



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 84

NEW YORK, N. Y., THURSDAY, OCTOBER 28, 1937

FIVE CENTS

ET Men to Fight Edict

Looking On ... AND LISTENING IN

AT RANDOM All hopes for a highlight to put the new radio season on the map are now focused on the coming M-G-M program for Maxwell House Coffee. A lot has been heard about the many film "names" who will appear in the show, but the burden of making the program genuinely interesting to dialers is going to depend chiefly on the script writers.

Radio networks, and a lot of local stations, through the medium of commentators and gossipers, give oodles of time to publicizing stage and screen personalities, but almost totally neglect radio's own artists in whom just as many listeners are interested.

Whether it is advisable to risk being wrong in order to be first in airing spot news—particularly incomplete and usually hysterical reports about tragedies—is something that every station should carefully consider.

Some of the screen's most glamorous actors and actresses are dead busts in dramatic skits over the radio.

The sound of the waves at either Waikiki or Atlantic City and the falling of water at Niagara are other broadcast items that mean nothing; and you can throw in the sound of tap dancing for good measure.

If you get a mental picture of Vince Barnett when you hear Parkyakarkus, it's more enjoyable.

In the space of a single week, these ears heard no less than 31 programs that started off with "Goodbye, Jonah."

—D. C. G.

CONSOL. DRUG TRADES EXPAND RADIO ACTIVITY

Chicago—Consolidated Drug Trade Products is adding outlets in various parts of the country. Opened a new show on WNAX, Yankton, this week with half hour in morning and half in afternoon. Two full hours a day added last week on CKLW, Detroit-Windsor. Time increased on KCBY, Kansas City, a new show added on KXBY, K. C., and another titled

(Continued on Page 2)

KUMA, Yuma, Resumes Broadcasting Nov. 15

Yuma, Ariz.—KUMA, which has been silent since Aug. 10 while awaiting FCC approval for new transmitter site and erection of new antenna, expects to resume regular schedule on or about Nov. 15. Antenna has

(Continued on Page 11)

Green Bay Radio Show Will Be Annual Affair

Green Bay—As a result of the huge success of the two-day Radio Show staged by KTAQ in Columbus Club Auditorium, the event will be repeated annually. Ten leading

(Continued on Page 2)

Benrus Placing Spots

Benrus Mfg. Co. is placing spot advertising for next year in the form of time signals for Benrus watches. Brown & Tarcher Inc. has the account.

American Tobacco Co. Places 13-Week Test Series on MBS

Chesebrough CBS Series Is Titled "Dr. Christian"

New Sunday afternoon series being launched by Chesebrough Mfg. Co. (Vaseline) over 58 CBS stations on Nov. 7 at 2:30-3 p.m., with a western rebroadcast at 5:30-6 p.m., will be titled "Dr. Christian," with Jean Hersholt, 20th Century-Fox star, in the main role of a country doctor. A Hollywood cast will support Hersholt. McCann-Erickson Inc. is the agency.

Transcription Manufacturers Will Fight AFM Regulation—IRNA Contract Now Acceptable to Musicians' Union

BENDIX IS PREPARING NEW ADV'G CAMPAIGN

Bendix Corp. (home appliances) is at present mapping a million dollar advertising campaign for its newest product, a washing machine, which will be introduced to the public next month. Radio is contemplated, with WOR scheduled as New York outlet. Plans are still uncompleted, however, and will not be announced until later.

Canada Dry Using ETs In Additional Markets

Canada Dry Ginger Ale is supplementing its current air advertising with a series of one-minute electrical transcriptions, scheduled one each day and night, in markets not covered by other broadcasting activities. J. M. Mathes agency has the account.

National Biscuit's Plans

Chicago—National Biscuit Co., having renewed "Dan Harding's Wife" on WMAQ for 13 weeks, is considering plans again for network show. McCann-Erickson is the agency.

Electrical transcription committee headed by Lloyd Egner of NBC Thesaurus held a lengthy meeting yesterday afternoon on the AFM situation, but finally decided that it would not issue a formal statement relative to its plans inasmuch as they were incomplete and the AFM had not presented its rules and regulations which it seeks to have observed in the future. Indications are, however, that the ET men do not plan to accept regulation of the industry lying down and will put up a battle at the proper time. Currently, ways and means are the issue. Present at the meeting were phonograph record men, more or less as observers, but the gathering was primarily that of ET manufacturers.

Joseph N. Weber, president of the AFM, reiterated to RADIO DAILY that the AFM does not seek money from the ET industry beyond what they are now paying musicians for making disks. In so far as the AFM is concerned, he explained that it would of course be to the advantage of the musicians if no electrical transcriptions were made at all. It would create more work in local spots. However, if the manufacturers wished to continue to make transcriptions with union men, the men in question would be governed by AFM rules and regulations.

Since there has been too much talk of late anent anti-trust actions and restraint of trade, Weber stated that this was the reason there would be no contract between the manufacturers and the AFM. By simply setting up rules for its musicians, a con-

(Continued on Page 3)

Sells Himself

Carlsbad, N. M.—Wray Guye, program director at KLAH, didn't care a thing about cameras until he had to put on a Camera Club program at the station. From hearing himself tell about the fascinating pastime, he became so sold on it that now he's a confirmed candid camera addict—and his shots are winning praise.

The Type

After auditioning eight Irish actors and a couple of others for the role of an Irish cop in the "Tish" series being aired on Wednesday nights over CBS, the WPA Federal Theater radio division hired Philip White, who is Jewish. White, a well-known radio actor, was picked because he handled the Irish brogue better than the Irishmen.

(Continued on Page 3)



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FINANCIAL (Wednesday, Oct. 27)

Table with columns for High, Low, Close, Net Chg. and Bid/Asked for various stocks and bonds.

Modulation Check System Developed by WOV-WBIL

A means of checking the peaks of modulation of transmitters against studio volume indicators during the actual airing of a program has been developed by the engineering department of WOV-WBIL. It is accomplished by means of a relay connected across the flashing lamp of the modulation monitor in such a way that it operates a phantom on the telephone circuit back to the studios, the phantom, in turn, operating a sounding device. The mechanism enables a control man to judge his work according to the way in which program is modulating a transmitter.

Katzman and Ork Quit

Louis Katzman, musical director of WINS, and his entire orchestra resigned yesterday. No successor has yet been named. This marks the second major change in the staff this week. Burt Squire, general manager of New York State Broadcasting System, resigned Tuesday.

THE MAGIC KITCHEN OF THE AIR Monday thru Friday Available for Food Accounts WCOP BOSTON

Watchtower Offers Programs As Sustainings

Watchtower Bible and Tract Society has cancelled all of its broadcasting obligations as of Oct. 31, and hereafter will not put on any programs as commercial shows. Instead the Society will put on programs by invitation, as sustaining shows. Also, there will be available programs as sustaining features for any outlets that may request them. Programs, however, will continue to be handled through Acorn Advertising Agency.

New policy follows on the heels of the two recent network programs of one hour each in connection with Watchtower's annual convention. Special hookups used bought time on about 125 stations throughout the country. Apart from these two shows, considerable spot broadcasting by the Judge Rutherford organization has been going on during the past several years. Some difficulty was experienced at first in clearing time for the two special broadcasts on a hookup basis, since most outlets considered the nature of the proposed speeches as controversial ones. In part, one of the speeches attacked a national network.

WORL's Comedy Forum On Commercial Basis

Boston—Now a sponsored program, WORL's "Victor Coffee Quiz," formerly from Loew's State Theater at 4 o'clock, is airing a noonday forum of foolish questions at 12:45 daily in the arcade of New England's largest office building, the Park Square, where 6,000 persons pass every noon. Paramount and Fenway theater tickets are given out. Mail response received at the station indicates the show has all New England laughing, according to W. Cort Treat, general manager.

McDonnell in Sales Post

Frank R. McDonnell, who has been in the sales promotion field for several years, with WHN and WINS, has joined Advertisers' Recording Service Inc. as sales manager. McDonnell also was a member of McDonnell & Co., brokerage firm, for nine years, and later with Signer & Bryne, producers and distributors of advertising films.

One-Nighters for Vallee

Los Angeles — Rudy Vallee, who just closed an engagement at the Cocoanut Grove, will do a few one-nighters while Warner Bros. make a decision on whether to utilize him in their "Garden of the Moon", now in preparation, or in the 1938 edition of "Gold Diggers."

