



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 83

NEW YORK, N. Y., WEDNESDAY, OCTOBER 27, 1937

FIVE CENTS

AFM's ET Ultimatum

TRENDLE SAYS FILM FANS PROTEST RADIO GOSSIPS

West Coast Bureau, RADIO DAILY
Los Angeles—Hollywood film companies were called on here this week by George Trendle, president of Michigan Radio Network, to combat radio commentators who undermine the film industry by repeating "confidential and discrediting" information. Trendle, who also con-

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Fred Allen Inaugurating New Series from Coast

Fred Allen, who returns Nov. 17 as head man of "Town Hall Tonight" for Bristol-Myers Co. (Sal Hepatica and Ipana), over NBC-Red at 9 p.m. Wednesdays, will begin his new series from Hollywood, where he is appearing in the 20th Century-Fox picture, "Sally, Irene and Mary." Portland Hoffa (Mrs. Allen) will again be with him.

Stewart-Warner Corp. Reports Higher Profit

Stewart-Warner Corp. for the nine months ended Sept. 30 reports net earnings of \$2,084,546, before federal surtax, equal to \$1.68 a share, compared to \$1,524,146 or \$1.23 a share in the corresponding period last year.

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Marrow Returns Jan. 16

J. W. Marrow Co., through Bag-galey, Horton & Hoyt, Chicago, on Jan. 16 will return Henry Busse and his orchestra to the air over 22 NBC-Red network stations, 1:15-1:30 p.m. Contract is signed for 13 weeks. Sponsor now has the orchestra on the same web, Sundays, 11:45 a.m., but series terminates Nov. 28.

Spook Stuff

Lamar, Colo. — KIDW uses a "Phantom Shopper" to call listeners' attention to bargains and services offered by its sponsors. Announcement is made of "hot specials" that are offered for the day, without any mention of the merchants' names. By calling the station, curious bargain hunters are given full information.

Little Ironies

Syracuse — WFBL has been boasting of a completely equipped mobile transmitter trailer, used for covering events of public interest, including big fires. A few days ago the fire department notified the station of a three-alarm blaze. Location of the fire was in same block as the garage where mobile transmitter was stored. Looked like a perfect setup for an on-the-spot airing—except that the fire was right in the garage and when studio crew got there the mobile unit was burned to the hubs.

RCA AND A T & T AWARDED DECREE IN PATENT SUIT

Federal Judge John W. Clancy yesterday awarded a consent decree to RCA and AT&T in the patent violation suit against J. & L. Sara Inc. and Joseph Sara, and also granted a permanent injunction restraining the defendants from further violating their patents in the manufacture of radio equipment. Patents include the

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Walter O'Keefe to Head New Show Starting Jan. 1

With Walter O'Keefe turning back the "Town Hall Tonight" reins to Fred Allen on Nov. 17, it is learned that Young & Rubicam, agency handling the Bristol-Myers account, has purchased a half-hour spot on the

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Frank E. Mason Is Appointed Personal Assistant to Lohr

New Symphony Orchestra In First Airing Nov. 2

In advance of its official debut Nov. 13, the new NBC Symphony orchestra will be heard for the first time in a "dress rehearsal" over NBC-Blue on Nov. 2 at 2-3 p.m., with Artur Rodzinski conducting. This is the group that will be conducted later by Toscanini and also by Pierre Monteux.

Union Suddenly Decides to License Disk Makers After Abruptly Halting Parley—Contract Is Out

BURT SQUIRE RESIGNS FROM N. Y. STATE WEB

Burt Squire, general manager of New York State Broadcasting System, yesterday announced his resignation. At the same time it was revealed that the general offices of the network will be located at the key station, WINS, in the future, and will be under the direction of Bradley Kelly, station manager.

Cities Service Planning Change in Program Setup

Cities Service Co., sponsors of the Cities Service Concerts over an NBC-Red network of 43 stations Fridays, 8-9 p.m., is shopping around for a new program to replace the concerts. Present setup, in its 11th year, has a low CAB rating, and sponsor is anxious to regain listeners through

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Cheney Adds 3 Stations

Cheney Bros. (silks) yesterday announced the addition of WSB, WQAM and KTHS to carry spot announcements. First station selected was WLW. More additions are expected soon. Jay Lewis Associates has the account.

*By M. H. SHAPIRO
Associate Editor, RADIO DAILY*

Negotiations between the electrical transcription manufacturers' committee and the AFM Executive Board took an unexpected turn yesterday afternoon, when the AFM group suddenly informed the ET men that they would be licensed in accordance with the 14-point plan handed down last summer, and then voted an adjournment. This halted the conference abruptly and, according to AFM

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CBS DELAYS BUILDING PARK AVENUE STUDIOS

CBS yesterday, for the first time, confirmed the reports that plans for the construction of new studios on the Park Ave. plot had been postponed indefinitely. Network also declared that they would stay in the Madison Ave. building for an undisclosed period. CBS lease with the owners of the building expires on April 1, but it assumed that an ex-

(Continued on Page 3)

American Rolling Mills Resumes Airing Jan. 2

American Rolling Mills will return to the air on Jan. 2 over the NBC-Blue network plus WLW, 3-3:30 p.m. Program will be keyed from WLW. It is likely that Frank Simons will again direct the musical program. N. W. Ayer & Son placed the account.

Exploit Announcers

Salt Lake City—Besides its "Announcers' Court" program conducted by Production Director R. T. Harris, KDYL is acquainting listeners with the station's announcers through the medium of portrait panels of the entire mike staff, together with list of their shows, displayed for a fortnight in downtown store windows.

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JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, Oct. 26)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156	151	151	- 4
CBS A	19 1/2	19 1/2	19 1/2	- 3/4
Crosley Radio	11 1/2	10 7/8	10 7/8	+ 7/8
Gen. Electric	42 3/4	40 1/4	41	- 3/4
RCA Common	7 5/8	7 1/8	7 1/4
RCA First Pfd.	58 1/2	56 1/2	56 1/8	+ 1/2
Stewart Warner	13	12	12 1/8	+ 3/8
Westinghouse	105	98 3/4	99	- 1
Zenith Radio	22 7/8	22	22	- 1/4

NEW YORK CURB EXCHANGE				
Hazeltine Corp.	13	13	13	+ 1/2
Majestic	1 1/2	1 1/2	1 1/2	- 1/4
Nat. Union Radio	1 1/4	1 1/8	1 1/8	- 1/8

OVER THE COUNTER		
	Bid	Asked
Stromberg Carlson	7	8

Cities Service Planning Change In Program Setup

(Continued from Page 1)
new program. Lucille Manners, who replaced Jessica Dragonette after the latter had appeared on the show for 10 years, is still in favor with sponsors, and new show may be built around her. Lord & Thomas is the agency.

WOV Piping to WCOP

The WOVIvory Tower show will be piped to WCOP, Boston, beginning Monday. Program is sponsored by Procter & Gamble. WCOP show will be a repeat, directly after the WOVI broadcast which is heard 11:45 a.m. to 12 noon. Compton Advertising Inc. placed the account.

First in local accounts
in Chicago
WGES
(In the heart of Chicago)

RCA and AT&T Awarded Decree in Patent Suit

(Continued from Page 1)
Lowenstein, Arnold, Wilson, Mathes, Chamberlain, Loewe, Lemmon, Brown, Llewellyn, Ballantine and Aceves inventions, all held by RCA and AT&T. No accounting of the profits or damages were asked by plaintiff.

Character Witnesses Testify for Lawyers

Washington Bureau, RADIO DAILY
Washington—Members of the Washington legal fraternity, including Louis Caldwell, prominent radio lawyer, James W. Baldwin, managing director of NAB, and others testified favorably as character witnesses in behalf of Paul M. Segal and George Smith, charged with unethical practices, as the defense continued its cross-examination before FCC yesterday. All of the witnesses said the reputations of both defendants were "excellent". Testimony also revealed that the majority of the character witnesses had at one time or other been employed by either the FCC or its predecessor, the Federal Radio Commission, in a legal capacity.
As news spread of the Supreme Court's decision in denying a writ of certiorari to Eastland Broadcasting Co., rumor persisted that Segal intended to again appeal to the FCC, whose previous decision the court upheld.

