



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 82

NEW YORK, N. Y., TUESDAY, OCTOBER 26, 1937

FIVE CENTS

2nd MGM Show Likely

Looking On ... AND LISTENING IN

CANTOR WEEK Eddie Cantor, who is being honored by the amusement world this week on the occasion of his twenty-fifth anniversary in the entertainment field, has been a symbol of the best in show business for many years.

His talents won him early success, and he has never abused that success or given his public the least cause for complaint on any other score.

In a field that has more ups and downs than the stock market, and where reputations come and go faster than the four seasons, keeping in the top brackets for something like a quarter of a century is an accomplishment really worth celebrating.

Eddie Cantor has been able to perpetuate his success because he is not only an artist and a showman, but also a humanitarian who has never turned aloof from the common crowd, has helped many a newcomer to fame and has kept his entertainment on a plane that is suitable for the entire family.

QUANTITY On the basis of figures contained in the annual report of the Federal Trade Commission, showing that copies of 470,376 commercial broadcasts were received for examination of advertising matter over a year's time, radio stations of the country are broadcasting at least 1,000,000 different programs annually the sustaining programs not being counted in the FTC figure.

This means some 3,000 programs a day, or an average of about 45 shows daily per station in the country.

Herein may be found one reason why experimentation and progress in new radio programs is so slow.

Necessity of grinding out as many daily features leaves little time for anything else.
—D. C. G.

On a Bet

Washington Bur., RADIO DAILY
Washington—While rehearsing at WOL last week, director Ronald Dawson and actor Arthur Isler had a dispute. Isler said he could direct the company better. Dawson replied he could act Isler's role better. So they bet \$5 on it and switched positions. Rest of the company will judge at today's playing of "Macushla."

HIGH COURT UPHOLDS FCC IN DENYING RADIO PERMIT

Washington Bureau, RADIO DAILY
Washington—The Supreme Court yesterday denied a petition for a writ of certiorari in Eastland Co. vs. FCC, with Portland Broadcasting Co. Inc. acting as an intervener. The high tribunal confirmed a lower court ruling upholding the FCC in denying the Eastland Co. a radio permit and granting one to Portland Broadcasting Co. at the same time. Eastland based its appeal on charges that in 1936 the FCC held hearings before commissioners Gary, Brown and Sykes on both applications for permits and
(Continued on Page 8)

M-G-M's Maxwell Show Is "Good News of 1938"

"Good News of 1938" is the title of the new M-G-M show which Maxwell House is sponsoring, to take the air Nov. 4 at 9-10 p.m. on the NBC-Red.

Complete line-up for the premiere includes Gus Edwards, Eva Tanguay, Trixie Friganza, Cliff Edwards, Irene Franklin, Arthur Rosenstein, Jean-
(Continued on Page 8)

Maltex Co. Campaign Scheduled for Nov. 14

Maltex Co., through J. M. Mathes, will start a radio schedule on about a dozen stations next month. Sponsor has already signed for a spot on the WOR "Martha Deane" program, beginning Nov. 14.

Receiving Set Sales Taper Off, But Year's Total Will Top 1936

John S. Young to Direct World's Fair Radio Dept.

Formation of a Department of Radio and Broadcasting for the New York World's Fair in 1939, with John S. Young as director, is announced by Grover Whalen, president of the fair corporation. Radio will be widely used to exploit the event, Whalen said.

Benton & Bowles May Get Film Studio Talent for New Colgate Program— Agency Boosts Coast Activity

Crash Coverage
Denver—All KVOD newscasts have been lengthened five minutes. Additional time required to cover local auto accidents.

APPOINT U. S. DELEGATES FOR HAVANA CONFERENCE

Washington Bureau, RADIO DAILY
Washington—Commander T. M. Craven, FCC commissioner, and R. Harry Norweb, American Minister to the Dominican Republic, have been designated as delegates to the Inter-American Radio Conference in Havana starting Nov. 1. Technical advisers of the U. S. delegation include
(Continued on Page 8)

Daily Firestone Program From Chi Livestock Show

Firestone Tire & Rubber Co. will sponsor daily programs from the International Livestock Show, Chicago, over NBC-Blue network at 4-4:15 p.m., Nov. 29-Dec. 3. William E. Drips, NBC Director of Agricultural programs, and Everett Mitchell, NBC Farm and Home Hour announcer, will be in charge of the broadcasts.

West Coast Bureau, RADIO DAILY
Los Angeles—A. H. Hobler, president of Benton & Bowles, arrives here early this week on a reported deal with M-G-M for a new 15-minute five-times-weekly series for Colgate dentifrice account, probably starting coincident with the Amos 'n' Andy Pepsodent muting. If deal jells, arrangement would permit agency using Metro talent other than called for on Maxwell House show,
(Continued on Page 8)

DISK MEN MUST MAKE SEPARATE AFM DEALS

After some preliminary conferences yesterday between various electrical transcription producers and phonograph record men, it was decided by the AFM Executive Committee that each type of manufacturer was entitled to separate agreements to cover the contingencies that may arise.

Separate negotiations will therefore be made between the AFM, the
(Continued on Page 8)

WCLO Cuts National Rate In Move for Volume Biz

Janesville, Wis.—Recent action of WCLO in revising its national rate downward so as to bring about what amounts to a single rate for both national and local business has created
(Continued on Page 7)

10 Years on WIL

St. Louis—Oldest and most consistent program sponsor here and one of the oldest in the country is still a WIL time user and booster. Firm is George L. Weber Jewelry Co., which has been in business here 30 years. Has a daily p.m. spot featuring dance music, with better than 75 per cent of copy strictly institutional.

(Continued on Page 8)



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NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155 1/4	147 3/4	155	+ 5 7/8
CBS A	20 1/4	19 1/4	20 1/4	+ 3/4
CBS B	19 1/2	18	19 1/2	+ 1/2
Crosley Radio	10	9 1/2	10
Gen. Electric	42 1/2	37 1/2	41 3/4	+ 3 1/4
North American	18 1/4	16 1/8	18	+ 1 1/4
RCA Common	7 1/2	6 1/2	7 1/4	+ 1/2
RCA First Pfd	56	53	56	+ 2
Stewart Warner	11 7/8	10 1/8	11 3/4	+ 1 5/8
Zenith Radio	22 3/4	18 5/8	22 1/4	+ 2 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	12 1/2	12 1/2	12 1/2
Majestic	1 3/4	1 3/4	1 3/4	+ 1/4
Nat. Union Radio	1 1/4	1 1/8	1 1/4	+ 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	7	8

New Centralia Station Will Be Mutual Outlet

Centralia, Wash.—New station being built here by Central Broadcasting Co., of which A. C. St. John is president, will be a Mutual outlet, with debut expected early next month.