Mulgrew Joins Grombach

Felix A. Mulgrew, former special assistant to the U. S. District Attorney for the Southern District of N. Y., has joined the sales staff of Grombach Productions Inc., radio program producers.

Aherne on "Silver Theater"

Brian Aherne was signed yesterday to appear opposite Jane Wyatt on "Silver Theater" broadcast Nov. 7. Pair will appear in story by Faith Baldwin, "Honest Policy." Program is heard over CBS on Sundays, 5-5:30 p.m.

Jessel Gets WICC Sponsor

Bridgeport, Conn.—Crawford Laundry will sponsor local airing of the George Jessel-Mutual show, "30 Minutes in Hollywood", over WICC.

Consol. Drug Trades Expand Radio Activity

"Sunset Corners Frolic" on WHO, Des Moines. Shows spotted elsewhere include "Lone Trail," 75 minutes daily on WGN; Pappy Cheshire's "Barnyard Frolics," 11 hours a week on WBBM; "Morning Roundup" on WLS, and several programs on WJJD, WMCA and WBT. Benson & Dahl Inc., Chicago, is agency.

Green Bay Radio Show Will Be Annual Affair

makes of radios were displayed by 14 dealers. W. C. Wester was in charge of the show, with Em Owen, WTAQ production manager, staging the entertainment.

Deane Long Joining WSAL

Frederick, Md.—Deane S. Long, announcer and assistant program director of WFMD here, has resigned to accept the post of program director and chief announcer of Maryland's newest station, WSAL, Salisbury, effective Nov. 1.

Angelo Palange at WPEN

Angelo Palange, announcer, who handled commercials on the Adam Hat fight broadcasts with Sam Taub as commentator, is now associated with WPEN, Philadelphia.

Cycle Trades Off Dec. 19

Last program for Cycle Trades of America over the NBC-Red network, Sundays, 3:30-4 p.m., will be aired Dec. 19. This is the spot that Pepsodent intends to use for its "Mickey Mouse" series, which begins Jan. 2.

Film Reviews on WMAS

Springfield, Mass.—The new films are now being reviewed over WMAS by Milton Hale on the night of the same day that they open here.

JOHN B. HATCH ASSOCIATES

An agency serving a N. E. clientele. Specializing in radio broadcast advertising. (Send for booklet) 581 Boylston Street, Boston, Mass. Commonwealth 0466

COMING and GOING

DOROTHY BARSTOW, who handles "Death Valley" for Pacific Coast Borax, stopped off in Chicago this week en route to Los Angeles.

DAVE KAPP, recording manager for Decca, is back in New York from Chicago, where he went with a view of reestablishing recording operations but could not obtain approval from Jimmy Petrillo, union boss, pending final settlement of the AFM problem.

CARLTON KELSEY, who has resigned as CBS musical director in Chicago, plans to sail with MRS. KELSEY about the middle of November for a South American cruise, and on his return will go to Hollywood for a new radio program. Carl Garden is his Chicago successor.

SAM PICKARD, CBS vice-president, is in town for a few days.

LINCOLN DELLAR, CBS stations relations, off on a three week trip around the country.

PAUL LEWIS of Columbia Concerts Corp. has left for the Coast and will return about Nov. 8.

ROBERT J. WALSH, program director of the Wm. N. Scheer agency, who has been in Chicago on business, is expected back today.

YACHT CLUB BOYS with their pianist, BEN FIDLER, sail today for Europe aboard the Ile de France.

Store's "H'wood Premiere" In Gala WCKY Broadcast

Cincinnati—Cincinnati's first "Hollywood Premiere" department store opening was staged Tuesday night by WCKY at the New Shillito's, with store jampacked by thousands of visitors. In a one-hour broadcast starting at 8:30, story of 107-year-old institution was told in narrative form by Alfred Segal, Cincinnati Post columnist, often referred to by O. O. McIntyre as America's best reporter.

Clyde Trask's Orchestra furnished musical background. Paul Kennedy, Cincinnati Post radio editor, interviewed visitors at microphone in Race Street entrance, amid crushing throngs.

Building was floodlighted and skies swept by searchlights, as loudspeakers inside and outside of store carried program to all present.

Earlier broadcast from WCKY's Netherland Plaza Hotel studios presented Mayor Russell Wilson, heads of other department stores and newspaper executives in brief tributes to the New Shillito's. WCKY was exclusive radio tie-up with dedication of new store.

LEE GRANT AND HIS ORCHESTRA ★★★★★★ SIX-STAR REVIEW MUSIC AS YOU LIKE IT DAILY WMCA 2:30-5:30

TRANSCRIPTION GROUP WILL FIGHT AFM EDICT

(Continued from Page 1)

tract direct with the ET men would be circumvented.

A new set of about 15 points will be devised, substantially as originally presented last summer, but with some modifications and adjustments, said Weber. These will be the sole conditions under which AFM musicians can make transcriptions.

Thus the tie-in is arranged whereby the AFM can control flow of transcribed works to stations which may be on its "unfair list."

Meeting has definitely been arranged for this morning between the AFM and committee representing the phonograph record manufacturers.

IRNA contract is now okay with the AFM and has been sent in final form to the IRNA Special Advisory Committee for signature.

Westinghouse Dividend

Dividends of \$1 a share on both the common and the preferred were declared yesterday by Westinghouse Electric & Manufacturing Co. This makes \$4 a share paid so far this year. Company's net for the first nine months was \$16,726,520, against \$11,123,706 in the corresponding period last year. Incoming orders continue at a fair rate, said A. W. Robertson, chairman.

Benefit for Frank Arena

New Orleans—Four radio stations and five night clubs are getting together at the New Orleans Athletic Club this week to give a giant benefit for Frank Arena, pioneer radio singer, who is seriously ill. Co-operating are: WJBW, WSMB, WDSU, WWL and the Blue Room, Club Plantation, Nut Club, Shim Sham and Chez Paree.

Mary Small Booked

Mary Small opens a week's engagement at the Earle Theater, Philadelphia, tomorrow. She will also do a broadcast over the NBC-Blue web the same night, 7:15-7:30, from the WFIL studios. Ed Wolf office booked the theater date.

8 to 1 for INS

Since the first of this year, International News Service has added eight new accounts, and lost only one client, a Pennsylvania Sunday paper that suspended publication, according to Walter E. Moss.

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 28

Eli Dantzig

Smith-Segal Testimony Complete; FCC Considers

Washington Bureau, RADIO DAILY

Washington—Oral argument in case of Paul M. Segal and George Smith, Washington radio attorneys who are charged with unethical practices before the FCC, proceeded to a late hour last night, with both defense attorneys and FCC counsel entering summation.

Following completion of testimony yesterday, entire case was reviewed in argument by both sides so that FCC could take question of disbarment of the two attorneys under advisement.

No indication was given as to when the FCC might hand down its decision.

Jeanette MacDonald Off Vick Show for Few Weeks

West Coast Bureau, RADIO DAILY

Los Angeles—Jeanette MacDonald will be off the Vick's "Open House" for several weeks following the Nov. 7 airing due to intensive shooting schedule on "Girl of the Golden West" at M-G-M. Lily Pons will fill the spot on Nov. 14, and negotiations are under way for Lucrezia Bori, Kirsten Flagstad and John Charles Thomas to take over on succeeding stanzas.

Press-Radio in Danger

If the City News Association insists on its ruling that radio stations must buy the New York City mayoralty campaign figures from them directly, it spells the beginning of the end of the Press-Radio Bureau.

CBS already has signified that they are willing to pay City News the \$500 fee for the service. NBC and the other stations have not made up their minds as yet. There is a possibility that NBC will put lines into Police Headquarters and broadcast the results from there. It is understood that Press-Radio has been forbidden to teletype the campaign figures to the stations. This is an outright violation of the Press-Radio agreement. The fact that two newspapers have recently folded in the New York area may be the reason City News is looking for additional revenue.

Roosevelt Chat Nov. 14

President Roosevelt will speak over NBC, CBS and Mutual webs in another of his fireside chats Nov. 14, 10:30-10:45 p.m. Broadcast will originate from the White House, and is the tenth such broadcast aired by the President since 1933.

