



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 80

NEW YORK, N. Y., FRIDAY, OCTOBER 22, 1937

FIVE CENTS

## ET Men in AFM Huddle

### 55 STATIONS TO CARRY DE SOTO DISK SERIES

De Soto division of Chrysler Corp. will start a series of transcribed programs over 55 stations coast-to-coast on Nov. 1. Disks will be 15 minutes, and will feature George Jessel, emcee, Will Osborne's orchestra and guest stars.

An additional series of transcribed spot announcements, with Ted Hus-

*(Continued on Page 3)*

### KYW Is Upheld by FCC In Dispute With Mayor

Philadelphia—The FCC has upheld KYW, in its refusal to sell or give time to the Mayor before the Nov. 2 election in which to make talks on city finances. FCC indicated that it could not take any part in the KYW-Mayor Wilson feud. The radio station was they said, "entirely within

*(Continued on Page 3)*

### Atlas Sells Bears Games To Chi Oldsmobile Dealers

Chicago—Ralph Atlas of WJJD has sold the Chicago Bears professional football games for remainder of season to local Oldsmobile dealers. Games are aired Sundays at 2. WIND, other Atlas station, has the Cardinals home games on same time for Chevrolet dealers.

### M'Clatchy Seeks Facsimile

Sacramento, Cal. — McClatchy Broadcasting Co., with four stations in California, has applied to the FCC for permission to start the first facsimile broadcasting on the Pacific Coast. A two-column "radio newspaper" is planned.

#### Thrill

Cleveland—Jimmy Ague, WHK-WCLE vocalist on programs fed to the Mutual Network, has become a sound effects man.

On one show, Jimmy was drafted to open and close a door several times. He did it well after several rehearsals—and said "It was my biggest radio thrill in 14 years of broadcasting."

#### WHIO Kitty

Dayton, O. — Execs at WHIO have concocted a novel bonus scheme designed to stimulate added interest in commercial plugs among the program and production department boys. Advertisers pay a service charge of two bits per announcement, 50 cents per five minutes, and \$1 for other time units in addition to regular card rates. Added dough goes into a kitty which is split evenly in program and production departments every Friday.

### MUSIC RIGHTS GROUP WILL MEET IN SWEDEN

Invitation extended by ASCAP to the Confederation of Performing Rights Societies to hold their next convention in New York is being deferred by the Confederation in favor of the invite extended by the King of Sweden to hold the conclave in Stockholm. However, ASCAP has been informed that next year's convention of the CPRS will undoubtedly be brought here. Some 200

*(Continued on Page 3)*

### KOAM, Pittsburg, Kan. Shows Profit from Start

Pittsburg, Kan. — KOAM, which made its debut on the air Oct. 11, with both Red and Blue schedules of NBC, carried 35 commercial accounts on its opening day, and the station is showing a profit from the

*(Continued on Page 3)*

## Old Gold Twice-Weekly Series Is Starting Nov. 16 Over CBS

### Latin-America Keener For Short Wave Shows

That Latin-America is becoming increasingly interested in international broadcast reception is brought out in a report by John H. Payne, chief of the Electrical Division of the Bureau of Foreign & Domestic Commerce, which summarizes replies to a questionnaire recently sent to their

*(Continued on Page 3)*

## Committee of Disk Men is Appointed At Joe Weber's Behest to Meet With Musicians' Group

### PAYNE SAYS FCC ERRED IN DISQUALIFICATION

By GEORGE W. MEHRTENS  
RADIO DAILY Staff Correspondent

Washington—Third day's hearings before the FCC on charges of unethical practices against Paul Segal and George Smith, attorneys, found Commissioner George Henry Payne declaring that action taken by the Commission in disqualifying him was "without warrant of law."

In a statement to RADIO DAILY,  
*(Continued on Page 7)*

### Westmore Says Television Won't Need Freak Makeup

Television performers will be required to use only natural makeup, and probably less of it than the average New York woman uses for street wear, it was predicted yesterday by Percy Westmore, prominent Hollywood makeup man, following an inspection of the NBC television studio in Radio City.

Westmore scoffed at the oft-circu-  
*(Continued on Page 6)*

### Bing Crosby Gets Degree

Spokane—Bing Crosby yesterday was given the honorary degree of Doctor of Music at Gonzaga University, his alma mater. The crooner thus becomes Dr. Harry Lillis Crosby.

Electrical transcription and phonograph record men met yesterday morning with the AFM Executive Committee and were informed by President Joseph N. Weber of the AFM that the 16-point program presented recently still stands, and that they please appoint a committee to meet the executive board and work out a deal. Session was short and to the point, with little if any discussion on the matter. The ET and phonograph disk representatives then went into a huddle to talk over the situation.

ET men are in the most difficult  
*(Continued on Page 3)*

## PREPARING FINAL DRAFT ON IRNA-AFM AGREEMENT

At the conclusion of the IRNA-AFM conference yesterday afternoon, president Joseph N. Weber of the latter organization confirmed the RADIO DAILY story of Thursday in that there was full accord between the broadcasters and the musicians'

*(Continued on Page 3)*

## Warner's "Lucky" Show On Way East for Okay

West Coast Bureau, RADIO DAILY  
Los Angeles—First Lucky Strike show by Lord & Thomas, Warner Bros. and Transamerican goes east on film over the week-end for final agency and sponsor okay. Has Dick Powell as emcee, Leo Forbstein and

*(Continued on Page 7)*

#### Sponsors Himself

Chicago—Don Norman has a "man on the street" program airing over WCFL for Bleaching Products Co., and he never needs to worry about whether he is satisfying his sponsor. For the sponsoring company is headed by Don Norman himself, while several other members of the local radio fraternity are stockholders.



Vol. 2, No. 80 Fri., Oct. 22, 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

(Thursday, Oct. 21)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155½	151½	155½	+ 3
CBS A	21¼	20¾	20¾	+ 1¾
CBS B	20	19	19	
Crosley Radio	12	10½	11	+ 1½
Gen. Electric	425½	401½	413¼	+ 1¼
North American	19¼	17½	18½	+ 1¼
RCA Common	73¼	7	75½	+ 3½
Stewart Warner	10¾	10½	105½	+ 3½
Zenith Radio	23	20¾	22¾	+ 2¾

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	13	12	+ 1
Majestic	17½	1½	1½
Nat. Union Radio	1¼	1½	+ 1½

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	7¼	8¼

### Buddy Clark on "Hit Parade"

Buddy Clark, baritone, yesterday signed a contract to appear as soloist on the Lucky Strike "Hit Parade" over both NBC and CBS. Clark, formerly heard on these programs, dropped radio to appear in motion pictures earlier this year. First appearance for Clark will be on the Saturday CBS airing, 10-10:45 p.m. Lord & Thomas is the agency.

### Stiefel Signs Tremaine

Paul Tremaine has signed an exclusive management contract with Sam H. Stiefel Enterprises Inc.

Fred Robbins, SSE sales manager, is back from a weeks' trip to Canada and New England states, where he lined up eight colored cafes for rotating revues, and also booked several night clubs. Shows start Nov. 5. Robbins also has appointed Tyler Mason to head the new film and theater division of SSE.

### Gene Inge Auditions First Radio "Revue"

West Coast Bureau, RADIO DAILY

Los Angeles—Gene Inge, former radio editor of the Hearst Herald-Express and generally acknowledged dean of L. A. radio editors, who resigned recently to become a program producer on his own, auditioned his first brain child for a group of agency representatives and newspapermen on Tuesday.