President to Speak

President Franklin D. Roosevelt will give another "fireside chat" over nat'l networks November 14. No time has yet been set.

KDYL Announcers' Handbook

Salt Lake City—Laying down a policy for all KDYL announcers, the production department of station has prepared and published an Announcers' Handbook. Sections are devoted to Ad Lib, Announcer-Operator Signals, E. T. rules, emergency announcements, music restrictions, program failures, substitutions, remotes, complaints, studio regulations, etc. Idea of book is not to put brakes on announcers' originality or initiative, but rather to guide him along certain constructive lines.

Miss Daum on Rubinoff Tour

Columbia Artists Inc. has set Margaret Daum to appear with Rubinoff on a concert tour which gets under way Oct. 29. Due to these engagements, Miss Daum will cancel radio work for the next few months. Tour will extend to the coast.
Artists Bureau has also booked Jean Travers into the Mount Royal Hotel, Montreal, beginning Nov. 1. James Appell set the deal.

Sammy Kaye on Mutual

Cleveland—Sammy Kaye and orchestra, coming into the supper room of Hotel Statler, will air over Mutual through its local affiliates, WHK-WCLE, starting Nov. 5.

Walter O'Keefe to Head New Show Starting Jan. 1

(Continued from Page 1)
NBC network for a new show, sponsor as yet undetermined, to begin Jan. 1 and star O'Keefe. His work as pinch-hitter for Allen during latter's vacation brought several bids for O'Keefe.

437-Ft. Tower for KTFI

Twin Falls, Ida.—O. P. Soule, president of KTFI, has awarded contract to Lehigh Structural Steel Co., Allentown, Pa., for a 437-ft. self-supporting steel tower, which will be the highest in the intermountain area. New tower will be erected near Curry. Present transmitter and power equipment are to be moved to that location from the downtown building. Plans for the giant tower and transmitter building were designed by Stanley Soule. Chief Technician Ver Cox will supervise the work, which is expected to be completed in 60 days.

Wayne University on WXYZ

Detroit—Wayne University today begins a series to be known as "The Contemporary Scene," over WXYZ at 4:30 p.m. each Wednesday. Show is prepared by Wayne University School of the Air and will interpret current problems and review news events of educational interest.

DeSoto Publicizes Stars

Detroit—Radio and film stars will be featured in newspaper and magazine advertising by DeSoto division of Chrysler Corp. on behalf of the newly-announced 1938 models. After Janet Gaynor, starred in the first ad, will come Warner Oland, Lowell Thomas, Alice Faye, Major Bowes, Irene Dunne and Eddie Cantor. J. Stirling Getchell is the agency.

CBS Spreads on Election

In order to give its listeners complete coverage of the New York City mayoralty election on Tuesday, CBS intends to sign with the City News Ass'n for its complete election report. Ass'n is asking \$500 for the service.
Stations can get the figures free from Press-Radio, but it will come over the wire after City News has already released. It is estimated that CBS ought to get the jump on its competitors by five to 10 minutes.

Air-Mail Week Promotion

In cooperation with Tennessee Air-Mail week, WOPI, Bristol, will air several special programs depicting the progress of air mail and urging listeners to use the service more frequently. W. A. Wilson, v.p. and g.m. of the station, is taking active part in the promotion.

NOW YOU CAN BUY A COMPLETE PRESTO SOUND RECORDER FOR ONLY . . . \$149⁰⁰
PRESTO RECORDING CORP.
135 W. 19th St. New York · N. Y.

COMING and GOING

LEO FITZPATRICK and JOHN PATT, vice-presidents and general managers of WJR, Detroit, and WGAR, Cleveland, respectively, are in town.

HARRY TRENNER, commercial manager of WNBF, Binghamton, is visiting New York.

CRAIG LAWRENCE, commercial manager of KSO, Des Moines, is another New York visitor. O. B. HANSON, NBC chief engineer, is in Chicago conferring with Howard Luttgens, local chief.

ALEXANDER WOOLLCOTT comes to town on Friday from his Vermont retreat to make a political broadcast over WOR and another over WJZ.

JOHN HUSTON, son of Walter Huston and for a time in radio work at Chicago, heads for Hollywood with his bride after a visit in Chicago with Edith Davis of "Betty and Bob."

STEVE CISLER, general manager of KTHS, Hot Springs, Ark., is in town and reported as working out a deal with WBAL for mutual benefit.

A. A. SCHECHTER, NBC director of news and special events, left town last night for Richmond, Ind., to attend the funeral of Edward H. Harris, "the father of the Press-Radio Bureau." Schechter is going as NBC's representative.

EDWARD FLANIGAN, commercial manager of WSPD, Toledo, is a New York visitor.

GEORGE BOLLING, vice-president of John Blair & Co., will leave town Nov. 5 to join John Blair, president of the firm, in Chicago for a trip to the West Coast. They will visit KIRO, Seattle, and the Don Lee office while on the Coast.

MARJORIE LAWRENCE, prima donna of the Metropolitan Opera, arrived yesterday from Europe on the Ile de France.

HELEN DOSIA, soprano, also arrived yesterday from Europe.

A. BURDINO of the Paris and Chicago Operas, arrived in New York on the Ile de France yesterday.

ANNE BOOTH sails today for Europe on the Aquitania.

MAJOR GENERAL JAMES C. HARBORD, chairman of the board of RCA, returned from France yesterday on the Ile de France.

Employment Gains

Washington Bureau, RADIO DAILY
Washington—Employment in radio and phonograph manufacturing gained 4.6 per cent in September over August, but was 8.2 per cent under the same month in 1936, Secretary of Labor, Perkins revealed yesterday. Payrolls last month were 12.8 per cent over the 1936 month.

Sheila Graham Off Campana

Chicago — Sheila Graham, Hollywood commentator on Campana's "Vanity Fair," has been dropped, due to inconvenience caused by the fact that she is located on the coast. Aubey, Moore & Wallace auditioning for a successor.

"Mike" and "Phone"
HAND SETS
Especially for five meter transmitters and the five meter transceivers. Light and compact yet rugged. Bakelite units. Six ft., 4-conductor cord. Weighs but 15 ounces.
Microphone Division
UNIVERSAL MICROPHONE CO. LTD.
424 Warren Lane, Inglewood, Cal., U. S. A.

TRANSCRIPTION GROUP GIVEN AFM ULTIMATUM

(Continued from Page 1)

Pres. Jos. N. Weber, this is where the matter stands and it is not deemed necessary that there be a contract between the AFM and the ET manufacturers.

Drastic move by the AFM during the short session was preceded by a somewhat stormy atmosphere in which the ET Committee presented a paper outlining its position on the proposition. Matter of sympathetic strike or service stoppage move was referred to as being within the purview of the Sherman anti-trust act, but it was pointed out that such an agreement has existed in Chicago for 10 years. James C. Petrillo of Chicago hotly declared that there were too many lawyers present with the ET committee (three were present) and they shortly departed. Further discussion started, but apparently not smoothly nor to the AFM liking, and upon motion of Harry E. Brenton, financial secretary and treasurer of the AFM and member of the exec. committee, the AFM group adjourned. Ultimatum was then handed down to the ET committee.

Understood that the ET men asked to see the trade agreement executed (but not yet signed) between the AFM and the IRNA. This would have been in violation of the agreement between the AFM and IRNA, and the AFM refused. However, AFM is of the opinion that the IRNA did show the agreement to the ET men and resentment grew as a result of the belief. Another angle advanced by the AFM is that indications were that the ET men were about to enter upon a long drawn-out series of conferences and the AFM, seeking to avoid another series of sessions such as characterized the IRNA proposition, decided to treat with a stronger hand than heretofore.

