



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 81

NEW YORK, N. Y., MONDAY, OCTOBER 25, 1937

FIVE CENTS

Educators Put Off Radio Demands

EDUCATIONAL CONFERENCE TO BE AN ANNUAL EVENT

St. Paul—With approximately 400 delegates from civic, fraternal and educational organizations present and with most of them urging a continuance of the meetings, KSTP, Twin City independent station, is planning to conduct annual educational broadcasting conferences. The first conference of this kind in the history of northwest radio was held here recently under KSTP's auspices, with Judith Waller, NBC's central division educational director; Henry A. Bellows, now public relations director for General Mills and former vice-president of CBS and

(Continued on Page 2)

Cooper Razor Co. Signs 5-Year Contract on KCMO

Kansas City—Cooper Safety Razor Co., in addition to buying KCMO's four-hour after-midnight all-request show on Saturdays, has signed a five-year contract with the station to advertise Cooper blades. Deal opens with six weekly quarter-hours featuring disks of the King's Men.

Throckmorton Elected President of RCA Mfg.

Camden, N. J.—G. K. Throckmorton, executive v.p. of RCA Manufacturing Co. and operating head since retirement of E. T. Cunningham in April, has been elected president.

CBC to Set Sunday Policy

Montreal—Nature of Sunday broadcasts in Canada will be decided at a meeting of the Canadian Broadcasting Corp. governors on Nov. 16. Church protests against dance music and commercial matter will be considered.

Courtesy of Sponsor

A non-commercial program by a commercial sponsor hits the air Nov. 5 at 7:15 p.m. over NBC-Blue when Dr. Karl Relland begins his series of inspirational talks. Sponsor, who will not be named, is the Pepperell Manufacturing Co. (textiles) of Boston. Program was tested last spring in Atlanta and found justified.

Sponsored Shuck

Chicago — Allis-Chalmers, Milwaukee, is arranging an independent network of 14 midwest stations to air National Cornhusking Contest, Marshall, Mo., Nov. 4. WIBW, Topeka, will pipe program to WLS, KFEQ, KFRU, WEW, WHO, KFNF, KMMJ, WZD, WMT, WAAW, WTAD, KANS and WNAX. Joining in broadcast are Don Searle, WIBW manager; Karl Troeglen, chief engineer; Elmer Curtis, Hilton Hodges, Arthur Page and Joe Maland. Bert Gittins agency is handling. NBC also pickup the event sustaining.

CHICAGO BROADCASTERS ALARMED OVER EXODUS

Chicago—Placing the blame partly on the stringent regulations governing musicians imposed by James Petrillo, head of the AFM unit here, broadcasters here are becoming increasingly alarmed over the tendency of important local firms to take their

(Continued on Page 6)

100 Merchants Take Part In WFMD "Radio Auction"

Frederick, Md.—Approximately 100 merchants are now participating in the new "Radio Auction" over WFMD.

Democrats on N. Y. Web

New York State Democratic Party will sponsor a talk by Postmaster-General Farley tonight at 9:30-9:45 via Mutual facilities over WOR, WABY, WIBX, WMBO, WHAM, WGR and WNEF.

★ THE WEEK IN RADIO ★

... IRNA And AFM Accord

By M. H. SHAPIRO

GRUELLING conferences last week finally brought the trade agreement for the broadcasters to a head and the formal language is now being readied . . . Whatever the ultimate reception of the agreement to be the standard part of each musician and station contract, it cannot be said that the IRNA committee and its attorneys did not bend every conceivable effort to get the best possible arrangement . . . Electrical transcription and phonograph rec-

Request for Evening Periods Postponed Pending Decision on Gov't Radio Probe--Survey is Completed

470,376 COM'L SCRIPTS READ BY FTC IN YEAR

Washington Bureau, RADIO DAILY
Washington—Federal Trade Commission, in the year ended June 30, received copies of 470,376 commercial broadcasts, including 439,393 from individual stations and 30,983 by networks, for scrutiny with respect to false or misleading advertising. Broadcasts from independent stations averaged 1½ pages each, and networks 10 pages each.

From this material, 24,558 commercial broadcasts were marked for

(Continued on Page 8)

Richman Brothers Plan Test Campaign in Ohio

Cleveland—Richman Brothers (men's clothing) has appointed the local office of McCann-Erickson to handle a radio campaign to begin as soon as program details and station lineup can be arranged. Present plans call for programs to be heard in key cities of Ohio, with possibility of branching out later, depending on test shows.

Test Show Sells Him

Albany—John G. Myers Co., department store, recently tried a WOKO program, plugging an item not otherwise advertised. Within 24 hours, store had to wire for additional stock. WOKO now has Myers on a 52-week contract.

After completing four months of intensive study, leaders of educational and civic organizations are now ready with demands on networks for the use of currently sponsored time. It is believed, however, that the demands will be held up pending developments on proposals for federal investigation of the radio industry, with organizations being prepared to push point at such a session should it materialize. Organization leaders have thoroughly studied the industry, and, it has been learned, will demand a portion of the 7-9 p.m.

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ET AND PHONOGRAPH MEN MEET AFM BODY TUESDAY

Electrical transcription and phonograph committee, headed by Lloyd Egner of NBC Thesaurus, will begin a series of conferences with the AFM Executive Committee tomorrow at 10 a.m. Date was set by Lloyd Egner and A. J. Kendrick of World Broadcasting System. AFM, through a 16-point program, is desirous of exerting control over distribution and playing of ET and phonograph records, particularly in the case of sup-

(Continued on Page 2)

WFBR Good-Will Program Converts 19 to Use Radio

Baltimore — WFBR's "Community News and Views," newly inaugurated cooperative afternoon program tailored to fit the needs of sectional merchants of Baltimore, has converted 19 business men to the use of radio as an advertising medium. With

(Continued on Page 6)

Cantor Week Starts

Eddie Cantor Week, designated by the entertainment world to honor the comedian on his 25th anniversary in show business, got under way yesterday and will continue through Saturday. Highlight is Thursday night, when a monster banquet will be tendered Cantor in the Hotel Ambassador, Los Angeles, with an hour's coast-to-coast broadcast on CBS.