Disk was an intelligently compiled commentary on radio programs of the past week, with Inge's personal comments augmented by a "digest" of opinions of radio editors nationally and "cut ins" of Bob Hall, San Francisco and "Dinty" Doyle of the Hearst New York papers. The voice of "Mr. Average Listener" also was heard in queries and squawks, which Inge plans to have answered the following week by producers of the program involved.

Harry Maizlish, KFWB general manager, is spotting the program on a sustaining basis and it will be surprising indeed if some network sponsor does not grab it shortly, since it has novelty and merit and is built along constructive lines.

### New Guest Star Angle Drawing SRO at WTMJ

Milwaukee—A new vogue in guest starring has been set by Eddie Thompson, radio editor of The Milwaukee Journal, and George Comte, announcer, who conduct a "Behind the Mike" series over WTMJ.

Thompson and Comte are featuring personal appearances of celebrities imported specially from Chicago to Milwaukee. The first star to appear was the young heroine of Campana's "First Nighter" series, Barbara Luddy. The next was Bruce Kamman, NBC producer and the German professor on the perennial "Kaltenmeyer's Kindergarten," which Kamman originated six years ago.

Among others who will make the trek from Chicago will be the noted bandmaster, Ted Weems, Rubinoff and his fiddle, Franklyn McCormick and Jack Fulton of "Poetic Melodies," Joe Emerson of "Hymns of All Churches," Betty Caine and Raymond Johnson of "Tale of Today," and Don McNeil, emcee of NBC's "Jamboree."

The broadcasts are staged in the furniture store of Nelson Brothers before audiences. Since the guest star plan was started the SRO sign has been hung out at each performance. "Behind the Mike" feature is a daily presentation.

### Richard Crooks Back

Richard Crooks, Metropolitan Opera tenor, returns to the "Voice of Firestone" program as leading tenor on Nov. 1 at 8:30-9 p.m. after an absence of five months. Margaret Speaks is the program's prima donna, with Alfred Wallenstein conducting the symphony orchestra.

### New NBC Football Series

Lynn Waldorf, football coach at Northwestern University, and Francis Powers, Consolidated Press Ass'n sports writer, will be heard over the NBC-Blue network in their Sunday football discussion program, "Second Guessers," which has been airing over WMAQ, Chicago, since the season started. Program is broadcast at 11:30-11:45 a.m. E.S.T.

### University Students Pick Air Favorites

In a radio poll just taken by the New York University "Varieties", most widely circulated publication for college students in the country, 3,376 students voted the following programs and radio personalities as their favorites:

Comedian: (1) Jack Benny, (2) Fred Allen.

Singer: (1) Bing Crosby, (2) Kenny Baker.

Announcer: (1) Harry Von Zell, (2) Martin Block.

Orchestra Leader: (1) Mark Warnow, (2) Horace Heidt, (3) Benny Goodman.

Children's Program: (1) "Funny Things," (2) "Uncle Don."

Actor: (1) Don Ameche, (2) Edward Robinson.

Actress: (1) Helen Hayes, (2) Claudette Colbert.

Script Writer: (1) Harry Conn, (2) Fred Allen, (3) Jack Benny.

The most unusual result of the poll was the number of votes cast for Mark Warnow and Horace Heidt, showing the students' change in attitude toward popular music. Swing music, apparently, is losing many of its former adherents.

### Grace Moore to Entertain

Grace Moore will be hostess at a cocktail party to be given at her house on Sunday evening following her General Motors broadcast at 8 p.m. over NBC-Blue network.

### Jackie Heller Booked

Jackie Heller opens Oct. 29 for a week at the Stanley Theater, Pittsburgh, after which he plays two weeks at the Capitol, Washington, starting Nov. 5, followed by Loew's State, New York, Nov. 25. All bookings set by the Herman Bernie office.

### TRANSCRIPTION & RECORDING SPECIALISTS

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

FOTOTONE SOUND SYSTEM

## COMING and GOING

JOHNNY HYDE, executive of the William Morris office, leaves for Hollywood tomorrow. S. J. DIEFENDORF, of the CBS sales staff in New York, is in Hollywood for conferences with sales executives there.

JUDY STARR goes to Hartford, Conn., for a personal appearance beginning Tuesday.

EDDIE CARRON, at one time with Jack Hylton and lately in Hollywood, has come east, with a stopover in Chicago for a guest appearance over WCFL.

FRED ROBBINS, sales manager of Stiefel Enterprises Inc., orchestra and artists representatives, is back from Canada and New England.

GEORGE BOLLING of John Blair & Co. is out of town for the week.

JOE WEED of Weed & Co. arrives back in New York today after New England trip.

### Forrest Joins Mutual

Arthur L. Forrest, formerly of NBC Survey Analysis department, has joined the sales promotion division of Mutual. His duties include coverage information on all MBS stations, listings, surveys and special mail and industry studies. Appointment of Forrest creates a new service for MBS clients in the statistical department.

### Joan Merrill on MBS Shows

Joan Merrill, WOR singer, has been signed for the Norman Brokenshire programs aired over WOR-Mutual on Monday and Wednesday at 12-12:30 p.m.

### GUEST-ING

FRANK HORNADAY, tenor, JOSEPHA CHEKOVA, soprano, and LEONARD WARREN, baritone, on "Metropolitan Opera Auditions," Oct. 31 (NBC-Blue, 5 p.m.).

JIGGS CARUNA SWING TRIO, on "Saturday Night Swing Session," tomorrow (CBS, 7 p.m.).

JOHN LODER, GB film star, and his wife, MICHELINE CHEIREL, on "Movie Club," tonight (WHN, 8 p.m.).

FAY WRAY, opposite Spencer Tracy in "Arrowsmith," on Lux Theater, Oct. 25 (CBS, 9 p.m.).

GEORGE RAFT, on Feg Murray's "Seein' Stars," Oct. 24 (NBC-Blue, 7:30 p.m.).

ELLA FITZGERALD and CHICK WEBB, added to "Swing Club," Oct. 23 (CBS, 7 p.m.).

BETTY COOPER, with Tim and Irene, Oct. 23 (MBS, 6:30 p.m.).

GLENDA FARRELL and BARTON McLANE, on "30 Minutes in Hollywood," Oct. 24 (MBS, 6 p.m.).

## BARRY McKINLEY

IN  
"CHEVROLET  
MUSICAL MOMENTS"

SUNDAY 6:30-7 P.M. EST  
WABC-CBS Network



GRIFFIN  
"TIME TO SHINE"

MONDAY 7-7:30 P.M. EST  
WEAF-NBC Network

## MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE  
1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

## ET MEN GO IN HUDDLE ON DEAL WITH THE AFM

(Continued from Page 1)

spot since the AFM seeks to license them and obtain control of the master disks. Without control of the ET situation, it is realized by the AFM that they would not be in a position to enforce their threats against the broadcasters to the fullest extent.

Tentative committee was selected by the disk men and comprises Lloyd Egner of NBC Thesaurus, as chairman; Jack Kapp of Decca Records, Merritt Tompkins of Associated Music Publishers (and Muzak), Stuart Sprague of the Brinckerhoff Company; A. J. Kendrick, of World Broadcasting System, and Francis J. Quillan, attorney for WBS.