It now appears that the AFM will draw up a license form for the ET manufacturers and their attitude will be that either the ET can hire union musicians or else. If the former, then they will have to abide by the AFM rules and regulations to be set forth in the license agreement.

Member of the ET committee, queried on the AFM ultimatum, stated he believed "negotiations were still in progress". Phonograph record men are due to arrange a conference with AFM today.

NEW PROGRAMS—IDEAS

Radio Camera Club

WLBC, Muncie, Ind., has started a Radio Camera Club for drug store sponsorship. Descriptive scenes that can be easily reached and photographed are mentioned, with the musical portion of the program tied-in with such places. Highlight is a 5-minute meeting of the photo fans, with listeners invited to enter picture-naming contest. Ottis Roush, chief announcer, handles the program.

"Horses for Pleasure"

Seward B. Price, president of the Muncie Light Horse Club has started a series of programs on WLBC, Muncie, Ind., under the title "Horses for Pleasure." Large audience of upper-bracket incomes has been developed, and in addition program is said to have recruited new devotees of the equestrian sports from lower-income families.

Juvenile Tall Stories

A new program that is meeting with the favor of mothers in Westrn Montana is the "Children's Story Hour," sponsored by the Missoula Dairy Farm over KGVO. Children from two to six years tell their "tallest" stories into the microphone ear of the Listening Magic Moo Cow, while they sip milk provided by the sponsor.

Jingle Jerry, who handles the show, provides jingles for the children to complete. The three best answers are given prizes.

Local Buzzing by The Bee

WHBF, Rock Island, Ill., is broadcasting a new sustaining program three nights a week for 15 minutes called "The Bee", which buzzes around with latest gossip and personal news about socialites and well-known local individuals in Rock Island, Davenport and Moline. Lucia Mae Thompson, WHBF staff organist

Trendle Says Film Fans Protest Radio Gossips

(Continued from Page 1)

trols theaters in the Detroit area, urged action on this score from the Association of Motion Picture Producers, and said that the networks and the advertising agencies would be enlisted in the same drive.

That Trendle's drive might bear immediate fruit was seen in an announcement made shortly afterwards from the office of Louis B. Mayer, president of the A.M.P.P., who said he would confer with Will H. Hays and that a meeting would be called to take necessary steps. Trendle said he has had hundreds of calls come into his office from fans protesting movie attacks over the air. He said: "These represent definite proof of the fan's antagonism toward those who tear down public idols. About 10 air commentators can be likened to ward politicians in the way they blast reputations."

and pianist, is the Bee, but her identity has not been revealed to the radio audience. The theme song for this program is "Buzzing Around With the Bee."

Spanish News Airing

Transradio news reports, translated into Spanish for the station's large Latin-American audience, comprise a new nightly broadcast over KGER, Los Angeles, under the title "The KGER Spanish News." Items selected are designed to interest the Spanish population of Southern California. Two announcers are used: a man to handle news of interest to women, and a woman to air the items of masculine appeal.

"For Gentlemen Only"

Ushered in with a feminine "Shh! This for gentlemen only!" WOAI, San Antonio, has inaugurated a new commercial for Byer-Rolnick Company's "Resistol" Hats. Program, which goes over Texas Quality Network and also WKY, Oklahoma City, airs Sunday afternoons, featuring Jerome Zoeller's orchestra and Frank Monroe, singer.

Men Behind the Classics

A new Monday afternoon program featuring facts on the lives of the world's great literary figures, with Rosario Bourdon and his orchestra supplying the musical interludes, will be introduced shortly over WGL, Fort Wayne, Ind.

"Take A Number"

A modified "numbers game," with song selections as the only winnings, is new novelty musical offering over KIDW, Lamar, Colo. Listeners are asked to pick a number between 1 and 100, and another between 1 and 30, phoning in their choices. Combination of numbers calls for certain selection, which is played from transcription library.

CBS Delays Building Park Avenue Studios

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tension has been arranged or is being worked out.

Other rumors that CBS had sold its Park Ave. site at a profit have been denied. City records show that the site is held in the name of the Tocosia Corp., a CBS subsidiary. James Landaur of Webb & Knapp is now handling the property.

Site is mortgaged for about \$1,000,000. Assessment, at the time of purchase in 1936, was quoted at \$1,750,000.

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT
CLARK H. GETTS, INC.
WALDORF-ASTORIA

FRANK E. MASON MADE LOHR'S PERSONAL AIDE

(Continued from Page 1)

ager of WMAQ, WENR, KDKA and head of the owned and operated stations department. He recently resigned the vice-presidency of Crosley Radio Corp. Keith Kiggins, manager of NBC station relations, will report to Hedges after Nov. 1.

In appointing Mason to the new post, Lohr stated: "This step has been made necessary by the fact that a number of important matters which would ordinarily require my personal attention has been so increasingly multiplied that I must have at my right hand a responsible executive who has my confidence, to relieve me of many of them. Mason's wide experience in many phases of the company's activities over a period of six years, fits him admirably for this important post."

Mason joined NBC in 1931 as vice-president in charge of publicity. He came to the network from the International News Service, where he was business manager.

Stewart-Warner Corp. Reports Higher Profit

(Continued from Page 1)

Another extra dividend of 25 cents a share, plus the usual quarterly dividend of 25 cents, has been declared, both payable Dec. 1 to holders of record Nov. 5.

WBIG Tabernacle's 3rd Year

Greensboro, N. C. — The "Tabernacle Hour," directed by Rev. H. P. Williams over WBIG, is celebrating its third year. In this period, Rev. Williams rode 5,000 miles to bring a broadcast every Sunday morning to his radio flock. The program is commercial and has elicited much favorable comment. In the last issue of The Gospel Broadcaster, tabloid sheet edited by Rev. Williams, Major Edney Ridge, director of WBIG, and the entire station staff are given a vote of appreciation for their cooperation on the program. An expression from Major Ridge also is included.

NORTHWEST'S LEADING RADIO STATION

OFFERS
LIFELIKE RECEPTION

KSTP

25,000 WATTS

NEW TRANSMITTER

INCREASED COVERAGE

BASIC RED NETWORK

MINNEAPOLIS SAINT PAUL

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily

ORCHESTRAS MUSIC

AL DONAHUE and his orchestra, with Durelle Alexander, the String Choir, Male Glee Club and instrumental soloists, all of whom are currently appearing in the Rainbow Room, have been signed by Sam Sax to make a group of three musical shorts for Warner Bros. The pictures, which will be made on the Brooklyn Vitaphone lot next month, will be woven around special production numbers especially written and arranged by Donahue.

Jack Denny and his ork will play the 1938 Auto Show and Transportation Exhibition at Ak-Sar-Ben Coliseum, Omaha, Nov. 6-11. Bob Pace will be a feature attraction.

Clyde Lucas Ork, currently playing the Lowry Hotel, St. Paul, opens Nov. 5 at the Chase Hotel, St. Louis.

Jack Wright, who is featured with his orchestra at the Village Brewery Restaurant, is amazing musicians with his ability to swing on the electrical Hawaiian Guitar, imitating the sounds of the trumpet, trombone and saxophone.

Lou Breese and his French Casino orchestra have been assigned the musical chores in the new Paramount series of shorts to be built around some of the acts in the current French Casino revue, "Folies Bergere." Aileen Stanley, musical comedy, radio and supper-club singer, who just returned from a five month tour of the British Isles, will also be featured. Production on the first of the six shorts, for which Breese has written special music, is now under way at the Paramount-Long Island studios.

Frank St. Leger, musical director of American Radiator's "Fireside Recitals" on NBC Sunday evenings, is due in Chicago this week-end to guest-direct the Chicago Women's Symphony orchestra. He will not be on his program next Sunday.