Reports John Montague On Kraft Show Denied

West Coast Bureau, RADIO DAILY

Los Angeles: J. H. Platt, advertising director of Kraft-Phenix Cheese Corp., yesterday denied that John Montague, Hollywood golfer just acquitted of a robbery charge in New York State, would appear on the Kraft show.

Platt, here for a series of sales meetings, said: "Newspaper reports that John Montague would appear on Kraft's radio program are utterly without foundation. We have never given his appearance any consideration."

Montague is reported to be under a million-dollar contract with Everett Crosby, brother of Bing.

Television Sent 160 Miles

London—BBC recently set a new distance record of 160 miles in transmission of a television program. It was sent from the Alexandra Palace transmitter here to Moston, Manchester. Regular operating range is not more than 50 miles.

Instead of the present arrangement whereby BBC's tele unit works independently of its radio center, the two are to be merged soon.

Meanwhile, an important advance has been achieved by E.M.I. research engineers, who have evolved a new Emitron camera nearly 10 times as light sensitive as existing models.

WOV Installs Recording Unit

WOV-WBIL is installing new recording equipment through which an audition library will be prepared for the convenience of prospective sponsors. The new system will start operation Nov. 15.

Plan Waxing Campaign

Boston—Kasper-Gordon Studios, Inc., 140 Boylston St., has completed construction of its high-fidelity recording studios and equipment and plans to launch campaign for waxing shows.

AMER. TOBACCO PLACES 13-WEEK TEST ON MBS

(Continued from Page 1)

either "Melody Mysteries" or "Script-Teaser" and will emanate from the MBS Playhouse in New York. Program features studio audience and listener participation with prizes awarded each week. Lord & Thomas is the agency.

Signing of American Tobacco by Mutual marks the first time in 18 months that a tobacco firm has been heard over MBS, and the second tobacco company to utilize MBS facilities. Axton-Fisher, for Spud cigarettes, faded from MBS network in May, 1936.

"Radio Swaps"

A new Pittsburgh sponsored program originated by Walt Framer, and titled "Radio Swaps," moves to a different remote point for each of its five weekly quarter-hour broadcasts. Framer offers pedestrians a silver dollar for any worthless item suggested by the listening audience. If person has the article requested, he gets the dollar. If not, money goes into a "swap pot" and at the end of the week the accumulated amount goes to the person in the listening audience who suggests the most unique request of the week. Five items are called for on each program.

KXL to Make Changes

Portland, Ore.—KXL has filed application with the FCC for permission to install a new transmitter and directional antenna for day and night use. Station also asks change of frequency from 1420 to 1110 kcs, power from 100 watts; 250 watts day to 5 kilowatts day and night, hours of operation from S-KBPS to unlimited time. They seek to move transmitter from 4th and Pine Streets, Portland, to N.E. of Vancouver, Washington.

LUCKIES says "IT'S TOASTED"

WHN
(DIAL 1010) says
IT'S TESTED

Advertisers who wanted to make sure of getting their money's worth have tried WHN to put their message across to the world's richest market effectively and economically—and it paid off in sales.

Details on request

WHN

1540 BROADWAY

By association with the M-G-M Studios and Loew's Theatres, WHN has the key to the greatest showmanship resources in the world—and it's at the disposal of our advertisers.

SHOWMANSHIP STA. No. 1

For a successful drive for special holiday sponsors, order

"The CHRISTMAS TREE OF 1937"

Complete in 25 Scripts
STAR RADIO PROGRAMS INC.
250 Park Avenue New York City

AGENCIES

CHARLES McDOUGALL and Ed Weiss of Chicago are in New York to do the spade work on opening up their new agency. Expect to be operating by first of year.

COURTENAY SAVAGE of Blackett-Sample-Hummert, Chicago, to Hollywood to look after details of Helen Gahagan's new show.

KARL WEHMEYER, account executive for Skelly Oil at Blackett-Sample-Hummert, Chicago, is in Kansas City conferring with sponsor's execs.

BLACKETT - SAMPLE - HUMMERT has been trying out Ralph Andre, brother of Pierre, the announcer, and Richard Hanser in writing the "Court of Missing Heirs" scripts, left authorless through the death of Thompson Buchanan.

N. W. AYER & SON has been appointed advertising counsel for Hirestra Laboratories Inc., New York, manufacturers of Endocrine.

BASIL LOUGHRANE, Lord & Thomas radio director in New York, has arrived in Hollywood to confer with Walt Disney officials and Tom McAvity and Jack Runyon of the local L&T office on the forthcoming Mickey Mouse show.

N. W. AYER & SON of Canada has added J. M. Raymond and Wilfrid Monette to its Toronto staff. Raymond was for some years assistant general manager of Canada Dry Ginger Ale Limited. Monette is well known in advertising circles in Montreal through his long connection there with Canadian Advertising Agency, Limited. More recently he has been in charge of this company's Toronto office.

HENRI - HURST - McDONALD, Chicago, conferring with George Morrell, ad manager of Morrell & Sons, Iowa packing concern, on radio possibilities for next year.

Airing Damrosch Opera

The first act of "The Man Without A Country," Dr. Walter Damrosch's latest opera, will be broadcast from the stage of the Chicago Civic Opera House on Nov. 6 at 9:30-10:30 p.m. EST, over the NBC-Red network.

Helen Traubel, who reached opera by way of NBC, will sing the soprano lead. Supporting her will be Arthur Carron, tenor; Donald Dickson, baritone; John Gurney, basso; George Rasely, tenor, and Louis D'Angelo, basso. All of these artists played the same roles in the premiere of the opera on May 22nd.

D'ARTEGA

AND HIS
ORCHESTRA

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



● ● ● 20th Century-Fox is working out details for an air show starting with Simone Simon singing—as a build-up for "Love and Hisses".... Incidentally, John Schultz of the Fanchon & Marco office, just returned from the coast, is reported having the signatures of picture firms on authorizations to submit to sponsors a deal similar to MGM-Maxwell and WB-Lucky. . . . Tommy Riggs has been re-signed for 13 more weeks on the Vallee show though his present contract had three shots to go. . . . Chevrolet show with Seymour Simons' music and Barry McKinley has been renewed. . . . The Griffin show, which folds Nov. 8, is scheduled to return to the airlines by the end of Feb. with possibly the same setup in cast. . . . Walter Cassel starts an engagement at the Roxy on Nov. 19. . . . Spencer Bentley now has the lead on the "Romance of Hope Alden" transcribed series via MBS. . . . Abe Lyman is building a nite club on the coast—thus substantiating the report that he will move his men west. . . . Harold Arlen's brother, Jerry, takes the baton away from Robert Emmet Dolan, after the show has been established on Broadway a while. . . . Tonight's Buddy Clark CBS show will be dedicated to Cole Porter. . . . Walter Fleishmann and Harry Davies have dissolved their partnership in the publicity business. . . . Morton Gould has been placed under Irving Mills' management.

● ● ● Under the stern injunction that he will not open any graves, Henry Dupre, WWL, New Orleans special eventer, managed to hire a large colored man to take part in a two-man Hallowe'en nite broadcast from one of the local cemeteries. . . . Dupre, a bit worried that the town's wags may cook up something on him, is keeping the name of the cemetery secret and hoping that his colored assistant will show up. . . . A number of radio stars will entertain Sunday nite at the Hotel Astor for the benefit of the Los Angeles Sanatorium of which Hy Gardner is chairman. . . . Joe Keit's funeral services will be held this afternoon from the Riverside Chapel.

● ● ● Cities Service show will have the same set-up when it is revamped—but will have a more modern approach. . . . Musicians rehearsing for the Toscanini NBC show are classified as "concert" instead of "radio" men—and as such receive \$25 more per man. . . . Talk is that the Horace Heidt show will change networks. . . . Oscar Straus is being submitted to radio by Curtis & Allen. . . . Al Roth is the only conductor under management to Rudy Vallee. . . . Music from the Paramount picture, "Thrill of a Lifetime," will be published by Marlo—a Chappell subsidiary. . . . "Thrill of a Lifetime," will be published by Marlo—a Chappell subsidiary. . . . Thelma White who will do some of the cute Fain-Kahal tunes in "Right This Way"—will double in radio when the show opens next month. . . . Bette Davis' baton-wielding hubby, Harmon Nelson, is now a Rockwell-O'Keefe attraction. . . . Sid Gary will start doing vaudeville. . . . John T. Casey, who writes the Lou Little MBS show, is the author of the first bio on Farley, titled, "Farley and Tomorrow" . . . Jane Cowl is set for a shot on the Kate Smith show. . . . Judy Starr is a light blond now. . . . Band isn't set yet for the Jean Hersholt "Dr. Christian" show from the west coast. . . . Rita Rio leaves the cafe tomorrow.