WCKY to Free & Peters

Cincinnati—L. B. Wilson, president of WCKY, announces appointment of Free & Peters as national representatives of the station.

Available to only one radio station in each city
Details on Request
Represented exclusively by
Stephen Slesinger, Inc.
250 Park Avenue New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Oct. 23, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Roses in December (Irving Berlin Inc.)		39
That Old Feeling (Leo Feist Inc.)		30
Have You Got Any Castles, Baby (Harms Inc.)		27
Remember Me (Whitmark and Son)		26
Goodbye Jonah (Robbins Music Corp.)		24
If It's the Last Thing I Do (Crawford Music Corp.)		24
Blossoms on Broadway (Famous Music Corp.)		23
So Many Memories (Shapiro, Bernstein Inc.)		23
Vieni Vieni (Whitmark and Son)		23
One Rose (Shapiro, Bernstein Inc.)		22
You and I Know (Robbins Music Corp.)		22
You Can't Stop Me From Dreaming (Remick Music Corp.)		21
Whispers in the Dark (Famous Music Corp.)		20
An Old Flame Never Dies (Robbins Music Corp.)		19
Moon Got in My Eyes (Select Music Co.)		19
Harbor Lights (Marlo Music Co.)		18
I Still Love to Kiss You Good-Night (Leo Feist Inc.)		18
Ebb Tide (Paramount Music Corp.)		17
Once in a While (Miller Music Inc.)		16
Can I Forget You (Chappell and Co.)		15
Farewell My Love (Harms Inc.)		15
Getting Some Fun Out of Life (Donaldson, Douglas & Gumble)		15
It's the Natural Thing To Do (Select Music Co.)		15
Tears in My Heart (E. B. Marks Music Co.)		15

Defense Gets Under Way In FCC vs. Segal-Smith

Washington Bureau, RADIO DAILY
Washington—Defense of Paul M. Segal and George Smith, attorneys, from charges of unethical practices before the FCC, got under way yesterday with Smith and Segal undertaking to refute the FCC's case point by point. They denied unethical practices and also setting up of "dummy" corporations, though tacitly admitting use of "dummy incorporators." Each of corporations was set up at request of client, the attorneys contended. Defense expects to rest its case tonight with argument on case tomorrow.

Eighth Year for Vallee

Rudy Vallee on Thursday celebrates his eighth year on the air under the sponsorship of Standard Brands. In honor of the event, three Vallee hour "finds," Edgar Bergen (Charlie McCarthy), Joe Penner and Bob Burns will be guests on the show.

Maxwell Show on WHN

"Good News of 1938", M-G-M show for Maxwell House Coffee, starting Nov. 4 at 9-10 p.m. over NBC-Red, also will be heard over WHN. This makes three NBC shows for WHN to date.

NEW YORK'S FASTEST GROWING STATION
INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

Shift to 610 Kilocycles Is Celebrated by WIOD

Miami—In celebration of its shift to 610 kilocycles from 1300 kc., WIOD yesterday signed on at 6:10 a.m., instead of the usual 7 a.m., and aired an hour's broadcast of local musicians and vocalists. At 5:45 p.m. another hour's gala broadcast was put on, with congratulatory messages from NBC officials and Mayors of Florida cities.

Station is carrying on a wide campaign to promote the advantages of the 610 frequency.

Rosenblum Quits WOAI

San Antonio—Lloyd H. Rosenblum, manager of sales and merchandising for WOAI, has resigned effective Nov. 5 to go into general advertising agency business. Carl A. Doty of NBC's statistical department in Chicago is succeeding him, with title of manager of merchandising and sales promotion.

Other recent changes at WOAI included appointment of Beeman Fisher, formerly of Texas Power & Light, as v.p. and g.m., succeeding Hugh A. L. Half, who became president of Southland Industries broadcasting functions.

A WEE BUNCH OF SHAMROCKS
A Modern Irish Ballad
ROY MUSIC CO.
1619 BROADWAY, NEW YORK, N.Y.

COMING and GOING

MARION TALLEY flew to Kansas City from the Coast right after her Sunday broadcast for Ry-Krisp, having received the news earlier of her father's death. Already scheduled to do "Ave Maria," the singer upheld the traditions of the stage and radio by retaining the number in the program. She returns to the Coast latter part of the week.

MARION CLAIRE is in New York from Chicago for an appearance on Lucky Strike's "Hit Parade".

HELEN FERGUSON, Hollywood radio and movie publicist, is on an eastern visit.

ARTHUR BORAN has gone to Baltimore to appear for a week at the Fenthouse Club there as emcee, comedian and mimic.

EFREM ZIMBALIST, violinist, returns to New York today aboard the Aquitania.

JOHN BOOTHBY, WGY announcer, is in town en route to appear at various halls and auditoriums in cities having General Electric factories, etc. G. E. is putting on skits for the edification of its employees.

WALTER WINCHELL leaves Hollywood for New York on Nov. 28.

ALICE FAYE leaves New York today to return to Hollywood.

JOHNNY GREEN arrived in New York yesterday to discuss a new program.

ABE LYMAN, MACK MILLAR and IRVING HOFFMAN arrive from Hollywood today.

SEYMOUR WEISS, New Orleans hotel owner, is in town.

BILL BURTON arrives in town today from Chicago.

TYRONE POWER returned to Hollywood last night after spending a week in New York on vacation.

MARGARET DAUM, ETON BOYS, HOWARD PHILLIPS and DEL CASINO go to St. Louis for benefit show tomorrow. PAUL ROSS, Columbia Artists Inc., will supervise the show.

ERNA SACK, soprano, arrived yesterday on the Bremen to join General Motors Concerts.

BOB YOUNG, announcer for KGVO, Missoula, Mont., made a week-end trip to the other end of the State to attend the wedding of his sister.

"HIGH FIDELITY" INSTANTANEOUS RECORDING

Highest Quality Recording attained by

- ★ Most expensive modern instantaneous recording equipment.
- ★ Expert Electrical Transcription wax recording Personnel (graduate and licensed engineers).

REMOTE CONTROL by permanent lines

OFF THE AIR by special filtered antennae

STUDIO with 60'x30' double ceiling broadcast studio Dynamic microphones.

Instant Service

ADVERTISERS RECORDING SERVICE, INC.

113 WEST 57th ST., NEW YORK

Phone Clr 7-6982

Established 1930

To Them (2,300,000)...

WE SPEAK IN ITALIAN

WE cover 55% of the Italian Market of America and devote 95% of our time to reach 2,300,000 Italo-Americans living in Connecticut, New York, New Jersey, Delaware and Eastern Pennsylvania. ● To them we speak in Italian. ● To be sure, they understand and speak English; but we have found it advantageous speaking to them in their native tongue, from morning to night, program after program, for the past five years. ● Consistent outstanding results have taught us a very simple lesson: **THE WAY TO SELL TO THEM IN THE ITALIAN WAY.** ● Your own merchandise — from food products to automobiles — can be sold to the Italians tuning in all day long on **WOV WBIL WRAX WPEN.** We have said **ALL DAY LONG**, and this is a fact, not a claim. With such a tremendous and almost exclusive audience, we offer you an open field in which your own product can achieve leadership with a comparatively little effort and money. ● We know the Italian Market, and we are quite sure that we can render you a service. If you wish further information please call or write to us. A representative from our merchandising department will gladly call on you.