Doris Fisher, CBS songstress-composer, has written five numbers for the new Harlem Uproar House revue. They are "The Opening Song," "Pineapple Swing," "The Deacon is Speakin'," "The Dyin' Quintuplets," "You Can't Play Bingo with My Heart" and "Weddin' on Sugar Hill."

Eli Dantzig and his orchestra get an NBC wire from the Italian Room of the Hotel St. George. He's aired twice-weekly, Monday at 11 p.m. via WEAJ and Friday at 12:30 a.m. via WJZ.

CLYDE BARRIE

HAvemeyer 9-3494



● ● ● Thinking Out Loud (and sometimes talking out of turn): News of Joe Keit's death yesterday spread like wild-fire, supplemented with remarks that he was a genius, an asset to Tin Pan Alley—but he couldn't find a job after earning close to a million dollars in this business... The doctor's diagnosis reads "weak heart"—but it should have read "broken heart"... Cole Porter's lying in a L. I. hospital with two broken legs caused by a fall from a horse—has its humorous side also. Porter had just returned from England—having cancelled a trip to the Orient—because of the Sino-Jap conflict which Cole didn't wish to encounter even as an innocent bystander. So he came back to safe little U.S.A.... Phillips H. Lord recently tried to prevent Editorial Writer Jay Franklin from heading his pillar, "We, The People,"—forgetting, undoubtedly, that the first three words of the Constitution reads, "We, The People"... Noel Coward's country home on the Hudson near Tappan, N. Y., has been leased by Ed Fitzgerald of WOR... Joey Nash's voice was found missing on the WLW line-Vitalis show Monday—but really lacking!

● ● ● This note from WLBC, Muncie, Ind., gives one a general idea of the way things are run sometimes. Recently a sponsor asked Happy Apple, The Old Ranger, while servicing an account and discussing the continuity in a program: "Who is this guy 'Fanfare'? I don't have to pay extra for him, do I?"... Without pencil, paper or diagram, The Old Ranger explained that it was merely sound effects... If you see a crimson glow coming from the west, bet your bottom dollar that it's Charlie Foll's contenance. Conducting a spelling bee for KYOS, Merced, Cal., Charlie asked contestants to spell "physiology" but he pronounced it "psychology"... Of course, the contestants spelled the latter and received demerit marks—because Charlie had the book before his eyes—and on another word... Luckily the contest ended in a deadlock!

● ● ● The new edict over at NBC regarding the music boys learning the clearances on their tunes is working out satisfactory to all concerned. Boys are in a week-to-week pass and expect a year's card after Jan. 1. Previously, in evicting the mob, many would sneak under the barrier—and make general nuisances of themselves... Because Benny Goodman plays only certain types of songs—and thus keeps many publishers off his shows, he threw a party for them last week to "apologize for not helping" them!... Martin Starr, WMCA's "Gangplank" interviewer, induced film producer King Vidor to admit on the air yesterday that it was his bride who accompanied him abroad and back. Vidor had been keeping the wedding secret. Starr also aired Alexander Korda, London producer... John Quillan, brother of Eddie, the flicker star, is a member of Walter O'Keefe's writing staff... Ray Noble settled Mack Millar's claim out of court... Leon & Eddie's will honor Russ Morgan at their place Sunday nite with a celebrity party—bringing out new radio, stage and screen talent for inspection... A deal is pending for Mickey Alpert to take his Riviera band into a Philly theater for personals... Incidentally, the Winter Room over at the Riviera offers the town's smartest entertainment with Howard Lalley's band... Miami Daily News gave 5 columns to WIOD's senior announcer Bill Pennell—because he eats so much... A rare treat from the Rainbow Room is the ivory-tickling of Jack Kelly with Al Donahue's crew via NBC.

● ● ● Swell gesture on the part of James R. Curtis, prexy of KFRO, Longview, Tex. He has had boxes placed on all prominent street corners in town and has the station make announcements regarding what to do with old razor blades... which are collected and melted into braces which are donated to crippled children... People are enjoying Alton Cook's radio column on what he did, and saw during the past week in Sat. World-Telegram.

AGENCIES

LEE R. McCULLOUGH agency, Chicago, has been appointed advertising counsel for Marvel Products (furniture and automobile polish).

GRANT ADVERTISING INC., Dallas, has been appointed to handle the advertising of Mars Inc., Chicago (candy bar), which last year used radio extensively. Grant is opening a Chicago office in the Palm-Olive building.

JOHN HOLLOWAY, formerly with Quaker Oats, has joined the George H. Hartman agency, Chicago.

JAMES M. COSTELLO has joined the Bert S. Gittins agency, Milwaukee.

LON JOURDET, formerly a member of Febling & Jourdet Advertising Agency, is now associated with Barnes and Aaron Advertising Agency, Philadelphia, as account executive.

ARBEE AGENCY, Terre Haute, Ind., has been appointed by Bear Mfg. Co. in that city to handle a Jack Frost proprietary ointment campaign. Agency also is handling a campaign for WBOW.

THE IZZARD CO. of Seattle has been retained for an advertising campaign to introduce a new natural apple juice product of the Pomona Products Co., Selah, Wash.

LEE GRAVES, who has been transferred from Chicago to the New York office of the Compton agency, occupies the post of business manager. The agency's radio director is John McMillin.

LOUIS DEAN has again taken up his post with Campbell-Ewald Co. of New York. He has been in Detroit for a number of months serving as radio head of D. P. Brothers' radio activities.

NEW ORLEANS

Harold Nebe, chief engineer of WSMB, is in New York looking over the new equipment which the station will use when it goes on 5,000 watts daytime.

"Bing" Bone, who sings in the Crosby manner, and Irene Shirley have gone commercial on the air here.

Vince Callahan of WWL has a new secretary, Eulah Carter, who replaces I. A. Timerick. "Tim" joined the station's ad sales staff.

LEE GRANT

AND HIS ORCHESTRA

★ ★ ★ ★ ★ ★

SIX-STAR REVIEW

MUSIC AS YOU LIKE IT

DAILY

WMCA

2:30-5:30

PROGRAM REVIEWS

"ADVENTURES OF CHARLIE CHAN"

Stokely Co. (tomato juice)
WOR-Mutual, Mon. through Fri.,
5:15-5:30 p.m.
Gardner Adv. Co., St. Louis

TRANSCRIPTION SERIES STARTS OFF AS GOOD STUFF FOR DETECTIVE STORY FANS.

Though it lacks the inimitable Warner Oland, this ET series should prove quite entertaining to the fans of Charlie Chan and of detective stories in general. Cy Kendall plays Chan, and he is assisted by a bright lad as Chan's son, Lee.

Initial episodes set the groundwork for Chan to solve the murder of a bad egg named Jessup in a Honolulu waterfront hotel.

As an exploitation tieup, offer of Charlie Chan Magic Tricks is being made for labels from sponsor's product.

Raymond R. Morgan waxed the series on the coast.

"Bicycle Party"

Variety show continues to move along at a fast pace with high spot of program still the bit done by blackface act of Swor and Lubin. Two comics offer a delightful change in atmosphere from the usual run of such acts, and are good for plenty of laughs. Bill Slater, football expert, had as his guest last Sunday William Montague, newsreel editor of Paramount, who related experiences of the newsreel cameramen. Bert Whaley, vocalist with Hugo Mariani's orchestra, sang "One Alone" as his solo plus vocals on number of other offerings. Show offers novel contest for listeners with keen sense of hearing by purposely making mistakes during show, with listeners correctly diagnosing mistakes winning sponsor's product. Program is heard over NBC-Red at 3:30-4 p.m. Sundays.