● ● ● WMC, Arkansas, tried out its new pack transmitter when it carried the Seventh Annual Terrapin Derby. The announcer was able to generate plenty of excitement when the slow-moving terrapins vied with each other to reach the finish line. . . . Most notable event during the airing was when the favorite, "Government Loan," retraced his course six inches from the tape. . . . Taking advantage of the favorite's meanderings, "Take It and Shake It," a rank dark horse traveling in more or less of a straight line—won the purse.

GUEST-ING

FRED ASTAIRE, JOAN FONTAINE, BURNS and ALLEN, on "Hollywood Hotel," Nov. 5 (CBS, 9 p.m.).

BELA BLAU, producer, interviewed by Myra Kingsley, Nov. 3 (Mutual, 11:45 a.m.).

GLADYS SWARTHOUT, on "Hollywood Mardi Gras", Nov. 2 (NBC-Red, 9:30 p.m.).

UPTON CLOSE, on Commentators' Forum, Nov. 11 (Mutual, 10 p.m.).

GINGER ROGERS, DON AMECHE and CHARLES WINNINGER, in "A Free Soul," on Radio Theater, Nov. 1 (CBS, 9 p.m.).

ELISSA LANDI and VINCENT PRICE, in scenes from "The Lady Has A Heart," and JAN KIEPURA, on "Magic Key of RCA," Oct. 31 (NBC-Blue, 2 p.m.).

JANET FOX, actress, on Bide Dudley program, Oct. 29 (Mutual, 4:30 p.m.).

WALTER CASSEL, on "Hammerstein Music Hall," Nov. 5 (CBS, 8 p.m.).

BARBARA STANWYCK, on Chase & Sanborn Hour, Oct. 31 (NBC-Red, 8 p.m.).

ALBERT PAYSON TERHUNE, on "Hobby Lobby," Nov. 3 (Mutual, 7:15 p.m.).

JASCHA HEIFETZ, on Ford Sunday Evening Hour, Nov. 7 (CBS, 9 p.m.).

BOBBY BREEN, on "30 Minutes in Hollywood," Nov. 7 (Mutual, 6 p.m.).

Sponsor at WBRY Quiz

New Haven—WBRY's "Question Mark," conducted by Jack Henry, New Haven station manager, has acquired a sponsor in Helen's Beauty Shoppes of Waterbury and New Haven. The program is now in a 7:30-8 p.m. Wednesday spot, alternating between the two cities. Besides the prizes given to contestants, awards are made to listeners who send the best lists of questions.

NEW BUSINESS

Signed by Stations

WHN, New York: R. L. Watkins Co. (Dr. Lyons Tooth Powder), "Wife vs. Secretary," 15-minute dramatic platter, five days weekly for 52 weeks, through Blackett-Sample-Hummert.

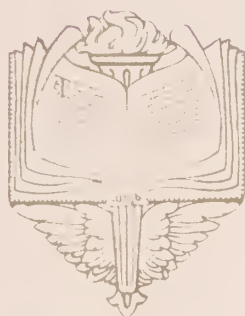
KMOX, St. Louis: Durkee Famous Foods, two 15-min. ETs, "Komedly Kingdom."

WEW, St. Louis: Allis-Chalmers.

Small accounts are welcome to a large account broker.

Jules Warberg
—INSURANCE—

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



ANNOUNCING
THE 1938
**RADIO
ANNUAL**



AS PART OF RADIO DAILY SERVICE



A GREAT VOLUME
COMPLETELY COVERING
A GREAT INDUSTRY

•
STATISTICAL AND
INFORMATIVE

•
COMPLIMENTARY
TO RADIO DAILY
SUBSCRIBERS

•
CLOTH BOUND
1000 PAGES

Illustration About 3/4 Size

A FULL YEAR
IN PREPARATION

This Is the Book That Will Be Found On the
Desks of Executives **EVERYWHERE** Shortly
After the First of the Year and That Will
STAY there **EVERY** Day Throughout 1938.

CONTENTS

IN PART, OF THE 1938 RADIO ANNUAL



Radio Facts and Figures	Writers and Their Work	The Literary Side
News Events of the Year	Artists and Their Work	Radio Editors of Newspapers
Milestones of Radio	Emcees and Their Work	Radio Trade Publications
Station Oddities	Band Leaders and Their Work	Books on Radio
Federal Communications Commission	News Commentators and Their Work	Radio Showmanship
National Association of Broadcasters	Sportscasters and Their Work	Radio Merchandising
Important Radio Telephone Numbers in New York, Chicago and Los Angeles	Staff Announcers and Their Work	Chronological History of Radio
Radio History Makers of 1937	Agencies, Their Addresses and Personnel	Radio Associations, Guilds, Clubs and Unions
Radio Stations of the United States and Canada with Complete Statistical and Informative Data	Artists Bureaus	The Labor Side
National Networks	Ascaph	The Legal Side
Regional Networks	Sesac	Television Today
Network Policies	Talent Scouts	Television of the Past and Future
Radio Stations of Canada	Spot Broadcasting	Television Patents
Foreign Language Stations	Important Network Shows	Television Progress
Advertisers on Foreign Language Stations	Ratings and Popularity Polls	Radio Legislation
Short Wave Commercial Stations	Titles of Shows on Major Networks	State Legislative Activity
Foreign Radio Stations	Educational and Cultural Programs	Station Slogans
Radio Rules, Regulations and Censorship of Foreign Countries	Special Even's and Sustaining Programs	Transcription Producers
Long-Term Web Commitments	Sports Programs of 1937	Radio News Associations
Educational and Religious Stations	Glossary of Terms	The Labor Situation
Wire Charges	Sustaining Program Data	The Value of Radio Advertising
Backstage	The Business Side	Politics on the Radio
Who's Who in Radio	Advertising Agencies with Complete Personnel	The Radio in the College
Producers and Their Work	A A A A Code of Ethics	Colleges Offering Courses in Radio
	Agency Expenditures	Playbrokers
	Station Representatives	Spot Placement Ranking of Stations
	Sponsors	Broadcasting Licenses and Lease Transfers
	Radio Research	Broadcasting Revenues
	Radio Laws, Rules and Regulations	Where the Radio Dollar Goes

MAPS, ILLUSTRATIONS AND 1001 OTHER ITEMS OF INTEREST

A COMPLETE SERVICE

TO ALL SUBSCRIBERS OF



THE NATIONAL DAILY NEWSPAPER OF RADIO

RADIO DAILY

The National Daily Newspaper of Radio. Published every week day in New York City, the heart of the great radio industry. Radio's Fastest growing publication.

NEWS. 20 stories a day. 100 a week. 5000 a year, for YOU to know what's going on in YOUR industry. Reviews. Financial. New Programs. Music. New Ideas. Equipment. Television. Patents. Who's Who. Etc.

If you are in radio you should be reading Radio Daily EVERY DAY. Radio is a fast changing industry. Knowledge is power. To know what's going on read Radio Daily REGULARLY.

RADIO ANNUAL

Radio Annual will be published and distributed shortly after the first of each year as part of Radio Daily Service. It will be complimentary to Radio Daily Subscribers.

Radio Annual will be a gold mine of informative and statistical information completely covering the colorful and romantic radio industry in all of its branches.

It will be cloth bound for permanent reference, will contain 1000 pages and will be used constantly by radio executives everywhere. As an advertising medium, it will offer year 'round advertising value at a one time rate.

RADIO DAILY
1501 Broadway,
New York, N. Y.



Hollywood Office:
6425 Hollywood Blvd.,
Hollywood, Calif.

Gentlemen:

Please enter my subscription to RADIO DAILY SERVICE, and send my 1938 RADIO ANNUAL when ready for distribution. I enclose my check for \$5.00 (Foreign subscription, \$10.00).

Name:

Street:

City: State:

Mail us your subscription to-day. You will find it the best \$5.00 investment in your industry you ever made.

ORCHESTRAS MUSIC

ANDRE KOSTELANETZ will give the premiere of a Deems Taylor ballet, "Casanova," over CBS on Nov. 3 at 9-9:30 p.m.

