Associates, Boston producers, he started with the air waves as an amateur, built and operated his own private station, subsequently became president of the Essex County Radio Ass'n, first chartered org. of American Radio Relay League.



Has worked in every branch of radio.....

After a special course in radio dynamics at M.I.T., Hatch joined Ford Motor Radio Engineering Staff, assisted in development of world's first police radio car, built for Detroit Police Dept. Later, he was on staff which assembled Western Electric's Talking Pictures, took part in production of Warner Bros. first talkies, and today holds priority rights on invention of parabolic sound receptor, now in film use.

For a time, Hatch was special announcer at Ford's experimental WWI; moving on to Boston, he became technical operator at WHDH, and soon Program Director of WHEB, as he developed a keen interest in, and talent for, radio production. He assisted at official

opening of WMEX, supplied talent, ideas, commercial contracts to several New England stations. Believes strongly in educational airings for both young and old and un-long, decorous commercials. Born 34 years ago (Oct. 1) in Montpelier, Vt. Is happy with a rod and reel, a book, a gun (for hunting) or a leisurely drift downstream in a boat.

AFM and CIO May Join In Campaign by Radio

(Continued from Page 1) of such a move is now very probable) should the two labor organizations bury the hatchet, radio will then be used by the parties jointly, thus eliminating the controversy angle from the present setup.

The entire matter, however, will take some time to bring to a head. Until that time, each organization will continue with its present policies. The AFL this week made its initial approach at a local New York station when representatives of the former approached office employees of WHN with written summaries of the AFL activities in show business. Statement proved powerful ax that the union holds over those stations owned or operated by motion picture concerns when it was pointed out that AFL controls practically all technical employees of the theater, plus the very powerful AFM. CIO has been attempting to sign up local stations' office workers for the past few months, but so far has met with little success.

A statement regarding CIO radio activities as a sponsor is expected shortly after the joint meeting between the CIO and AFL on Oct. 25.

Radie Harris on WOR

Radie Harris, will start a Hollywood commentator series on WOR, No. 11, 6:45-7 p.m. Station has had this type of program on the air for several seasons. Sam Taylor handled a similar show on WOR last year.

Shirley Lewis Back on Job

Shirley Lewis of WHN returned to the station yesterday after an absence of eight weeks due to illness.

Stage-Show Airing Marks 4th Anniversary of WSOC

Charlotte—A combined broadcast and stage-show at the Carolina Theater on Saturday marked the fourth anniversary of WSOC. A full-hour program, with Dewey Drum as master of ceremonies and Dick Faulkner and Ron Jenkins as announcers featured the following soloists: Aunt Sally, Byron Smith, Paul Norris, Clemmie Reid, Hollis Cobb, Nelle Norris, Sarah Wright, Ruth Covington, and Billie Ann Newman, with additional music from Boe Norris and ork, The Cabineers, Lum Hendreick's Hawaiian Strings, Louis Gibson's Jug Band and the Alexander Dancers.

Operetta for CBS Workshop

Mark Blitzstein, young American composer, whose "Cradle Will Rock" is to be produced on Broadway this fall after creating a furore in WPA circles last spring, will play the leading role and sing in "I've Got the Tune," a radio operetta written especially for the Columbia Workshop. The broadcast will be presented over CBS on Sunday at 8-8:30 p.m.

Coleman Signs Society Singer

Lois Elliman, society singer, has been signed by Emil Coleman as vocalist with his orchestra in the Iridium Room of the St. Regis.

SALESMAN

TWELVE YEARS' EXPERIENCE IN RADIO; CAPABLE HANDLING SALES FOR LOCAL STATION. PAST RECORD VERY GOOD; EXCELLENT REFERENCES; ALSO SERVICES OWN ACCOUNTS AS ANNOUNCER AND IDEA MAN. WRITE BOX A-113, RADIO DAILY, 1501 Broadway, New York City.



GEORGE VOUTSAS has transferred from NBC New York to Chicago production staff, replacing Rex Maupin, who is directing orchestra for Falstaff Brewing's "Public Hero."

Chevrolet is sponsoring temperature reports on WMAQ.

Welt Disinfectant Co. has contracted for announcements on WMAQ.

Commander E. F. McDonald is planning a four-month cruise in South American waters on his Yacht around Christmas time.