Committee is not a negotiating committee, since it was noted that the interests of all present are widely divergent and it would be impossible for a group of men to speak for the entire industry. Committee will mostly seek to work out a method of procedure and will arrange to talk to the AFM committee on Tuesday or Wednesday of next week.

## Latin-America Keener For Short Wave Shows

(Continued from Page 1)

Latin-American offices. While it is pointed out that at present both German and English broadcasts are being better received than those from the U. S., Payne says that the U. S. short wave broadcasting companies are rapidly developing their facilities with the expectation of equalling or possibly excelling the performance of the short wave broadcasters of any other country.

## Jessel's Chi Sponsor

George Jessel's Mutual program, "30 Minutes in Hollywood," heard Sundays at 6-6:30 p.m. with regional sponsors, will be sponsored in Chicago over WGN by John F. Jokey Co. Blackett-Sample-Hummert is the agency.

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

## Greetings from Radio Daily

- October 22  
Parker Fennelly  
F. A. Mitchell-Hedges  
Powell Clark Noel Mills
- October 23  
Frederick A. Willis Ford Bond  
Margaret Speaks Lucy Monroe  
Charlie Capps
- October 24  
Wally Butterworth B. A. Rolfe  
Elinor Sherry Wamp Carlson

## ★ Programs That Have Made History ★

WIL's "Breakfast Club"

NEARLY AS much a part of Radio Station WIL as its call letters is its "Breakfast Club." It is an informal airway meeting of all the early risers in the St. Louis area that is called to order each morning at 7 o'clock and adjourns promptly at 8.

Good music, late news and the correct time every three minutes is the order of business at every session. The music used on this early morning pepper-upper is from the Standard and C. P. MacGreggor Libraries. The news including flashes and bulletins from Trans-Radio Press.

Informality is the keynote of the whole program. The announcer handles the entire show ad-lib except the commercials, and even there the sponsors allow him to deviate from the copy as much as he sees

fit. The "Breakfast Club" is divided into quarter hours for sponsorship and seldom has any portion been on a sustaining basis for more than twenty-four hours.

Some of the successful selling stories that have been told via the "Breakfast Club" are used cars, furniture, milk and dairy products, clothing, cleaning service, tires and auto accessories, transportation service, jewelry, cosmetics and radios.

Listener response is excellent. Requests are honored but the names of the requesters are not mentioned. Since its inception seven years ago, the "Breakfast Club," the first program of its kind in this area, has been one of the most popular and one of the most successful program ideas of WIL.

## KOAM, Pittsburg, Kan. Shows Profit from Start

(Continued from Page 1)

first day of operation, according to Ed Cuniff, manager.

In connection with the station's premiere, NBC saluted it on the "Farm and Home Hour", while Bailey Axton, who is a local boy and has three 15-minute periods each week on the network, gave a quarter-hour program dedicated to KOAM in which the announcer told about the mining and agricultural activities of this territory.

## Music Rights Group Will Meet in Sweden

(Continued from Page 1)

representatives of foreign societies attend the gatherings. Headquarters are in Paris.

Desirous of having the Confederation meet in Sweden, the King informed the organization that arrangements were being made to have Prince Eugen turn over his palace for both the meetings and entertainment; also that all cabinet ministers would form a welcome committee. Convention will be held in July, but acceptance of the ASCAP invite would have brought the men here late this fall.

## KYW Is Upheld by FCC In Dispute With Mayor

(Continued from Page 1)

its rights" in its refusal to give or sell time.

The Mayor had charged that he was denied the right of free speech by the station's refusal. The station in a statement by Leslie Joy, manager, denied the mayor's accusations and offered him free time to discuss the city's budget after the November election, when there would still be six weeks before the budget would have to be legally presented to the City Council.

## 55 Stations to Carry De Soto Disk Series

(Continued from Page 1)

ing doing the announcing, will also be sponsored by De Soto, but starting date and station list are not yet completed. J. Stirling Getchell, Detroit, is the agency.

## PREPARING FINAL DRAFT ON IRNA-AFM AGREEMENT

(Continued from Page 1)

union, and that all that remains to be done today before signatures are attached to the trade agreement is presentation in formal language in accordance with the changes that have been pencilled in during course of discussion the past week.

Sol A. Rosenblatt of the law firm of Rosenblatt & Jaffe, representing the IRNA Special Advisory Committee, is making the final clean draft for presentation this afternoon. While the trade agreement will be the standard part of all station contracts with AFM locals, each of the affiliates will close its own contract with the local in question, in keeping with the allocation of expenditures worked out for the outlet by the IRNA Committee and Ernst & Ernst, accountants.

It is understood that Clause 10 of the original trade agreement has been rewritten satisfactorily to the IRNA, but this was not confirmed by Mr. Weber.

## ARTA Seeks Postal Poll

Washington Bureau, RADIO DAILY

Washington—American Radio Telegraphists Ass'n, CIO unit, has asked National Labor Relations Board to hold an election to determine whether the union should be sole collective bargaining agent for Postal Telegraph employees.

## AN ORIGINAL IDEA

A continuous story that can be told on the air to a waiting and responsive audience.

This program is a natural for live wire advertising agencies who are looking for new ideas in entertainment.

For further information address

## JAMES ETHERINGTON

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

HOLLIS 5-0349

## AGENCIES

NATHANIEL H. PUMPIAN, director of media at Henri-Hurst-McDonald, Chicago, since 1928, has been appointed radio director, succeeding Ed Weiss, who resigned to form his own agency, it is announced by H. M. Dancer, general manager. Pumpian will continue his media duties.

HERBERT T. LORENTZEN, formerly associated with Young and Rubicam, has become an account executive with W. L. Post Advertising. Appointment is effective immediately.

MacWILKINS & COLE of Seattle and Portland, engaged in expanding its radio activities in Seattle, has shifted Showalter Lynch, radio director of the agency, to the latter city from Portland.

MRS. MILDRED G. ERICKSON, formerly with the Lloyd Spancer agency, Seattle, has become publicity director of American Federation of Labor in that city.

## Football Contests

Sobol Brothers, users of radio time on WMCA, will conduct six weekly football contests offering 15 prizes each week to football fans and a grand prize of two tickets to the Rose Bowl game and all expense round-trip to California via luxury airliner.

Twelve games of national importance are listed every week. No purchase is required to enter; blanks are obtainable at all Sobol Brothers Stations. National Contest Service, Division of Mailings, is handling the judging. Contest is being promoted via Dick Fishell, sports commentator over WMCA, and a newspaper campaign placed by the J. Stirling Getchell agency.

## 250 at Taplinger Farewell

More than 250 friends and business associates of Robert S. Taplinger attended a cocktail party last night on the eve of his departure for Hollywood where he becomes publicity director of Warner Bros.

## Charlotte Buchwald on WNEW

Charlotte Buchwald, conductor of the WMCA Playgoer program, is now heard Tuesday, Wednesday and Thursday over WNEW in new program, "Woman of the Hour", 3:30-3:45 p.m.

## Zip at WPAY

Portsmouth, O.—Gwen Fields, continuity director of WPAY, astounded the staff recently by appearing in a brilliant red frock, having a zipper running diagonally from the waist. Inquiry revealed that the frock is a special creation labeled "My Operation." The staff is wondering if she was affected by the ether waves coming from the station or whether her sales resistance was low.