Ben Greenblat, keyboard wizard at KYW, Philadelphia, is readying a tome on modern music for January publication.

WQXR has increased its staff of musicians to include a small station orchestra, which will be heard regularly in programs of classical and salon music. Under direction of George Steiner, violinist and arranger, a daily "Salon Strings" will be offered at 6-6:25 p.m. starting Nov. 2. Robert Moss, Francis Tonhazy, Clifford Herzer and Jascha Zayde are in this group. Eddy Brown, concert violinist and musical director of WQXR, will direct and appear as soloist on Wednesdays and Sundays in "String Classics." Dr. Henry F. Seibert, organist, will present a Monday evening series in November, and Alma Lubin's "Musical Oddities" also will be heard again Wednesday evenings.

Rudy Vallee and his orchestra recorded six numbers for RCA-Victor Bluebird brand during the past week at the RCA Hollywood plant, and Ozzie Nelson is due to wax at least four in the coming week.

Clifford Herzer and Jascha Zayde, two piano team heard regularly over WQXR, will feature tonight at 6:30, the first performance, from manuscript, of a new composition by Alec Templeton, noted blind pianist. Templeton, after hearing the playing of Herzer and Zayde, wrote and dedicated the composition, entitled "Allegro Scherzando," to them.

Ernie Holst's orchestra is set to make a series of electrical transcriptions for a former sponsor. The vocals will be handled by Vince Calendo, currently on a WINS commercial, and Holst will offer a violin solo on each recording.

Tommy Dorsey, who recently won first place in the Swing-Band Division, and second place in the popularity poll run by Maurice Hart on his 5:30 "Request Club" on WAAT, will be interviewed by Hart on his Nov. 3 program.

Choirmaster Lyn Murray will be guest conductor of the Captivator orchestra on CBS at 12:30-1 p.m. to-

AL DONAHUE and his orchestra

at the
RAINBOW ROOM
For Fall and Winter Season
Fourth Return Engagement

RADIO PERSONALITIES

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

QUINCY A. BRACKETT

QUINCY A. BRACKETT, president of WSPR, Springfield, Mass., youngest of the three stations in the city, is one of the old hands of the radio game. He was a charter member of the first radio class at Harvard—first in the country. Received A. B. in 1906 and S. B. in 1907 at Harvard. After college he joined Western Electric in N. Y., where he met Lee deForest, whom he joined in 1908. In 1909 he aided in airing the Metropolitan Opera from the stage, with the arc-type transmitter on the roof. The broadcast, heard 50 miles at sea, was probably the first pickup in radio history. In 1910, his last year with deForest, he aided Fritz Lowenstein to build the first single-tuning multi-circuit receiver and transmitter.

In 1910 he joined Westinghouse in Pittsburgh. Met Frank Conrad and interested him in radio. During the World War, Brackett was placed in charge of radio at Westinghouse (the first Westinghouse ever did.)

Working with Conrad, he built KDKA, pioneer regular schedule station, opened on election eve of 1920. Then Westinghouse began to build receivers, and he was sent to Springfield, Mass., as head of the engineering department to start first quantity production of receivers. This was in 1921. The same year he built WBZ in Springfield (now WBZA) for Westinghouse.

Later entered sales department, and sold to RCA the first television equipment to be installed in the Empire State Building, and the Crosley 500 kw. transmitter.

Left Westinghouse in 1935 to work on plans for own station with Ed Laport and Lewis Breed, other Westinghouse men. The station (WSPR) opened in June, 1936.

Statistics: Bears striking resemblance to ex-President Hoover, stands five feet ten, grey brown hair, mild temperament, married, one daughter, plays good game of tennis and is also chess enthusiast.



Identified with many firsts in radio.....

Swor and Lubin Signed For Alka-Seltzer ETs

Bert Swor and Lou Lubin, black-face act heard currently on the Bicycle Party, have been signed to a 13-week contract to make electric transcriptions for radio use throughout the country by Alka-Seltzer. Contract goes into effect immediately.

Power Booster Successful

Janesville, Wis.—Installation of the new Western Electric Power Booster early last summer has effectively doubled the station's interference-free coverage in the 22 southern Wisconsin and northern Illinois counties it serves, WCLO reports.

tomorrow, and one hour later, 1:30-2, he will act in a similar capacity for the Dixie Serenaders orchestra on the same network.

Chic Adams, of the Abe Lyman staff, heads the board of a new song writers' magazine, "Tunesmiths," soon to reach the market.

Shep Fields and orchestra are now playing the Central States, winding up the week at Casa Loma Ballroom, St. Louis, on Sunday.

Happy Hal Harris, bronco-busting banjo player, has been added to the Mountaineers troupe at WXYZ, Detroit.

Many FCC Tele Channels Too High, Says Murray

Philadelphia—FCC assignment to television of channels 44-108 megacycles has given television companies a number of desired channels, but some of them are so high that they cannot be used today for this purpose, according to A. L. Murray, Philco Television engineer, and Chairman of the Television Committee of the Radio Manufacturers Association. In addition, Murray said, the television channels are sandwiched between those used for other purposes.

He pointed out that the assignment does not cover commercial television. "The commission," he said, "made it very clear that there does not appear to be an immediate outlook for the recognition of television service on a commercial basis. These assigned channels are solely for the continuance of experimentation and the solution of the many problems that still confront television, and must not be taken as an indication that commercial television is right at hand."

The R.M.A. committee told the FCC that before television experimentation could be successfully carried on, the whole band from 42 to 90 megacycles had to be cleared for this purpose.

Orgatron for WDBO

Orlando, Fla.—WDBO has bought and installed an Everett Orgatron.

Coming Events

Oct. 25-31: Exposition of Radio-Television, People's Amphitheater, Moscow.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

Nov. 29-Dec. 1: Second National Conference on Educational Broadcasting, Drake Hotel, Chicago.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

KDKA Dedicates Antenna

Pittsburgh—Dedication of its new 718-foot antenna, tomorrow will feature the 17th anniversary celebration of Station KDKA. The new system will give primary broadcasting service over an area ten times greater than that previously provided, with strong, clear radio signals. Described as the world's most modern and efficient, it has a circle of 90-foot antennas designed to suppress interfering waves normally present in radio transmitting.

Announce Radio Assortment

A complete new line of small hardware assortments, intended for home craftsmen and radio, electrical, and automotive service shops, has just been announced by the Insuline Corporation of America. All-purpose radio hardware and equipment will come in flat metal boxes with hinged lids and twelve individual compartments.

Plug Juvenile Programs

Long Beach, Cal.—KFOX, the Hal Nichols Station, is busy mailing out some 10,000 program pamphlets to its younger listeners, plugging the station's evening series of juvenile dramas. Leaflet is attractive color job, with illustrations.

Improvements at WIP

Philadelphia—WIP has completely overhauled its technical facilities at a cost of \$60,000. Improvements include new 320-ft. vertical antenna, new master control room, four individual control rooms, and construction of new transmitter with duplicate sets of transcription equipment.

ERIN O'BRIEN-MOORE, who contributed the outstanding portrayal of Nana in Warner Bros. picture, "Life of Emile Zola," will make another of her frequent radio appearances tomorrow night—this time as guest on Hammerstein's Music Hall.

Personal Rep.—Peter DeLima—The Small Co. Guaranty Bldg., Hollywood



JOE PENNER, who made his radio debut with Rudy Vallee in July, 1933, will bring "Goo-Goo" out of retirement to do an ad lib routine with Mons. Duck on Rudy's eighth anniversary show tonight. Other Vallee alumni who will do guest turns are Edgar Bergen and Bob Burns.

CBS "Saturday Swing Club," ordinarily out of N. Y., will emanate from Hollywood on Oct. 30, with Lud Gluskin, Bob Crosby and Louis Armstrong furnishing the music for Connie Boswell, the Raymond Scott Quintet and others. Phil Cohan gets the production assignment.

The itinerant comedians, Olsen and Johnson, will follow their Phoenix, Ariz., broadcast this week with appearances in San Diego next week and Sacramento the week following.

Frank Robinson Brown insists that the best thing on the air at 11:45 to midnite is his KMTR remote from the Knickerbocker Hotel.

Bernie Milligan, who resigned as radio editor of the Examiner a few weeks ago, has joined the local Earle Ferris staff in a newly-created Radio Features berth as agency contact.