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FINANCIAL

(Saturday, Oct. 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	151 1/2	149 1/8	149 1/8	- 4 3/8
CBS A	19 7/8	19 1/2	19 1/2	- 3/4
CBS B	19	19	19	- 1/2
Crosley Radio	11 1/4	10	10	- 3/4
Gen. Electric	40	38 3/4	38 1/2	- 1 3/4
North American	18	16 3/4	16 3/4	- 1 3/8
RCA Common	7	6 1/2	6 3/4	- 3/8
RCA First Pfd.	56 1/2	54	54	- 3
Stewart Warner	11 1/4	10 1/8	10 1/2	- 3/8
Zenith Radio	21	19 1/4	20	- 1 1/4

Military School Series For Group Sponsorship

With officials of the War Department in Washington and the Superintendent of West Point having expressed themselves as pleased with the idea, waxing of "All-State Academy," a half-hour weekly series being put out by Van Cronkhite Associates for military schools, will be started shortly by Aerograms Inc. in Hollywood. Jack Griffith of the VCA sales staff returned to Chicago over the week-end after calling on the War Department and West Point in connection with the series, and he will proceed to the coast for the disk-ing. Stuart Hayden goes along as producer. Thirteen scripts already have been written by Fred Howard and H. Richards.

In connection with the program, Griffith plans to form an Organized Cadet Reserve.

WDGY Starts on Mutual

Minneapolis—WDGY, owned and operated by George W. Young, yesterday began complete service as Mutual's outlet here.

WOPI "The Voice of the Appalachians"

BRISTOL --- TENNESSEE VIRGINIA

★ THE WEEK IN RADIO ★

... IRNA And AFM Accord

(Continued from Page 1)

Hearst Radio, took on additional duties by taking the Coast Hearst outlets under his wing . . . He also signed as a commentator for a national radio account . . . to start shortly . . . Walt Disney program will replace Amos 'n' Andy on Jan. 2, going on the NBC-Red network in the afternoon . . . Mickey Mouse is expected to grab the attention of the household at the time . . . "Hill-top House" was bought by Colgate-Palmolive-Peet, the new script show to be heard on 66 outlets beginning Nov. 1 . . . Benton & Bowles handled negotiations with Ed Wolf Associates . . . Best Foods Inc. set a new ET series for 200 stations . . . Theodore Dreiser is a new name signed for radio.

Rockefeller Foundation endowed Princeton University with a \$67,000 fund to be used to study radio . . . NBC gets an exclusive on 16 prize fights . . . Rapid progress is reported

Educational Conference To Be an Annual Event

(Continued from Page 1)

member of the original Federal Radio Commission, and Dr. Malcolm S. MacLean, director of the University of Minnesota's general college, as speakers.

So successful was the conference, conducted by Thomas D. Rishworth, the station's educational director, that it carried over beyond the scheduled closing time. Biggest development was the likelihood that radio workshops for the establishment of classroom or extra-curricular groups for the laboratory study of radio production may be installed in many Twin City schools.

Representatives from three states, covering virtually every group in existence, attended the meeting.

Miss Waller lodged sharp criticism against the educators for their apathetic attitude toward radio and for their failure to develop their programs to win the widest possible audiences; Dr. John G. Rockwell, state commissioner of education for Minnesota, recommended wider use of the radio and a complete avoidance of standardization in educational programs; Mrs. George B. Palmer, state PTA radio chairman, started a move for organization of listening groups.

Brown & Williamson Adds

Brown & Williamson Tobacco on Friday added WTCN, KVOD, WSPD and WOWO to its Tommy Dorsey show on the NBC-Blue network, Fridays, 9:30-10 p.m. BBDO placed the account.

Weissinger Joins WCKY

Cincinnati—F. H. Weissinger, engaged in radio sales and promotion work for the past four years, has joined the sales staff of WCKY.

from the Coast on the new CBS studios . . . Old Gold returns to the air Nov. 16, with a CBS show originating on the Coast . . . some 55 stations will carry the De Soto disk series starting Nov. 1 . . . Once again, a "radio probe" was mentioned when Congressman John J. O'Connor, chairman of the House Rules Committee, made a prediction . . . AFM and CIO may join in using radio for campaign . . .

Confederation of Performing Rights Societies will probably hold their next annual convention in Stockholm, although an invitation has been extended by Ascap to convene in New York . . . King of Sweden could not be turned down very well . . . Al Cormier resigns as general manager of WIP, Philly . . . FCC expressed the view that television was a long way off, as it marked off for allocation the frequencies from 25,000 to 300,000.

ET and Phonograph Men Begin Parley Tomorrow

(Continued from Page 1)

plying programs to stations which may be on a future unfair list.

The disk committee is not a negotiating committee but will merely develop ways and means of working out a deal with the AFM.

WNEW "Swing" from Theater

Martin Block made arrangements Friday for broadcasting his WNEW "Sunday Swing Concert" from the Criterion Theater, deluxe Broadway house, for 13 weeks. Time of program, sponsored by Madison Personal Loan, also was changed to 11-12 noon. Flood of requests for tickets to the broadcast necessitated getting a large auditorium.

Hormel Adds to WCCO Time

Minneapolis—George A. Hormel Co., through local BBDO office, has added five quarter-hour periods weekly on WCCO, besides the three quarter-hours already running. New show is "Siesta," featuring Jacob Heiderich, violin virtuoso, and orchestra. Other show has "Dinty Moore," trade name character, and varied musical bits.

