



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 79

NEW YORK, N. Y., THURSDAY, OCTOBER 21, 1937

FIVE CENTS

## IRNA-AFM In Accord

### Looking On ... AND LISTENING IN

**HOLLYWOOD TREK** Whether Hollywood will eventually become the radio center of the country, leaving New York in second place, is becoming a subject of increased conversation, newspaper discussion and general wondering.

It is not such a difficult question to analyze and answer.

The main office of any business is where the money is located, and the money that makes the wheels of radio go around is and always will be on the eastern seaboard.

Hollywood may grow in importance as an origination point for certain types of programs, but that is all.

Even as a producing center, it will never be as important to this industry as the motion picture studios are, because radio schedules will always contain a large amount of regional programs and special events that must be picked up in their respective locations—not forgetting the big item of music which concentrates in the larger cities, chiefly New York.

So the comparison with movie studios does not hold good.

One of the reasons for the recent westward trek of radio programs is the desire to make use of film "names."

Eventually it will be found that artists have only a certain amount of time and energy, and that they can't very well work in pictures and on the radio at the same time for many months without great danger to their health.

The breakdowns of Walter Winchell, Alice Faye, Dick Powell and several others are already on the records.

As in the case of the movies, which "cans" its product on the coast but maintains its financing, administrative, sales and distribution facilities in New York, the radio will continue to be run from the point where the bulk of its business is transacted. —D. C. G.

#### Ad Censor Looms

Albany—Another attempt to set up a bureau in the State Education Department to pass on radio advertising matter is expected to be made at the next session of the legislature, according to talk here. Such a measure, with a charge of 10 cents a word for review, was filed in the last session but did not get out of committee.

### PEPSODENT CO. SETS WALT DISNEY PROGRAM

Pepsodent Co. has signed with Walter Disney for the radio rights to "Mickey Mouse" and Disney's other cartoon characters and will start the series over the NBC-Red network on Jan. 2 at 3:30-4 p.m. Program will feature all the cartoon characters, plus guest stars and a name emcee.

Sponsor takes over the Cycle Trades time when program signs off after Christmas. Lord & Thomas has the Pepsodent account.

### New Orleans AFM Unit Eases Transcription Ban

New Orleans—Indications that musicians' union here would ease up on its ruling preventing members from making transcriptions was seen in a recent action where a local station was granted permission to have an ET made in Chicago. On station's plea that it would lose a contract if the local proved adamant, the restriction was lifted.

(Continued on Page 3)

### Canada Names Delegates To Havana Radio Parley

Montreal—Dr. A. Frigon, Donald Manson and K. A. McKinnong have been appointed to represent Canada at the Inter-American Radio Conference to be held in Havana starting the first of next month, when reallocation of wavelengths, pooling of bands and elimination of interference will be discussed.

## "Dummy" Signators Testify Before FCC

### McKenzie Milling Co. Using Three Stations

Chicago — McKenzie Milling Co., Quincy, Mich., (pancake flour), is sponsoring Novelodeons on WLS six days weekly. Also using announcements on WOWO, Ft. Wayne, and WHKC, Columbus. Through Rogers & Smith.

### New Language of Trade Agreement In Final Draft; Allocation O. K. of \$2,100,000 Is Next Move

### NBC GETS EXCLUSIVE ON 16 PRIZE-FIGHTS

NBC through Mike Jacobs' Twentieth Century Sporting Club has contracted for the exclusive radio rights to the next 16 feature prize-fights staged by the ring impresario.

Network had a contract with Jacobs which only included the next two heavyweight bouts. New contract takes in every class from featherweight to heavyweight. First blow-by-blow description will be the Sarron-Armstrong featherweight title bout to be aired Oct. 29, over the Blue network starting at 10:15 p.m.

Second fight will be the Freddy Steel-Fred Apostoli middleweight fight on Nov. 12. Time has also been reserved for the next two Friday nights, but card not set as yet.

Other bouts which will be aired

(Continued on Page 3)

### Paley Becomes Customer At Chrysler Auto Preview

William S. Paley, CBS president, at last night's press preview of the new 1938 Chrysler cars in the Chrysler Bldg. showrooms, bought a Chrysler Imperial convertible sedan. Others present at the preview were Hugh K. Boice and W. B. Lewis, CBS vice-presidents, Major Edward Bowes and Walter P. Chrysler.

At an early hour this morning the IRNA committee and the AFM Executive Board declared they were in accord and for the 'steenth time were reading over the new language of the trade agreement which will be binding upon all stations. A re-written draft will be prepared for this afternoon when it is hoped that a final okay will be given by both sides and the next move will be the approval of the IRNA membership. It is taken for granted that there will be no further changes requested by the IRNA membership since its special advisory committee will have done the utmost

(Continued on Page 6)

### ELLIOTT ROOSEVELT TURNS COMMENTATOR

West Coast Bureau, RADIO DAILY  
Los Angeles: Elliott Roosevelt, vice president of Hearst Radio, Inc., has been signed by Irving Fogel for a radio program to be released nationally next week. Young Roosevelt will comment on current events,

(Continued on Page 5)

### Rockefeller Foundation Endows Radio Research

The Rockefeller Foundation yesterday revealed an endowment of \$67,000 to Princeton University to be used to study radio methods through actual contact with the industry, listeners, and non-listeners. Surveys are already being planned, and an unde-

(Continued on Page 2)

#### Sales Method

Kansas City—KCKN has found a way to diversify a recorded music program and make dialers take to more classical music. In a program conceived by Evan Fry for Jenkins Music Co., Ben Allmeyer appears on show as a professor who complains bitterly about too much swing music, pleads for more classics. Idea also good for subtle commercials.

By GEORGE W. MEHRTENS  
RADIO DAILY Staff Correspondent

Washington—With its special counsel, Samuel Kauffman, leading attack, the FCC yesterday took first steps in attempting to prove charges of unethical practices against attorneys Paul M. Segal and George Smith, as hearings before the full Commission entered the second day. Calling as first witness Mrs. Ethel

(Continued on Page 3)





Vol. 2, No. 79 Thurs., Oct. 21, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## FINANCIAL

(Wednesday, Oct. 20)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	152½	145¾	152½	+ 5½
CBS A	19	18	19	+ 1
CBS B	19	18	19	+ 1
Crosley Radio	9½	7¾	9	+ 1½
Gen. Electric	41½	38¾	41½	+ 2
North American	18¾	16½	18¾	+ 1¾
RCA Common	7¼	6¾	7¼	+ 1
RCA First Pfd.	58	52½	57	+ 5
Stewart Warner	10¾	9¼	10¼	+ 1½
Zenith Radio	20¼	16¾	20	+ 3½

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	11	10	11	+ 1
Majestic	17½	1¼	1½	+ ½
Nat. Union Radio	1½	1	1	+ ½

## Rockefeller Foundation Endows Radio Research

(Continued from Page 1)

terminated number of employees will be put to work as soon as possible by Princeton to work on the surveys.

Every phase of broadcasting is to be thoroughly studied, with all material gathered to be published at the end of two-year period. It is the desire of Rockefeller Foundation to study radio and its effect on changing civilization during the past few years. Material gathered by Princeton will be available to program builders as soon as survey is concluded in 1939.