Charlie Miller of MCA and Mrs. Miller are back from Europe.

Carleton Convey, manager of John Blair & Co. in Los Angeles, has wired friends here that he is the papa of a son. He also drew a hand of 13 hearts recently in a bridge game.

Paul B. Klugh, Chicago, first managing director of NAB and one of its founders, has been elected an honorary member and director of Radio Manufacturers Ass'n.

Consolidated Drug Trades "Lone Trail Opry House" on WGN has been expanded 15 minutes to make it a daily one and a quarter hour show.

Presenting Out-of-Town Talent

Beginning tonight, WMCA will present a new thrice-weekly program under the direction of Kay Parsons, introducing professional entertainers new to New York. A community sing will complete the broadcasts, to be heard Wednesdays, Thursdays, and Sundays, an hour after midnight, with the first show coming direct from the floor of the El Dorado.

CFRB Borrows Gordon Castle

Detroit—WJR is loaning Gordon Castle to CFRB, Toronto, for the week of Nov. 6-12 to do a Vox-Pop for General Motors of Canada from the floor of Toronto's automobile show. He will be on the air each evening at 7:45. The trip is something in the nature of an Old Home Week for Gordon, who for four years was an ace hockey announcer there. He returns to WJR at the close of his Toronto assignment.

"Mike" and "Phone"

HAND SETS

Especially for five meter transmitters and the five meter transceivers. Light and compact yet rugged. Bakelite units. Six ft., 4-conductor cord. Weighs but 15 ounces.

\$10 Single button

\$15 Double button

Microphone Division

UNIVERSAL MICROPHONE CO. LTD.

424 Warren Lane, Inglewood, Cal., U. S. A.

Program ☆ Reviews ☆

"PHILADELPHIA ORCHESTRA"

American Banks
WJZ-NBC-Blue network,
Mondays, 9-10 p.m.
The Wessel Company

A BALANCED PROGRAM OF GOOD MUSIC, WELL PLAYED, WILL BUILD THE AUDIENCE DESIRED BY SPONSOR.

American Banks program with the Philadelphia orchestra, Eugene Ormandy conducting, and Maria Jeritza, soloist, turned in a very impressive premiere last Monday night from the Academy of Music, Philadelphia.

The whole performance was well planned. Orchestra played the "Die Meistersinger" "Clair de Lune," and as the closing number, the "Sorcerer's Apprentice." Jeritza sang three numbers, "Adieu, Forests," "Widmung," and "Cecilie."

Ormandy's directing kept the program moving at a fast pace. No long waits for studio applause common to most radio concerts of this type, were allowed. Jeritza gave a superb performance. She appeared on the program through the courtesy of General Motors which has an exclusive radio contract with the star. Feodor Chaliapin, Russian basso, originally scheduled was unable to sing because of illness.

Ormandy's long radio experience with Minneapolis Symphony concerts makes him most valuable to a sponsor and the men in charge of production. His timing of numbers is something to be desired when broadcasting long operatic programs such as this one.

Dr. Neil Carothers, Dean of the Lehigh School of Business, gave a short talk during the intermission. W. M. Kiplinger will be heard in future broadcasts. Grete Stueckgold will be the guest soloist next week.

"BEHIND PRISON BARS"

with Warden Lewis E. Lawes
Wm. R. Warner Co.
(Sloan's Liniment)

WJZ—NBC-Blue, Mondays,
10-10:30 p.m.
Cecil, Warwick & Legler

NEW TYPE CRIME SHOW COMBINING
DRAMATIZED EPISODE WITH FORUM.

Warden Lewis E. Lawes, head man of the Big House up the Hudson, returned to the airwaves Monday night for Sloan's Liniment, and delivered the customary well-balanced crime show with the usual moral—"crime doesn't pay", and a suggestion or two on how to stifle a future crime wave.

A novelty of the show was Announcer Ben Grauer's walking into the studio audience with a mike and offering the experience of Warden Lawes to answer any question on

STATIONS OF AMERICA

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

KFI—Los Angeles
640 Kc.—5,000 Watts

EARLE C. ANTHONY, Owner
HARRISON HOLLIWAY, Manager
CARL HAVERLIN, Commercial Manager
DON CLARK, Program Manager

THE history of KFI parallels closely in development the history of American broadcasting. Since April, 1922, when the station went on the air for the first time, it has grown steadily in power, scope and importance.