INTERNATIONAL BROADCASTING CO., 132 West 43rd Street, New York City

Telephone: BRyant 9-6080

*Associated stations
in Phila. Pa...*
WRAX·WPEN

WOV

**DAY
1000 WATTS**

WBIL

**NIGHT
5000 WATTS**

AGENCIES

ED GARDNER, producer of the Bakers' Peg Murray show for J. Walter Thompson in Hollywood, leaves that agency to join Bill Bacher at M-G-M. Gardner will function as Bacher's assistant on the big lot and on the forthcoming Metro-Maxwell House show in particular. Sam Moore, former William Esty producer on the Camel show and presently at 20th Century-Fox as a writer, also joins Bacher in a scripting capacity.

LEE GRAVES of Compton agency, Chicago, is to be transferred to New York office where he will head radio department.

BASIL LOUGHRANE of Lord & Thomas, Chicago, headed for Hollywood over weekend to consult with west coast office on details of new Pepsodent show.

H. W. KASTOR agency in Chicago is handling 15-minute spot campaign for Crown overalls. Using Pleasant Valley transcription series.

GEORGE COREY, assistant to Savington Crampton in the William Esty coast office and on the Camel-Jack Oakie show, leaves the agency this week to ready two of his plays for Broadway production. Ashmead Scott, CBS writer-producer responsible for "Take the Witness" writing, production and technique, joins the Esty office in a writer-director capacity, but continues his dramatic sustainer for CBS.

J. STIRLING GETCHELL, placing the radio advertising for the Citizens Committee for La Guardia and Dewey, has booked eight programs on WJZ.

OKLAHOMA

Martin Krause, formerly at WIND, Chicago, is a new announcer at WKY, Oklahoma City.

Harry Schwartz, president of Tulsa Federation of Labor and publisher, is preparing to build a 250-watter on 1310 kcs. in Tulsa.

Edward H. Harris Dead

Richmond, Ind.—Edward H. Harris, president of the Palladium Publishing Co. and secretary of American Newspaper Publishers Ass'n died Saturday at the age of 57. Harris was one of the leaders of the ANPA's fight against radio.



● ● ● Cole Porter is in Glen Cove hospital with two broken legs caused by a fall from a horse at Piping Rock on Sunday... Fred Allen's definite date to return to the air is Nov. 17... Mary Pickford will go on the air via MBS shortly, plugging her own cosmetic line... Jane Wyatt follows Miriam Hopkins on Silver Theater... Johnny Green arrived in New York yesterday and was closeted behind agency doors all day regarding a coast-to-coaster for a dignified product. Definite word will be forthcoming before Monday on this deal... Phil Baker will run open house on the air for the picture stars of "Goldwyn Follies" next Sunday... Bert (Count Mischa Moody) Gordon is under contract to Republic Pictures now... Eve Sully of Block and Sully, the air comics, has a bobbed nose now... Frank Parker is set to guest on the Coca Cola show within four weeks... Now that "Virginia" has closed at the Center Theater in Radio City, a deal is on to revive "Eternal Road" there... This IS something: The Quintuplets' father, Pappy Dionne, sent a letter to Estelle Taylor—asking for an autographed picture!

● ● ● On last nite's Consolidated Edison show with Mark Warnow's band, an 11-year-old boy, Billy Hayes, made an appeal for funds for United Hospitals. The kid has had 41 operations and did the show from a wheel-chair... J. C. Morgan, program manager at KSFO, San Francisco, got tired of taking pictures for fun and has found an interesting way of turning his negatives into cash... Sunday afternoon, coming into a crossing downtown, he saw two cars crash. As usual, both drivers were in the wrong—but the lady driving one of the cars wanted to prove it—and seeing Morgan taking pictures, she offered him 10 bucks apiece for the finished prints... Michael Bartlett and Madame Elisabeth Rethberg, Met soprano, will assist in the annual United Hospital campaign, addressing radio audiences this week via WQXR and WHN... John C. Schramm, program director for WOV-WBIL, celebrates nine years in radio on Nov. 5—starting with NBC.

● ● ● Warners are working out an indie air show which George Jessel will produce from the lot... Ed Lowry's "Sing Time," now on the coast only, will be piped east within 30 days via MBS... Herbie Kay, Dorothy Lamour's hubby, will bring his band east to the Arcadia in Philly... The payment for a "Command Appearance" on the Kate Smith show has been lifted to \$1,000 for first prize, with others running down to 500 and 250 bucks... Jack Bregman was feted on the coast Thursday at the Victor Hugo, with picture execs shouting his praises... Leon Navara gets an NBC wire from the Hollywood while the talk persists that Jerry Blaine and Joe Rines forfeit theirs... Their friends insist that Sammy ("That Old Feeling") Fain and Sally Fox were married last week... Ted Husing with Freddie Rich's music and a sports writer audition at CBS today for Electric Auto Lite. Show is called "Sports Extra"... Leighton Noble, Chick Floyd and Edith Caldwell leave George Olsen's crew to go on their own... Eddy Duchin is booked into the Coconut Grove on the coast beginning March 18, 1938... Leo Reisman gets the Lucky Strike show despite reports to the contrary... Al Rosen reports that Ted Lewis comes into the Loew's State Nov. 4, followed by Dave Apollon... A proper script is holding up the signatures now on a new Jack Pearl series... Henny Youngman encountered a panhandler who said he hadn't had a "bite in ages"—so Henny bit him!

● ● ● Program director Woody Klose of WTMV, East St. Louis, Ill., tried out his new question and answer show called "Take A Number" at the local Lion's Club luncheon... He asked a former prexy, "What is the food not known in China which means chopped fine?" Though the answer did not come fast enough, Woody hinted and said it's "Chinese food" but this brought "Ravioli" as the answer.

GUEST-ING

ROBERT YOUNG and VINA BOVY, on "Kraft Music Hall," Oct. 28 (NBC-Red, 10 p.m.).

ANN SHIRLEY, with Tyrone Power in "Let's Suppose," Oct. 31 (NBC-Blue, 9 p.m.).

ADOLPHE MENJOU, ANDREA LEEDS, ZORINA and BOBBY CLARK on Phil Baker show, Oct. 31 (CBS, 7:30 p.m.).

BOB CROSBY, LOUIS ARMSTRONG, CONNIE BOSWELL and RAYMOND SCOTT'S QUINTET, on "Swing Club," Oct. 30 (CBS, 7 p.m.).