### KDB Personnel Shifts

Santa Barbara—Ralph Priest, KDB program director for the past six years, has been transferred to KHJ, Los Angeles, to take over a job as studio mixer. Tony LaFrano, KDB chief announcer, has taken over vacancy caused by Priest's move.

### JOHN B. HATCH ASSOCIATES

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

(Send for booklet)

581 Boylston Street, Boston, Mass.  
Commonwealth 0466

# Rapid Progress Is Reported On Coast Studios of CBS

West Coast Bureau, RADIO DAILY

Los Angeles—Columbia Broadcasting System's new Hollywood home on Sunset Boulevard between Gower and El Centro streets is progressing ahead of schedule. The realty cost is estimated at \$1,000,000 and equipment cost is estimated at \$750,000.

Design of the block-long group of reinforced concrete buildings which will house KNX and the Hollywood CBS staff permits expansion of studio and office facilities in case of future need. The principal five-story building on the El Centro street corner houses seven studios and two audition rooms. Set back the width of the principal building, in the center of the tract, is a theater seating 1,050 persons. Space remains for erection of a second theater and the main building foundations are strong enough to permit addition of four more studios. Parking facilities will be provided visitors in the space where the second theater can be built.

On the Gower street corner is a two-story building which will house the Columbia Concerts Corp. and Columbia Artists Inc. offices and a branch bank which already has rented ground floor space. A circular driveway runs in front of the theater in the open space between the two corner buildings.

First improvement of the property was the burying of 100 square feet of copper matting as an electrical ground. In the basement, above that, is space for power and heating equipment and maintenance work and storage rooms.

The sound effects men also will have quarters there and for them has been built the most curious room ever put into a building. This room will never house anything but emptiness. Emptiness echoes. The room is called a reverberation chamber and will be used to create echo effects exclusively. When a radio play calls for a speaker to address a crowd in a large auditorium, his voice will be reproduced in the reverberation chamber and picked up again by a microphone there as his words echo.

Another novel feature of the building is the device by which the balcony of the theater is made safe from possible shock. Supports of the balcony will not be rigidly anchored to the foundation of the building. Between the concrete of the foundation and the concrete of the balcony pillars is an expansion joint of roofing felt which will absorb any foundation jolts without disturbing the superstructure.

Visitors at the new CBS-KNX building will find much to look at. A glass enclosed arcade runs the width of the building and the court in front of the theater always will be in view. The master control room, also, is located at street level and is

enclosed with glass so that anybody interested may watch the technicians work as the spectator stands in either the arcade or in the theater forecourt.

An information booth and public telephones are near the two elevator doors, and reception rooms for the four studios on the first floor, as well as dressing rooms for performers, are also on the ground floor. So is a radio equipment workshop at the rear of the building. There is even a special room to store bass viol.

Two of the studios in the main building are two stories high. Second floor plans allow rooms for sponsors to watch the broadcast in progress beneath them. On the second floor, also, are three other studios of smaller size, together with office space. The larger studios will seat 250 spectators in the same room with the entertainers.

Walls of all studios are "floating". That is to say, the walls will not be attached rigidly to the floor and ceiling of the building. Jolting of trucks in the street, therefore, will not set up wall vibrations to affect the sound of programs being broadcast from the studios.

Dr. Vern O. Knudsen, Professor of Acoustical Engineering at University of California at Los Angeles, served as acoustical consultant for this CBS project. As a result, the building design incorporates a unique feature.

None of the walls of any studio are exactly parallel with any other wall. Even the window of the monitor room, where technicians regulate the intensity of sound as they watch the program go on, is set at a slight angle. Sound reflected from any of these surfaces is thereby deflected away from the microphone and interfering echoes are eliminated. Soundproofing material of the newest design is used throughout each studio.

Air conditioning apparatus will be installed on the third floor, which is otherwise devoted to offices. Sharing office space with the sales force of Harry Witt on the fourth floor will be the CBS photographic gallery and portrait studio.

On the fifth floor are the offices of Donald W. Thornburgh, CBS vice-president in charge of Pacific Coast operations, and those of his assistant, John M. Dolph. Reception rooms and two audition rooms also are to be on this floor.

Although the building will be ready by the first of the year, it is anticipated that installation and complete tests of equipment will require delay of occupancy for operation a short time thereafter.

Furnishing will sympathize with the modernistic style of architecture, designed by William Lescaze. Earl Heitschmidt is resident architect. The William Simpson Construction Co. are the builders.

## COMING and GOING

DONALD M. MERSEREAU, general manager of RADIO DAILY leaves today for a look-around at Hollywood.

J. W. WOODRUFF JR., manager of WRBL, returns to Columbus, Ga., today, after attending the NAB convention and arranging promotional plans for 1938.

JOHN KAROL, CBS director of research, will speak before the Atlanta Advertising Club next Tuesday and on Thursday and Friday of next week he will be at the ANA meet in Hot Springs.

SYLVIA ST. CLAIR, musical comedy star of Paris and London, has arrived in New York on the Champlain. She was brought over by NBC Artists Service, which has placed her under management.

DAVE ROSE, Chicago NBC staff composer and arranger, has gone to Hollywood to write and arrange music for movies and to continue his radio work there.

ALICE FAYE, who is in New York for a vacation, returns to the Coast the latter part of next week to start work in her next 20th Century-Fox film, "Sally, Irene and Mary".

LILY PONS, who arrived this week from the Coast with ANDRE KOSTELANETZ, will relax for a week at her Connecticut country home. She has been working in "Hitting a New High", new RKO film.

MR. and MRS. RAE H. SMITH (he's the J. Walter Thompson head in London) planed west early this week.

M. H. PETERSEN, vice-president of Van Cronkwhite Associates Inc., Chicago, is in New York for a stay of several days. He is at the Roosevelt.

JACK GRIFFITH, salesman for Van Cronkwhite Associates, is expected at the Hotel Dryden here this week, swinging up from Washington.

G. C. MONTNAGI, radio mogul in India, sailed yesterday for home on the Queen Mary after a business trip to New York, where he bought 100,000 radio receiving sets.

LIONEL SHAPIRO, New York correspondent of the Montreal Gazette and movie commentator over Canadian Broadcasting Corp., is back in New York from a Hollywood visit and resumes his Friday night broadcasts tomorrow.

ABE LYMAN returns from Hollywood Monday accompanied by his press agent MACK MILLAR.

I. F. SHOURMAN and M. M. BOYD of New York's NBC sales and A. H. "DOC" MORTON, manager of NBC's "O & O" stations, are in Boston paying a visit to John Holman, general manager and Gordon Ewing, sales head of WBZ.

FRANK BURKE, public relations director for Consolidated Radio Artists, left for Chicago yesterday and will be gone four days.

JACK ROBBINS leaves for the West Coast Oct. 31.

YACHT CLUB BOYS are in Boston today to fulfill a week's vaudeville engagement there.

### Walker Heads INS in Frisco

Fred J. Walker has been appointed San Francisco bureau manager for International News Service, it is announced by Barry Faris, INS editor-in-chief.

Walker has been with INS since 1922 and has been connected with the Washington, Chicago, San Francisco and Los Angeles bureaus.