Physical facts are quickly told: KFI was founded by Earle C. Anthony in 1922, the first program broadcast on Easter Sunday, April 16. Five watts was the original power, increased in October, 1922, to 100, and in December to 500. In November, 1924, KFI was granted permission to use 5,000 watts, and the station continued with that power until July, 1931, when it put into operation its new 50,000 watt transmitter at Buena Park, thus becoming the most powerful station west of Chicago. KFI, under the able management of Harrison Holliway, veteran of many radio years, both in technical and production ends, is on the air with full power on an average of 17.25 hours daily. The studios have remained at their original location, on the top floors of the Packard building. Administration offices and studios perform the same duty for KECA, the second Earle C. Anthony station, whose transmitter and towers, however, are located in the southwestern outskirts of the city.

Through this physical equipment, KFI has pioneered educational and entertainment features of all descriptions, from symphony concerts to discussions on the latest discoveries in physics and astronomy, from weather reports and conditions to first performances of modern music.

In 1924, conscious of the demands of radio for intelligent and dignified presentation, KFI pioneered continuity and program departments, which supervised and directed musical productions. At the same time, the policy was adopted of making KFI's facilities always available to schools, government agencies, civic organizations, charitable bodies and cultural movements of all sorts. This policy has brought to KFI, the closest and most cordial relations with organizations like the Los Angeles Public Library, the Pilgrimage Play, the Mission Play, the Community Chest, the many departments of the various Southern California Chambers of Commerce, the United States Department of Forestry, Agriculture, Census, Fire and Flood Control, and also the corresponding state and county agencies.

And what with the fact long recognized that KFI has been the breeding place for innumerable radio artists, coupled with the fact that KFI has long been noted for the celebrities which it has introduced, brings to light the matter of program production. Obviously, with such a record of progress behind it, the quality of its programs needs no summation; they had to be good.

KFI is managed by Harrison Holliway, with Carl Haverlin as head of the commercial department, Don Clark in the office of program manager and Glan Heisch handling the duties of production manager.

crime. Questions asked were intelligent and informing. One woman asked whether it is possible for a person to escape from Sing Sing unaided by people on the outside. To this query, Lawes said that it is possible—but that he had 2600 occupants up there now listening to his air show, and didn't think it wise to divulge means to accomplish such a feat.

Following this forum came a skit similar to "Dead End" which told how two youths escaped the clutches of a career of crime. This was well executed by a staff of artists.

Sponsor offered puzzles and riddles to people sending in cartons. Commercials were short and to the point.

General Johnson

Most up-to-the-minute of the editorializing radio commentators is General Hugh Johnson, who airs over NBC-Blue four nights weekly. Last night at 10 o'clock former Governor Alfred M. Landon finished his attack on the New Deal over

NBC-Blue, and less than a minute later Gen. Johnson was tearing Landon's talk apart. The General also was right on the heels of President Roosevelt's most recent "fireside chat." This ultra-timeliness, plus his forceful and vivid style and ability to send points home with clarity as well as punch, puts Johnson in a class by himself among commentators.

Briefly

"The American School of the Air," which returned to CBS on Monday at 2:30 p.m. for several airings a week, is an entertaining as well as instructive program, clarifying some of the important topics of the day in the light of the average American family.

"The Story of Industry," another CBS feature, revived yesterday at 4:30 p.m., gives a clear and interesting insight into the country's important industries, with well-informed speakers in each case.

Louise Massey and Her Westerners, playing a repeat engagement with Al

Philadelphia

Lenny Leshner, a new "song stylist," inaugurates a new series over WDAS.

Larry Vincent is the new emcee on the "Get Going" revue over WCAU.

Margaret Schaefer, WFIL production chief, will shortly have published a novel based on stories taken from her "Magazine of the Air" program.

Robert Ellmore returns to the air in a special recital over KYW from the stage of the Academy of Music.

Orient Reid, blonde songstress at WIP, was married to Franklin Johnston.

Craig Campbell will make his debut over WCAU in a new program of songs.