Wander Co. to Renew

Wander Co. (Ovaltine) on Jan. 3 will renew "Little Orphan Annie" for another 52 weeks, over 24 NBC-Red stations. Blackett-Sample-Hummert, Chicago, has the account.

AL DONAHUE

and his orchestra

at the

RAINBOW ROOM

For Fall and Winter Season
Fourth Return Engagement

COMING and GOING

SID STROTZ, central division program manager for NBC, is in New York from Chicago for conferences with headquarters executives.

H. H. SHINNICK, Washington radio attorney, went to Chicago last week for confabs with clients.

ANDREWS SISTERS, after a personal appearance tour, are back in New York and again appearing with the Billy Swanson program heard over WOR-Mutual from the Edison Hotel Green Room.

J. C. STEIN, president of MCA, is winding up some business in New York before moving to Hollywood this week. Family will go west with him. They plan to live there six months of the year.

W. H. STEIN of MCA is in Bermuda for a rest.

CARL HARRIS of J. Walter Thompson publicity staff, Chicago, is in New York for the auto show.

RAY LAUNDER of Van Cronkhite Associates Inc., Chicago, is making a swing to St. Louis, Kansas City and other southwestern points.

DICK MARVIN, radio director of J. Walter Thompson, Chicago, is back from a hop to New York.

E. S. MITTENDORF, manager of WIND, Chicago, and bride (Virginia Benoit) are back from Florida honeymoon. Mrs. Mittendorf is giving up her broadcasts.

M. H. PETERSEN, vice-president of Van Cronkhite Associates, and JACK GRIFFITH of the firm's sales staff have returned to Chicago from New York.

DR. FRANK STANTON, CBS manager of research, planes to Washington today to address a George Washington University class on "psychology in radio research."

FRED HART, general manager of KGMB, Honolulu, is in town.

EDWARD NORTON, WAPI, Birmingham, is visiting CBS New York headquarters.

HERBERT DEVINS, publicity director for J. Stirling Getchell on Plymouth and De Soto cars, and an ex-NBCite, is in town for the Auto Show.

MARTIN LEWIS, associate editor of Radio Guide, flew to the coast on Saturday to present Radio Guide's medal of merit to Eddie Cantor on the Texaco program Wednesday night.

TED STREIBERT of WOR and Mutual is away for a week's vacation at Hot Springs, Va.

EMILE COUGH, vice-president of Hearst Radio, out of town for a week on business.

TOM FIZDALE left for Hollywood on Saturday to look over the west coast office of the former Taplinger outfit.

Old Gold on Tues. and Thur.

The Old Gold cigarette CBS program with George McCall will be heard Tuesdays and Thursdays, 7:15-7:30 p.m., on about 60 stations. Nov. 16 is the starting date. Lennen & Mitchell Inc. has the account.