### AL DONAHUE

and his orchestra

at the

### RAINBOW ROOM

For Fall and Winter Season  
Fourth Return Engagement



## "DUMMY" SIGNATORS TESTIFY BEFORE FCC

(Continued from Page 1)

Manning, Kauffman asked if she had any intention of going into radio business, and witness replied she did not. Mrs. Manning also testified she had never attended any meetings. Kauffman then produced photostatic copies of paper signed by the witness making her president of Palmer Broadcasting Co. Mrs. Manning stated she did not know she had become president of the company and that she did not know she was signing an application for a radio station in Portland, Me., as another photostatic copy proved. Witness also denied any knowledge of contents of applications for station in Lewiston, Me., and Cheyenne, and admitted she had signed her name to them upon request of Paul Segal, for whom she said she had done occasional work.

Mrs. Manning also disclaimed knowledge of her presidency of Commercial Broadcasting Co. as well as any knowledge of the people who were interested in either of companies.

Kauffman next called Edith Miller, Segal's secretary, who stated she had become a stockholder in Palmer Broadcasting Co. but never received any stock and never paid for any. "Mr. Segal asked me if he might use my name as a stockholder," Miss Miller stated, "and I said he could."

Later in hearing it appeared that Segal was attorney for WCSH at Portland for Palmer Broadcasting Co. and for Eastland Broadcasting Co. of Portland. All these companies, it was revealed, are owned and operated by Henry P. Rines of Portland, who also owns Congress Square Hotel there.

David Tietlebaum, New York attorney, acted as middleman for Palmer Broadcasting. Kauffman also had Tietlebaum on the stand, as well as George F. Kelley Jr., describing himself as an employe of Rines and an officer of Congress Square Co. Kelley said flatly the Palmer firm was organized to build a station in Portland, and that they wanted to keep anyone else from filing application unless they were a party to it.

Regarding application made at Cheyenne, Kelley stated he understood Segal had some friends in Cheyenne who wanted station. Segal wanted Rines to build station and hire these friends to operate it. He added he did not know who these people were. Kelley concluded there was never any capital stock issued

## ☆ Programs That Have Made History ☆

WOPI's "The Story Lady"

"THE Story Lady" goes on the air over WOPI, Bristol, Tenn., on Tuesdays, Thursdays and Saturdays at 5:15 p.m., but so interestingly does the broadcaster, Olivia Orme Adams, teacher and social worker, dramatize popular fairy tales, children's adventure, and Biblical lore, that a tremendously large audience of mothers and their children, constant listeners-in, are engaged in discussing the program for two hours thereafter. If only there were another broadcast by "The Story Lady" before going to bed—that's the plea and the plaint of the children.

In connection with each program, many mothers telephone "How much the children appreciate the broadcast," with special requests for certain stories, or else their children won't go to bed.

Because the program has met with such outstanding favor, the children

have been organized into two clubs—the "Stay At Home Travelers' Club" and the "Bible Story Club," with full membership for those less than ten years old and honorary membership for listeners over eighteen. Already large, the enrollment is constantly growing, as the membership applications are continually pouring in. The only requirement for membership is a promise to listen to the feature regularly and to write a card to "The Story Lady" at least once a month. Charters have already been issued to quite a few neighborhood clubs of ten or more members.

Education, teaching qualifications, religious training, story-telling experience and family connections, equip Miss Adams not only to instill knowledge while giving the children the desired thrill, but actually to revive in mothers intense interest in stories which they enjoyed when young.

## New Orleans AFM Unit Eases Transcription Ban

(Continued from Page 1)

Previously this local and Jimmie Petrillo were working together with the understanding that Petrillo would not permit transcription-making for this territory in his jurisdiction and the union here would do likewise for him.

## WBBC Red Cross Series Attracts Wide Attention

Unique series being aired by WBBC, "Brooklyn's Own Station," in behalf of the American Red Cross has attracted so much attention that other Red Cross chapters have asked the Brooklyn chapter for permission to use the idea.

The programs, under direction of Bert Child, WBBC program director, and Hugh Buhman, director of Roll Call, Brooklyn chapter of American Red Cross, feature talent from among the employees of the largest industrial and educational organizations in Brooklyn. They are aired at 5:30-6 p.m. Friday and 7:30-8 p.m. Saturday.

by Palmer Broadcasting Co. Hearings were adjourned until today.

Meanwhile, FCC announced Portland Broadcasting System had made application for modification of construction permit for station WGAN as modified for a new station requesting extension of commencement and completion dates to Nov. 22, 1937, and May 22, 1938. Commission also announced WRDO Inc., at Augusta had applied for transfer of control of operation from Henry P. Rines to Conrad E. Kennison, 100 shares common stock.

## NBC GETS EXCLUSIVE ON 16 PRIZE-FIGHTS

(Continued from Page 1)

at future dates are all contests in which Joe Louis, Max Schmeling, Tommy Farr, Barney Ross and Lew Ambers participate.

With the possible exception of Joe Louis fights, airings will be over the Blue network. Red network is solid with commercials from 7-11:15 p.m. on Fridays.

## International Silver Sets Next Two Shows

International Silver yesterday announced the program set-up for its two shows following the completion of present arrangement with Rosalind Russell. On Oct. 31 Miriam Hopkins will appear in a dramatization of "P.S., She Got the Job". Following week Jane Wyatt will appear, but play has not as yet been selected. Policy of the show in the future will not limit actress or actor to any set number of appearances, but will be flexible. Program is heard over a CBS network of 46 stations Sundays, 5-5:30 p.m. Young & Rubicam is the agency.

## "Chan" on WOR Oct. 25

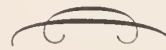
"Charlie Chan" disk series produced on the coast by Raymond R. Morgan Co., and plugging Stokely Bros. Inc., starts over WOR on Oct. 25 at 5:15-5:30, Monday through Friday. Show stars Cy Kendall in the role of "Chan".

## AN ORIGINAL IDEA

A human interest story with national appeal which will quickly attain a large and receptive listening audience.

Program should be a natural for any live-wire sponsor.

For further information address



**JAMES ETHERINGTON**

97-34 221st Street  
Queens Village, L. I.

HOLLIS 5-0349

### AVAILABLE: EXECUTIVE SECRETARY

5½ years with major network. Knows radio thoroughly. Unusually capable and efficient. Fine musical training. Write Box A-114, RADIO DAILY, 1501 Broadway, New York City.



## AGENCIES

WOMEN interested in advertising and radio were guests of Mrs. Roy S. Durstine, wife of Roy S. Durstine, president of Batten, Barton, Durstine & Osborn, at a luncheon Monday in the Hotel Biltmore. Plans for the effective use of radio in the United Hospital Campaign were discussed. Among those who will take an active part in the campaign radio work under the chairmanship of Mrs. Durstine are Dorothy Barstowe, McCann-Erickson; Margaret Cuthbert, NBC; Mrs. John Adams; Mrs. Arthur Pryor, Jr.; Mrs. Edgar Kobak; Mrs. Hugh Kendall Boice, and Mrs. William Stuhler. The work of correlating and producing the programs will include the cooperation of advertising agencies in the preparation of dramatic scripts, talks for stars and the tie-in of hospitals with general programs. Broadcasters are contributing time for dramatic sketches and talks. Talent, including stars, commentators and announcers will donate their time and services.