● ● ● Little Shots about Big Shots: Six years ago Gabriel Heatter was engaged in the publicity business and among his clients was Sam Rubel of the coal firm... Because of the depression, expenses were being cut and Gabe went with the first cut. Other clients made similar moves until he was jobless... Some one over at WMCA told him to see Donald Flamm regarding a commentator's job, and he got it... Working on a soap box as desk for the typewriter and fruit crate for a seat, he did his work... Suddenly things started picking up and Rubel went to him and offered him his job back at an increase, but Gabe refused. Rubel said that he must be drunk or crazy to monkey with radio—and went to Mrs. Heatter with the same plea. She, for the first time, visited Gabe's office, saw the conditions he was working under, and agreed that he was nuts!... Gabe continued, however, being "nuts" as his wife and former boss claimed... A short time after, beer became legal and Gabe went over to WOR sponsored by Ebling's—owned and operated by Sam Rubel!

● ● ● Recently over at the Essex House, where Dave Franklin, composer of "Merry-Go-Round Broke Down," resides (so does Richard Himber). A call had come in to the manager asking that a rent bill be made up and have the page boy rush up to his room and pack all his things—because he had just signed a picture contract and had to catch the train for the coast in an hour... "Dave" promised the boy three bucks if he had all his things and trunks down in the lobby within 30 minutes—and the boy did it in 15 flat—but you can imagine the condition they were in... Well, Dave returned to his hotel—went to his room, found a few honeymooners occupying his apartment—and complained to the manager, who told him of the phone call, which came from Himber's apartment... Franklin hasn't spoken to Dick since... Here's the pay-off: It was Mickey Alpert who had used Himber's phone for the practical joke.

● ● ● By way of New Orleans comes this belated story... When the late Huey Long was reigning supreme there, he used the local stations for his speech-making stamping grounds... When he was scheduled to appear on the airlines, he'd get on the air, announce that for the next five minutes he was going to play some phonograph records, and that his present listening public should get on the phone, call all their friends to dial him in for the speech... Huey would do just that—and when the five minutes of record playing were over, Long would come on saying: "Now that everybody is listening to me"—and would go into his speech.

● ● ● Mark Warnow was minding his own business the other day while undergoing a shave at the CBS barber shop... At the very moment that Bob Taplinger walked in, he was under a hot towel... Bob pushed the attendant aside and proceeded to clamp the steaming towel on Mark's face—but hard... Warnow nearly scalded under the heat, threw the towel away as Bob went into the next chair, innocent-like... Mark raised an unholy rumpus, but finally was pacified. Bob was getting shaved, also. But instead of pulling a repeat on Taplinger's trick, Mark, when tipping the manicurist, boot-black, barber, etc., passed Bob and placed a dime in the publicity man's palm.

● ● ● At last week's rehearsal for the Eddie Cantor show on the coast, a trombone player hit a clinker which prompted Vick Knight, Cantor's producer, to turn on the talk-back and ask him to play it right... Of course, the offender protested and insisted upon arguing about it... This prompted Knight, who went to the coast weighing 200 pounds and is now down to 140 (after he was told that "you'd be a big man once you hit Hollywood"), to remark to the trombone player: "Don't give me any of your lip—You're gonna NEED it!"

## ORCHESTRAS MUSIC

CAPPY BARRA and his Swing Harmonicas will switch to the west coast for their NBC-Red network airings when the organization opens at the Trocadero on Nov. 30.

Jimmy Dorsey and band have opened at the Congress Casino, Chicago, and are on the air over NBC. Four Night Hawks are being picked up from the Bismarck hotel.

Abe Lyman, who returns to New York from Hollywood next Monday, will devote this Fall to his "Waltz Time" series and the other three commercials he directs incognito. There is also a strong possibility, on the strength of his recent success as a comedian with Jack Benny, that a new variety program will be built around him, giving the orchestra leader a further opportunity to demonstrate his flare for comedy lines.

With both pictures and the stage beckoning for Oscar Bradley's musical services, Phil Baker's English-accented bandsman has made up his mind to devote his time to radio, including guest appearances in a comic capacity on other air shows.

Lyn Murray's choruses and orchestras are now heard on a total of 11 different network shows. In addition to this, one of his choral groups is making a series of personal appearances, and another is making a Paramount movie short.

In addition to airing Leon Mason and his Hotel Garde orchestra six nights a week, WBRY, New Haven, will now pick up the dance music of Eugene Jelesnik at the Hotel Taft three week nights and dinner music on Sundays.

Joe Rines, newly-inducted maestro at the French Casino, has added Frankie Parrish as vocalist. He is heard with Rines' band over the twice-weekly NBC wire, but does not appear with him on the "Time of Your Life"—Gruen watch show.

Lee Grant has given a new twist to his music on the "Six Star Revue" on WMCA. He has several of his musicians do solos, each in his own style. Grant calls them his Star Stylists.

Johnny Messner's showband of danceland has been signed for a series of shorts by Paramount Studios. The shorts will depict the history of swing and will be entitled "Swing Is Here To Stay."

Leo Lazaro and his ork, featured in the Continental Room of the Tutwiler Hotel, Birmingham, is now being heard on WSGN regularly at 1:30 and 7 p.m. Joe Ford is announcing the broadcasts.



**H**OWARD ESSARY, one time program director of KOL, Seattle, but more recently attached to the sales staff at KEHE, has been appointed program manager of the local Hearst station succeeding Mayfield Taylor, who resigned last week. "Hollywood in Person," daily CBS program produced by Clay Osborne and announced by Bob Baker, has been renewed for another 13 weeks by General Mills.

Chevrolet, Oldsmobile and Dodge are all using KHJ and the entire Don Lee net for announcements designed to intrigue the interest of prospective buyers of 1938 models, with Chevrolet topping the list with 120 within two weeks.

Betty Sieger, opera and concert singer, has been added to the list of staff artists at KMPC.

Hector Chevigny, author of the "Lady of Millions" script for May Robson and many other programs, has had his book "Lost Empire" published by MacMillan. Chevigny was formerly script chief at KNX.

Tom Hanlon will handle the mike at the Washington State-U. C. L. A. game tomorrow for Don Lee-Mutual. The net also will carry the Notre Dame-Navy game, with Quinn Ryan at the mike, which you can catch on KHJ from 11:45 a.m. on.

Latham Owens, scripser on the Penner show, was married Monday night to Betty Quinlan of New Rochelle, N. Y. Following the ceremony, Mrs. Penner entertained in honor of the bride and groom.

Richard L. Hixson, son of Robert Hixson of the Hixson-O'Donnell advertising agency, has joined the transcription department at KHJ as assistant to Bob Wheeler.

Don Ameche and Dorothy Lamour are being teamed as the romantic leads in a forthcoming Paramount picture, "Ensenada."

Hal Rorke is cleaning out the picture files at CBS and turning over all used prints of the radio famous to an anonymous philanthropic worker who is mounting them in scrapbooks for distribution to the Orthopedic and Children's hospitals.

Smith Ballew is making his third appearance on the CBS "Hollywood Showcase" Sunday night with Lud Gluskin's orchestra.

Joe Reichman, opening at the Coconut Grove following Vallee, is throwing a cocktail party for song pluggers at which he will look over new numbers and "pencil in" a date to give those selected an initial plug at the Grove.