LEE GRANT

AND HIS ORCHESTRA

★★★★★★

SIX-STAR REVIEW

MUSIC AS YOU LIKE IT

DAILY WMCA 2:30-5:30

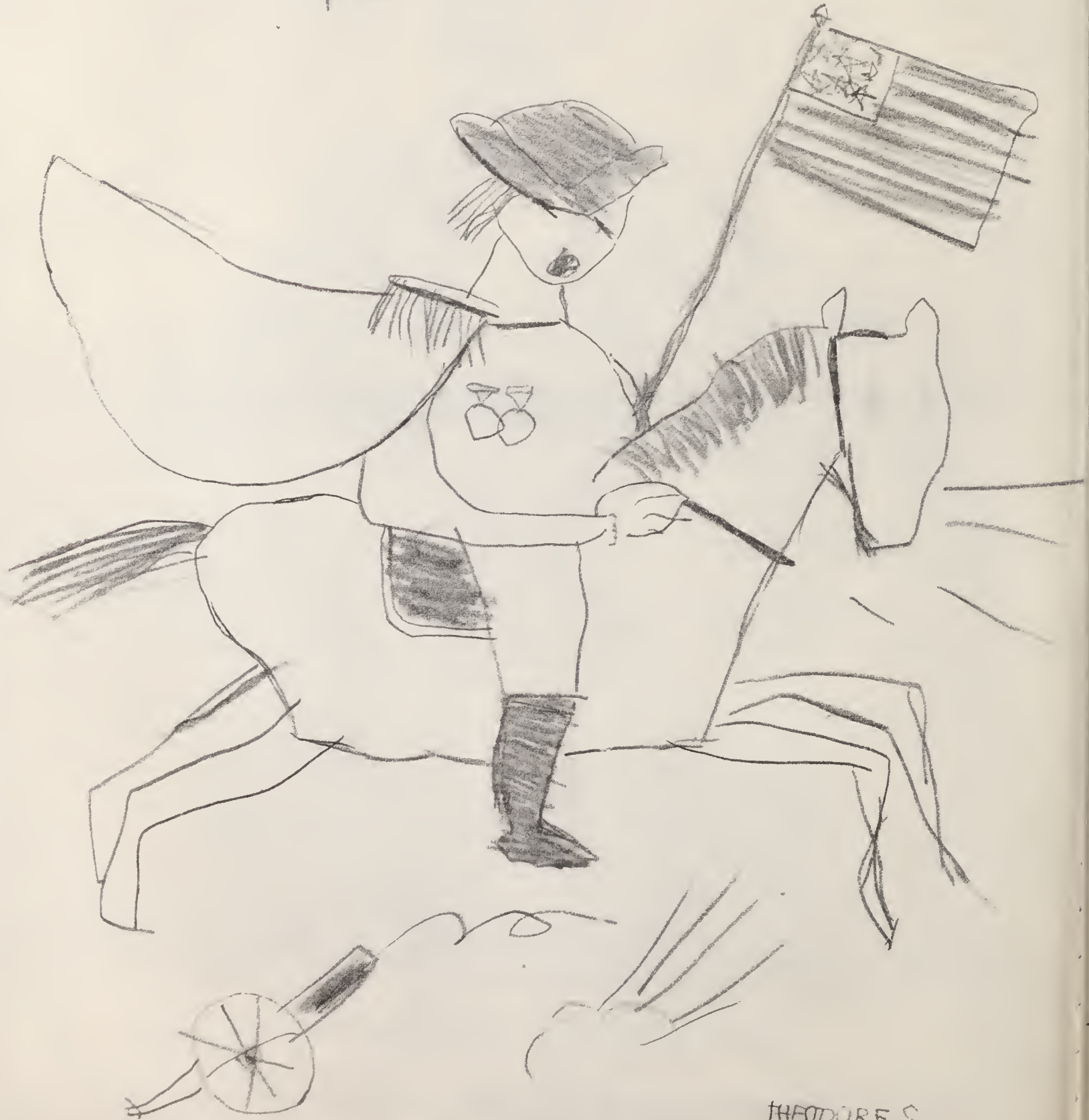
THE HOUR OF CHARM

MUSIC THAT LINGERS ON



PHIL SPITALNY Residing at PARK CENTRAL HOTEL, NEW YORK

GANGWAY FOR GEN. WASHINGTON



THEODORE S.

PORTRAIT OF A HERO

A pencil eased this child's bubbling patriotism. And in pride, he mailed us his drawing. He had just heard history dramatized by Columbia's *School of the Air*. "Gangway!"—move over ye football players—make room for another hero, *living* in a boy's mind!

EVERY afternoon at two-thirty, from Monday through Friday, text-books and school-walls are pushed aside. To more than 6,000,000 American children, broadcasts of Columbia's *School of the Air* bring a release from blackboards to the wide horizons of the world. And their teachers each year exhaust an edition of 50,000 Manuals, prepared by Columbia to coordinate classroom instruction with the complete curriculum of the *School of the Air*: history, science, art, geography, literature, and current events. Now in its eighth year, this service stands alone in the development of American education through broadcasting: the only program of its scope on the air. ☞ But not only youth is served. Day and night, Columbia microphones pick up

the racing pulse of history for the nation. *China's first lady pleads . . . the Japanese Vice-Foreign Minister maintains . . . refugees describe!* To the very echo of gun-fire, they bring the voice of the world into our homes, with a flexibility which often holds Columbia's schedule to an hour-to-hour, minute-to-minute basis. Millions, today, *know* the members of the Cabinet, the leading figures of the House and Senate, having heard their voices in exclusive Columbia series this year. Day by day, men of science, authors, educators, editors pass in a steady stream before the microphone. ☞ Since History is many things, our programs are as varied as the world they portray. They reach to the far limits of the world. And bring them home—wherever home may be.

THE COLUMBIA BROADCASTING SYSTEM

AGENCIES

CLAUDE MORRIS, program supervision department of radio division of Comton Advertising, has been appointed head of the Chicago office of that agency. Appointment becomes effective immediately with Morris already in Chicago and Lee Graves, former manager of Chicago office, now business manager of radio division of New York office.

WM. N. SCHEER Advertising Agency, Newark, has added Ed Laux to its staff. Laux was recently with MBS. His first assignment is working on the "Skyways Reporter" program with Bob Becker, airing over WAAT. New business placed by Scheer includes Public Radio Co., on WNEW, and General Supply Co. and Independent Druggists' Alliance, on WHBI.

WYNN ORR, radio director of Stack-Goble agency, Chicago, has named Les Tremayne godfather, and Bess Johnson godmother, of his new son.

DOROTHY BARSTOW of the McCann-Erickson production staff in New York is due to arrive in Hollywood today to pick up the reins on the new Jean Hersholt series, "Doctor Christian," which makes its bow on CBS for Chesebrough, Nov. 7.

ST. LOUIS

Musical Director Ralph Stein of WEW now programs the following staff artists weekly: Malve McCormack, James Stevison, Buddy Heits, Ruth Raye, Art Jones, Larry Kent, Joe Hogan and Bob Lequard.

Jim Simmons, announcer who joined KWK a few months ago, has been climbing as a singer as well. He's a brother of Robert Simmons of the Revelers Quartet.

WFMD, Frederick, Ma.

Having just moved into its new studios in the Frederick Seminary Building, WFMD will air a big dedicatory program as soon as the Theater Studio is completed. New studios and offices occupy the entire third floor of the building.

Clarke Gover and His Troubadors now have a weekly period for Spartan Radio Dealers.

Four half-hour daily programs, using staff artists, were aired from the Allis-Chalmers tent at the Frederick Fair.



● ● ● It Could Only Happen Here... Elsie Thompson, CBS organist, suffered her first attack of indigestion after eating a sandwich at a nearby luncheonette. The sandwich was named for her!... Shaw Newton, handling Vick's commercials over at Morse International, hasn't a radio in his apartment—or office... Wilfred Pelletier, who conducts the orchestra for the Sherwin-Williams "Met Opera Auditions" on NBC—and conducted the Met Opera for 20 years—was discovered wearing his socks wrong-side-out... Claims he always does it, for luck... The other nite at Leon & Eddie's, Music Tycoon Henry Spitzer threw a party for his friends. It was a birthday for him, a wedding anniversary—and his infant's natal day... Franklyn MacCormack of "Poetic Melodies" is showing friends the first ticket for a traffic infraction on Chi's Outer-Drive Bridge. Frank chased a cop to the sidewalk and then held out his hand for the summons!... Richard Brooks, local commentator, in reciting a few remarks about the forthcoming city campaign—was met at the studio doors the next morning and told to talk "about Japan, China and imaginary dust storms in the mid-west"—for health's sake.