Tom Fisdale, who took over the Robert Taplinger publicity offices, has checked for conferences with Jerry Farrar, his Hollywood manager.

The Radio Central Casting Bureau will hold monthly auditions at the studios of Recordings Inc. for the classification and registration of people in all branches of radio work. H. Noid, director of the bureau, announces.

Bill Bryan and Wilton Haff, KFI-KECA staff announcers, have changed the title of their "Kiddie Kabaret" to "The Rumpus Room."

The Jefferson Kaye Wood agency has contracted for an extended series of chain breaks and announcements for both Barker Bros. and The May Company on KHJ, and the J. H. Withington Co. placed a 15-minute, twice-weekly program for Dr. Frank McCoy on the same station for a period of one year.

KFI has inaugurated something new in traffic safety programs on which Bill Baxter, Auto Club executive, as "The Voice of Motordom" will quiz taxi drivers, traffic officers, street car motormen and just plain pedestrians on how "Mr. Average Motorist" may be educated to drive sanely and safely. Scheduled for Tuesday of each week at 5:45 to 6 p.m.

KMTR has shifted "Peg and Her Pals" from a 15-minute Sunday night spot to a full half-hour on Monday nights at 8:30. "Peg" is 13-year-old Peggy Self, and others in the cast are Cliff Stone, Darrel Rice

★ Programs That Have Made History

WIP "Homemakers' Club"

"**C**HERCHEZ le femme" in Philadelphia, and chances are that you'll find her tuned in to the WIP "Homemakers' Club" each morning at ten!

But let's go back to those bleak days of radio when cat's whiskers were riding the tide of favor, when Magnavox horns were in vogue, when radio tubes cost \$12 apiece . . . yes, it was September of 1922, when the WIP "Homemakers' Club" first saw the light of day, the first Homemakers' Hour in American radio!

Directing the activities of the Club is Carolyn Ann Cross, the non-radio of Zella Drake Harper, herself a veteran of veterans of radio. She started her career as the "Poet Lady" on KDKA in 1921; successive steps brought her to an executive post with the NBC Woman's Radio Institute, during which time she broadcast over stations in 40 states. Gracious, charming and talented, she has endeared herself into the hearts of all women.

Programs consist of homey philosophy, recipes, household hints, items of general interest to homemakers, and music. Commercials are deftly woven into the content of the program. Well-known artists, florists, decorators are oftentimes featured speakers on her programs.

Besides each morning's meeting, a visual broadcast meeting is held each Tuesday from 2:00 to 3:00 p.m., in the Gimbel Auditorium, which is

weekly attended by from 1,200 to 2,000 women. Directed, of course, by Carolyn Ann Cross, these visual broadcasts feature the WIP staff orchestra, directed by Clarence Fuhrman, regular station talent, and each week highlight the personal appearance of some star or stars appearing in Philadelphia. During the past few months, such celebrities as Vincent Lopez, Wayne King, Conway Tearle, Neila Goodelle, the Three X Sisters, Mary Brian, Guy Lombardo and others have appeared on this show.

Present sponsors in this participation program are a coal company, a chiroprapist, a tomato paste company, and a company making artificial flowers.

Coal company started on the hour four years ago, and after first season on WIP, INCREASED BUSINESS 1,600 per cent! Has never missed a day on the WIP "Homemakers' Club" since then!

Also, each year an annual picnic is held at one of the nearby parks. Last year, at Alcyon Park, N. J., 7,800 women paid 75c each to attend the most successful picnic of the club since its inception.

Today, more than ever, the WIP "Homemakers' Club" is riding the crest of popularity. And why shouldn't it, combining as it does the truly unusual personality of Carolyn Ann Cross with one of the most entertaining hours of the radio dial!

and Ray Merrill. Producer-announcer is Bill Kelso.

Michael Blair is doing a movie chatter routine over KMTR on Monday night at 8:15-8:30.

Golden Bear Coffee Co. has renewed "Sycamore House," San Diego-produced dramatic show, on a three-times-weekly schedule over KHJ, KGB, San Diego, and KVOE, Santa Ana.

George Shelley, RKO baritone, will be on the CBS "Hollywood Showcase" program of Oct. 31.

"Hollywood Showcase" will have Marilyn Vernon, RKO starlet, in a dramatic narration of highlights in the life of the late George Gershwin on the CBS Sunday night airing.

Leo Tyson, KMPC general manager, is proudly displaying a Certificate of Merit awarded the station by the National Research Council in recognition of the merit of those Hollywood Bowl "candid-mike" broadcasts during the past season.

Bob Le Mond, Anne Morrison and Ruby Lloyd have a 15-minute morning program on KEHE labeled "Scrapbook of Dreams . . . with a Man . . . a Maid . . . and a Melody." Nice for the log listing.

Lal Chand Mehra will have Fred Vercoe, Los Angeles County Public Defender; Judge Thomas P. White and Mrs. John P. Nuwalda, U. of C. extension division lecturer, on his KFAC round table discussion next Monday.

WNBC, New Britain, Conn.

"Detective Mysteries," aired Sunday afternoons, have acquired Jack the Radio Expert of Bristol as sponsor.

Dave Keene and his "Hollywood Gossip" back on the air Sundays at 1 p.m. as a commercial.

Hal Goodwin, the man without a sponsor, is collecting all kinds of strings to catch one. Listeners have sent in several hundred feet of different colored strings.

Announcer Crean Patterson does New Britain "street by street" at 1:30 p.m. daily, acknowledging requests from each street on a different day.

Larry Edwardson has a Saturday 1:30 p.m. football souvenir program.

KLAH, Carlsbad, N. M.

Gene Colley, formerly announcer at KOMA, Oklahoma City, has been signed by Manager Jack Hawkins as sports announcer here.

A 30-minute program dedicated to the Carlsbad Cavern, scenic landmark located 28 miles from here, is being aired daily.

Regular school programs are being carried each Tuesday night at 7:30 in cooperation with the English department of the high school.

Harry Boehnemann, chief engineer, enjoys a diversion denied most c.e.'s. The transmitter house adjoins the Carlsbad goat ropers' club, so Harry spends off moments watching boys toss the lasso.



NILES TRAMMELL, NBC v.p., and Ken Carpenter, sales chief, off to Association of Advertisers convention at Hot Springs, Ark., this weekend.

A. J. Kendrick, v.p. of World Broadcasting System here, is in New York working on AFM situation.

Tom Builta has replaced Don Hancock as announcer for Wrigley's Poetic Melodies. Hancock now doing Sinclair news program nightly.

Alex Robb, NBC Artists Service, back from late fall vacation.

Eddie Knight, CBS engineer, back at work after a hospital siege.

Charles Dilcher of John Blair & Co. off to Minneapolis to contact accounts.

Harry Steele, former WLS newscaster and sometime radio editor of the Post, has joined the acting staff of Consolidated Drug Trades "Lone Trail Opry" on WGN.

Herb Lutz is back in town with the Donaldson, Douglas & Gumble music firm after a long stay on the coast.

Sigmund Spaeth, the tune detective, is in town doing several broadcasts on WLS and WHIP.

H. F. Abfalter of WWJ is a new man on the NBC engineers' staff. Benny Fields and Gracie Barrie are headlining the Chez Paree show.

Olivene Johnson, radio soprano, is singing with Sande Williams orchestra at the Continental room of the Stevens Hotel.

WTMV, East St. Louis, Ill.

Howard E. Woodward of St. Louis, and E. "Eddy" Evans, formerly of WGST and WDAE, are new members of the announcing staff.

Grace Jackson Broeker has joined the cast of "Wake Up and Live," Sears' morning dramatic show.

Paul Godt and Billy Knight, kid show impresarios, are currently playing to a thousand children every Saturday morning in a combination stage show and broadcast from Majestic Theater.

Fred Moegle, chief announcer, recently married Adele Zahndt, daughter of a St. Louis ad agency exec.

Fred Liggett, chief engineer, who was laid up with complications resulting from pneumonia, has been forced to leave his post and return to Florida. Thomas R. McLean is filling his place.

Irene Miller, actress-impersonator, has started a new children's show, "The Story Book Lady."

WELI, New Haven

Frank Adams has been appointed to the sales department. He's a member of the WELI Players.