ERWIN, WASEY & CO. is handling a test campaign for Kruschen Salts in newspapers in a few selected cities.

RAE H. SMITH, head of the J. Walter Thompson Co. office in London, has arrived in Hollywood for a visit. He is accompanied by Mrs. Smith.

M. B. COOKSEY, secretary of Russell C. Comer agency, Kansas City, announces sale of "Air Adventures of Jimmie Allen," juvenile strip, to WCBS, Springfield, Ill., with entire 650 episodes to be aired under sponsorship of Illinois State Journal.

## Rocke Places Tenor

Detroit—Eugene Conley, lyric tenor, has just been signed by WWJ here, starting Oct. 23. He was connected with the Federal Music Project in Boston, when Ernest Chappell of Rocke Productions, New York, heard him and set the deal with Wynn Wright of the station.

## CBS Switches Kid Shows

CBS has changed time schedule for its two children's programs effective Nov. 1. "Children's Corner" will be heard Monday, Wednesday and Friday, 5:30-5:45 p.m. "Dere Teecher" will be heard Tuesday and Thursday, 5:45-6 p.m. Both programs are under the direction of Nila Mack.

## WOPI Biz Near SRO

Bristol, Tenn.—With the signing last week of several new accounts, including Nocola, Best Foods and Durkee's Famous Foods, WOPI's time from 6 a.m. to 7:30 p.m. is almost all sold out, according to W. A. Wilson, v.p. and g.m. The station has raised its rates on the correct time, as well as one-minute specific spots preceding or following the five-minute newscasts.



● ● ● Myron Kirk is in the throes of negotiation on a picture berth for himself which will divorce him from Ruthrauff & Ryan. . . . A Detroit auto manufacturer is talking to Ted Hammerstein about his "Music Hall" switching sponsorship next year. . . . Harry Conn's comedy show with Barry Wood and Mark Warnow's music starts via CBS the nite of Oct. 31st on a sustaining basis. . . . If you call Roy Head, prexy of Morse International agency, this week and are told that he's out—it's true! Head is enjoying his first "jury duty" in N. Y. Supreme Court. . . . Margarette Shanna, network actress, weds Elliott Woodruff, Chi business man, next month. . . . Singin' Sam is set for a repeat on the Coca Cola "Song Shop" . . . Frank Gallop is the CBSinger awarded the Philharmonic wordslinging job starting Sunday. . . . Marek Weber goes into the Stevens Hotel in Chi on Nov. 4 with an NBC outlet. . . . Al Roth now has two NBC shows because Vallee thinks he's tops. . . . Wilkie Mahoney is now set to help write the Al Jolson script. . . . Jack Benny and Mary Livingstone have bought a house on the coast for a permanent residence. . . . Earle Ferris is abed with a cold. . . . Sammy Fain and Irving Kahal have been called in to write additional songs for "Right This Way," which will star Joe Lewis and Tamara. . . . B. A. Rolfe, with Willie Morris and Terri La Franconi, is building a new type of musical show. . . . The height of everything: Singer Frances Adair pleading with the music boys for new song material!

● ● ● In Nick Kenny's Daily Mirror column yesterday a typo error for WJZ appeared "WJ $\frac{5}{8}$ "—must be the stock market influence! Else Uncle Nick was thinking about the royalties soon to come in on his new tune, "Gold Mine in the Sky" . . . Speaking of new songs, Dave Brown, commercial manager of WHIO, Dayton, has written something new and different in moon songs which George Duffy's band has been airing via CBS. . . . It's tagged, "Dog-gone the Moon".

● ● ● Miriam Hopkins starts on the Rosalind Russell show Nov. 7. Her leading man on this series is yet unselected. . . . Abe Olman is now assisting Jack Robbins, replacing Jack Bregman. . . . Abe Frankl with Famous on the coast had a heart attack. Joe Keit is also ill. . . . Genevieve Rowe, singer on the Consolidated show, is doing concert work and is flying in for her weekly airings. . . . Buddy Clark will head a CBS variety show Thursday nites opposite Bing Crosby. Clark will sing and emcee. . . . The William Morris office will have on their books \$6,000,000 for radio billing this year. . . . Will Yolen is now associated with P. Lord. . . . Joan Edwards gets two NBC spots of her own. . . . Head CBS page Sammy Schiff was the first to be greeted by name when Mrs. FDR entered the studios the other day for the Campfire girls airing. . . . Frances Langford is reported to be coming east for a personal appearance at the Paramount theater. . . . Verne Smith has joined the cast of "Arnold Grimm's Daughter" doing the role of Bill Hartley. . . . Though W. W. Pinch-hitter, George Fischer, isn't set for a successor, he's being considered on a few sponsored shows. . . . The reason many ad execs walked home from work yesterday is because an East Side garage's roof collapsed from the weight of rain on the roof!

● ● ● While in N. Y. recently, Ronald Dawson, director of drama at WOL Washington, sat in on some auditions being conducted by a transcription concern for dramatic talent, and heard a young man reading a scene from Dawson's own radio play, "Kathlyn," which the youngster at first claimed to be his own—but later admitted he had played in the script on a midwest station—and had been trying to sell himself as a writer on the strength of the opus. . . . Elwyn Quinn, KDYL (Salt Lake City) announcer, turned out to be a Messenger of Mercy. He's an amateur pilot and was at the local airport making ready for a local flight when a call came in for a serum to be rushed to southern Utah to save an infantile paralysis case. Quinn flew it there and back within 3 hours—500 miles.

## GUEST-ING

EUGENE LIST, pianist, on "Rising Musical Stars," Oct. 24 (NBC-Red, 10 p.m.)

LEONIDE MASSINE, artist of the ballet, on "Music and the Ballet," tonight (WQXR, 9:15 p.m.).

HELEN LLOYD, on "Album of Songs," tomorrow (WHN).

HELEN GOLDEN of "Having Wonderful Time," on Theater Guide program, today (WINS, 11 a.m.)

CHAUNCEY MOOREHOUSE, TOOTS MONDELLO and CARAUNAS BROS., on "Swing Club", Oct. 23 (CBS, 7 p.m.).

MARION CLAIRE, replacing Mario Chamlee on "Hit Parade", Oct. 30 (CBS, 10 p.m.).

JEAN PARKER and LEO CARRILLO, in "The Barrier" on "Hollywood Hotel," Oct. 22 (CBS, 9 p.m.).

ELEANOR POWELL, PETE SMITH, TED HEALY, UNA MERKEL, BUDDY EBSEN, GEORGE MURPHY, HELEN TROY, BETTY JANES, on first M-G-M show for Maxwell House, Nov. 4 (NBC-Red, 9 p.m.).

## Premiere of New Music

Four works by contemporary American composers will be played for the first time on the air in a symposium of American music by Dr. Howard Hanson and the Rochester Philharmonic orchestra, to be heard in a special program Oct. 28 at 3:15-4 p.m. over NBC-Blue. The compositions will be Wesley Laviollette's "Chorale," a nocturne and scherzo by Bernhard Herrmann, "Serenade for Clarinet and Strings" by Homer Keller, and William Grant Still's "Summerland".