● ● ● Stuart Allen was singing in a nite club when Walter Winchell heard him while with D. Himber. Both nodded their heads approvingly—and Stuart was signed that nite for the Studebaker show... Eddie Cantor sends Leo Kabatnick to N. Y. because Leo's head of Cantor's art shoppe—to purchase antiques for their coast Xmas business... Parkyarkarkus is infuriated over the sour notices given him by critics and threatens to fly off the handle one of these days—by hitting some of the critics over their heads with his bank book!

● ● ● While he was on the coast, Abe Lyman's office here would receive daily wires from him "demanding that a singer or band" throw off a number and play the song he mentioned in the telegram... None of these songs were played—because the office knew that Abe was in the company of the song's writer—and, to please and impress the chap, would send these wires while frantically chewing his cigar!... Estelle Taylor set up some sort of record—Saturday was the first day this week she's been free—from appearing at benefits!

Chicago Broadcasters Alarmed Over Exodus

(Continued from Page 1)

radio shows elsewhere or even to stay away from radio altogether. A musical show here is proportionately more expensive than anywhere else in the country, sponsors say.

Among leading concerns that are out of the local radio picture are Sears - Roebuck, Montgomery - Ward, Armour, Swift (except for one Sunbrite program), Standard Oil of Ind., and others who originated big network shows here a season or so back. In addition, Pepsodent, Horlick and Kraft have left here for the coast.

Radio Eds Quiz Gilman

Los Angeles—Don E. Gilman, NBC v.p. in charge of western division, will be interviewed by radio editors of San Francisco, Oakland and San Diego in a broadcast from here tomorrow at 1:30 p.m. PST over the coast web.

WFBR Good-Will Program Converts 19 to Use Radio

(Continued from Page 1)

more ready to follow this advertising trend, WFBR considers this quite an achievement, inasmuch as program was first planned to promote good-will and has since developed the commercial value. Brent Guntis is production man.

Inventor Program for WKAT

Miami Beach—An inventors' program will be a bi-weekly feature over WKAT, according to Jan Muselman, general manager. The station will be on the air Nov. 1. Ingenious inventions of the Rube Goldberg school will be featured as well as more practical devices.

Cancels Tele Financing

Washington Bureau, RADIO DAILY Washington—Universal Television Corp. of New York has filed request with the SEC for withdrawal of its registration statement covering stock financing.

GUEST-ING

OSCAR SHAW, on Chamberlain Brown program, Nov. 1 (WMCA, 1:15 p.m.).

JAN PEERCE and SYDNEY FOSTER, on Radio City Music Hall program, Oct. 31 (NBC-Blue 9 p.m.).

ALBERT SPALDING, on Philadelphia Orchestra program, Nov. 1 (NBC-Blue, 9 p.m.).

THEODOR MAZAROFF, "the new Caruso," heard from Vienna, on "Magic Key of RCA," Oct. 31 (NBC-Blue, 2 p.m.).

LUCREZIA BORI, with Andre Kostelanetz on Chesterfield program, Nov. 3 (CBS, 9 p.m.).

DALTON BROTHERS and JACK SHANNON, with Col. Jack Major, Nov. 2 (CBS, 3 p.m.).

ADOLPHE MENJOU and VERREE TEASDALE, with Al Jolson, Nov. 2 (CBS, 8:30 p.m.).

CHANNING POLLOCK, on "Magazine of the Air," Nov. 3 (CBS, 11 a.m.).

AL JOLSON and RUBY KEELER, substituting for Burns and Allen, Nov. 1 (NBC-Red, 8 p.m.).

MADELEINE CARROLL, on "Silver Theater," Nov. 21 (CBS, 5 p.m.). CLARK GABLE on same program, date to be set.

ERNA SACK, on General Motors Concert, Oct. 31 (NBC-Blue, 8 p.m.).

MERRY MACS, on "Town Hall Tonight," Oct. 27 (NBC-Red, 9 p.m.).

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

JOHN GURNEY, Met opera bass-baritone, on "Rising Musical Stars," Oct. 31 (NBC-Red, 10 p.m.).

WDBC, Orlando, Fla.

Manager Harold P. Danforth is back from a Panama cruise on active duty with the Naval Reserve. New 5 kw. transmitter being dedicated about Nov. 11.

DeLand extension studios, managed by Roger Brown, formerly of WIOD, have gone to an hour-a-day schedule, with permanent line facilities.

Announcer Carter Scofield married Frances Armstrong in Manager Danforth's office the same night as WDBO's first wedding of the air was performed by Rev. Matthew Bouterse, who conducts the "Family Altar of the Air" program.

J. Ray Campbell, technician, is the father of a girl.

Charles Batchelder, announcer, has rejoined staff. He's been at WMBR.

Harvey Savage, news editor and announcer, has taken a post with Pan-American Air Lines in British Honduras.

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 25

Dan Landt Fannie Brice
Carl Calman Richard Gordon
Cyril Pitts Wally Butterworth

JIMMY ALDIN

AND HIS ORCHESTRA

JUST COMPLETED

100 WEEKS ENGAGEMENT

BEN 6-4759



POINTED to as a straw in the wind of rumor in connection with the severance of the Hearst-McClatchy hookup in California, Murray Graborn, KEHE manager here, has been juddling with officials of the musicians union regarding requirements and scale for KEHE as a station sans "network" status. NBC has always had first call on McClatchy time for network releases, but the Hearst KEHE and KYA, San Francisco, affiliation with these stations formed the so-called California Radio System. In the meantime, the KFVB-produced "Clairol" show goes over the McClatchy stations pending a coast-to-coast release, which fact leads to guesses on the part of local radioites that there will be a KFVB-McClatchy working agreement effected when the time comes. On this point, however, Harry Maizlish, KFVB general manager, refuses to answer.