Phil Baker and stooge Bottle do a guest appearance on George Jay's "Listen, Ladies" this week. This KEHE interviewing chap manages to corral about everyone for this daily program of his.

Alice Faye is due back from her New York vacation in time for the

## RADIO PERSONALITIES

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

### E. A. ALBURTY

**E**. A. ALBURTY, manager of WHBQ, Memphis, had a second christening some 15 years after his birth. Originally christened Emerson, Alburty started on his first job working under a gentleman of Swedish nationality whose accent was broad, sufficiently so that he could not pronounce Emerson, hence the application of Bob to the Alburty name. The name stuck, and only his intimates know that they should say Emerson when they want Bob.



Diversely proficient as a broadcaster .....

Alburty began tinkering with crystal sets back in the early twenties, and, after doing a bit of amateurish announcing at various stations, he became associated with WREC Memphis in 1926, MC'ing a weekly variety show that continued far into the night. From this he became a free lance announcer, working almost entirely through WREC, handling important live commercial shows. Progressing thence to script writing and participating, Alburty created "The Night Court," co-authored "The Doctor" and "The Professor," wrote "Who's Who in Memphis," and others.

When a reorganization of WHBQ was effected in 1931, Alburty was selected to manage the station. Starting from scratch, Alburty has built WHBQ into one of the nation's leading small stations, excelling in promotional and showmanship activities many a larger station. A close student of current trends in radio productions, Alburty has jumped the gun and offered new, novel program creations first in the territory served by WHBQ. While his managerial duties take many hours of the day and night, he still makes his appearances at the mike at sporting events, having an enviable reputation as sports announcer and handler of broadcasts requiring adept extemporaneousness. This fall he will preside over some forty football broadcasts and has been chosen to handle the 1938 game broadcasts of the Memphis Baseball Club, aired over WHBQ.

Alburty made his initial bow to Memphis radio, as a singer whose voice was admittedly so bad that he was almost immediately switched to other duties, with the unanimous consent of his sponsors.

Alburty has handled in that time, practically everything excepting actual technical operation. He is married, active in civic affairs, a member of the Board of the First Methodist Church. For mental relaxation, Alburty has two seasonal hobbies, bridge in the fall and winter months, and his flower garden during the spring and summer.

### OKLAHOMA CITY

Ellen Carroll Trotman, young KOMA songstress, is now being sponsored by a local dress shop direct from the store.

Oklahoma City Theater Guild, under direction of Joe Gifford, is airing 15-minute dramatic skits written and performed by members, over KTOK.

Nov. 5 airing of the Kemp-Faye-Chesterfield show.

KNX moves its "West Coast Church of the Air" a half-hour later Sunday morning to carry the CBS special shortwave international concert from Batavia, Dutch East Indies, at 8 a.m. The "Richfield Reporter" moves back to the old 10 p.m. groove on NBC with the final toot of the "Show Boat" as it disappears round the bend on Thursday.

Jack Stewart, KFI-KECA salesman, is all smiles over the arrival of a seven-pound daughter.

Syd Dixon, NBC sales head, is back from a month up North.

Sam "Schlepperman" Hearn has bought himself a house high up on a Hollywood Hills top.

Larry Adams, chief engineer at Associated Cinema Studios, is adding a new high-fidelity, wide-range channel for increased and improved recording facilities.

### ST. LOUIS

Merle S. Jones, Radio Sales head for CBS in Chicago, was a recent visitor at KMOX.

Tommy Bartlett, announcer at WBBM in Chicago, came here to assist Dan Donaldson, KMOX announcer, on the first "Meet the Missus" broadcast. Bartlett originated the program.

Ruth Brink, WIL songstress who was stricken with appendicitis, has fully recovered following an operation.

### Male Chorus in WHK Series

Cleveland—The noted Cleveland Male Chorus, under the direction of William Albert Hughes, has been scheduled for a series of monthly concerts on WHK. Scheduling of this new local show is part of Program Director Mendel Jones' plan of building night programs with emphasis on local talent utilization. Many new local shows will shortly be included in the WHK night schedule.

### Hazel Hayes with Davidoff

Hazel Hayes, prima donna from the coast, has replaced Dorothy Sandlin on "Impressions" over WOR. She will be heard with Yasha Davidoff, baritone, and the orchestra directed by Milton Katims, starting Monday at 11:30-12 midnight.



**R**. CALVERT HAWS, formerly program director of WCFL, has left for Hollywood to take over production of General Mills "Hollywood in Person" guest star series for the Russell M. Seeds agency.

Pauline Barth of WLS Barn Dance "Fireside Party," eloped with L. D. Barnes.

Tenor Jack Fulton, Jr., goes to St. Louis this weekend to sing for a United Charities appeal.

Edith Adams, wife of announcer Paul Dowty, has been added to the cast of "Jenny Peabody" on CBS.

Irene Rich will do her Welch broadcast from Chicago studios on Oct. 31. She will be here for a conference with H. W. Kastor & Sons.

Paul Dowty and Ken Ellington are now doing the news on Sinclair's Headliner series on WBBM, renewed for 13 more weeks.

Pat Flanagan gave Val Sherman a fancy new watch for his services as assistant during the sports season.

Now that Bess Johnson has wound up her Lady Esther series and Basil Loughrane of Lord & Thomas is taking over the plugs they are calling him Lord Loughrane.

Marion Jordan, (Molly McGee) has been confined to Sacred Heart sanitarium, Milwaukee, between broadcasts. She is reported improving, however.

### Third World Peaceways Forum

Dr. Frank Kingdon, president of Newark University; Major George Fielding Eliot of the United States Army, war veteran and co-author of "If War Comes," and Dr. J. Max Weis, director of research of World Peaceways will participate in a forum on "Will the President and Congress Scrap the Neutrality Act?" tomorrow at 9:30 p.m. over WQXR. This is the third in a series of forum broadcasts conducted by World Peaceways.

### Education by Radio

Salt Lake City—A regular feature of KDYL's "Farm and Home Hour" is the Student Homemakers Department, which has a thorough-going tie-up with Utah's entire elementary grade schools. Letters are mailed from the Utah State School office to all teachers, who are directed to arrange their groups for instruction via the broadcasts. Lessons, hints, and general Student Homemakers information are thus broadcast directly from KDYL. Farm and Home Hour is a weekly feature heard Saturday at 11:15-11:45 a.m. MST.

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## Westmore Says Television Won't Need Freak Makeup

(Continued from Page 1)

lated stories that purple lipstick, green rouge and blue powder would be required for makeup of artists appearing in front of the television camera.

"I have had an opportunity to study studio conditions and see the television image, and I am convinced the development of makeup technique for television will follow the current trend in motion pictures," said Westmore. "We are using less grease paint today, less powder and less lip rouge. There is every reason for television to do likewise, particularly because spontaneity and naturalness are keynotes of the medium."

Makeup's two biggest contributions to television, Westmore believes, will be to define features more clearly and accentuate the plans of the face.

Gloria Dickson, Hollywood actress, accompanied Westmore on his NBC tour and did voluntary duty as a subject for the iconoscope camera.

## Service Engineers' Campaign

Springfield, Mass.—An advertising campaign to acquaint the public with the existence of the Springfield Institute of Radio Service Engineers was approved at a meeting of the institute at Hotel Clinton. Frank Keefe, president, announced a definite program of technical training and merchandising studies being planned in cooperation with a local business college.