Grape Nuts Program

With Eddie Cantor as guest star, filling in for the vacationing Burns and Allen, the Grape Nuts program on NBC-Red last Monday night had a good batch of down-to-earth comedy, and incidentally gave vocalist Tony Martin a chance to play a major part in laugh dispensing. Martin did a good job—helped, of course, by past-master Cantor. Jacques Renard, the Cantor program musical director, also came in for a bit of free-for-all including Ray Noble. It was a lot of fun, and the studio audience, in particular, ate it up.

WDNC, Durham, N. C.

Arthur (Smilin' Artie) O'Brien is back with his hillbilly music after an absence of nearly a year.

Al Harding, announcer, has left to join WCCO, Minneapolis. He married a Minneapolis girl last month. A weekly religious broadcast titled "Evangelist Hour" starts this week.

NEW BUSINESS

WDNC, Durham, N. C.: Nucoa, Sears-Roebuck, Pepsi-Cola, Chevrolet, spots; Montgomery Ward, program; Dr. Pepper Bottling Co., program.

WBAL, Baltimore: Chevrolet, American Oil Co.

KFRC, San Francisco: Royal Toy Co., announcements, through Reiss Advertising Co.; Chevrolet, announcements, through Campbell-Ewald; Tide Water Associated Oil Company, football games, through Lord & Thomas; Schlitz Brewing Co., announcements, through McJenkin.

WGN, Chicago: Stokely Bros. (Van Camp Food Products), "Charlie Chan," ETs, through Raymond R. Morgan Co.; Charles B. Knox Co., (Gelatine), participation, through Kenyon & Eckhardt.

KJBS, San Francisco: Royal Toy, spots, through Reiss Advertising Co.; Chevrolet, spots, through Campbell-Ewald; Tide Water Associated Oil, football games, through Lord & Thomas; Schlitz Brewing, spots through McJenkin.

KECA, Los Angeles: Wonder Made Products (Thriftie and Zest salad dressings), announcements, through Charles H. Mayne & Co., and a 6-months contract for Lea and Perrin's sauce, spots.

KGO, San Francisco: General Cigar Co., through H. W. Kastor & Sons; Eton Paper Corp., through Badger & Browning; Vick Chemical, through Morse International; Bauer & Black, through Blackett-Sample-Hummert; Nash Kelvinator, Inc., through Geyer-Cornell-Newell, Inc.

KYA, San Francisco; Gardner Nursery Co., through Northwest Radio Advertising Agency; Chevrolet, through Campbell-Ewald.

WNEW, New York; Axton-Fisher Tobacco (20 Grand and Zephyr cigalets), "Make-Believe Ballroom," through McCann-Erickson; Crystex (drug product), "Pinto Pete in Arizona," ETs through Allen C. Smith Adv. Co., Kansas City.

KFEL, Denver: Skinner Mfg. Co. (Macaroni) announcements, through Buchanan-Thomas; American Popcorn; Western Martha Washington Candy Co., announcements, renewal; Duart Sales Co. (Creme of Milk), "Passing Parade"; Emerson Drug (Bromo-Seltzer) Sid Skolsky; Time Inc., "March of Time"; Pontiac, "Varsity Show"; Guaranty Life Insurance Co., "News Behind the Headlines", through Stodel Agency; Sherwin-Williams Co. (paint), chain break announcements.

WMAQ, Chicago: Nash Motors, Boake

KFRO, Longview, Tex.

James R. Curtis, prexy, recently visited KABC, KMAC, KONO and KXYZ, all members of Texas Broadcasters Ass'n, of which he is secretary-treasurer. He will next visit Dallas and Fort Worth stations.

John Young, formerly of KRMD, Shreveport, and WHBQ, Memphis, has joined the announcing staff, replacing Lyman Brown, who was unable to report.

Travis Cabiness, formerly of announcing staff, has joined KRMD, Shreveport.

KGKB, Tyler, and KOCA, Kilgore, are cooperating with KFRO in Red Cross programs.

WHIP Booklet

WHIP, the new 5,000-watter in Hammond, Ind., has put out an attractive booklet, along with a rate card, giving all the facts about the station's equipment, coverage, etc.

Carter ETs, through Cornell & Newell; American Railway Express, weather reports.

WENR, Chicago; Great West Life Assurance Co., disk music, through Schwimmer & Scott.

WBBM, Chicago: DeSoto Motors, George Jessel ETs, through J. Stirling Getchell.

KMOX, St. Louis, Union Biscuit Co., Bob Hawks "Fun Quiz," piped from Chicago.

KSFO, San Francisco: Roma Wine Co. (Cella Grape Juice) "Toast to the Town", program, through James Houlihan, Inc.

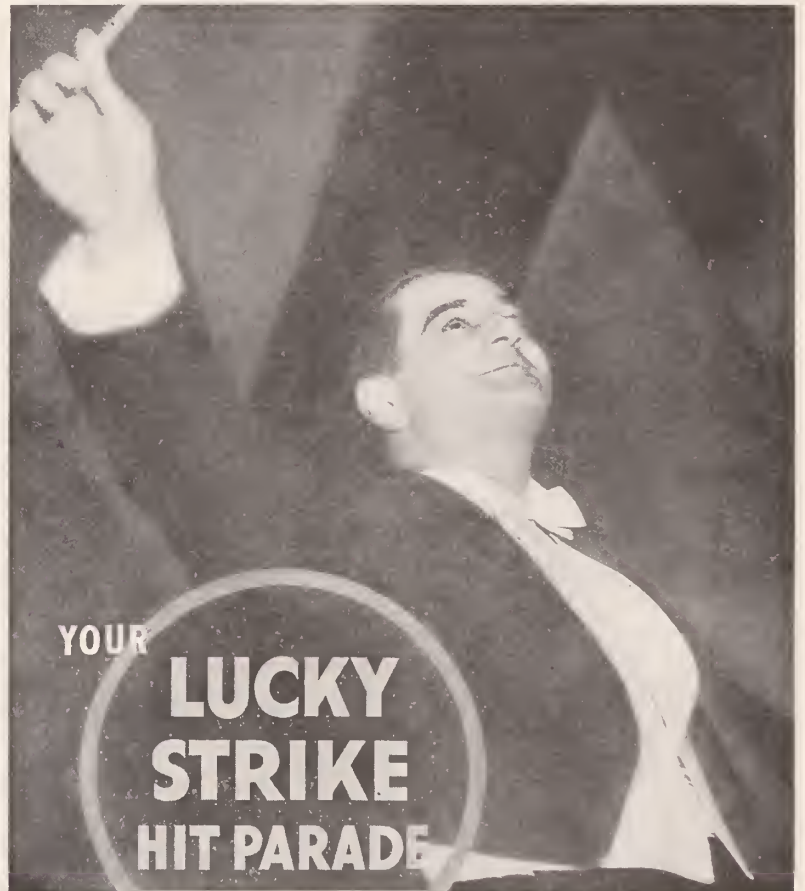
GUEST-ING

WALTER HUSTON, on Rudy Vallee program, Nov. 4 (NBC-Red, 8 p.m.).

CHANNING POLLOCK, on "Heinz Magazine of the Air," Nov. 3 (CBS, 11 a.m.). JULIUS KING, same program, Nov. 5. Both set by Dorothy Worthington.

MARIAN MARSH, added to "Kraft Music Hall," Oct. 28 (NBC-Red, 10 p.m.).

FOUR STARS, girl quartet, and MILTON HERTH, on Buddy Clark program, Oct. 28 (CBS, 10 p.m.).



under the musical direction of
MARK WARNOW

WEDNESDAY NIGHTS 10-10:45 P.M. EASTERN TIME

OVER THE RED NETWORK OF THE

NATIONAL BROADCASTING COMPANY

MARK WARNOW MANAGED EXCLUSIVELY by COLUMBIA ARTISTS, INC.