## Drop Chickasha Station Plans

Chickasha, Okla.—George H. Evans and Davis O. Vandivier, both of this city, have withdrawn plans to build a radio station. They are publishers of the Chickasha Daily Express. It was found operation of a station on the proposed assignment would result in objectionable interference to an established station.

## New Arrival at the Waltons

Judith is the name of the new 8-pound arrival in the Forest Hills home of Sid Walton, Paramount news commentator and emcee in "You Don't Say", over WMCA. Mrs. Walton is the former Rosalie London, network actress ("True Story Hour"). All three reported doing well.

Annuities have saved many a headliner from being a breadliner.

Jules Hanberg  
—INSURANCE—

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





**G**ENERAL FOODS has renewed "House Undivided" for another 13 weeks over KHJ and entire Don Lee net. Dramatic serial airs five times weekly

Larry Rhine and Harry Bailey have been signed for Jack Haley-Log Cabin scripts. Herman Bernie agented.

Olsen and Johnson are back from their barnstorming tour "in the provinces" and will play on the home grounds again this week.

M-G-M is setting up a radio publicity department under Dean Dorn to publicize and exploit the new Maxwell House show in collaboration with Burns Lee, in charge of Benton and Bowles publicity. Spencer Tracy, guesting on "Show Boat" this week, will officially announce the new series and its starting date, Nov. 4.

"Sports Bulls Eyes," conducted by Frank Bull, is sponsored three times weekly over entire Don Lee net by Brown & Williamson Tobacco Co.

Mack Millar, New York publicity purveyor, has set up a Hollywood office to serve his radio clients.

KEHE has an application for a hike in power now before the FCC.

KFWB has a new, fully-equipped mobile unit to take care of remotes and special events, with the equipment also added to the list of available facilities of the Major Disaster Emergency Council of Los Angeles.

Bob Baker, "Hollywood in Person" announcer, set some sort of a record the other day when he interviewed 19 studio people in 12 minutes flat. Loquacious interviewers might profitably copy the technique.

Members of the Burns and Allen troupe have really gone vacationing for the four weeks' layoff. George and Gracie, of course, are in New York. Bill Burns, business manager, is in San Francisco. John Medbury, writer, is hibernating somewhere in the desert, and co-writer Harvey Helm is on the beach at Waikiki.

George Jay hustles Bob Crosby right from the station to KEHE for an appearance on "Listen, Ladies" on his arrival Wednesday. Crosby and orchestra will be heard over the station and the CRS group that same night at 9.

Mel Ruick, CBS announcer, doubled as actor on "Hollywood Hotel" last Friday and was all out of breath doubling between "Lux Radio Theater" and "Hollywood Hotel" rehearsals in two several-blocks-apart CBS theaters.

## RADIO PERSONALITIES

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

### E. L. GOVE

**E**DWARD L. GOVE is a tall, well-built man who leans slightly forward when he walks, whose blue eyes seem fastened on some object ahead, who never seems ruffled or even affected by ordinary events of every day life, whose smile comes readily and who laughs occasionally, too, but quietly. He is technical supervisor of United Broadcasting Co. stations WHK and WCLE, Cleveland; WHKC, Columbus, and WKBN (affiliate), Youngstown. Edward L. Gove is a builder. He is a pioneer.



Radio pioneer, builder and nature lover.....

Thirty years ago in Plymouth, Ind., he became interested in radio. When broadcasting came along in 1922, it seized his interest, and by 1925 he was in the radio world professionally. He started with WHK, pioneer station in Cleveland, and from that day to this, has been head of the WHK technical department, as well as that of affiliated stations.

During these 12 years, with their changing conditions and ideas, Edward Gove has pioneered in such outstanding scientific developments as sectionalized insulated towers (WHK had the first one in the world), compact network of copper wires laid out radially underneath the antenna towers (WHK has 10 miles of these wires and WCLE has 20 miles of them), vertical faders for control panels (invented and patented by Gove), development of the particular type of wheel-top vertical antennae in use by WHK-WCLE, AC operation of studio equipment and Monel Metal trim for microphones, etc.

But E. L. Gove doesn't live entirely in a world of kilocycles. During summer vacations, he reels in the "Muskie's" up in Canada—and he never vacations without his camera. He's an expert photographer—does all his own developing and makes movies, too. He's a lover of beautiful flowers and fast automobiles; the yard and gardens about his estate at Seven Hills, O., are indicative of his excellent taste.

### Types of Radio Fare Date Back 20 Years

"Radio is unquestionably a new medium of entertainment, but the types of entertainment offered via the kilocycles date back 20 years and more," says Ted Lewis.

"Eddie Cantor certainly offered the same brand of comedy and song when he was a Ziegfeld star and a vaudeville headliner. Burns and Allen did a 'dumb gal' skit in vaudeville for years before they came to radio. Were W. C. Fields to endeavor to become a 'new personality' for the air, which fortunately, he hasn't, then the radio public would not hear the Fields who achieved fame on stage and screen. Practically every other important artist on the air with the exception of some like Rudy Vallee and Bing Crosby, who are products of radio, did the same things they offer on the air for years before coming to kilocycle endeavor.

"As for the bands, I played swing music twenty years ago at Rector's, while Emil Coleman and Sigmund Romberg directed orchestras in Bustanoby's and Martin's, playing what we know as 'society music' today. So, in the final analysis what's new about radio?"

### Urges Better Radio Sets

San Francisco—Fortunes invested by broadcasters to improve transmission and release programs of true high fidelity nature are worthless unless radio sets keep pace with such progress, Philip G. Lasky, General Manager of KSFO declares.

### Globe Grain & Milling Launching Coast Series

Globe Grain & Milling Co. through Dan B. Miner Co., Los Angeles, on next Wednesday will start "The Best of the Week" with Buddy Twiss and Joe Parker on seven NBC-Red Pacific stations (KPO, KFI, KDYL, KFBK, KWG, KMJ, KERN), 11:45 a.m. to 12 noon (PST). Program will be heard twice weekly, Wednesday and Friday. Contract is signed for 52 weeks.

### Bert Gervis Appointed CRA Chicago Manager

Chicago—Bert Gervis, formerly roving rep for Consolidated Radio Artists, arrives here today to become executive manager of local office, succeeding Leo Salkin, resigned. Frank Burke, CRA press chief, and conductor Marek Weber also are due in today. CRA has a deal pending for the director.

### Elliott Roosevelt Is Set As Air Commentator

(Continued from Page 1)  
national and international. The quarter-hour show is tentatively titled "As I See It."  
Negotiations were handled by Murray Grabhorn, manager of KEHE, Hearst station. Howard Esary of Fogel staff will produce. Fogel also presents "The In-Laws", daily comedy feature, and "Charlie Chan", and is now preparing Jack London's "Sea Wolf."



Carleton Kelsey is leaving the CBS Wrigley "Poetic Melodies" musical directorship Nov. 5 and returning to radio in Hollywood. Carl Hohengarten probably taking over for him.

Al Barker, who writes "Don Winslow" for Iodent, has signed a contract providing for production of his play, "Tiger Hour," in London.

Joe Parsons, NBC basso, is appearing at Chicago Theater this week.

Lawrence M. (Jack) Hurdle is producing the "Jenny Peabody" series on CBS for F. & F. Cough Drops.

Hoosier Hot Shots are appearing at the Grand Rapids civic auditorium, on Oct. 26.