Golly the Roving Reporter and Phil Buxbaum have chosen the Hotel Taft lobby for their Saturday noon sports resume and local news flashes, interviewing notables as they come in for the games.

**KUMA, Yuma, Resumes
Broadcasting Nov. 15**

(Continued from Page 1)
been purchased from D. H. Harrel and is due to be delivered around Nov. 3.

E. N. Sturdivant, KUMA manager, also states that T. H. Kieling will be chief technician, succeeding Herbert L. Bigelow, who is now with the McClatchy network station in Sacramento.

VIEWPOINTS

During his long and varied career as a Hollywood cartoonist and columnist, Feg Murray, who is featured on the Baker's broadcast, Sundays, 7:30-8 p.m., over the NBC-Blue network, has collected the following facts about radio personalities:

FEG asks do you know that: GRACIE ALLEN is scared to death of horses.

DON AMECHE had to eat fifteen artichokes and a pound of caviar for one of his recent pictures.

FRED ASTAIRE, judged one of the best dressed men in the country, loves to wear his old shoes.

JOHN BARRYMORE, as a cartoonist, was once fired by the late Arthur Brisbane.

JACK BENNY was once a soda jerker. He now has a rose and black onyx soda fountain in his Hollywood home.

BOBBY BREEN is the only Hollywood star that rides to work on a street car.

BOB BURNS invented his bazooka in 1910 when fifteen years old.

EDDIE CANTOR received 3200 votes for President of the United States and 1000 votes for the Governorship of New Jersey in 1928.

BING CROSBY is so color blind he once attended a wedding wearing full dress and a bright red tie.

NELSON EDDY can sing in English, French, German, Italian, Russian, Spanish and Yiddish.

ALICE FAYE and TYRONE POWER were born just six hours apart on May 5, 1914.

W. C. FIELDS was once trout fishing. His line got caught and he found he had hooked a rabbit. (So he says).

ALLAN JONES paid for his early singing lessons by working in a Pennsylvania coal mine.

JEANETTE MacDONALD never uses perfume because it makes her sneeze.

GRACE MOORE won her first laurels at the age of 17 for baking the best cake in her county fair.

JACK OAKIE always wears a sweatshirt whenever possible. He once wore one under his tuxedo to a Hollywood preview.

LANNY ROSS was almost permanently barred from the air when he failed to make a broadcast. Had to take an exam at Yale.

STATIONS OF AMERICA

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

WHK—Cleveland
1390 Kc.—2,500 Watts

H. K. CARPENTER, General Manager
C. L. McLAUGHLIN, Sales Manager
JOHN T. VORPE, Production Manager
E. L. GOVE, Technical Supervisor
MENDEL JONES, Program Director

LIKE many of the country's pioneer radio stations, WHK has developed from a short wave station built when radio was in the experimental stage. Warren R. Cox of Cleveland constructed and began operation of 8ACS in that city on July 26, 1921. It was the first broadcasting station to be heard regularly in the Cleveland area.

Operating on a frequency of 1500 kilocycles until Feb. 4 of the following year, the station changed its frequency to 830 kilocycles and its call letters to WHK, and continued to operate under these call letters through four additional changes in frequency. In the final reallocation of November, 1928, the station was licensed to operate on 1390 kilocycles and has continued on this frequency to the present day.

Early in 1929 the question of moving the WHK transmitter out of Cleveland into the country came up, and plans were made to do this. A site was purchased at Seven Hills, Ohio, and a transmitting plant was built which was acknowledged by radio engineers over the nation to be one of the finest anywhere.

After WHK officials had moved the transmitter out into the country to the location approved by the Federal Radio Commission, they were granted an increase in power from 1,000 to 2,500 watts. In 1929 WHK worked out an experiment with the Cleveland Board of Education. Six thousand children in 36 Cleveland grade schools were taught from the studios of WHK during three morning periods per week. This was the beginning of WHK's educational broadcast program, which has since grown tremendously.

On Sept. 8, 1931, the station moved from its location on the Standard Bank Building to new studios in Cleveland's Terminal Tower. These were then the most modern in the country, constructed at a cost of \$350,000, and they are still among the finest in the middle west.

WHK was first affiliated with CBS, but became a member of NBC's basic blue network on Sept. 26 of this year. With its sister station, WCLE, it also takes and feeds Mutual programs. WHK and WCLE occupy joint studios and offices and are under common ownership.

One man who has been with WHK since the beginning is E. L. Gove, who is now chief engineer of WHK-WCLE and technical supervisor of all United Broadcasting Co. stations. Responsible for much of the national prestige which WHK enjoys today, Gove planned the present layout of the station, supervised the construction of all the equipment, and continues to do so as actively as when the station was "in its youth" in the 1920's.

☆ ☆ ☆ **QUOTES** ☆ ☆ ☆

THOMAS FREEBAIRN-SMITH: "Since I'm a native Britisher, I'm frequently asked if I like the English system of government-licensed radios and radio programs. My answer is always 'no'. American competition results in infinitely better entertainment on radio. I'm sure we will never break away from commercially sponsored broadcasts in this country. What modification we make will be to better the commercial announcements, make them more acceptable, and more adaptable to the particular program they accompany."

RUSSELL PRATT: "Children are discriminating little rascals about their radio fare. And rightly so. They want action, of course. And they should have it. So, in our children's show, 'The Adventures of Tommy Thatcher,' we give them action, but remove all harrowing or gruesome details. And believe you me, this isn't as easy as it sounds. But when we finally finish an exciting script and know the youngsters can be thrilled and still eat their supper

and go to bed with an untroubled mind, we realize it's all worth-while."

FORREST LEWIS: "Television is going to open a new and a very wide field for character actors, especially those who have had stage experience. Expression will not be confined to the medium of one's voice. Make-up will be a very important factor, and a 'sense of audience' will be a great aid in presenting a program. The wig and greasepaint days will return, and they will be happier days for many of the oldtimers."

DORIS FISHER: "The radio public has been educated to the value of morning programs. Whereas radio has a sedative effect in the evenings and afternoons, it acts as a stimulant in the morning. I have experimented in my own home, with satisfactory results. The last vestiges of drowsiness which infects everybody's home of a morning, seem to vanish completely with the rhythm of the radio. Try a dose of music with your morning coffee."

**WHBQ All-Radio Stunt
Puts Over Big Store Sale**

Memphis—A banner promotion, in which radio alone was used to advertise a one-day retail sales event, still has them talking in Memphis—and congratulating Bob Alburty, manager of WHBQ, who planned and executed the stunt. Alburty sold the Black & White Department Store on the idea of using radio without newspapers to promote its bargain day. He opened the campaign with four days of teaser-announcements, such as: "What is a Pengoo?" "Every home needs a Pengoo," "Pengoes are coming to Memphis Oct. 18," "Take her to a Pengoo!" Novel sound effects accompanied the announcements, whipping up listener curiosity.

At last the store came out with "Pengoo-Day" signs, and Pengoo, it developed, is a Chinese word for "bargain." Announcer then explained that the event was so colossal, etc., that there was no English equivalent for it, and Chinese term had to be borrowed. Night before the sale, station remoted broadcast of store's activities, and next day interviewed patrons at the place. Results were so outstanding that sponsors asked right to use idea for two stores in other cities where radio facilities were available. The day's business, it was reported, was second highest in store's history.

**Airport Airing Presents
Engineering Problems**

Planes backfire—loudspeakers about the field blare announcements of departures—1150 horsepower motors race along for the takeoff—and there is the cross-talk from many high-powered radio transmitters. All told, the background isn't the simplest for handling a broadcast, and Art Beadle admits it. He engineers "The Skyways Reporter" for the Wm. N. Scheer Advertising Agency. Program, which originates from waiting room of American Airlines at Newark Airport, where Bob Becker interviews passengers, uses three mikes on its own; and one is on a 750-foot cable, so Becker can interview in the planes. But in spite of everything, Beadle manages to do an extra: he candid-camera the celebrities while Becker gets them talking.

Wilbur Evans Set

Wilbur Evans, baritone, has been signed as a permanent feature of the Vick's "Open House" series, which stars Jeanette MacDonal. Evans, a baritone, will be male soloist in the future. Program is heard over CBS network at 7-7:30 p.m. Sundays.

**HELENA BLUE'S
NOVELTY STRINGS**

9 Girls Playing Modern Music
in a Modern Manner
MANAGEMENT
ROCKWELL-O'KEEFE

DON KERR

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

ST. LOUIS

Lorraine Loring, torch singer, is a new addition to the WEW staff.