## KDKA Testing Tower

KDKA, Pittsburgh, is testing its new 718-foot vertical tower and expects to put the radiator into actual operation the first week in November. Tower, weighing 60 tons, is expected to eliminate fading and bring the sky and ground wave closer together.

## KUOA Program Amplifier

Siloam Springs, Ark.—KUOA has just placed in operation a new program amplifier, designed and built by Jesse Miller, chief engineer. The amplifier, in use at the transmitter, provides an increase in signal of 2½ times, also preventing overmodulation peaks, according to Mr. Miller.

## CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.  
WE FURNISH  
Electrical Lighting Equipment of Any Kind  
FOR RADIO STATIONS  
244-250 WEST 49th STREET  
New York City Tel. Circle 6-5470-1

## WNYC's New Plant Equals Majors

With the opening of its new studios atop the Municipal Building tomorrow, WNYC acquires a new master control room, equipping the unit to function as a key station on a par with any of the three local major broadcasting systems. The room is as intricate in design and elaborate in appearance as an organ console. It permits the simultaneous operation of six different programs for transmission to four different outgoing trunks, so that programs may be instantaneously picked up in each studio and sent out on six different channels to four different radio stations.

The new station layout, replacing the 13-year-old studios now in use, occupies 8,000 square feet, and is completely air-conditioned. Striking color treatments feature each of the five new studios, with the entire unit representing a complete transformation of the station into settings of beauty, efficiency, and comfort.

## Three NBC Engineers Shifted to West Coast

Carl Lorenz, Robert Moss and Burt Capstaff, NBC Radio City engineers, have been transferred to the Hollywood studios to handle the heavy load of commercials emanating from the city.

Four engineers have been added to the Chicago engineering staff in the past week. They are: M. J. Wilson, formerly of WCBS; H. F. Abfalter, of WWJ; J. W. Conn, of RCA Mfg. and Robert R. Jensen, of KLZ.

## Mary Small Screen-Tested

Mary Small, young radio singer, has been given a screen test by 20th Century-Fox.

## ☆ PROMOTION ☆

## WTMJ "Big Apple" Lessons

The "Big Apple" dance craze, originating in a Negro dance hall in Charleston, S. C., and which has been sweeping the country, found WTMJ. The Milwaukee Journal station, ready with a spectacular promotion stunt.

Since the "peck and pose" stuff of the "Big Apple" partakes of the quality of the old-fashioned square dances, and permits of easy improvisation, the programmers at WTMJ felt that it would be "pie" to teach over the air. So they promptly enlisted the services of a prominent Milwaukee dancing instructor, Agnes Klein. Then they arranged to conduct the "educational" broadcasts direct from George Devine's Eagles ballroom and use the house orchestra for the rhythm required.

Together with Bob Heiss, WTMJ's chief announcer, Miss Klein broadcasts the "Big Apple" instructions nightly at 10:15 o'clock. The lessons

## WOR's Recording Lab Reports Increased Use

Increased use of its recording laboratory during the past 18 months is noted in a report by WOR. Presidential talks, sporting events, and special news coverage, including the Merrill-Richman takeoff and the British coronation, brought the recording setup into particular prominence for rebroadcast purposes, but growing commercial use is also reported, both for spot programs and sponsors' auditions. Among the recorded programs supplied by WOR are "Tom, Dick and Harry," "Beatrice Fairfax," and "The Shadow." Research Engineer Ray Lyon is in charge of the lab.

are so definite and precise that listeners are able to practise the new terpsichore right in their own living rooms, at their clubs, in taverns or on the dance floor.

Supplementing the instructions broadcast by Miss Klein and Announcer Heiss, are additional photographic instructions and highlights of the dance appearing daily in The Milwaukee Journal Green Sheet.

While the "Big Apple" is of lowly origin and was given its big momentum nationally largely by college groups, WTMJ is finding keen interest among all ages and strata of society.

## Ernie Watson With Power

Ernie Watson and his orchestra have been signed to appear on the one-time shot which originates the Woodbury-Tyrone Power show from New York this Sunday, NBC-Blue network, 9-9:30 p.m. Booking was done through Consolidated Radio Artists, Inc.

## German Tele Engineers Map Development Work

Berlin—After adopting the 441-line standard, same as in U. S., the German television engineers of the postal administration have set themselves the task of raising the quality of television transmissions in a period of quiet development work. Their program includes the erection of a television stage in the Berlin Radio House, increase of clearness of televised pictures by 50 per cent, increase of size of pictures in home receivers from 30 to 40 centimeters' height, gathering experience in studio acoustics and lighting.

## New Station Selector

Chicago—Belmont Radio Corp. has announced its new Bel-Monitor automatic station selector, to appear on its own receivers. Mechanism comprises bank of selector keys, linked to an equal number of adjustable centering cams mounted on tuning condenser shaft. Each key is identified with station call letter. The selector will be available with 8 station positions on Belmont console models 860 and 1175, and with six station positions on table model 582.

## Issues Reception Booklet

An 11-page booklet explaining "High-Fidelity Radio Reception" in non-technical terms has been issued by Philco under the authorship of W. H. Grinditch, chief engineer. It is an adaptation of an address made at the June convention. Copies have been sent to all distributors for forwarding to dealers throughout the country.

## Gets New Mobile Transmitter

Oklahoma City—A new mobile transmitter will be put into operation by WKY about November 1st. Shortwave station, with power of 200 watts and call letters KAXB, will be mounted on a truck and use four channels—1622, 2058, 2150 and 2790.

"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

Emily Post in

**"HOW TO GET THE MOST OUT OF LIFE"**

Florida Citrus Commission  
 WABC-CBS, Tuesday and Thursday,  
 10:30-10:45 a.m.  
 Ruthrauff & Ryan

**GOOD WOMAN-INTEREST PROGRAM WITH NOTED AUTHORITY DOING INTERESTING JOB.**

Emily Post, who has been an authority on etiquette and human behavior for something like a couple of decades, and also has done her share of talking before the microphone, brings an engrossing new woman's program to the CBS air-planes in this twice-weekly feature sponsored by the Florida Citrus Commission to promote the sale of the state's oranges, grapefruit and such.

Mrs. Post talks not only with a background of knowledge and experience, but also sympathetically and with a keen sense of topics and problems that will appeal to the general run of the fair sex.

Besides discussing culinary matters, her program takes in gardening, home-beautifying, some vital social problem and other items.

Guests on the initial program were Governor Fred P. Cone of Florida and his daughter, Mrs. Mark Byron.

**"CHATEAU NEWS REPORTERS"**

Borden Co.  
 WNAC—Yankee Network,  
 Tuesdays, 7:30-8 p.m.  
 Young & Rubicam Inc.

Probably the most pretentious and entertaining of the local broadcasts is the Chateau News Reporters presented for the benefit of Yankee Network listeners every Tuesday evening. Around the central figure of an editor-in-chief, the programs fade, amid a clatter of typewriters and teletypes and the confusion of a news room, into dramatizations of news of interest happening in New England.

On the show caught last Tuesday, the bitter political brawl between Governor Quinn of Rhode Island and Walter E. O'Hara, director of Narragansett Race Track, was dramatized. Another good piece of dramatization was the enactment of the marine sergeant cited on the last day of the World War and who has been awarded the silver star for bravery under fire, just 19 years later. Other news events also were covered. The cast is good and the production well handled. It is a well-done production and in no way is it comparable to any other news dramatization. Its commercial copy is kept brief and not blunt.