Arthur Hems, vaudeville comedian, is now doing the lead in Princess Pat's "Pat and Hank."

### BOSTON

Bill Dooley's ork returns to the Hotel Westminster.

Earle Lawrence, Yankee network's romantic baritone, opens an engagement at Steuben's Vienna Room next Monday.

Arthur Feldman has taken on another assignment in addition to his WBZ-WBZA special events broadcasting. He will co-operate with the sales department in developing ideas for commercial programs.

WEEI auditioned for feminine announcers to do a sidewalk interview program for a nail polish outfit. Louis Glaser Inc. is the agency handling the deal.

The Coconut Grove now features an Hawaiian group in addition to Lew Conrad's orchestra.

Terry O'Toole, Yankee's Irish tenor, starts a new series of sponsored programs Sunday.

Billy Brook's Band follows Woody Herman into the Normandie Ballroom with a WAAB wire.

### NEW ORLEANS

WWL here is getting ready to increase its staff orchestra to fourteen men apparently to carry out network AFL agreements.

With the advent of the men who follow horses with a book, the Rose Room will put in an added afternoon cocktail period with Tony Almerico tooting the horn. WDSU wire.

Sal Casti and his troubadours are out at the Carrollton roof.

### HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music in a Modern Manner

MANAGEMENT ROCKWELL-O'KEEFE

### D'ARTEGA

AND HIS ORCHESTRA

Admiracion Shampoo Sunday 6:30-7 P. M. MBS—WOR Office, CH 4-5155



# ☆ Program Reviews and Comments ☆

## "LADY OF MILLIONS"

with May Robson  
(Electrical Transcription)

Bauer & Black  
KNX, Monday through Friday,  
15 mins.

Blackett-Sample-Hummert

### MAY ROBSON SCORES IN EFFICIENTLY PRODUCED TRANSCRIPTION SERIES.

May Robson, grand old lady of stage and screen, added still another medium for the display of her apparently ageless art when the transcribed series, "Lady of Millions," conceived and produced by Associated Cinema Studios for Bauer & Black, made its debut Monday night.

In the opening sequence of a vehicle especially written for her by Hector Chevigny, Miss Robson was her own inimitable self and projected both her vibrant voice and her lovable personality over the air like the veteran trouper that she is. The recording was flawless, and while the initial episode was devoted solely to establishing the principal character, Aunt May Webster, played by Miss Robson, it gave evidence of showmanship and painstaking production on the part of Frank Purkett, vice-president and general manager of Associated Cinema, who is credited with producing, and George Godfrey, dialogue director.

Jackson Wheeler is the announcer, and he was given a tag-end commercial which was short, sensible and salesmanlike. By the time this is in print Norman Field will have entered the story in the leading male role opposite Miss Robson, and the adventures of the two characters in the operation of their one-ring circus is apt to prove as enjoyable as any three-ring circus to those who follow their trials and tribulations five days a week.

## IRNA-AFM Both Hope Agreement Is Definite

(Continued from Page 1)

by the time the final draft of the agreement is set.

According to AFM spokesmen, the agreement is virtually the "same in substance," but the phraseology has been changed to avoid ambiguity and too hard and fast rules in some cases. Proposition is said by the AFM to be the toughest in its 41 years of existence and the same seems to go for the experience of the broadcasters. All day and night sessions has all of the participants on edge, with nearly all of them taking turns at pacing the halls to keep from keeling over.

Although the broadcasters are driving the best bargain possible not all

## "Dere Teecher"

A bright little program, well conceived and executed, is this quarter-hour over CBS at 5:45-6 p.m. on Tuesdays. Though the title, "Dere Teecher," would indicate a comedy skit, the show in reality is a sort of quiz program, prefaced by some brief readings on the subject that forms the basis of the quiz that follows. The last program dealt with cotton. Fourth grade students supplied the questions and answers, and the kids participating in the program were placed in a sort of "race" for prizes, thus giving the program a competitive angle that kept the youngsters enthusiastically on their toes. It's one of the liveliest and best of the juvenile programs.

## "Hollywood Mardi Gras"

Despite announced program corrections of the previous day that had Amos 'n' Andy cancelled from making their repeat appearance with Lanny Ross on Tuesday night, the blackface comedians were on hand and added much to the enjoyment of the occasion. Program as a whole has maintained a good standard since it started. Charlie Butterworth has come through fine as a screen comedian, Florence George is doing a swell job vocally, and the rest of the troupe also has kept in step.

## "Ray Block Varieties"

This new Wednesday 3-3:30 p.m. musical variety show presented by Ray Block over WABC-CBS employs various designs of new orchestral treatments that provide an interesting and entertaining half-hour. Fanciful combinations of song numbers, played in intriguing individual style, along with interspersed vocals and the soft and sweet revival of fondly remembered numbers of past years, give the program a delightful flavor. Block appears to be engaged in experimentation, and his first two programs indicate that he will develop something off the beaten track and altogether pleasurable.

of the points involved are being worked out exactly to their liking. Attorneys, however, are leaving no stone unturned to give the radio industry all possible protection. Network representatives also present are contributing their help wherever it may be needed.

Allocation of the \$2,100,000 annually in additional musician payrolls will be the next step, to be taken up the middle of next week. As agreed upon, the network affiliates will hire \$1,500,000 worth of additional musicians and the key stations will expend the \$600,000. Allocation has been fully worked out by the IRNA on the basis of 5½ per cent of each station's gross revenue (less commissions). Each station's allocation, however, will have to meet with the approval of the AFM and the needs of the local in whose jurisdiction the station exists. Should the 5½ per cent formula not be to the liking of

## Alistair Cook

Commentator Alistair Cook, who a short time ago started a late night quarter-hour of dissertation, returned Wednesday night on WEA-F-NBC Red network with a new program titled "A Critic on Broadway", in which he will devote his attention to the stage and screen. In contrast to the general run of theatrical chatterers, Cook announced in his opening broadcast that he would deal "constructively" with his topics. Instead of digging up scandal or throwing brickbats, he plans to offer helpful comment. It is not only a noble aim, but one which will place Cook pretty much in a class by himself.

A better pace was noted in Cook's style Wednesday night than in his previous broadcasts, probably due in part to change of subject matter. Among points which he made in the opening broadcast was that the so-called highbrows, instead of holding aloof from the films, should realize the importance of the medium and lend their cooperation toward making it better and more socially useful.

Reviews of plays and films will be included on Cook's program starting next week.

## "Your Hit Parade"

With Leo Reisman as guest baton-wielder, Wednesday night's "Your Hit Parade" on WEA-F-NBC Red network was an exceptionally tuneful and smooth-flowing hour of musical entertainment. From "That Old Feeling" of current popularity, down through a rumba and all the way back to the perennial "St. Louis Blues", Reisman led the parade in expert musicianly fashion. His arrangements, while distinctive enough, hewed close to the basic melody in each respective case. Vocalists of the evening were Lois Bennett, Stuart Allen, Freddie Gibson and the Songsmith Quartet, with Basil Ruysdael as the announcer.

the AFM, a new one will have to be devised.