Doris Havens, recently married organist of WCAU, is in Bryn Mawr Hospital recovering from an automobile accident.

Marian Black, conductor of WDAS children's program, married Granville Klink, former WDAS control man, now associated with WJSV in Washington.

Paula Markman, KYW dramatics, recovering from serious throat ailment.

Hank Geist, former WCAU engineer, left the local scene for similar duties in New York.

WFIL is installing a new \$22,000 Kilgen organ, the largest broadcasting designed organ in the east.

Kerby Cushing, KYW sports commentator, adds a late daily sport broadcast to his already full roster.

Don Martin, WIP announcer, leaves here for WCHV, Charlottesville, Va.

Jack Steck, WFIL's master of ceremonies, has conceived two dizzy shows which he calls "Corn Hustlers Revue" and "Auction Court."

WIP is sponsoring a dramatic association, and will train the amateur group in all phases of broadcasting. Barbara Boyd will conduct the Women's Club of the Air over WCAU.

Hal Simmonds, WFIL sports commentator, is going heavy for guest stars.

Lew Hamilton, formerly heard over WIP leading his hill-billy crew, is in New York with the Rodeo at Madison Square Garden.

Pearce on his "Mexican Night" over CBS yesterday, fitted very neatly into the program. Their rendition of "Rancho Grande" was a highlight.

Little Mary Small was a bright vocal item on the big "Magic Key of RCA" broadcast over NBC-Blue last Sunday. Linton Wells' short-wave interview with Karl H. von Weigand abroad was most interesting, and the broadcast from the MacGregor Expedition in Greenland had a thrill in it.

Coming Events

Oct. 19-23: Eighth International Congress and Exhibition of Electrical Radio, Palais de la Radio, Paris.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 25-31: Exposition of Radio-Television, People's Amphitheater, Moscow.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

Nov. 29-Dec. 1: Second National Conference on Educational Broadcasting, Drake Hotel, Chicago.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

RCA Short Wave Booklet

RCA Mfg. Co. is issuing a 32-page illustrated booklet in colors, dramatizing the story and history of short-wave radio. Book is entitled A Short-Wave Journey of Discovery, and is authored by Hendrik Willem Van Loon. Distribution will be to RCA Victor dealers throughout the country, and a separate edition is being issued for schools. Booklet, which has been reproduced lithographically by National Process Co., is in four colors, as well as black and white, with half tones and deep-etch, typical Van Loon water-colors and line illustrations. An important colorful map, showing short-wave stations, their locations, and time log is included in the RCA booklet, which of course also shows new line of RCA Victor receiving sets in the back of the book. Thirteen picture-vignettes by Van Loon with comments by the editor (Van Loon), are included also along with A Guide to Short-Wave Listening, How to Tune in on Foreign Stations and World-Wide Short-Wave Station List.

CBS "Swing Club" from Coast

The CBS Swing Club will broadcast a one-shot from Hollywood on Oct. 30 at 7-7:30 p.m. Scheduled to appear as guests on the show are Lud Gluskin's orchestra, Mannie Klein, Jerry Callona, Casper Reardon, Bob Crosby and Ray Bauduc.

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

ORCHESTRAS - MUSIC

EUGENE ORMANDY, who will direct ten consecutive Ford Sunday Evening Hour broadcasts starting Oct. 31 over CBS, is in a way to becoming America's most traveled conductor. And since he will serve as conductor of the Philadelphia orchestra coincidental with his direction of the Ford Sunday Evening Hour this season, necessitating flying trips to Detroit every week to keep his appointment, he will undoubtedly have clinched the title by the end of the concert season.

Joe Rines, showman-maestro, is now appearing at the French Casino with a 16-piece orchestra. He has a twice-weekly wire over the NBC-Red network, Wednesday at 11 p.m. and Friday at 11:30.

The two native orchestras at La Conga, New York's smart Cuban night club at 57 West 57th Street, have been given regular weekly sustaining programs by NBC. Ramon Littee and his Argentine tango band are heard over the Red network via WJLA on Wednesday evenings at 7:30-7:45, and Jose Escarpenter and the La Conga Rumba orchestra broadcast over the same station on Thursday nights at 11-11:15 direct from La Conga.