**NEW PROGRAMS—IDEAS**

**WTMJ's "Around the Town"**

A new type of radio program, with "real people" participation, is achieving remarkable success on WTMJ, Milwaukee, even though it occupies the "zero-hour" spot of 4:30 to 4:45 o'clock. "Around the Town" is the provocative title of this new show. Bob Heiss, WTMJ's chief announcer, who conducts it, makes tri-weekly excursions with short wave equipment to interesting places throughout Milwaukee and suburbs.

One day the theater of activity was the Washington Park Zoo, where interviews with keepers were broadcast while lion roars, bird calls and monkey squeals added piping notes of realism. Another interesting broadcast was made from the city "Dog Pound" during the American Humane Association's "Be Kind to Animals" week.

Another exciting broadcast was made at Lakeside Power Plant, featuring interviews with engineers against the roar of the mighty turbine engines. On "Moving Day" Heiss followed the movers and got several interesting interviews. Other broadcasts planned include visits to an old-time blacksmith shop, Union station, an airport, the railroad yards and a hotel lobby.

Where feasible, the broadcasts are planned to tie up with current events, as in the case of "Be Kind to Animals Week."

**Payne Says FCC Erred In Disqualification**

(Continued from Page 1)

Payne stated that action taken by the five commissioners may lead to grave consequences in the future. He explained that if such action could be taken against a Commissioner who had the courage of his convictions and took a strong stand, any Commissioner similarly situated could be disqualified in an effort to gain a favorable decision by the Commission for the defendants.

It is understood from reliable sources that Payne is diligently going through past records of law and the Commission to find out if there is any basis for the action taken against him.

Indicated defense of Segal and Smith is contention that rules of FCC permitted the proceedings of setting up such dummy corporations, it was learned last night.

"Whether or not that contention can win is problematical," FCC special counsel Kauffman told RADIO DAILY.

Commission will rest its case tonight while defense will start tomorrow, continuing into Tuesday, it is expected.

**"The Talent Scout"**

WCFL, Chicago, next Wednesday is launching a program titled "The Talent Scout" which will seek to give professional performers that radio break which somehow has eluded them. Idea is that to avoid the red tape of getting auditions at agencies and networks—and getting responsible persons to listen to them—a radio show might be put on that would offer reasonably good entertainment while giving broadcasters a chance to listen in on potential talent without having them involved in the process. Show is in no sense an amateur show. Program will be handled by Paul Kapp, local talent manager.

**Sports in Verse**

Cleveland—Tony Cabooch, poet-philosopher of WHK-WCLE, is airing a new broadcast stunt. Every Saturday afternoon, after WHK concludes its play-by-play description of the Ohio State University football games, Tony goes on the air with a resume in verse.

Known as fast rhymester, Cabooch writes his script while listening to WHK's Gil Gibbons describe the game. His show lasts 15 minutes and brings out the humorous side of the games. They are accurate, however, in every detail.

**Warner's "Lucky" Show On Way East for Okay**

(Continued from Page 1)

Orchestra, Rosemary Lane, Mabel Todd, Ruff Davis, Dudley Chambers, Dorothy McNulty and a dramatic episode with Edward G. Robinson, Bette Davis, Humphrey Bogart and Wayne Morris on the sample sound track. Tom McAvity and Jack Runyon of Lord & Thomas and Don Becker of Transamerican profess complete satisfaction with the job and are enthusiastic about Warner cooperation and future programs.

**Navy Day Special**

In a build-up for Navy Day, which is Wednesday, Mutual will broadcast a description of a crash submarine dive from a sub off Sandy Hook. Program will be heard Monday, 3:45-4 p.m. Jerry Danzig will go to New London Sunday to board the sub. During the same broadcast Dave Driscoll will explain the Navy communication reserve emergency radio set-up from the Brooklyn Navy Yard. Admiral Clark Woodward will speak briefly.

On Navy Day, 12:15-12:30 p.m., Mutual will broadcast the ceremonies of the laying of the keel for the first battleship to be built since 1920. Ship is being built in Brooklyn yard and will be named "North Carolina." Governor Clyde R. Hoey of North Carolina will place the first rivet.



**RADIO IS ESSENTIALLY A DAILY NEWSPAPER INDUSTRY THAT'S WHY RADIO DAILY IS READ AND THAT'S WHY ITS ADVERTISING COLUMNS PAY DIVIDENDS**



# RADIO DAILY

## ★ F. C. C. ★ ACTIVITIES

**EXAMINER'S RECOMMENDATIONS**  
Chickasha Daily Express, Chickasha, Okla. CP for new station. 1500 kc., 250 watts, daytime, be dismissed.

KRE, Berkeley, Cal. CP to change frequency and increase power to 1440 Kc., 500 watts, 1 KW. L.S., unlimited, be granted.

Louisville Times Co., Louisville. CP for new station. 1210 kc., 100 watts, unlimited, be denied.

Louisville Broadcasting Co., Louisville. CP for new station. 1210 kc., 100 watts, daytime, be denied.

Southwest Broadcasting Co., Prescott, Ariz. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited, be granted.

W. P. Stuart, Prescott. CP for new station. 1500 kc., 100 watts, unlimited, be denied.

### APPLICATIONS RECEIVED

WRDO Inc., Augusta, Me. Transfer of control of corporation from Henry P. Rines to Conrad E. Kennison.

Greater Greenwood Broadcasting Station, Greenwood, S. C. CP for new station. 1420 kc., 100 watts, 250 watts L.S., unlimited.

L. B. McCormick, Greenville, N. C. CP for new station. 1370 kc., 250 watts, daytime.

KFBK, Sacramento, Cal. Special experimental authorization to operate facsimile station from 12 mid.-6 a.m. PST, using 1 KW. power.

KMJ, Fresno, Cal. Spec. experimental auth. to operate facsimile station from 12 mid.-6 a.m. PST, using 1 KW. power.

### APPLICATION RETURNED

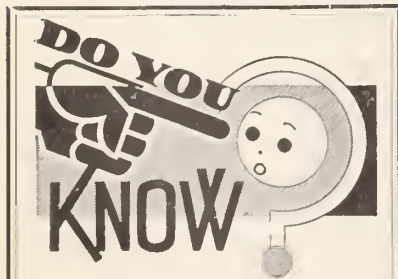
Harry M. Ayers, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime.

### CALL LETTERS ASSIGNED

Clarence A. Berger and Saul S. Freeman, Coeur d'Alene, Ida'o. KGCI.

## CBS Extends Schedule For Cantor Celebration

CBS yesterday arranged to leave entire network open one-half hour overtime on Oct. 28 in order to broadcast a full hour of the Eddie Cantor 25th Anniversary dinner being held that evening in Hollywood. Program will be heard at 12:30-1:30 a.m. over a coast-to-coast network with George Jessel acting as emcee. Others to be heard during the program include Irvin S. Cobb, Dr. A. H. Giannini, Louis B. Mayer, Gov. Frank Merriam, and Joseph M. Schenck. It is expected that the majority of the film capitol's luminaries will be present.