Electrical transcription angles proved one of the greatest drawbacks to an earlier settlement on the terms of the trade agreement. Ramifications from the broadcasters angle developed more importantly than realized and this and several other points caused hours of heated discussion. While both sides appear to understand the other's position one impasse followed upon another, clause by clause.

Meeting of the AFM Executive Committee with transcription and phonograph record men, is definitely set for 10:30 a.m. this morning at ASCAP offices in the RCA building. The demands to be made upon the disk men is what the broadcasters seek to counteract in their trade agreement with the musician union. ET control by the AFM is about the strongest threat in its hands.

## "BIG CITY"

with Edward G. Robinson and Claire Trevor

Lever Bros. (Rinso)  
WABC-CBS, Monday, 8-8:30 p.m.  
Ruthrauff & Ryan Inc.

### NEWSPAPER SERIAL DRAMA WITH FAMILIAR PLOT AND FIRST-RATE CAST.

Title of this new Lever-Rinso show, which occupies the half-hour just preceding the same sponsor's Al Jolson show on behalf of Lifebuoy, does not apply to New York, but to a mythical big city located anywhere. It's a newspaper serial drama, with Edward G. Robinson as the tough managing editor who sets out to expose the past of a woman who has reformed and is determined to protect her daughter from scandal, even if she has to shoot the editor. Claire Trevor is the society reporter who is opposed to Robinson's news policies but is unable to convince him. She also furnishes a slimly suggested love interest. Then there is the publisher who doesn't care what kind of news his editor prints, so long as it promotes circulation.

Ingredients are the familiar pattern made famous by "Five-Star Final" and frequently duplicated since. The exceptionally able cast, however, gives it fresh interest and makes it good listening on the acting score in particular.

The scripting also sounded like an exceptionally good job—and should be, seeing that Arthur Caesar, Arch Obeler, Courtney Ryley Cooper and Art Holden were announced as the authors of the series.

## "Tish"

Second episode of the "Tish" series being presented by the radio division of the WPA Federal Theater over CBS, switched to a different spot at 9:30-10 p.m. Wednesdays, was somewhat of an improvement over the initial performance last week. The character of the unpredictable Tish is beginning to take form and, given a little chance, should catch on okay.

## QUOTES

DR. P. C. GOLDMARK, CBS Chief Television Engineer: "Of greatest importance to the future of television programs is the progress of engineers in stepping up the light sensitivity of the television camera. Developments now under way in England and Germany as well as in America promise a television camera ten times more sensitive to light than any now in use, thus rendering it even more useful for reproduction than the ordinary photographic camera using modern emulsions."

D. H. MUNRO: "Unless something co-operative can be done in the way of determining what the standard size of screen shall be for all receiving sets, at least for the present until television technic is better understood, I'm afraid everything we've established so far will be badly upset."



## ORCHESTRAS - MUSIC

**BOB CROSBY**, brother of the illustrious Bing, is making his Southern California debut at the Palomar in Los Angeles. CBS carries the orchestra network on opening night, Wednesday, but KNX does not release opening stanza, initialing the following night at 10:45-11:15 and continuing throughout the engagement.

*Lou Breese and his French Casino orchestra have been given additional time along with a partial change of schedule on NBC. They will be heard hereafter on Tuesdays at 11-11:30 p.m. and Sundays at 11:15-11:30 p.m. over WEAf-NBC Red. Martha Perry and Mark Balsom continue to handle vocal assignments.*

Al Goodman is featuring the oboe in his "Hit Parade" orchestra over CBS. This instrument is rarely used in dance orchestras.

*Ray Herbeck and his orchestra have opened an indefinite engagement at Blossom Heath, Oklahoma City, coming from Salt Lake City. Ork will air locally.*

Screen tests seem to have hit Ernie Holst's band full force. Not

only has his vocalist Vince Calendo been screen-tested, but Ernie himself is being tested. Ernie bears a resemblance to Gene Raymond.

*Phil Boudini, who plays the accordion over WDRC, Hartford, Conn., every Wednesday morning at 9:45, is a one-man band. He is one of the first accordionists to appear with a dance orchestra, and played with Rudy Vallee when the latter was in New Haven with Eddy Wittstein.*

The orchestra took it "on the down-beat" in more ways than one at Ciro's in war-torn Shanghai, according to an interesting and exciting interview on the second of Ruth Royal's new KCKN "Down Beat" programs. Royal had Frank Sherman, a Kansas City, Kan., boy who has just returned from a four-year engagement at the 3-million-dollar Ciro International Night Club, tell all about it on her weekly quarter-hour devoted to news and gossip about modern music and "name" musicians.

*Ray Herbeck and his orchestra have opened an engagement at Blossom Heath, Oklahoma City, and are casting through KTOK every night and to KTOK and the Oklahoma Network Sunday afternoons.*

### 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.

### HOOVER ON NBC TUESDAY

Former president Herbert Hoover, speaking Tuesday in Mechanic's Hall, Boston, under auspices of the Republican Club of Massachusetts, will be heard over NBC-Blue network at 9-9:30 p.m.

### Baxter Handling Publicity

John Holt Baxter has been assigned to handle publicity of the stars under the management of the NBC Artists Service.

### House Sales Program

A 15-minute house sales program, with music, highlighting true-life incidents of those who have built houses on FHA plan, bowed in Tuesday over KDYL, Salt Lake City, sponsored on a 52-week contract by Capson-Bowman Realtors.

### Lord Strabolgi on CBS

Lord Strabolgi, chairman of the England and Irish radio commission, will speak over CBS today, 6-6:15 p.m., via short wave from London. His topic will be "The Full Dress Debate in Parliament."

### Dalton Boys for Disks

Dalton Brothers have been signed for three Alka-Seltzer electrical transcriptions to be made by World Broadcasting. Arthur Kass of Kass-Tohrner set the deal. The waxing will be done November 8.

### DON KERR

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

There are

700 Stations

3,000 Sponsors

1,500 Advertising Agents

200 Program Makers

5,000 Artists

and only

ONE

Radio Daily

. . . and they meet

every day in

RADIO DAILY

to talk

things over.



## KANSAS CITY

Margaret Hillias, dramatic actress, has been added to the KXBY staff as production head under Program Director Jerry Burns. She is also scripting and acting in several new commercials.

Jack Starr, KMBC sports announcer, is back on duty after a siege of throat trouble.

Roy Kerns and Bruce Robertson are appearing with Margaret Hillias in a Sunday afternoon KXBY show for James B. Welch Realty Co., embodying a clever idea wherein a pair of newlywed house-hunters make a tour of the company's properties, visiting a different cottage, apartment or house each week.

### Saturday Time "Lucky" Say Ripley Researchers

When the Ripley show was switched recently from Friday to Saturday over NBC, Doug Storer's "Believe-It-Or-Not" researchers set about to "prove" the new time more auspicious. In a memo sent to Benton & Bowles, agency, they pointed out that: according to the Bible, "Saturday is the only day blessed by the Lord"; every major war which the United States fought ended on Saturday; the Stars and Stripes and the Articles of Confederation both were adopted on Saturday; the first oil well in the U. S. was opened on Saturday; the Spaniards call Saturday the "honeymoon day of the week," while the Germans say there is no Saturday but it is "sunny" and "lucky"; Saturday has been named after Saturn, most beautiful phenomenon in the skies, which, in turn, was named after the God of Agriculture and plenty; statistics show that more boys are born on Saturday than on any other day of the week; the First Declaration of Independence in Mecklenburg was signed on Saturday.