DR. RALPH L. POWER, radio counsellor and onetime U.S.C. professor, will lecture to radio production classes of the Pasadena Junior College on November 4 in the Pasadena studios of KPPC. Topic is "Programs and Personalities," and Power has scheduled Harry A. Earnshaw, creator of "Chandu"; Frederick C. Dahlquist, producer of "Thrills"; and C. C. Pyle, head of Radio Transcriptions of America, among the "personalities."

Norman Spencer, whose "Can You Write a Song" program contest is going great guns on KFWB, reports a surprising percentage of really meritorious contributions. Many hit the office wastebasket, of course, but the team of Fred Strois, lyricist, and Claude Granville, music, have submitted numbers that publishers are clamoring for, and Maurice Mas, Fred Jackson and June and Jean Gay all have turned in potential hits. William Schary, business manager for Spencer, now is in New York following-up agency and sponsor inquiries about the new program.

Radio Night will be celebrated at the Elks Temple tonight with Joe Penner, Parkyakarkus, Raymond Paige and "Tiny" Ruffner being initiated and the doings incident thereto broadcast over KHJ and the Mutual network on a special National Traffic Safety week program.

Frances Scully of Hal Bock's NBC publicity staff, and Lita Hebert of Hal Rorke's CBS publicity staff, were busy receiving birthday congratulations on the same day—Oct. 21. Other NBCites celebrating their natal day on the same date were Tommy Riggs, and Russell Hudson of the Traffic Department.

John Wayne, cinema actor and former U.S.C. football player and crack swimmer, discussed his sports activities—past and present—with Jack Holmes on "Hollywood Sports Camera" over KFVB Monday night.

Don Hastings, manager of KDB, Don Lee station in Santa Barbara, delivers flowers to all listeners "on the sick list" whose names are brought to the attention of producer of the "Pep, Unlimited" program, through co-operative tieup with a local florist.

Don Norman Nesbitt, brother of John Nesbitt, becomes a Hollywood resident after severing a connection of several years with KHQ and KGA, Spokane, where he was announcer, continuity editor and production director. Nesbitt has several berths in prospect here.

Cast of "Lady of Millions" is getting a ten-day vacation from recording while May Robson is busy in RKO's "Bringing Up Baby." Linda Marwood of the New York and London stage joins the troupe on Miss Robson's return, but George Godfrey, director, is experiencing difficulty in finding an actress to

STATIONS OF AMERICA

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

KIRO—Seattle

710 Kilocycles—1,000 Watts

H. J. QUILLIAM, Manager

LOREN B. STONE, Commercial Manager

Oct. 10 of this year, KIRO replaced KOL as the CBS outlet in Seattle, immediately taking the full schedule of Columbia Pacific Network programs.

Operated by Queen City Broadcasting Co., KIRO made its bow on the air Oct. 15, 1935. It serves a widespread area, insuring dominant coverage of the entire Seattle market without a change in rates; and KVI, Tacoma, continues to broadcast, at no extra cost, all CBS programs carried by the Seattle outlet.

New measurements of KIRO's coverage, made by CBS, showed 261,300 radio families in the station's primary daytime area and 295,030 in its primary evening listening areas, even before KIRO began broadcasting the CBS schedule, according to William C. Gittinger, sales manager for the network.

Besides its lineup of Columbia programs, the station airs many features of special local interest. Its power is 1,000 watts both day and night, and the 710 kilocycles gives it an exceptionally good position on the dial.

John Blair & Co. is the station's national representative.

WHBF, Rock Island, Ill.

Ralph Childs has joined the staff to handle news, sports reviews and other programs. He has been at KXBY, KWBG and WMT.

The local high school has always cooperated with WHBF on special events and other programs, so the station carried a series of dedicatory programs on the opening of the new high school building.

Davenport studios of WHBF have been moved from the Blackhawk Hotel to the Orpheum Theater. Lois McDermand continues in charge. Station also has studios in Moline.

Maurice Corken, Marvin Rosene and Ralph Childs are being kept busy airing football games of the eight high schools and colleges in the tri-cities. Goodrich dealers are sponsoring.

WBT, Charlotte

Betty Moore, NBC network artist heard from New York, made a guest appearance on the Carolina Reporter program conducted by Lina Covington Harrell.

National Red Cross, Washington, has written W. A. Schudt Jr., g.m., asking permission to present Grady Cole, commentator-philosopher, with a certificate of recognition for valiant service during Mississippi flood.

WMAS, Springfield, Mass.

The new transmitter has arrived and process of installation is now under way.

Milt Hale interviewed Ted Shawn, dance impresario, over the air the other nite, in one of Shawn's rare airings.

The banquet room of the Hotel Charles (station home) will be used when the Springfield WPA orch takes part in the Community Chest prog. A. W. Marlin, station manager, will handle the show.

play the role of a 90-year-old Aunt of "Aunt Mae Webster", Miss Robson, since the character requires an extremely aged voice and an exceptional sense of comedy values.

WPAY, Portsmouth, O.

Buddy Starcher, hillbilly deluxe, leaves to join WCHS, Charleston, W. Va.

Vaughn Trio (LeRoy Carver, W. B. Walbert and Luther Drummond), here for a short while presenting religious music, also kept busy filling personal appearance engagements.

A series of debate programs sponsored by Ohio High School Speech League, emanating at WOSU, Columbus, is being rebroadcast Wednesdays.

WFTC, Kinston, N. C.

Lawrence Gooding, formerly engineer here, is now holding a similar berth for the State Highway Commission in Raleigh.

Permit has been granted by FCC for a 35-watt relay transmitter on 2150 kc.

All home games of the Eastern Carolina Teachers College, Greenville, will be aired as sustainers.

WPTF, Raleigh

J. B. Clark's "Meet the Staff" program has completed interviewing staff members and is now visiting various departments.

In cooperation with the State Employment Service, "The Job Clinic" is getting ready to hit the air.

Station fed Saturday's Carolina-Tulane game to WSMB, New Orleans, and will pipe the Carolina-Fordham game to WINS, New York.

WBAL, Baltimore

Uncle Jack, assisted by Walter Linthicum, started a Sunday "Junior Opportunity Revue," giving kids a chance on the air.

"In Town Today," interviewing visitors to Baltimore and others, is a new Sunday afternoon program handled by Garry Morfit.

Listeners are now being given a hand in selecting the items to be asked for on the Saturday evening "Scavenger Hunt."



MARGE KERR, recovered from appendectomy, is back at work as head of local Tom Fizzdale office. Fizzdale paused at home office on return from New York and then went on to Hollywood.

Phil Cameron has joined the WGN announcing staff, replacing Bill Baldwin, who went to Shreveport, La. Cameron comes from South Dakota.

Jack Baker, tenor, has replaced Gale Page as soloist on the Bill Kranz orchestra program on WMAQ-NBC.

Betty Ito, pretty Japanese-American actress, has joined Iodent's "Don Winslow." Earl George is another addition to the staff.

Carl Doty, former head of NBC statistical division here, moving to WOAI, San Antonio, to do sales promotion work.

Phyllis Stepler (Joan Kay to her radio friends) and Norbert E. Bibow were married last week. He's an Evanston banker.

Carnation Co. has issued a pictorial broadside in connection with the 300th broadcast of its "Contented" series featuring Frank Black's music.

Mr. and Mrs. J. R. Biggar of San Diego visiting George Biggar at WLS studios.

Happy Long of WIRE here is guest of Jack Stilwell, new WLS announcer, formerly his boss in Indianapolis.

WCLO, Janesville, Wis.

With Sidney H. and Robert W. Bliss becoming co-publishers of Janesville Daily Gazette, owner-operator of WCLO, following death of their father, new personnel setup includes Sidney Bliss as business manager; Thomas G. Murphy, promoted to general sales director; Valentine Weber, made commercial manager; John Dixon, program director; E. H. Borkenhagen, office manager; Della Deen Orr, musical director, and Charles Layton, news editor.