Lee Scott and his ork, from Phoenix, Ariz., opened Saturday at the DeWitt Clinton Hotel, Albany, and were aired over WGY, Schenectady.

WIP, Philadelphia, adds four bands from various night spots in the city to its remote dance roster. Milt Kellem from the Arcadia Restaurant, Earl Moyer from the Cathay Tea Garden, Johnny Graff from the Anchorage, and Benny's Troubadours from Benny the Bum's.

Wally Stoepler followed Noble Sisle in the Chez Paree, new Louisville night club, with a WAVE wire. Crystal Terrace, another new spot in that city, has Johnny Burkarth's ork, airing over WHAS. Johnny Hamp is heard over WAVE from the Gypsy Village.

The WBT (Charlotte) Midnight Dancing Party, rapidly building up a coast-to-coast following, had a distinguished phone caller last Friday night when Band Leader Tommy Dorsey called from New York to register a request.

According to Bivens and Lee Kirby, conductors of the Dancing Party heard nightly from 12:30 to 2 a.m., Dorsey's recordings get more requests than those of any other band leader, and his version of "Marie" has been one of the most popular recordings ever aired over WBT.

Lawrence Welk and crew have wound up a run at the Rainbow Ballroom, Denver, and Bob Pope's ork from Miami have stepped in, with a KVOB wire.

Frank Novak, orchestra leader at the Raleigh Room of the Warwick Hotel, has inaugurated a daily session of cocktail hour entertainment, featuring Bill Bardo, Gypsy violinist, and Wes Vaughan, song stylist. A series of cocktail dansants on Sunday afternoons was launched last week.

Jan Savitt's Top Hatters have been signed to play for the University of Pennsylvania's Junior Prom, and on Thanksgiving night will alternate with Russ Morgan's band at the Broadwood Hotel.

Jimmy Corbin and his orchestra, new 13-piece unit built by the Iowa Network entertainer, is booked solid till Jan. 1 playing at such local Des Moines spots as Hyperion Club, Ft. Des Moines Hotel, Tromar Ballroom and Waukonda Country Club. Band is built around organ and piano, using arrangements by Bud Dant.

Emery Deutsch, after setting something of a record during his first week at Detroit's Book-Cadillac, is getting set for a long stay. Local renting agents have been instructed to hunt a suitable apartment for the optimistic Deutsch.

Merle Pitt, who is attracting attention in musical circles with his newly-formed "bandsman's swing band", is now experimenting with a new wrinkle. Pitt, who is heard 13 hours a week on WNEW, is concentrating on arrangements which feature his hot violin.

Emil Coleman, NBC band leader, has added two violins, a sax and a trumpet to his crew. His broadcast schedule from the Hotel St. Regis will be announced soon.

Push Indian Broadcast

A special bulletin to members of the Indian Council Fire calls attention to the Sunbrite Junior Nurse Corps broadcast, currently telling the story of the Sheshone chieftain's daughter who guided the Lewis and Clark Expedition. The Council Fire is a national organization devoted to the advancement of the Indian race, and the Sunbrite airing goes on five days weekly over the NBC-Blue. Bulletin mailed by the organization. Stack-Goble, Chicago, is the agency.

WSM Gravure Booklet

WSM, Nashville, station of the National Life and Accident Insurance Company, has issued a 16-page booklet in gravure, illustrating the story of its 150 artists and their programs. Profuse pix and newsy captions giving unusual slant to the talent assure readers for this job, which will be delivered by the "3,000 Shield Men" of the life insurance company. Piece calls attention to free broadcast tickets, obtainable from company agents, and adds fitting insurance arguments.



**A GOOD
ADVERTISING
MEDIUM IS
ONE THAT
REACHES THE
BUYING
POWER
OF AN
INDUSTRY
SUCH A
MEDIUM IS
RADIO DAILY**



LOUISVILLE

George Kuhn is new general manager of WGRC, the George Rogers Clark station in New Albany, Ind.

Clifford Shaw, Rosemary Hughes, and Harry Lukens, announcer, are now airing a "Try and Stump Us" program over WAVE. First broadcast pulled a load of mail.

WHAS has new vocal find in little Danny Quetermous, 9-year old boy from Salem, Ky.

Meador Lowrey, WHAS news commentator, now on twice daily with his resume of the day's news.