Carol Gay, who directs "Let's Compare Notes" on KMOX, has started a fall series of book reviews in the Music Hall of Scruggs, Vandevort and Barney.

Presence of two Art Joneses on WEW is causing confusion to listeners. Art Jones No. 1 is program and production manager, also announcer. No. 2 is statistician to Sportscaster Alex Buchan on football games.

KWK, St. Louis

Jimmy Burke, chief engineer, is back from a trip to Washington.

Bill Cook, announcer, is losing his soft southern drawl and acquiring a northern brogue. He recently visited his home in Louisiana.

Allan Anthony, chief announcer; Wright Esser, production man; Ruth Ecoff Mahler, and Helen Hill are all shipshape again after an epidemic of colds, etc.

Irene Rich, who arrives in town Nov. 1, will be heard over this station at 1:45 p.m.

Add to Cantor Broadcast

Additional half-hour has been allotted the Eddie Cantor Dinner, being broadcast tonight at 12:30 midnight to 2 a.m., with Jimmy Durante, Raymond Scott Quintet, Bob Burns, Sophie Tucker, Deanna Durbin, Martha Raye, Judy Garland, Bill Robinson, Igor Gorin and Jacques Renard's orchestra also set to be heard. Program will be aired over the CBS coast-to-coast network, which is being held open a full hour extra for the special airing. George Jessel will emcee the banquet, and among notables to be introduced are Jack Benny, Louis B. Mayer, Irvin S. Cobb, Joseph M. Schenck and Governor Merriam.

WHN yesterday received permission from CBS to air the special Eddie Cantor dinner which is scheduled to be heard tonight at 12:30-2 a.m.

ONE MINUTE INTERVIEW

JOSEF PASTERNAK

"There's no better apprenticeship for conducting radio orchestras than making phonograph records. The same technique is used to balance the orchestra to provide background for singers. You encompass the same mechanical hazards and try for the same excellence of tone. My eleven years as musical director of the Victor Talking Machine company is the most valuable experience I've had for leading the orchestral accompaniment for Jeanette MacDonald on her Sunday 'Open House' programs."

★ Coast-to-Coast ★

CAST supporting Bess Johnson in "Hilltop House," which starts Nov. 1 on CBS, will include Carleton Young, Irene Hubbard, Jay Austin, John Moore, Janice Gilbert and Jimmy Donnelly. Addy Richton and Lynn Stone are authors of the series, using nom de plume of "Adelaide Marston."

Quincy A. Brackett, president of WSPR, Springfield, Mass., and Mrs. Brackett will give a Hollowe'en party at their home for the station staff.

WHK and WCLE studios will be the scene of much auditioning in the next few weeks. Cleveland Automobile Show has selected them for the contests to be staged among Cleveland girls who want to sing with Hollywood's Dick Powell when he comes to the Auto Show in November. Winning girl will get a screen test as well as an engagement to sing with the screen star. Hundreds of applications have already been received.

Diana Miller, ex-NBCite, yesterday joined WNEW as secretary for the sales staff.

KVOD, Denver

Dorothy Hendee, Addalyn Hall, Ben Stanton, Buzz Eagle and Bob Fluken are new members of the dramatic department.

"Famous Fires of History," penned and produced by Archie Hall, has acquired a sponsor, United Fuel & Equipment.

Donnelly James and his orchestra move Oct. 30 from the Denver Theater to the Broadmoor Country Club, with a KVOD wire.

Jerry Akers, sales manager, has a stamp collection of 50,000.

Now that WABC has announced that it will accept transcriptions for airing before 9 a.m., query has popped up whether NBC will follow suit. NBC admits that they have discussed the idea but nothing concrete has been decided to date.

Doris Jenkins, a Roy Campbell soloist, is currently vocalizing with the Louis Katzman orchestra on WINS.

Polly Kernan of the airwaves at the Village Brewery cafe, where she is vocalizing nightly.

Lola Bard, new WHN vocalist, will be featured with Don Albert and his orchestra during the "Melodies That Linger On" program tonight at 10:15.

Rona Valdez, English lyric soprano, who has given radio recitals throughout Europe, will be presented in a series of programs featuring contemporary English and American art songs over WQXR on Fridays at 3:30 p.m. starting Nov. 5 with Kenneth Walton, composer, at the piano.

WBT, Charlotte

Jane Bartlett, who recently became the mother of a boy, is back on the Duke Melodiers Program. She also will return to the Old Shepherd and Jane and the briarhopper shows in a few days.

Lina Covington Harrell, station's Carolina reporter, has become a crusader for preservation of Colonial homes in the state.

Chief G-Man J. Edgar Hoover was aired in a speech from Winston-Salem, through arrangements made with WSJS, the CBS affiliate there.

★ PROMOTION ★

Club Idea Clicks

W. A. Wilson, vice-president and general manager of WOPI, Bristol, Tenn., reports that WOPI Breakfast Club is increasing its membership at the steady rate of 500 to 700 members per week with the present registration close to 10,000.

Buttons are now being distributed in addition to the regular certificate certifying membership, which is obtained by the listener promising to tune in at least 30 minutes weekly.

Postcard Campaign

KGVO, Missoula, Mont., is issuing a novelty post card promotion, entitled, "Personages in the Public Eye." Piece calls attention to the fact that movie personalities such as Myrna Loy, Gary Cooper, etc., come from Western Montana, and makes the analogy that Western Montana

also presents another personage, every day in the public eye, namely, station KGVO.

Enlarge WOAI House Organ

Newscafts, house organ of WOAI, San Antonio, will be issued shortly in an enlarged 2-color edition of eight pages for November. Included will be a special market page, two pages devoted to station's current list of clients, photos of latest local productions, testimonial letters, success stories, staff news, and other items on new programs and activities.

Ken McClure, news editor of the station, will shortly offer for sale a bound volume containing more than sixty of his most popular offerings, including his tribute to Will Rogers. He will autograph the first 500 copies of the book.

SAN FRANCISCO

Harrison Holliday, manager KFI-KECA, in town for several days.

Josef Hornick, NBC maestro, will be guest conductor at a Viennese concert to be given in San Jose, Sunday.

Hale Sparks, the "University Explorer," does his next Sunday broadcast from Hollywood.

"A Toast to the Town," a new series of 15-minute weekly programs for Cella Grape Juice (Roma Wine Co.) gets its first airing tomorrow night via KSFO, featuring Dante Barsi's Swingtet ork, with Jack Moyles as singing toastmaster. James Houlihan Inc. placed the account.

Natalie Park, NBC actress, whose Paramount screen test clicked, may be piped into the "Bughouse Rhythm" program of Jack Meakin on Nov. 5 if she must remain in Hollywood for conferences. She does the drawly "Martha Murgatroyd" on the satirical show.

KYA has inaugurated "The Latest In News" with Clarence Myers, press chief, doing the flashes. Dick Wynne, announcer, will read the "headlines" and do the commercials.

Paul Martin, NBC maestro, may go on the road soon with his band under the CRA banner.

PHILADELPHIA

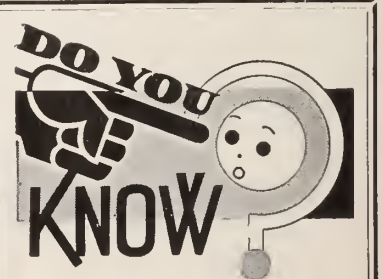
Bill Bailey, NBC announcer, in town visiting friends.

Bob Gill has the announcing job on the WCAU coast-to-coast hookup for Curtis Institute of Music.

A decision is expected soon from the NLRB in the case of Joseph C. Weeks, announcer, against WFIL, charging he was dismissed for union activity. Donald Withycomb, g.m. of WIL, denied the charges and said Weeks was hired on a month's trial basis.

Art and Science Series

"Exploring the Arts and Sciences", in which men and women outstanding in the world of science and art will be heard in interviews with Leah Plotkin of the WPA Federal Theater Radio Division for three broadcasts each month with the fourth to be devoted to a sort of "voice of the radio audience" in which the three speakers will answer questions submitted by listeners during the month, will have its premiere Nov. 5 at 9:45-10 p.m. over WQXR.



There are less than 20 radio sets in use in the French Somali Coast.