Station's short wave unit, W9XRT, in cooperation with the state stations, WHA, Madison, and WHBL, Stevens Point, will air the state corn-husking contest near Beloit on Friday.

Local high school and the U. of W. football games are being aired now, with basketball to follow later.

WREC, Memphis

Station has inaugurated a policy of giving "fanfare salutes" to fairs and celebrations in the Memphis trade territory. Salutes are given on "Musical Clock" program, 6:30-7 a.m.

Robert Sanders, the voice of "Cheer-Up Time," and Harry Boersma, Treasured Hymn singer, will be featured singers at a revival meeting in the First Baptist church in Jackson, Tenn., all this week.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,095,980—Oscillation Generation and Control. Clarence W. Hansell, Port Jefferson, N. Y., assignor to RCA.

2,095,981.—Temperature Compensating System. Clarence W. Hansell, Port Jefferson, N. Y., assignor to RCA.

2,095,998—Demodulating Circuit and Method. James C. McNary, Washington.

2,096,031—Aerial System. Edward C. Cork and Alan D. Blumlein, Ealing, London, and Eric L. C. White, Hillingdon, Middlesex, England, assignors to Electric & Musical Industries Limited.

2,096,072—Automatic Radio Program Selector. Samuel Spagnola, Tuckahoe, N. Y.

2,096,109—Radio Electric Survey and Voting System. Nevil M. Hopkins, New York, N. Y.

2,096,156—Electric Discharge Tube. Felix Broyer, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,096,205—Filament Spring. Newell R. Smith, Bloomfield, N. J., assignor, by mesne assignments, to RCA.

2,096,249—Electron Discharge Tube. Paul Kapteyn, Berlin, Germany.

2,096,292—Rectifying Tube. Hajo L. van der Holst, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,096,323—Temperature Measuring Apparatus. Willis H. Gille, St. Paul, Minn., assignor to Minneapolis-Honeywell Regulator Co.

2,096,393—Electrical Wave Transmission System. Paul O. Farnham, Boonton, N. J., assignor, by mesne assignments to RCA.

2,096,415—Electron Discharge Device. Howard W. Weinhart, Elizabeth, N. J., assignor to Bell Telephone Laboratories, Inc.

2,096,427—Regulating System. Finn H. Guliksen, Wilkensburg, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,096,459—Ultra Short Wave Oscillation Generator. Ernst E. W. Kassner, London, England.

2,096,460—Space Discharge Apparatus. Frederick B. Llewellyn, Montclair, N. J., assignor to Bell Telephone Laboratories, Inc.

2,096,466—Cathode Ray Tube. William H. Painter, East Orange, N. J., assignor, by mesne assignments, to RCA.

2,096,501—Antenna. Charles E. Schuler, Columbia, O. Assignor to International-Stacey Corp.

2,096,561—Power Amplifier. Walter Van B. Roberts, Princeton, N. J., assignor by mesne assignments, to RCA.

2,096,590—Ultra-High Frequency Detector. Ernest G. Linder, Philadelphia, Pa., assignor to RCA.

2,096,625—Noise Suppression Circuit. George M. Brown, Scotia, N. Y., assignor to General Electric Co.

2,096,653—Electron Tube Device. Walter Solter, Tucson, Ariz., assignor to one-half to William H. Woodin, Jr.

2,095,990—Oscillation Generator. Nils E. Lindenblad, Port Jefferson, N. Y., assignor to RCA.

WICC, Bridgeport

Anna McPartland added to "First Offender" group.

Mary Dolores Hanford slated for a Carnegie Hall (New York) concert Oct. 31.

Hugh Shields back to Ridgefield from Indianapolis.

BIRTHDAYS calendar grid showing dates 1 through 30.

Greetings from Radio Daily

October 27 Kathryn Cravens

October 28 Mario Cozzi

KFXJ, Grand Junction, Col.

Cecil Caves is now chief telegraph operator, in charge of Trans-Radio division of the news service.

Additions to announcing staff include Marv Mulvihill and Bob Smith, the latter from KSAC.

Margaret Horan is a new continuity writer. Mrs. Alice Barber also has joined as continuity writer and secretary.

E. C. Nissen and J. C. Hastings have joined the sales department.

Fred Mendenhall is now chief engineer.

Rex Howell, manager, and Richard Purcell handled Saturday's long-distance remote on the Greeley-Western State gridiron game at Gunniston.

K. & B. Packing Co. of Denver has bought the station's "Inquiring Reporter" program.

WTMV, East St. Louis, Ill.

Paul Wills, sports announcer, is vacationing at his former home in Dallas. John Sneeberger is subbing.

Irene Miller, staff actress, will marry Thomas Atwood on Nov. 25.

"Wake Up and Live", ace morning show, is moving into Sears-Roebuck stores for personal appearances on Friday and Saturday nights. Program is a combination of three shows and includes music, drama and a telephone-calling gag.

"The Opportunity Man". Charles Barnhart writes the drama. Irene Miller, Florence Kohl, Howard Woodward and Charles Grafft also are in the cast.

WBAP, Fort Worth

"Woody" Woodford, who spent the summer operating the Fort Worth Frontier Fiesta sound system, now answers to the title of assistant chief engineer and traffic manager.

Ken Douglass, production director, handled the broadcast of the Texas Christian University-Fordham game from New York on Sunday.

KYOS, Merced, Cal.

Herman Stanion, announcer, and Bernard McCreery, commercial department, are new staff additions.

Every high school within 40 miles is scheduled to appear in a sponsored weekly spelling bee.

Many government officials and prominent business men gave congratulatory talks on the station's first anniversary celebration.

WOKO, Albany

Doc Rand, sportscaster, will be back on the job by Nov. 15, according to bedside reports. Meanwhile his son Greenfel is doing a good job of subbing.

Billy Rose, new member of announcing staff, will do a 15-minute singing act on Saturday nights, with Johnny Lee at the piano.

Montgomery Ward musical clock, with Forrest Willis, has passed its 560th broadcast.

WOAI, San Antonio

Mary Harvey has joined the continuity department.

Joyce Williams is a new member of the publicity force.

Dan Cullinane has been added to the mailing department.

KLO, Ogden, Utah

Tom Morris, formerly with KOMO, KVI and other major Pacific northwest stations, has joined here as announcer and producer, it is announced by Manager Paul R. Heitmeyer.

Rod O'Connor, son of City Commissioner O'Connor, is a newcomer on the announcing and advertising staff. He was recently at KVEC.

Merrill J. Bunnell, advertising manager, has added David Farmer, formerly of KDYL, to his staff.

With \$400 in cash prizes, a weekly amateur show from the Paramount Theater is being aired under local dairy sponsorship, with Manager Clarence Perrin of the Paramount as emcee.

Dave Farmer emcees a weekly spelling bee among school pupils for a jeweler.

KVOD, Denver

Dorothy Hendee has joined the sales staff.

Joe Finch, announcer, has a new Chrysler.

The network show, "Jenny Peabody", was presented to the current sponsors by Buzz Eagle of this station's sales department. He has an eagle eye for good shows.

"Famous Fires in History", penned by Archie Hall, is being groomed for early opening.

Ralph Paul, 16-year-old announcer and a good one, divides his time between KVOD and high school.

KABC, San Antonio

Lillian Couch is a new vocalist heard regularly.

Roger Phillips, formerly with the station as production manager, has returned to Fort Worth and is succeeded here by Charles Belfi, chief announcer.

Gene Cagle, manager, was the play-by-play announcer on the Humble (Houston-Rice & Tulsa) football staff, working two games so far.

Walton Blanton, "Voice of the Crowd" man on the noon broadcasts, is getting plenty of fan mail these days.

KDYL, Salt Lake City

Jack Gregson, announcer, reconnoitering for coverage of recent UAL luxury liner crash, was lost himself for two hours in fog over the Wasatch mountains.