Though considered somewhat behind the times in radio progress, Mexico now has 104 active broadcasting stations, including 89 owned by individuals and operated commercially.

## ★ Coast-to-Coast ★

**MURRAY L. GROSSMAN**, new business manager for WBRY, New Haven, recently shifted from Waterbury, reports the Elm City is getting more radio-minded. A couple of big new commercials have just been signed by WBRY.

*George Hicks will be at the mike for the slice of American Newspaper Guild party which NBC will air from the Manhattan Opera House at 11:15-11:30 tonight over the Blue web.*

KGMB, Honolulu: An average of three football games a week are being heard over two local stations under sponsorship of Standard Oil of Calif. and Associated Oil Co., with the difference in time giving football fans here a mainland game at noon and a local game in the afternoon... Webley Edwards and Bob Stanley were at the mike for the recent annual regatta in which Hawaii's stalwart oarsmen challenged each other, with Honolulu Broadcasting Co.'s ultra shortwave portable unit, K6XCJ, following the action.

*Jack Hollister, sports commentator, has a new Saturday night program, at 11:05 o'clock, over KDKA, Pittsburgh, starting tomorrow.*

KVOR, Colorado Springs: Dudley Tichenor of the sales staff, who was major of a commercial team during the community chest drive (Zelle Wade of program dept. served as a captain), is now suggested for the Junior Chamber of Commerce board of directors... Wauhila LaHay, program director, addresses the Quill Club next Tuesday on radio script writing... Charles C. Roberts Jr., announcer, and bride had a nice honeymoon in Okla... Eustace Taylor, chief engineer, back from Virginia and Washington... Don Parker, formerly with Cleveland Players, now on the dramatic staff here... Russell Young, colored novelty pianist, is doing a six-weekly program and appearing at a local dance spot.

*Bert Swor and Lou Lubin, the blackface comedians featured on NBC's "Bicycle Party" commercial, have taken to song writing with a satire on football coaches entitled "Fight For Your School And Pay-check".*

Robert Lee, formerly of Chicago, Tulsa and other points, is now on the announcing staff at WMBH, Joplin, Mo.

*Dave Meyer, sports announcer and WCBS' contribution to the sports fans of Springfield and Central Illinois, gets a nice complimentary article in a booklet just issued about the teams of Springfield's Mury Baseball League, whose games were aired over WCBS.*

WPG, Atlantic City: Wilbur Miles, lecturer-pianist of Williamsport, Pa., has joined Ethel Rattay's "Tea Time Topic Entertainers", airing each Monday from the Steel Pier Ocean Spray Studio... On the return of Manager Richard Endicott of the Steel Pier from his California and Florida vacation, WPG's winter studio on the famous amusement center will be built on the picturesque stage where the Aldrich Imperial Hawaiians entertain the pier lounge guests... WPG's religious broadcast conducted weekly by the Rev. Robert Fraser, Philadelphia's popular blind evangelist, is believed to be the only regular hour-and-a-half program of its kind.

*Preview of the "March of Time" newsreel showing Mayor LaGuardia's four years in office, to be shown at the Embassy Theater on Broadway starting today, will be aired by WINS at 12:15 p.m., with many notables expected to be brought to the mike by emcee Heywood Brown.*

WJSV, Washington: "Red" Reynolds, CBS promotion manager, has been visiting here a few days in quest of ideas... New find at the station is Jimmy Jones, who wandered in from WGH, Newport News, to do a bit of piano practicing and was spotted by station officials... Larry Elliott, announcer, went to Fredericksburg to cover the annual Dog Mart and came back with a pooch for which he bid seven dollars, accidentally.

*WSGN, Birmingham, again did a good piece of public service in an emergency during the recent Mulga mine disaster. On hearing of the blast, the station rushed men and equipment to the scene. Joe Ford, announcer, and James Evans, engineer, set up the station's remote equipment in fast time, and obtained the only broadcast permitted from the mine.*

There will be an invitation performance of RKO-Radio's picture, "Music For Madame," starring Nino Martini at the Criterion Theater at 8:15 tonight. Among those of the opera who are expected to be present are: Mme. Gay, Martini's teacher, Lily Pons, Grace Moore, Doris Doe, Edward Ziegler, Charles Hackett, Armand Tokatyan, Frank Wenker, Giovanni Zenatello, Wilfred Pelletier, Lucrezia Bori, Elizabeth Rethberg, Friedrich Schorr, Arthur Bodanzky, Suzanne Fisher, Queena Mario, and others. Society and the stars of stage, screen and radio also will attend.

**"Stella Dallas" Begins Monday**  
Tetley Tea begins a Monday through Friday spot on WEAF only, on Oct. 25. Program, to be heard at 12:30-12:45 p.m. is dramatization, "Stella Dallas." Blackett-Sample-Hummert is the agency.

## NEW BUSINESS Signed by Stations

KSL, Salt Lake City: Vick Chemical, spots; S. & W. Foods Corp., spots; Chevrolet, spots; Nash, spots; Plymouth, spots; Hudson, spots; The Paris Co.

WGN, Chicago: American Chic Co., "Lou Little's Football Forecasts," ETs, through Badger, Brown and Hersey; Chocolate Products Co., "Buddy and Ginger," through George H. Hartman Co.; Little Crow Milling Co., through Rogers & Smith.

KDYL, Salt Lake City: Chevrolet, spots, through Campbell-Ewald.

WHN: Sterling Products (Dr. Lyons Toothpowder), "Wife vs. Secretary," 5 times weekly, through Blackett-Sample-Hummert.

KGMB, Honolulu: Heinz Co., 26 half-hour studio programs, "Heinz Hawaiian Serenade," and 13 quarter-hour disks, B. A. Rolfe orchestra; Bi-So-Dol, disks, "Problems for Pamela" with Lila Lee; Procter & Gamble, Crisco disks, "Ketty Keene Inc.," and Ivory soap disks, "Gospel Singer"; Corn Products Refining (Karo), "Around the Town" spot announcements; Vick Chemical Co., musical disks. All of these accounts, except Corn Products, also include KHBC, Hilo.

KMOX, St. Louis: Bauer & Black, May Robson in "Lady of Millions".

WIL, St. Louis: Hartz Mountain Products Co., Jerre Cammack at the organ; Adam Hats of New York, opening St. Louis store.

### WJBK Gets Hockey Games

Detroit—WJBK has arranged for the exclusive radio rights to the 48 games to be played this winter by the Detroit Red Wings' hockey team, winners of the Stanley Cup last season. Al Nagler, WJBK sports announcer will handle. Station is now contacting prospective sponsors.

### Owen and Parco for Disks

Owen and Parco have been signed to make two electrical transcriptions for Alka-Seltzer on Nov. 9. This makes the third to date for Alka-Seltzer by the team. Deal was set by Bob Calvert of Sam H. Stiefel Enterprises.

## ONE MINUTE INTERVIEW

### OLAN SOULE

"While the technique of radio limits and hampers all actors, it is the comedian who suffers most from its limitations. I refer more particularly to the light or polite type of comedian rather than the gag comedian. The latter achieves his effects almost entirely through his material or by some trick of voice or distinctive style of delivery. But the specialist in high comedy depends in large measure on little mannerisms or gestures to accentuate the humor of what he is saying and to draw his laughs. That is why radio is more successful, I think, in the presentation of drama, melodrama and even tragedy than it is in presenting sophisticated comedy."