Paul Keast has been made director and producer of KFVB's "Curtain Calls," and Sid Gold, comedian and harmonica virtuoso, has been added to the cast of the Sunday night feature.

Adamantios T. Polyzoides, Greek journalist, has been signed by KFVB to do a 15-minute commentary on international affairs each Sunday at 7:30 p.m.

John Frazer, formerly announcer on KFSD, San Diego, has been added to the local NBC staff and also draws the "Signal Carnival" as his first commercial.

Henry Wilcoxson and Helen Twelvetrees will be the guest stars on Matty Kemp's KFVB "Amateur Authors" in a dramatic vehicle written by Robert Wilcoxson, brother of Henry, a simon-pure. Bryan Foy, Warner Bros. associated producer, will be on hand to launch a 13-week contest for the best script submitted for the program, which will later be adapted and produced as a Warner picture.

Marcella Knapp, assistant casting director at M-G-M studios for several years, has been promoted to a new berth as radio contact and general aide to Louis K. Sidney, now the M-G-M executive in charge of radio production, and Bill Bacher, producer of air shows.

Hal Bock has added Matt Barr, from student publications of U.S.C., and Martha Sherwin, from Radio Guide, to his NBC publicity forces.

Gene Carmen, veteran radio script writer, passed away last week.

HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music in a Modern Manner

MANAGEMENT
ROCKWELL-O'KEEFE

ORCHESTRAS - MUSIC

CHICK WEBB and his Savoy Swing Orchestra, back at the Savoy Ballroom for two weeks, will play the RKO Theater, Boston, week of Nov. 4; Palace, Chicago, week of Nov. 12, and Palace, Cleveland, Nov. 25.

Teddy Hill and his Swanee Rhythm Orchestra, who recently returned from abroad and are now at the Howard Theater, Washington, will return to the Savoy Ballroom in New York this week with an NBC wire. Hill remains at the Savoy until Chick Webb returns on Dec. 5.

Freddy Martin, at the Aragon Ballroom, Chicago, with WGN and Mutual wires, is now playing a small alto clarinet between conducting and solos on his saxophone. The Martin ork will be at the Aragon until Dec. 4, when the crew goes east for three months of hotel and theater appearances.

Bunny Berigan opens at the Paramount the week of Nov. 24, marking another milestone in his six-month career as a radio maestro.

KANSAS CITY

M. F. (Chick) Allison, KMBC promotion and publicity director, was home all last week due to a cold.

Walter Evans of the WHB sales staff resigned to move to Philadelphia.

Buelah Karney, KMBC home economist and "Happy Kitchen" conductor, is doing well following an operation.

John Cameron Swayze, Journal-Post radio editor who handles WHB news broadcasts, is doing "It Really Happened" for a store sponsor.

Owen Balch, KCKN special events man, donned ten gallon hat and other rustic atmosphere when he went into the main arena of the American Royal Live Stock Show to air a pull-by-pull account of a milking contest.

NEW ORLEANS

Johnny Hamp and his ork opened Oct. 20 in the Blue Room with three wires to take up the tunes.

Jimmie Willson, program director, has taken to singing hymns over the air at 6:45 a.m. and says he has a thousand letters to prove the public likes it.

Bill Bringel, sports announcer, Ted Fontelieu, another announcer and Harold Nebe, engineer, are set to go up to Athens, Ga., Nov. 1 to carry a play-by-play description of the Tulane-Georgia pigskin event there.

WMFF Staff Additions

Plattsburg, N. Y.—Recent staff changes at WMFF include the addition of Kenneth Bell, orchestra leader, as announcer, and F. Maynall Learned, former newspaper man, to the commercial department. John Farquhar has been placed in charge of continuity and publicity.

Vincent Lopez has gone sort of Lights Out-ish in his latest "suave swing" composition. He calls it "Swinging at the Graveyard."

Nick La Rocca, manager and leader of the Original Dixieland Jazz Band, will be featured on "20 Years Ago—and Today" on WOR tonight at 8.

Leo Reisman is lining up guest stars for his winter shows in behalf of Schaefer Beer over WEA. Ray Heatherton had to leave the program last Thursday due to pressure of stage work.

Rochester's three symphonic orchestras—the Philharmonic, Civic and Eastman—will present 72 radio concerts in four series during the Winter and Spring seasons over NBC. Jose Iturbi, Guy Fraser Harrison and Dr. Howard Hanson will be the conductors.

Russ Morgan and Orchestra have been booked by CRA to play the Chevrolet executives' luncheon at the Hotel Plaza today.

COLUMBUS

Andrew Hammerschmidt, former engineer at WBNS, has been promoted to chief engineer at WCOL. Ruth Wolley is the new addition to WCOL's business staff.

WBNS is featuring a new Saturday program with Johnny Neblett, sports commentator, called "Football Roundup." Neblett gives all the scores and a brief resume. Music is furnished by Greer Parkinson and Lowell Riley.

Hank and Slim Newman, and their Georgia Crackers, have replaced Kentucky Slim and Winny on the Neo Vim program. The Stover Sisters and Cranberry Bill, commercial announcer and emcee, remain on the program.

John W. Fell and Jesse Greene Jackson have been added to the announcing staff of WCOL, and Merrill Madden at WBNS.

Charlie Lake, late of WBNS, is now punching the time clock at WLW.

Sigmund Spaeth, the "Tune Detective," will do a "personal appearance" broadcast at WCOL when he visits here next month.

LINCOLN

Lyle DeMoss, program director of KFAB, is taking his vacation this late.

Two new programs have gone on the air here. One is "Know Your State Government," starring the governor and state officials, one night weekly, over KFAB. The other is on city government with the mayor and councilmen, over KFOR.