JOHN B. KENNEDY, on Commentator's Forum, Oct. 31 (Mutual, 9:30 p.m.).

KANSAS CITY

Dr. Fred Schumann has been appointed assistant to Kenneth Krahl, KMBC studio director, by Arthur B. Church.

Theresa Watson, formerly at KMBC, has joined KCKN to assist in the business and continuity departments.

R. W. Wilson, KMBC control operator, has resigned to go to Siloam Springs, Ark., where he will attend John Brown University and work at KUOA.

KCMO's weekly football broadcasts by Ivan Flannery of WIBW have been sold to Pennway Oil.

Harry Clifford, KXBY commercial manager, has added W. S. Webb and Barney Reilly to the sales staff.

WHB staff members banqueted Paula Nicholl of Mutual's eastern offices on Saturday night at the Savoy Hotel.

LOUISVILLE

Paul Sutton, WHAS vocalist, now heads his own ork at the new Crystal Terrace night club.

New feature inaugurated over WHAS is a 90-minute Barn Dance Party each Saturday.

Louise Bave, former Major Bowes' soprano soloist, and long featured with Capitol Theater Family, has returned to New York, after spending summer in Louisville.

Bill Bond, WAVE announcer and brother of Ford Bond, NBC veteran mikeman, adding weight after recent tonsil operation.

Town Meeting Returns

America's Town Meeting of the Air returns to NBC-Blue on Nov. 4, at 9:30-10:30 p.m. weekly.

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

Greetings from Radio Daily

October 26

Louis A. Scherer
Alice Joy
Jackie Coogan
Pat Barnes

FIFTEEN CENTS A DAY

will pay you
\$50 OR \$100 WEEKLY FOR LIFE
in event of total disability due to any
injury or accident and all medical ex-
penses up to \$1000.

Jules Harberg
—INSURANCE—

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

★ Program Reviews and Comments ★

"RADIO NEWS REEL"

Cumner Products Co.
WEAF-NBC Red Network, Sunday
3-3:30 p.m.
Stack-Goble, Inc.

VOX-POPPERS BRING FOLKS TO THE MIKE WHO FIGURE IN THE DAY'S NEWS.

Parks Johnson and Wally Butterworth add another program in which they interview people and let them tell their story. This "radio news reel" seeks to obtain hot news connections as well as oddities and create human interest thereby. Premiere included the ideas of the sponsors of the Anti-Movie Double Feature League; Irish Hospital Sweepstakes winners; Grace Freed, whose brother is thought to be a captive of the Spanish rebels; Chicago American's effort to track down the Ross kidnap ransom money (which was a highlight, the Chicago newspapermen doing a good piece of business); Bert Acosta, "bad boy of the air"; "slum mother", telling about movement to refrain from having children until better housing conditions are provided, (it still sounds like a press stunt for the "Dead End" pix); and the man who served on the jury with 11 women, newly enfranchised in New York state.

Johnson and Butterworth are past masters at handling such shows and make a smooth showing. They are familiarly referred to as Parks and Wally.

Energine, being well sold on radio now, is not going too heavy on credits but mentions the advantages of a non-odorous product for removing spots and stains on clothes. Originally, same sponsor used to try a mention on its Molle shaving cream program and response was so good that the separate program resulted for Energine.

"Hollywood Playhouse"

"Men in White," last Sunday's vehicle for Tyrone Power on Woodbury's "Hollywood Playhouse" over NBC-Blue at 9-9:30 p.m., was by far the most satisfactory presentation in this series to date. Script had more grip to it, the tempo was good and the cast surrounding Power was top-notch.

Due to the show being broadcast from New York on this occasion, Doris Nolan instead of Gail Patrick appeared opposite Power. Miss Nolan scored a beautiful performance, while Erik Rolf nearly stole the show in the role of Dr. Hoffberg. The part of the little girl whose life is saved by the quick work of Dr. Ferguson (Power) was very well played by Estelle Levy, and other roles were capably handled by Evelyn Abbott, Gladys Thornton, Agnes Moorhead, Neil O'Malley, and Clayton Collier, with Bill Johnstone as narrator. Ernie Watson was musical director.

"I Want a Divorce"

Carlton E. Morse, author of "One Man's Family," authored the first 15-minute sketch in this new series of dramas dealing with marital problems. Sponsored by S. & W. Food Products, show airs over NBC-Red Pacific web Sundays at 8:15 p.m. and Wednesdays at 7:45 p.m.

After an opening wedding march theme, a man's voice was heard uttering the usual pre-marriage declarations of constant, burning love. There is a pause and same voice was heard bitterly denouncing state of matrimony—and wife.

Scene was judge's chambers. Both the man (Vernon Wilson) and the girl (Vicki Vola) were seeking a divorce from judge (Lou Tobin). There is a secretary, in briefs, (Doris Kemper). Judge discovers couple have been traveling in wrong crowd and by philosophizing, sends them back into each other's arms.

Announcer Archie Presby had a harmless 30-second plug for the S. & W. "Mellowed" coffee at start. At the end, the married couple did a typical Morse dramatized plug which was out of keeping with their previous hectic scene.

There was little chance for character development in the 15 minutes and bickering was rather vehement and at times gagged with comedy stuff.

Admitting that the sex angle, foremost reason for divorce, has to be dispensed with, the agency shrugs its shoulders and takes off its coat to build up the rather minor causes for divorce.

Agency is Emil Brisacher & Staff.

"Lutheran Hour"

Returning to the air for the 1937-38 radio session, the Lutheran Hour this year has increased its station list to 46 from coast-to-coast. Dr. Walter A. Myer continues as conductor of the forum, while musical portion of the hour is handled by the Lutheran Choir. Dr. Myer, speaking on "The Value of Your Soul," is one of the better radio priests, and does a convincing and interesting job. The choir, although kept in the background, handles its assignments in first class shape. Program has proved in the past that it can pull listeners, and with increased network this fall should be one of the better religious offerings by the end of this year.

New York outlet is WINS, Sundays at 4:30-5 p.m.

"I've Got the Tune"

Columbia Workshop's presentation last Sunday over CBS at 8-8:30 p.m. was a refreshing and novel musical satire, written for radio by Mark Blitzstein, titled "I've Got the Tune". Adopting an operetta form, it tripped up and down Broadway to the tune of lively melodies and intriguing verses, all very efficiently handled by the performing company. It's a show that can stand repeating.

"STELLA DALLAS"

Tetley Tea
WEAF, Monday through Friday,
12:30-12:45 a.m.
Blackett-Sample-Hummert

SEQUEL TO PLAY AND FILM MAKES GOOD START AS AIR SERIAL.

With a following already more or less created for it by the stage and film productions of the same name, "Stella Dallas" as a radio serial shapes up as a favorable bet.