Jimmy Finnegan, sports writer for the Courier-Journal, now teaming with Joe Wheeler, WHAS sports commentator, on a daily sports program.

Singing Sam Raborn, who has filled a daily sustaining spot over WGRC for the past six months, has left the radio field to engage in evangelistic work.

INDIANAPOLIS

Norman Perry Jr., WIRE sports announcer will join the staff of WLW and WSAI, Cincinnati. Perry will team with Red Barber, sports announcer, in broadcasting the Notre Dame football games every Saturday.

Luke Walton broadcast the Indiana-Illinois football game from Bloomington over WIRE Saturday. He was assisted by Morris Hicks and Cliff Courtney.

COLUMBUS

Hank and Slim Newman and their "Georgia Crackers," veterans on WHKC, are now being sponsored by Dwarfies Corp. of Council Bluffs, Ia., makers of Wheatmix.

WCOL has landed the "Orphan Annie" and Tom Mix series.

"Tish" Spot Switched

The "Tish" series being presented over CBS by the WPA Federal Theater radio division has been switched to a Wednesday night spot at 9:30-10. This places the show opposite "Town Hall Tonight," which bucked another WPA series, "Professional Parade," on NBC-Blue last spring.

ONE MINUTE INTERVIEW

John Shepard 3rd

"If the broadcasters are forced into signing a trade agreement with clauses which were not found necessary to carry on amicable trade between radio and its musicians during the past 10 years, I don't see how the AFM can expect the sympathy and support of the public (to whom we owe a definite service) in the event we are further forced to take part in sympathetic strikes to aid the AFM because of certain trade agreement clauses."

★ Coast-to-Coast ★

UNDER auspices of WTAQ, the First Annual Radio Show in Green Bay, Wis., will be held Oct. 23-24. Entertainment will be provided by WTAQ artists and the affair will be held in the Columbus Club Auditorium, where the wares of radio manufacturers will be displayed. WTAQ is the affiliate station of WHBY, whose managing director, Rev. J. A. Wagner, is president of the Wisconsin Radio Network (formerly Wisconsin Broadcasting System), which also includes KFIZ, Fond du Lac, and WIBU, Poynette. William C. Forrest of WIBU is v.p. and A. H. Langer of KFIZ is secretary-treasurer.

WIBG, Glenside, Pa.: Margaret Collins, program director, will play Mendelssohn's "Rondo Capriccioso" on tomorrow's weekly Piano Symphonic program . . . Emily Stokes Hagar, soprano, member of the Beaver College music department, will be featured soloist on tomorrow's faculty recital . . . Next week's program will feature Josef Martin, internationally-known pianist.

KFXR, Oklahoma City, will carry all professional basketball games played locally under sponsoring, starting Dec. 1.

Charles Woods is conducting "All the Answers" over KWK, St. Louis, Monday through Friday at 9:15 a.m.

WOKO, Albany: Floyd Walter, who plays the City Hall carrillon chimes each noon, now being heard on the O'Connor Restaurant show . . . Bert Madden, once a stilt-walker, has turned stilt-talker, quizzing passers-by in front of Troy studios.

Leo Bolley, WGY (Schenectady) sportscaster, has started a series of short wave international broadcasts entitled "Sports In America."

"What's Going On" comments on local news, has been added to the daily schedule at WSPR, Springfield, Mass. Program is prepared and aired by Howard S. Keefe.

Al Felix, senior announcer, WMAS, Springfield, Mass., has returned from vacation.

John K. Schneller, control board supervisor of KOIN, Portland, Ore., and Ella Knowolowski, Tulalake, Cal., were married a few days ago in Klamath Falls. The new wife has done considerable radio work in San Francisco.

Stanley Worth, baritone, heard on two NBC commercials, is currently appearing at the Hotel Plaza. His intimate style of interpreting popular songs has prolonged his stay here for the entire fall season.

As the result of a birthday gift

from her parents, Miss Estes Potter will spend the next year pursuing a course at the American Academy of Dramatic Art in New York. Miss Potter has been featured in "The Judge Tells His Story", on KVOD, Denver, for the past year.

For the first time in the series of concerts being presented by the famed Tuskegee Institute Choir, the ensemble's male chorus of 60 voices will be heard next Sunday at 1:30 p.m. over NBC-Red.