Harry Johnson, after completing his third season as a baseball announcer covering the Wheaties series, held a big anniversary blowout over KFAB.



CARL HOHENGARDEN, on becoming musical director of CBS, changed his name to Carl Garden. He succeeds Carlton Kelsey, resigned.

Dan Hosmer has been added to the cast of Jenny Peabody.

Stan Thompson, formerly day operations manager of the WBEM-CBS studios, has been named assistant to Bobby Brown, program director. Louis L. Brown, formerly night engineering supervisor, succeeds Thompson as operations manager.

Jerry Belcher's wife and baby have joined him here.

Lynn Brandt to Nashville over week end to broadcast the Vanderbilt-Louisiana State football game for NBC.

Sid Strotz, central division NBC program manager, left for New York for a week's huddle with bosses.

Archie Scott, NBC production man, summoned to Tulsa to help put on an Indian pageant.

Morrey Lipsey, who handles radio for MCA, in Edgewater hospital getting treatment for stomach ailment. Must remain there at least a fortnight longer.

Bunny Daniels back on publicity staff of J. Walter Thompson agency.

Fully recovered from a nervous ailment Walter Blaufuss, is back conducting the orchestra for NBC Farm and Home Hour and Breakfast Club. While under the ether he wrote a new tune, "Manuella."

BOSTON

Arthur Feldman, WBZ's special events man, is making arrangements for and will announce the Herbert Hoover broadcast tomorrow at 9:30-10 p.m. from Mechanic's Hall.

Tony Russell has returned to WBZ-WBZA airwaves after a two-week absence caused by injuries received in an auto accident.

Bill Winnie, formerly with WOKO and WABY in Albany, is the new announcer at WBZ. He replaces Charlie Nobles, who is now in New York with NBC.

Placing Disk Series

Boston — Chambers & Wiswell agency is placing throughout New England a series of "Minut-Dramas," produced by Kasper-Gordon Studios here for Enameline Cleaner (stove polish).

NAT BRUSILOFF

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY

CI 6-2200

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

Roberts-McNab Co., Livingston, Mont. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Chester Howarth & Clarence Berger, Wallace, Id. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

HEARINGS SCHEDULED

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

Oct. 28: J. T. Griffen, Fort Smith, Ark. CP for new station. 880 kc., 1 KW., daytime.

KTSM, El Paso, Tex. CP to change frequency, power, hours of operation to 1350 kc., 500 watts, unlimited.

Fred M. Weil, Grand Coulee, Wash. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

West Texas Broadcasting Co., Wichita Falls, Tex. CP for new station. 1380 kc., 1 KW., unlimited.

Wichita Broadcasting Co., Wichita Falls, CP for new station. 620 kc., 250 watts, 1 KW. LS., unlimited.

Faith Broadcasting Co., Inc., Wichita Falls, CP for new station. 1380 kc., 1 KW., 5 KW. LS., unlimited.

Chase S. Osborne, Jr., Fresno, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

Bend Bulletin, Bend, Ore. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Waterloo Times-Tribune Publishing Co., Waterloo, Ia. CP for new station. 1370 kc., 100 watts, daytime.

WREN, Lawrence, Kan. Auth. to transfer control of corp. from WREN Broadcasting Co., Inc., to Kansas City Star Co. 1220 kc. 1 KW., 5 KW. LS., share time with KFKU.

Nov. 1: KGMB, Honolulu. Auth. to transfer control of corp. to Pacific Theaters & Supply Co., Ltd., and Fred J. Hart. 1320 kc., 1 KW., unlimited.

Carl Latenser, Atchison, Kans. CP for new station. 1420 kc., 100 watts, daytime.

C. Bruce McConnell, Indianapolis. CP for new station. 1500 kc., 100 watts, 250 watts LS., specified.

Nov. 3: WCBA, Allentown, Pa. Vol. assignment of lic. to WSAN, Inc. 1440 kc., 500 watts, share time with WSAN.

Nov. 4: Tri-City Broadcasting Co., Inc., Schenectady, N. Y. CP for new station. 950 kc., 1 KW., unlimited.

Schuykill Broadcasting Co., Pottsville, Pa. CP for new station. 580 kc., 250 watts, daytime.

Pottsville News & Radio Corp., Pottsville, CP for new station. 580 kc., 250 watts, daytime.

KROY, Sacramento, Cal. Mod. of CP to 1340 kc., 250 watts, 1 KW. LS., unlimited.

Wm. W. Ottaway, Port Huron, Mich. CP for new station. 1370 kc., 100 watts, daytime.

WMBH, Joplin, Mo. CP to change frequency and increase power to 1380 kc., 500 watts, unlimited.

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

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

Nov. 5: Kentucky Broadcasting Corp., Louisville. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Louis P. Thornton, Baker, Ore. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Broward Broadcasting Co., Ft. Lauderdale, Fla. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

Nov. 6: William C. Smith, Bogalusa, La. CP for new station. 1310 kc., 100 watts, unlimited.

EXAMINERS' RECOMMENDATIONS

Clark Standiford, L. S. Coburn & A. C. Sidner, Fremont, Neh. CP for new station. 1370 kc., 100 watts, unlimited, be denied.

KFJZ, Fort Worth, Tex. Auth. to transfer control of corp. from R. S. Bishop to Mrs. Ruth G. Roosevelt, be granted. 1370 kc., 100 watts, 250 watts LS., unlimited.

KXA, Seattle, Wash. CP to increase power to 1 KW. be granted. 760 kc., limited.

Harry Schwartz, Tulsa, Okla. CP for new station. 1310 kc., 250 watts, daytime, be granted.

★ Coast-to-Coast ★

LORETTA SEASONS, pianist-director of the "Coquettes," girls' trio on WCCO, Minneapolis, will wed Bob Anderson, pianist with the "Triple Trios," another WCCO program, on Nov. 23. Charles Ross, WCCO announcer, will be one of the ushers.