Yesterday's initial episode began its story at a point five years after Stella last saw her daughter. The mother, struggling to make a living, is too proud to appeal to husband Steve Dallas, who is in luxury. Stella and a crony talk over the situation, with the crony urging that she should go to Steve, while Stella maintains Steve will have to come to her, and the skit ends on a sob note that should have the femmes anxiously tuning in for the next chapter.

Script is good, and same goes for the acting. Commercial matter is not overdone.

"Labor on the March"

WEVD last Sunday, 8-8:15 p.m., began a new series of programs which, according to the announcer, will be "dramatizations based on significant episodes in American labor history." Premiere dealt with the organization of the first labor union in New York City in 1829. Program, which is serialized, will be completed story in future broadcasts.

Series is put on the air in "March of Time" style and is interesting. Cast handle the script very well.

Community Fund Series

Taking advantage of the timeliness of the subject to snag itself a neat bit of publicity, KDAL, Duluth, conducted a series of six special interviews titled "Your Neighbor and Mine." Series was aired just as publicity campaign on Community Fund drive broke, and had Sam Levitan, KDAL special events man, quizzing clients of Fund-supported social agencies to determine whether contributions were serving their intended purposes. Clients were used on the basis that they—rather than the agencies, themselves—were in the best position to know whether they were benefited. Considerable human interest was developed in the series. Clients queried were a handicapped man from the Goodwill Industries, a youngster from an orphanage, a Girl Scout, two clients of family welfare agencies, and a boy receiving free benefits at the "Y." Throughout the series, clients were referred to only as "X" to protect their identities.

Music Without Words

"The Evening Serenade," being aired over KMOX, St. Louis, every Sunday at 9-9:30 p.m. for Hyde Park Breweries, includes almost every

Briefly

The Stroud Twins and their individual style of unhammered comedy are building up nicely on the Chase & Sanborn Hour, over NBC-Red on Sundays at 8. But the skits inserted in this program continue to do Brodies—even with Beatrice Lillie in the one last Sunday.

Philharmonic Symphony Orchestra of New York, with John Barbirolli as conductor and Deems Taylor as narrator, returned to the air over CBS at 3-5 p.m. Sunday to inaugurate a series that promises to be one of the best of its kind.

Harry Jans did an excruciatingly funny rapid-taking specialty on the Joe Penner show over CBS on Sunday. Jans ought to be on the air more often.

The music of Seymour Simons on the Chevrolet program over CBS on Sundays is about the smoothest and sweetest on the air.

Sheila Barrett of the Gruen "Time of Your Life" show over NBC-Red on Sunday afternoon sounds better with each successive performance.

Grace Moore and Richard Tauber helped to make last Sunday night's General Motors Concert, over NBC-Blue, the best of the series thus far. With Erno Rapee wielding the baton, the program sailed along efficiently and enjoyably.

type of musical number from swing to semi-classics, but no words and no commercial announcements except for a brief identification of the sponsor's product at the start and finish of the show. Ben Feld's 27-piece orchestra, Tom Baker, tenor, and other talent appear in the program.



5 Strategically Located Offices Manned By Seasoned Radio Men

rendering a truly comprehensive national service to agencies, advertisers and radio stations.

John Blair & Co.

CHICAGO NEW YORK DETROIT
SAN FRANCISCO LOS ANGELES

San Francisco

Reiland Quinn, KYA production department, has been elevated to program director with the shifting of Leon Churchon to the Hearst Pittsburgh station, WCAE, his former station, Bob Roberts, station mgr. announced. Station here plans radical improvement in sales, program and technical and merchandising departments following an analysis made by KYA heads and Elliot Roosevelt, new vice-pres of Hearst Radio, Inc. News broadcasts will be increased and the method of presentation altered. Quinn's first task will be to conduct the greatest quest for new talent ever instituted at KYA.

Gloria Thompson, recently of KLS, starting in with experimental production at KROW with disks.

Arthur Ward, music arranger for the nicer tunes with Meredith Willson's ork, follows the exodus to H'wood.

Rupert Pray, Traffic Manager at KJBS, has moved to KFRC on the production staff. Evalyn Morrison has taken over his work.

Natalie Park, NBC actress, heard on Jack Meakin's t. c. show "Bug-house Rhythm," will make film tests shortly at one of the more moneyed illusion factories.

Donald Henderson Clarke followed Peter B. Kyne as the third celebrated novelist whose radio work was introduced to a Pacific Red Network audience on the show "I Want a Divorce," Sunday, Oct. 24, from 8:15 to 8:30 p.m. Helen Kleebe, James Krieger, Lois Austin and Lou Tobin played the roles. Hugh Wiley's fourth play is set for tomorrow.

Bob Goerner, KROW announcer, began a 13-week stint for Cross Corset Shop on Friday, doing film gossip "From Hollywood to You." Aired at 11:30 a.m. for 15 minutes once a week, script is written in Hollywood.

Joseph Henry Jackson, book reviewer on KPO on Sundays via the Blue Pacific Network, has signed a contract with Macmillan Company to write a book this summer on Alaska.

Production Manager Gordon Willis of KGGC, who was once Adda Vitelli's emcee, is now her husband.

Mel Venter, KFRC announcer, began a new sponsored series entitled "Scrap Book Stories." Elbert Lachelle accompanies on the organ.

With Bob Garred emceeing an hour of ETs waxed in New York, with occasional live talent, Milen's, Oakland jeweler, start a series on KSFO shortly at the midnight hour.

★ F. C. C. ★ ACTIVITIES

EXAMINERS' RECOMMENDATIONS.
Galesburg Broadcasting Co., Galesburg, Ill. CP for new station. 1500 kc., 250 watts, daytime, be granted.
Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited, be denied.

ORCHESTRAS - MUSIC

MARTIN BLOCK's "Sunday Swing Concert" over WNEW, with Madison Personal Loan sponsoring, is building up quite a following, and now that it's airing from the classy Criterion Theater on Broadway there should be a good-sized audience on hand each Sunday at 11 a.m. for the one-hour session. Last Sunday's show was a lively affair, with Erskine Hawkins, hot trumpeter; Chick Webb, drumming virtuoso, and a quintet of instrumentalists, and Ella Fitzgerald, a swing singer with a system, as the guests of the occasion. The regular "Make-Believe Ballroom" orchestra, directed by Merle Pitt, supplies the basic musical background.

Peter de Rose of NBC's Breen and de Rose collaborated with Billy Hill in writing "In the Mission by the Sea," a fast-growing song hit.

Denny Moore, former States Restaurant ork leader in S. F., has opened at the Athens Club in Oakland. Lois Clark, former warbler with Paul Pendarvis, with him as vocalist.

Bob Stanley, maestro on the WOR-Mutual Georgie Price show, will resume his former duties as a pit band conductor for a musical comedy, starring Price, to be produced in January.