Exclusive radio coverage of the opening sessions of the national convention of Associated Press managing editors in New Orleans was scored by WWL.

KVOD, Denver: "The Voice of Death", thriller, authored by Archie Hall, auditioned recently for a new sponsor, is slated to start next month. . . . Tom Ekrem is back from New York.

WBAL, Baltimore: The summer marriage of Dorothy Conner, secretary to Manager Edwin M. Spence, to Harold Higgins, former chief accountant here but now with K TSA, San Antonio, was revealed when she resigned to leave for Texas. . . . Jerry Lee Pecht is handling a new program, "Today's Topics", discussing current events. . . . WBAL will act as Mutual key station for a new series of juvenile Crime Clinic programs.

U. S. Forestry Service has started a series of weekly talks over KGNF, North Platte, Neb.

Nino Martini's new RKO film, "Music for Madame", with music by Rudolph Friml, opens Friday at the Criterion on Broadway.

Charles Crutchfield, WBT (Charlotte) program director, picked winners in four out of five games in his "Philco Football Flashes" last week.

Although CBS had exclusive ground rights to the Women's National Amateur Golf Championship Tourney, WMC of Memphis scooped other stations in local coverage of the event by spotting resumes at 5:25 p.m. daily done by Bob Pigue, sports commentator, and by presenting Helen Dettweiler, billed as radio's first woman sports commentator—and a contestant in the tournament—in nightly resumes of play.

Dorothy Daniels, new soloist with the Eugene Jelesnik orchestra playing and WELI-casting from the Hotel Taft Grille, New Haven, has registered a hit. Miss Daniels also has a solo program on this station, with Don Raphael as organ accompanist.

Nelson Baker of the WFBR, Baltimore, sports staff has won the hearts of bowling addicts by his presenta-

RICHMOND

WRVA has inaugurated a series of Thursday "Dance Nights" staying on the air until 2 a.m.

J. B. Deberry Crowder, WRVA technician, was married to Doris Lucy on Thursday.

A new program dedicated to children, "Twilight Tales with Tinka," made its bow to WRTD listeners last week. Mrs. N. W. Hutchinson is in the role of Tinka.

C. T. Lucy and Walter Bishop, WRVA officials, have returned from New York.

Walter Bishop discloses that a favorable FCC decision is expected on the plea of WRVA to increase to 50,000 watts from 5,000.

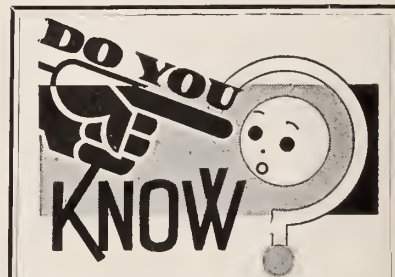
tion of "Bowling Briefs," a five minute, three-times-weekly program featuring results of the many teams in Baltimore as well as out of town bowlers. Local bowling establishments have gone overboard for the idea and are promoting the program with a number of one sheets prominently displayed about the alleys.

WKRC, Cincinnati: Ed Humphrey, formerly at WHIO, Dayton, is the newest announcer here . . . John McCormick, g.m., back from New York . . . Ruth Lyons, program director, will soon have her latest tune published—it's titled "Fool" . . . Dick Bray, sports announcer, handled Sunday's Cincy Bengals-N. Y. Yankees game.

WEW, St. Louis: With resignation of Arlington Thomas, mikeman, program schedule now lists Sol Binkin, Alex Buchan, Bill Durbin, Ed Gunther, Art Jones and Hugh Sanders for mike duty . . . Arthur Jones, tenor, is back on the airwaves . . . A continuity staff has been created under Hugh Sanders.

Henry Brynan, classic violinist, has been added to the schedule at WNLC, New London, Conn., Fridays, 11:15 ayem.

Three 15-minute sketches based on local fire tragedies and written by Roberta Gillis comprised WMC's observance of Fire Prevention Week in Memphis and further demonstrated the effectiveness of station's policy eliminating speeches in favor of drama or interviews.



DO YOU KNOW

Choral director Roy Campbell was Dean of Music at Friends University in Wichita, Kan., for seven years, and the Roy Campbell Royals were his pupils.