### Paul White Losing Tonsils

Paul White, NBC director of public affairs, enters the Tonsil Hospital today for a tonsilectomy.

## ONE MINUTE INTERVIEW

### TONY WONS

"There is more to speaking on the air than meets the ear. Some folks think that all you have to do is write your script, get in front of Old Man Microphone, and, with extra care about diction talk to him. This isn't true. Radio speech doesn't call merely for perfect diction. Naturalness is the most important thing, and even Demosthenes would have had a tough time being natural and speaking with perfection at the same time. And here's the catch, it's much harder to speak plainly into the microphone than it is to speak precisely."

## ★ Coast-to-Coast ★

**BOB HOWARD**, the whistling pianist, is now heard over WHN on Tuesday through Friday at 3:45-4 p.m.

*Ivy Dale of the Ed Smalle chorus was booked for the production of "Carmen" by the Salmaggi Opera at the Hippodrome this week.*

WMCA is now airing a stock market summary of morning trading at 11:55 a.m.

*Fourth "Pontiac Varsity Show" of the season, tomorrow at 9 p.m. over NBC-Blue, comes from the University of Virginia and will have the University Band, Glee Clubs, a vast array of soloists, the Royal Virginians orchestra and Jerry Berlin, undergraduate stunt clarinetist.*

Alexander Woolcott, in addition to his WJZ talk on Oct. 31, will do some political orating over WOR on Oct. 29 at 10-10:15 p.m.

*Mitchell Gertz Inc., the Hollywood agent for Kass-Tohrner Inc., has wired that due to publicity on Theodore Dreiser's "Gallery of Women," interest has been expressed for this work by movie companies. William Lingle, Dreiser's manager and literary agent, is contact for this office with Dreiser, and there is possibility of a deal being set shortly on picture rights.*

Lyn Murray, conducting the "Modern Male Chorus," will be heard on CBS Sundays immediately after the Philharmonic concerts. The concerts usually last to 4:45 p.m., and Murray and the chorus will take the air from the time the concert stops until 5 p.m.

*"Like Falling Leaves," a drama by the Italian playwright, Giuseppe*

### NEW WNYC Studios to Open

WNYC, municipal station, dedicates its new studios atop the Municipal Building with a five hour program starting at 1:15 p.m. Sunday. Present studios have been in use for 13 years.

Guest stars from radio, stage and screen will appear in the dedication program. Among WNYC's "alumni" are Vincent Lopez, Vaughn DeLeath, Ben Bernie, Billy Jones, Ernie Hare and others. Clifford Odets also is scheduled to appear, and as one of the musical features Giuseppe Creatore will conduct the N. Y. State Symphonic Band in a half-hour salute.

### Ida Allen Names Rep

Ida Bailey Allen has appointed Earl G. Thomas of the Consolidated Radio Artists as her personal representative.

*Giacosa, will be presented by the Radio Guild, with Lisa Sergio in the leading role, tomorrow at 3-4 p.m. over NBC-Blue.*

Immediately following the appointment of Bill McKechnie as manager of the Cincinnati Reds, Si Burick, Dayton Daily News sports editor and WHIO commentator, by means of a direct line from Cincinnati, air-laned an exclusive interview with the new pilot on his regular program.

*Tony Wons has shifted from the Madison Avenue studios to the Seventh Avenue studios of CBS, so that the large organ can be used for musical accompaniment.*

Betty Jane Tyler, child star of "Death Valley Days" and "Echoes of New York Town," and who has been appearing in stage play, "Wall Street Scene," at the Comedy Theater, will appear in a special recital at the theater tonight, doing some monologs and songs.

*WOW, Omaha: Announcer Russ Baker has resigned, planning to resume character acting in New York City . . . Jettabee Ann Hopkins is emcee for a musical "Dress Up and Go" series sponsored by Associated Retailers . . . Fred Dawson, nationally known coach, is doing a series called the "Spirit of Football" . . . News Editor Foster May is being sponsored by F. & F. Cough Drops.*

Trial of the Marx Brothers, who are accused of unlawfully appropriating a radio skit entitled "The Hollywood Adventures of Mr. Dibble and Mr. Dabble," has been set for Oct. 28, in Federal Court, Los Angeles.

### Tyrone Power Airs From N. Y.

Tyrone Power, featured actor in Hollywood Playhouse (NBC-Blue) will broadcast his program this Sunday from the NBC studios here, 9-9:30 p.m. Doris Nolan, stage and screen actress, will play opposite role, taking the place of Gail Patrick, previously announced for the broadcast.

### High School Parade

Dramatic, musical, or scholastic features, presented entirely by Chicago or suburban high school students, are aired each Saturday morning in a new program just launched by WLS.

### Unusual Jobholders

Folks with unusual jobs will tell the stories of their occupations in a new program, airing on WHN via the WLW line on Fridays at 7:45 p.m.

## SALT LAKE CITY

Forrest A. Hobbs is a new technician at KDYL, while Cleon McKnight joins staff as Transradio pressman, Estelle Farmer is the new personal secretary to S. S. Fox and Macksene Smith has been added to the office staff.

Jack Gregson interviewed Paul Whiteman on KDYL as the maestro stopped over here on his tour.

George Snell, KDYL publicity director, sold a juvenile novel to Caxton Printers, and an article on dust-bowl farms to "Common Sense."

Earl J. Glade, KSL managing director, back from New York.

W. E. Featherstone, KSL account executive, visiting Los Angeles; ditto Irma Bittner of the public relations department.

Samuel Keifer, the Utah Woolen Mills "Peter Spraynozzle" over KSL, is candidate for city commissioner.

## OKLAHOMA

Leslie Beck, chief announcer, KTOK, is splitting his duties to give him half-time in the commercial department same station.

Harold Smith, formerly with KTUL, Tulsa, and doing transcription work on the Pacific Coast, has joined the sales staff of KTOK.

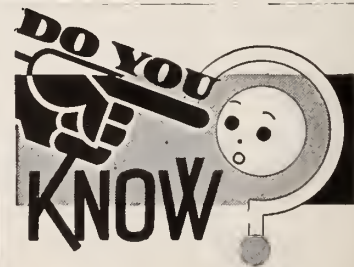
Bob Ellison, commercial manager KFXR, abed with bad case of pleurisy.

## Consumers' Committee

As a result of household trick and home decorating contests, running currently on Ida Bailey Allen's Homemakers of the Air on WHN every Monday, Wednesday and Friday, 10:30-11:30, the nucleus of the first Radio Consumer-Homemakers Advisory Committee has been organized, over which Mrs. Ida Bailey Allen will preside. Meetings will be held once a month, during which the high cost of certain foods will be discussed, and not only will more economical substitutes be advised, but also instructions will be given as to how they may be used to good advantage in the Ida Bailey Allen manner.

## Marrow Signing Off

J. W. Marrow Mfg. Co. will terminate its program featuring Henry Busse's orchestra on the NBC-Red after the broadcast of Nov. 28.



Joe Rines, maestro-comedian of the Gruen show, claims he was the first jazz band leader on the first station to air regular daily programs. Station was WGI, near Boston.