Ray Block has been assigned by CBS as musical director of a new Thursday 10 p.m. show featuring Buddy Clark. Guest stars will also appear.

Joe Rines and his 16-piece unit heard on Gruen's "Time of Your Life" will make Brunswick recordings of "Let's Pitch a Little Woo" and "Shindig."

The Roy Campbell Ambassadors, currently at the Hollenden House, Cleveland, leave for Sharon, Pa., on Nov. 1 to open at the Grey Wolf.

Bert Swor and Lou Lubin, the blackface comedians featured on NBC's "Bicycle Party" commercial, have drifted away from minstrel comedy to innovate topical humor for blackface comedy.

Sullivan Joins Gordoni Firm

Chicago — Jerry Sullivan, local radio star who has been having voice trouble for the past two years but now is back in radio, has joined the Lillian Gordoni Radio Productions Co. as commercial manager and to assist in productions. He has been in radio for 18 years and was commercial manager of WSBC for 10 years. "Big City Parade," written and directed by Lillian Gordoni, is in its 30th week on WLS.

Rolls Razor Limiting

Rolls Razor for its fall radio advertising campaign will only use WOR for a short period this year. Kimball, Hubbard & Powell Inc. has the account.

In addition to his numerous other orchestral and choral duties, Lynn Murray is currently directing the orchestra on the Tuesday Night CBS "Songtime" series.

Ernie Holst's orchestra is making its first musical movie short. The vocal numbers will be handled by Vince Calendo and Holst himself.

John Barbirolli, conductor of the New York Philharmonic - Symphony Orchestra, has joined the list of guest conductors who will direct the Ford Sunday Evening House this season. He will conduct the last five programs of the series, starting May 8 and concluding the season on June 5. Other guest conductors include Jose Iturbi, Eugene Ormandy and Fritz Reiner.

Morton Gould, WOR composer, conductor and arranger, is experimenting with a new idea—"poetry in music" effected by a string choir. On his program with Sylvia Froos, heard over WOR-Mutual, Sundays at 10:30 p.m., he features numbers played by the string group arranged to convey the harmonies and tones of a vocal choir.

After an absence from radio of more than four years, Elmo Russ, composer-pianist and former director of special presentations at WMCA, has returned to the airwaves as musical director of Hearn's "20 Years Ago and Today" program over WOR.

"Little Black Bronc," original composition by Al Clauser and Tex Hoepner of WHO's Oklahoma Outlaws, cowboy band, has been published in England by Berhman Music Publishing Co., London. The number also has been recorded by Columbia for foreign distribution.

Harry Lewis is at the Rio Del Mar country club, 10 miles below Santa Cruz, Cal. Private club has new policy and is interested in name bands. Gordon Heschke of CRA, S. F., booked. KPO will air them. Replaces Ralph Bryan, who had a 40-week booking.

Tappins Places ETs

A 13-week series of musical transcriptions with Norman Brokenshire as emcee started yesterday over three Philadelphia stations for Tappins' Jewelry Stores, New Jersey and Pennsylvania chain. Contract through Schillin Advertising Corp. calls for 14 transcriptions weekly, airing two daily over WIP, WDAS, WCAM. Lou Tappe handles scripts and production.

Stuart Allen on "Hobby Lobby"

Stuart Allen, baritone, has been added to Hudson Motor's CBS show, "Hobby Lobby," as regular soloist.

Philadelphia

WFIL has extended its broadcast schedule to 1 a.m. permanently, according to Donald Withycomb, g.m.

Daniel C. Park, formerly with Hunt Brothers & Raisin, agency, has joined the KYW sales staff. He takes over the office of John N. Hinchey, resigned.

Clarence Taub, former owner of WPEN and WRAX, has returned to private business in Texas. Charles Stahl, former g.m. of the stations, has set up radio production offices in the Hyman Bldg.

Philco has re-submitted to FCC its application for television station, on 204,000 to 210,000 band.

Two-year contract signed by WCAU with American Communications Ass'n includes all of station's technical employes and gives a 7½ per cent raise to 18 men.

PITTSBURGH

Janice Bell, formerly at WHIO, WSMK and WNEF, is a new singer over WWSW.

John Garber, Gimbel store commentator on WWSW, moves to KDKA for same sponsor.

Max Hartman, WCAE announcer, is the father of a girl.

Dorothy Devlin, former WCAE staff member, now of New York, was a visitor last week. So was Joe Boley, former KQV announcer, now on WOV and Paramount newsreel.

"Strollers Matinee" on KDKA has been switched to Mondays and Wednesdays at 1:45 p.m.

Ed Kroen, veteran of vaudeville, is commenting on WWSW for Victor Brewing Co., through Earl Bothwell agency.

Manager Frank Smith of WWSW says station has aired 2,013 remotes so far this year.

WINS Cuts to 12 Hours

WINS will slice hours of operation to 12 hours daily effective Nov. 1. Station, which operates on a daytime only schedule, will be on the air 7 a.m. to 7 p.m. daily on new schedule.

New Radio Producing Firm

Albany — Seaboard Radio Productions Inc., New York, has been chartered to produce radio sketches. Edward Layton, Dolores Hastie and Fannie Lillenstein are incorporators. Papers filed by Excelsior Stationery Co.

WESTCHESTER

"New York's Hearthside"

Is Yours with

W-F-A-S

Hotel Roger Smith White Plains



WALTER JOHNSON, KHJ - Don Lee producer, joins the radio department of Music Corp. of America as assistant to Bert McMurtrie on Nov. 1. He is responsible for the idea and production of the "Script Teaser" show, which was on Don Lee-Mutual only a month before being snapped up for Lucky Strikes. Johnson now is busily engaged on a new show to replace "Script Teaser," with Benny Rubin set as emcee, and Frances Hunt, Universal picture comedienne, Kenny Allen and his Playboys, and Lou Bring's orchestra definitely in the lineup. This one, like its predecessor, will have a "teaser" idea and will be worked out in close co-operation between MCA and KHJ-Don Lee, with the initial airing set for tomorrow.

The Gilmore Circus switches from its present Saturday night spot on NBC to a Friday 9-9:30 groove on Nov. 12.

Arthur Caesar did the second script of the Edward G. Robinson "Big Town" series.

Jo Stafford and John Huddleston, Oakie College undergraduate in music, slipped off and were married following last week's broadcast.

Jimmy Grier has been set to swing the baton on the Olsen and Johnson show for a 13-week stretch, but will use NBC staff musicians since his own crew cannot double at hour of the Richfield broadcast. Ben Gage succeeds John Heistand as announcer on the show.

Ruth Schooler, secretary to John Swallow, NBC studio manager, marries Larry Wright, musician.