Paul Roberts, baritone, is now vocalizing on the Part Barnes show every Saturday over WOR-Mutual.

Rabbi Abram V. Goodman of Congregation Beth Israel, and who also is a director of the University of Texas Hillel Foundation, has started a weekly series over KNOW, Austin. Quarter-hour program is titled "Through My Study Window." Rabbi Goodman, a Harvard graduate and native Bostonian, will discuss topics of general interest as well as literary and social welfare items.

Earl Harper's "Sportoscope" on WNEW has switched to a new time, 7 p.m., Monday through Saturday.

Roy Campbell's Ambassadors have been held over at the Hollenden

Educators Postponing Demand for Radio Time

(Continued from Page 1)

period, believing that hour to have the largest intact family listening audience.

Various organizations have been quietly conducting their surveys since first intimation of the demands became known last May. At that time John W. Studebaker, Commissioner of Education, fired opening gun at a convention of educators held in Ohio. Since then, the Writers' Congress, which this year recognized radio for the first time, the National Council of American Youth Congress, through William Hinckley, chairman, American Federation of Churches, National Advisory Council on Radio in Education, National Committee on Education by Radio and Progressive Education Association, one of the most powerful educational organizations in the country, have all pledged their support to the movement.

Leaders of the movement are determined to present their three-way plan to the FCC as soon as it is deemed advisable by the group. Platform is as follows: Time on NBC, CBS and MBS on a sustaining basis, presentation of programs devoted to educational and spiritual nature, and minimum expense to be charged to educational groups.

CIO Signs RCA Unit

American Radio Telegraphists Ass'n, CIO unit, has signed RCA Communications on a one-year contract, affecting 1,000 employees in the U. S. and Hawaii.

House, Cleveland, until Oct. 31. This choral group is aired from the Cleveland hotel twice weekly coast-to-coast.

Jan Peerce will follow his second appearance on the Lucky Strike Hour, Oct. 27, with a recital at the Peabody Institute in Baltimore, Oct. 29.

Miriam Hopkins in "P.S., She Got the Job," over CBS on Oct. 31 at 5 p.m., will be the first of the Silver Theater productions to be played in a single performance.

Maryland School of Accounting, Baltimore, has established a radio broadcasting class. John Elmer, NAB president, and president of WCBM, addressed the class last week on "Opportunities in Radio Broadcasting."

In a series of WMCA programs titled "Putting Them on the Spot," Mayor LaGuardia will interview each of his commissioners on their accomplishments during the Fusion regime. Programs start at 6:45 p.m. today.

470,376 Com'l Scripts Read by FTC in Year

(Continued from Page 1)

further study as containing representations that may have been false or misleading. These were assembled in 1,275 prospective cases (about 1/4 of 1 per cent of total) for further review and procedure in instances that appeared to require it.

The data is contained in the annual report of FTC to Congress.

WHO, Des Moines

Bob Griffin, announcer, is doing a half-hour football preview on Saturdays at 1:15 p.m.

Sterling Casualty Insurance Co. of Chicago has moved its program, "Sterling Starts the Day," up to 6:15 a.m. on a Monday through Saturday basis.

The Songfellows, vocalists, have turned instrumentalists and organized a Cider Jug Symphony.

NEW BUSINESS

Signed by Stations

KCMO, Kansas City: Chevrolet, spots; Elmira Coal Co., ETs, through Potts-Turnbull; Drene, ETs, through H. W. Kastor Co.

WFMD, Frederick, Md.: Chevrolet, ETs.

WPTF, Raleigh, N. C.: Rexall, "Magic Hour."

WFTC, Kinston, N. C.: Chevrolet, ETs.

WDSU, New Orleans: Elizabeth Arden; Zenith Radio; Ford.

WWL, New Orleans: Palmolive; De Soto, ETs; Chesebrough Mfg. Co.; American Gas Machines.

WOKO, Albany: Chevrolet dealers, 15-min. organ recital; Rexall, "Magic Hour."

WGY, Schenectady: Buick, announcements, through Arthur Kudner; Bernard Perfumers, through Sel Johnson, St. Louis; Chrysler, Plymouth, announcements, and De Soto, variety show, through J. Stirling Getchell; Utica Knitting Co., announcements, through John Thomas Miller, N. Y.; Mishawaka Mfg. Co. (woolens), announcements, through Campbell-Ewald, Chicago; Penick & Ford, through J. Walter Thompson; Little Crow Milling Co., through Rogers & Smith, Chicago.

Complete Xmas Disk Series

Boston—"Life and Adventures of Santa Claus," series of 15 transcriptions for department store Christmas use, has been completed by Kasper-Gordon Studios Inc. Disks are a dramatization of the book of the same name to which Kasper-Gordon acquired all rights. Book will be sold only in stores signing for the program.

Kasper-Gordon also is placing its "Captains of Industry" disks for bank sponsorship on various stations, while "Memories of Hawaii" has been placed on WPRO, Providence, for a coal company.

Amateur Clambake

Charlie "Del" Delaney, who runs WFBL's (Syracuse) Morning Sundial, has planned an amateur clambake for Saturday mornings before 9. Plan is to allow amateurs to go on, without rehearsal of pre-judgment, and do their stuff. They can sing, dance, read poetry, play, or anything else that makes a regular "open-house" for the air.

Travel Talk Series

A series of travel talks in conjunction with the Travel Bureau of the Brooklyn Eagle starts Wednesday on WNEW.

NEW—IT'S "IT" IN RADIO

The program that radio stars and radio fans will keep their ears on

Gene Inge's

"TAKE THE AIR"

The truth about radio programs

Hear it Monday Night 8 P. M. PST **KFWB** 950 Kc.
IT'S SENSATIONAL AND NEW!