Frank Austin, sports commentator, found himself an unwilling opponent to Jack King, wrestler, when King jumped out of ring, grabbed Austin, applied headlock and dragged him into arena. King explained he had been temporarily confused by a crack on the head as he hurtled through the ropes. Now Austin comments from the third row back.

WIBG, Glensdale, Pa.

Natalie Ann Covert and Josephine O'Neill of Uncle Jim's Revue joined the Bobolins of Lansdale and made their first public appearance with them at opening of Willow Grove Danceland, co-featured with Don Bestor's orchestra.

Josef Martin, pianist, will be soloist on tomorrow's weekly faculty recital from Beaver Hall.

Large vertical advertisement with stars and text: CRISP ACCURATE AND TIMELY THAT'S WHY RADIO DAILY IS READ EVERYWHERE AND THAT'S WHY IT'S A PULLING ADVERTISING MEDIUM

PHILADELPHIA

Gene Edwards, WDAS's newest announcer, comes from KGNF and KICK.

Charlie Kerr, pioneer radio orchestra leader, is back with a daily show over WCAU.

Florence Hale is now conducting her own series of educational programs over KYW.

Ira Walsh, WDAS sports commentator, is scheduling a series of before-the-game discussions by the rival coaches.

Mary Lee Taylor is celebrating her fifth year on WCAU.

Ford Rush, song philosopher, is now broadcasting over KYW.

Taylor Grant is back at the microphone at WCAU after a week's illness.

Stan Lee Broza, WCAU head of production, planning several new shows that will shortly hit the air via the CBS network.

KYW has altered its largest studio to allow installation of its new Hammond organ and music library.

Anthony Candelori is the new head of WFIL's 12-piece band.

Gilbert Condit will be heard thrice weekly giving the news behind the news over WDAS.

Powers Gouraud is doubling as the French announcer on W3XAU, assisted by Lisa Sergio.

Arnold Nygren, WFIL engineer, traveled over 265 miles to pick up a four minute remote broadcast.

Irene Vanek has been added to WFIL press and news bureau staff.

A new revue featuring Marjorie Dunn, Kitty Cooper, Dan Kelly, Larry Vincent and Bob Golden's orchestra is heard daily over WCAU.

Florence Irons, Dr. Warren Levers and Louis Hershon are featured weekly over WFIL.

Clarence Harmon and orchestra are the latest additions to WDAS's swing parade.

Harold Davis and Pat Stanton of WDAS are now covering the boxing matches from the Arena.

News in Rhyme is a new program over WCAU and features Vernon Pepper.

Chris Seiter, WDAS "Lonesome Widow Delighter," is receiving more and more fan mail asking him to be a matrimonial agency.

Howard Brown is the emcee on WIP's "Philadelphia Parade of Events."

ONE MINUTE INTERVIEW

JEANETTE MacDONALD

"Studio audiences present a double hazard for a singer: they're likely to distract the singer and cheat the great listening audience. Particularly in a small audience, the singer can not avoid noticing when heads are bobbing in approval or disapproval. There's a great temptation to sing to the few in the seen audience instead of singing for the great listening audience which of course one cannot see."

★ Coast-to-Coast ★

KARL BARRON, former announcer at WIP, Philadelphia, and now at KYA, San Francisco, married Guinevere Sasso a few days ago.

Vina Bovy, Belgian soprano, who recently arrived in this country and has gone to San Francisco for appearances with the S. F. Opera Co., and who also will do a guest shot on the Bing Crosby show tomorrow night, returns later to join the Metropolitan Opera for her second season.

Mario Cozzi will appear in two of the operas being presented by the N. Y. Hippodrome Opera Co. at the Brooklyn Academy of Music election week. He sings in "La Traviata," Nov. 2, and in "Carmen," Nov. 4.

The Roy Campbell Royalists have been given a new time allotment on their NBC sustaining program. They are now heard on Monday at 8:15 p.m.

Miami radio executives are making extensive plans for the International Party to be held at the Macfadden-Deauville hotel, Miami Beach, Nov. 14. The affair, sponsored by the Miami Junior Chamber of Commerce, the International Radio Club, and WIOD, WQAM and WKAT, is built around the beauty-talent contest in which six girls will be selected to participate in the eighth annual International Radio Club convention that begins at the Deauville Dec. 4 and concludes at Havana Dec. 12.

Norman Corwin will present Emile Beliveau and a company in performances of Sandburg's "Four Preludes On Playthings of the Wind," Seiffert's "The Old Woman," and Davies' "Hunger" during the "Poetic License"

BOSTON

Morton Downey heads the cast of the revue, "Broadway Varieties," opening at RKO-Boston Theater tomorrow.

Bradley Kincaid, Kentucky mountain ballad boy, has returned to the WBZ-WBZA airwaves.

Malcolm McCormack, emcee of WBZ's morning musical clock, is the father of a boy.

Lynn Sherman, WMEX songstress, now appearing at the Hi Hat.

Doris Tirrell, WBZ staff organist, is now entertaining dinner guests in the Palm Room of the Hotel Statler Sunday evenings.

WKRC, Cincinnati

Dick Bray, sports announcer, went to South Bend on Saturday to referee the Notre Dame-Navy game.

Al Bland, Dow's "Dawn Patrol" pilot, made a Chicago trip by plane over the week-end.

Ruth Lyons, program director, is completing plans for publication of her latest tunes, "Fooled" and "Saturday Night Swing".

program over WQXR tonight at 9:45. Beliveau is noted for his direction of the poetic plays of Alfred Kreymborg.

Bob Wilson, though just 21, has been in charge of the news editing and commenting department at WOWO-WGL, Fort Wayne, for nearly a year.

"Arabesque," the dramatic series formerly heard on CBS, is being recreated over WGL, Fort Wayne, on Sunday evenings.

WCLO, Janesville, Wis., has been carrying on life saving activities for the past seven years, while the Janesville Gazette, owner and operator of the station, has been doing this work for nine years. Letters have been received from newspapers throughout the country asking about Janesville's annual summer life saving campaign.

Richard Blondell, conductor of "The Story Teller's House," juvenile feature heard frequently over WOR, has had his contract renewed by the WOR Artists Bureau.

SAN ANTONIO

KONO Notes: Don Michaels' band is back on the air . . . The Night Owls recently waxed several sides in the Mission Broadcasting Company's recording room . . . Boots and His Buddies made several more records for the Brunswick people, and Ted Mays' Jam Band, broadcasting exclusively in person for this station, cut a series for Victor.

Godfrey Kuler from Fort Worth, is a new announcer at KABC . . . Dude Martin's Roundup is a new program over this station.

Mary Jayne Garza is doing character roles for "Can You Solve It", WOAI's Sunday mystery thriller.

Walton Blanton has joined the announcing staff at KMAC, replacing Bill Schomette, who has gone to work for Steve Wilhelm Advertising Agency as production man.

H. C. Burke, KSTA station manager, is out in Hollywood on a short business trip with his boss, Elliott Roosevelt.

WAPI Tabloid

WAPI, Birmingham, recently issued Vol. 1, No. 1 of "WAPIItems," a tabloid sheet giving news of the station and intended as a service to patrons. National advertisers get a good break in the columns. Intention is to publish the sheet weekly.

WRDW
featuring
THE SOUTH'S MOST BEAUTIFUL STUDIOS
250 WATTS

Market Coverage
Population 714,492

★
98% Coverage of this prosperous southern market

★
49% of Augusta's radio families listen ONLY to WRDW every day

★
Finest, most up-to-date R-C-A high fidelity equipment

★
Exclusive National Advertising Representative
J. J. DEVINE and ASSOCIATES Inc.

Announcing
Full time affiliation with

C
B
S

Columbia
Broadcasting
System

Effective October 31st. 1937

WRDW

WHERE RADIO DOES WONDERS

AUGUSTA, GEORGIA
Serving Augusta Eighteen Hours Daily