KHJ has gone into the theater-acquiring business and taken a lease on the 600-seat Ambassador in the Ambassador Hotel for broadcasting purposes.

Lewis Allen Weiss, general manager of Don Lee net, returned from New York conferences with Mutual execs on various network activities.

Nadine Conner is favored to fill the vocal spot on the Packard program being vacated by Florence George, whose picture career with Paramount now looms larger than radio stardom.

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

RADIO PERSONALITIES

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

DON IOSET

DON IOSET, managing director of WALR, "The Voice of South-Eastern Ohio," Zanesville, O., had his first taste of radio back in 1922 or 1923 at Toledo's first station, WJK.

Before that, however, he served as director of advertising for firms in Buffalo, Cincinnati and Toledo. Was active in promotional work in many cities in the Great Lakes area, and operated his own advertising agency.



Was a mike-spieler at 250 words a minute...

Getting back to Ioset's radio career, he had worked at the microphone in a number of large cities, and, before accepting the managing directorship of WALR, was news commentator at WSPD, Toledo. While at Toledo, he also conducted a program of his own imagination, titled "Personalities on Parade," which necessitated broadcasting at the rate of between 200 and 250 words per minute. Was clocked with a stop watch during a 15-minute broadcast on several occasions, and the average speed was usually 250 words per minute. Took over the pilot wheel at WALR in the month of March, this year. Has written long and short stories, most of which have never reached the typesetter.

WCLO Cuts National Rate In Move for Volume Biz

(Continued from Page 1)

ed considerable interest and results are being watched by radio circles. Idea is to make up for the cut by increased volume.

Sidney H. Bliss, WCLO manager, who with his brother, Robert W. Bliss, last week became co-publisher of the Janesville Daily Gazette, which owns and operates WCLO, following the death of their father, Harry H. Bliss, says the rate cut was made because they believe the sponsor considering a given local market and working with a given budget must first consider the best coverage possible with that budget.

"On studying the volume of national business carried in the Janesville Daily Gazette and the individual expenditures of the national advertisers, we determined that our radio rates were out of line if we were ever to expect the same consideration to be given WCLO that is now being given the newspaper, despite the fact that the radio station reaches a wider area," says Bliss.

"Radio, unlike the newspaper, to do the same effective selling job, must carry the advertiser's product more frequently than the newspaper. A series of advertisements dominating a newspaper page and run once weekly over a period of time, will do an effective selling job. The same amount of money invested in a once weekly radio program on a local station will not, in our opinion, do the same selling job. Therefore, we are encouraging the national advertiser to use spots from 3 to 6 and 7 times weekly, whether announcements, 5 or 15 minute programs. This type of consistency used by our local merchants has, during the past four or five years, proved this point."

"Hollywood Daredevils" New Biddick Disk Series

West Coast Bureau, RADIO DAILY

Los Angeles—The Walter Biddick Co. is producing a new series of 15-minute transcriptions, "Daredevils in Hollywood," dramatizing the exciting experiences of film stunt men and doubles. Scripts are being written by Curt Forman, formerly 20th Century-Fox scenario writer. Hal Styles has been signed as narrator, with Ted Truner directing, and waxing is being done at Recordings Inc. Good-luck charms carried by various stuntmen will be reproduced in quantity as giveaways in an elaborate sales-help plan.

Wattage Tax Proposal Unwise, Says Caldwell

Taxing stations on a wattage basis, as recently proposed by FCC Commissioner George Henry Payne, would work directly contrary to the public interest, according to Dr. O. H. Caldwell, former Federal Radio Commissioner and now editor of Radio Today. Instead, he says, the government should encourage the highest possible powers for all stations, to give the public improved reception and reach the greatest audience, particularly on the farms. He advocates 500,000 watts or more for every clear channel.

Caldwell also opposes any form of radio program censorship.

School of **RADIO TECHNIQUE**
 WESTERN ELECTRIC RECORDINGS
 Programs recorded in our studios
 Programs taken off the air
 George Marshall Durante, Dir.
 R.K.O. Bldg., Radio City, New York



HOWARD KEEGAN has taken over production of Princess Pat's "Pat and Hank" at NBC.

Herb Sherman, commercial manager of WJJD, is back from Lansing, Mich., where he set the Oldsmobile deal for Chicago Bears football game broadcasts.

Bob Weems has joined Rockwell-O'Keefe office here. He is a brother of Ted and Art.

Chicago Chapter of Associated Broadcasting Technicians has named the following officers: Joe F. Novy, president; Emil Waelti, vice president; George V. Sherman, secretary; Arthur J. Moss, treasurer, and D. J. Dunlop, national representative. All are associated with CBS.

Hal Totten is describing the thrills of the 21-day Roller derby for NBC.

Hoosier Hot Shots plan a trip to Hollywood this winter to make a picture for Grand National.

Wood Holden, WAAF announcer, leaves for a Hollywood film job around Nov. 15.

Frances Carlson has joined "Wife vs. Secretary." She is the headliner of "Kitty Keene, Inc."

Bob Griffin, Forrest Lewis, Fred Sullivan, Sid Ellstrom and Michael Romano being used regularly on the Falstaff "Public Hero" series which started last week.

Maj. H. M. Keller has launched "Adventuring with the Marines" on WAAF.

Signed for "Silver Theater"

International Silver, sponsor of "Silver Theater," has signed Madeleine Carroll, Spencer Tracy and Clark Gable for individual appearances. An original story, "Photograph Finish," has been purchased from Adela Rogers St. John for Tracy's appearance. Program is heard over CBS, Sundays, 5-5:30 p.m. Young & Rubicam is the agency.

MGM MAY ALSO SUPPLY PROGRAM FOR COLGATE

(Continued from Page 1)

with top names occasionally alternating.

Addition of Ed Gardner and Sam Moore to the Bacher staff at Metro last week lends support to the theory that the Benton & Bowles-M-G-M tieup will be increasingly active in production.

Appoint U. S. Delegates For Havana Conference

(Continued from Page 1)

E. K. Jett, A. D. Ring and G. V. Gross, all of FCC; Harry B. Otterman, State Department, and Lieut. Col. David M. Crawford, War Department. Carlton Hurst, American consul at Havana, will be secretary of the delegation.

Jett stated yesterday that highlights of conference will be discussion of 550 to 1,600 watt bands in South and Central America. Jett also stated that much should develop at Havana which will give American delegation data to present at international conference at Cairo.

High Court Upholds FCC In Denying Radio Permit

(Continued from Page 1)

when the decision was rendered Commissioners Gary and Brown were no longer with the commission. The full commission granted a permit to Portland and denied Eastland's application, which Eastland charged was unfair as two of the commissioners who had heard the oral testimony were unable to take part in the decision.

Jessel Adds Sponsors

Additional sponsors on George Jessel's Mutual network show, "30 Minutes in Hollywood", regionally sponsored, include Union Pacific Stages and Interstate Transit Lines, over KOIL, Omaha, and John F. Jelke Co., over WGN, Chicago.

ONE MINUTE INTERVIEW

SUE TOHRNER

"What's in a name? Advertising agencies and sponsors, please answer! If the very title 'Name' and 'Name Value' would not be the demand, the listening audience, who provide the applause and buy the sponsor's product would get more real enjoyment listening to better programs. It also may be brought to the sponsor's attention that the greatest listening audience is outside of New York and they do not know many of the Broadway satellites. Give the unknowns a break and the listeners a treat. It's not always gold that glitters."

★ Coast-to-Coast ★

ARTHUR BATCHELDOR, recently from California, is doing streamlined book reviews over WERY, New Haven.

The Bon-Bons, colored quartet formerly at WELI, New Haven, are now at WICC.

When WWVA, Wheeling, W. Va., held its recent annual Harvest Home Festival celebration, it was necessary to put on three complete Saturday night performances of its Jamboree, in addition to a kiddies' matinee, to accommodate the crowds.

WLBC, Muncie, Ind., and the Ball State Teachers College have planned 29 programs covering all phases of education for this season. Claude E. Palmer, director of radio at the college, is in charge.

KVOR, Colorado Springs, carried remotes from Golden, almost 100 miles away, on the Colorado College-Colorado School of Mines game Saturday. Chief Engineer Eustace Taylor operated the equipment, while Fred C. Mueller and Leon J. Marshall handled the play-by-play.

Ten members of the cast of "The Adventures of Ace Williams," recorded radio program, were taken by plane from Chicago by Dan Ryan, producer of the series, to the American Bakers convention in Kansas City to play in the satire, "Bread Before the Court of Modern Times," before delegates during the Allied Trades Association's session in the Municipal Auditorium today.

Remy Recording Co., Springfield, Mass., is in the process of making the following electrical transcriptions: The A. V. Rivist Co., a series of 14 commercial announcements; John Kasko, a series (six every week) "Friend of the People" answering problems dealing with human nature; Springfield Chamber of Commerce, recording "A Story of the Burning of Springfield" as enacted by players broadcasting from WMAS, Springfield. The program is being recorded over a direct wire.

Ed Smalle's chorus, heard on the Leo Reisman NBC beer series every Thursday night, will soon make a series of local personal appearances.

WROK at Rockford, Ill., has a 100 per cent licensed technical staff, with the receipt by Karl M. Hanson of his first class radio telephone operator's certificate. The four others, who also hold first class licenses, are Thomas C. Cameron, operations manager; Maurice Nelson, Garth Bowker and Elmo Reed. Nelson, Bowker and Hanson also are licensed amateurs.

Arthur J. Mosby spent the past few days in Billings and Butte, Montana, to discuss with the station managers

the possibility of utilizing KGVO Barn Dance Program for a sectional advertiser who desires to cover the state of Montana.

Leslie Harris, special events announcer, and Norman MacKay, program director, at WQAM, Miami, aired the transfer of Frederick Snite, "the man in the iron lung," from a special train to his Miami Beach home. Mobile short wave transmitter was used.

Vi Mele, pianist-songstress, who appeared as guest artist on the CBS Swing Session several times, is currently being heard in person at the Hotel New Yorker.

First meeting of Mrs. Ida Bailey Allen's Radio Consumers Homemakers Advisory Committee, organized in conjunction with her WHN program, will be held Nov. 1.

George Johnson, staff organist at KOIL, Omaha, has a new weekly show on Fridays. He also does two daily programs.

James F. Hopkins, head of WJBK, Detroit, says station is still working on deal for airing of 48 hockey games to be played this winter by Detroit Red Wings.

Dorothea Lawrence, radio and concert singer, will give a recital the afternoon of Nov. 5 in the MacMillan Theater at Columbia University.

George Guyan, program director, KFRU, Columbia, Mo., and Helen Holst of Denver are now Mr. and Mrs.

Leo Marceau, known as Captain Buddy Marceau, is now broadcasting his "Sport Trails" over WMAS, Springfield, Mass. Fall and winter sport along New England trails are the topics being discussed.

Announcers' Handbook

Dr. William Allan Neilson, president of Smith College, will head a committee for compilation of an announcers' handbook to be published soon by NBC. Entitled "Broadcast Speech," the book has been a subject of research for some time. In addition to aiding announcers, it will be designed to help all persons who speak over the air or before the public.

Hugh Conover Gets Award

Washington Bureau, RADIO DAILY

Washington—Hugh Conover, WJSV staff announcer, has been awarded the annual award of the Henry J. Kaufman advertising agency to the local commercial announcer excelling in diction, sincerity and effectiveness. "Bud" Barry of NBC won second place.

SALES OF RADIO SETS SLACKENED SINCE JULY

(Continued from Page 1)

that this year's gain over 1936 will be about 10 per cent instead of 10 to 30 per cent as previously estimated. The 1936 gain over 1935 was 36.9 per cent.

The curtailment has not affected auto radios as much, the survey states. Orders for Christmas selling have been heavy for radio-phonograph combinations. Price advances have been moderate, despite improved styling of receivers and greater efficiency in performance, and will be about 5 to 15 per cent over the 1936 level. Retail selling prices per unit average around \$60, against \$40 last season.

M-G-M's Maxwell Show Is "Good News of 1938"

(Continued from Page 1)

ette MacDonald, Allan Jones, Director Robert Z. Leonard, Sophie Tucker, Pete Smith, Una Merkel, Eleanor Powell, Ted Healy, Dave Gould and his dancing girls, Igor Gorin, Buddy Ebsen, Iona Massey, Judy Garland, Ted Pearson and Meredith Wilson's orchestra.

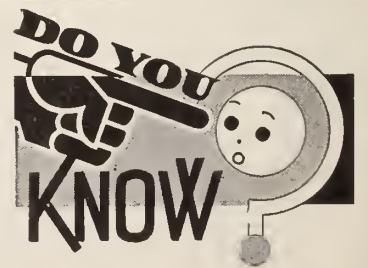
Freddie Bartholomew and Fannie Brice will have the leads in the second broadcast of this series. Others to be heard with them are Spencer Tracy, Judy Garland, Val Rosing, Artie Auerbach, Meliza Korjus, Reginald Gardiner and Betty Jaynes.

Disk Men Must Make Separate AFM Deals

(Continued from Page 1)

ET, and phonograph record manufacturers. The ET group will confer as scheduled today with the AFM and the phonograph record men at a later date.

The AFM Executive Committee between outside conferences is mulling over the broadcasting situation generally as well as taking up other business left to it by the last convention of the AFM held in Louisville in June.



J. Walter Thompson Co. produces 38 per cent of the commercial broadcasts in English in Europe and airs 43 radio shows weekly, besides several in French.