



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 85

NEW YORK, N. Y., FRIDAY, OCTOBER 29, 1937

FIVE CENTS

## Phonograph Disk License

### CIO MAY SOON LAUNCH SPOT RADIO CAMPAIGN

With the CIO and AFL unable to get together, it now appears certain that the CIO will shortly begin an intensive radio campaign throughout the country in an effort to sign as many new members as possible. As the networks are still opposed to granting either of the two factions commercial time, CIO will prepare its campaign on a spot basis over independent stations. Programs in heavily populated labor areas are expected to begin as soon as it is possible, with other stations being added gradually.

Radio angle in the present union  
(Continued on Page 2)

### KTMS in Santa Barbara Joins NBC-Blue Network

West Coast Bureau, RADIO DAILY  
Los Angeles—KTMS, new Santa Barbara News-Press station, owned by Tom Storke, has become an NBC-Blue affiliate. The outlet opens Oct. 31, and will make 26 stations under the supervision of Don Gilman, vice-president in charge of NBC's western division. KTMS is a 500-watter on 1220 kcs.

### Craig & Hollingbery Open San Francisco Offices

San Francisco—Craig & Hollingbery, station representatives, this week opened west coast offices at 564 Market St. here. The new branch will be under the supervision of J. Leslie Meek, who has been active in the radio and newspaper field on the coast for the past ten years.

Craig & Hollingbery also have offices in New York, Chicago, Detroit and Jacksonville.

#### Realistic

St. Louis—Carleen Davis, WIL songstress, was seated in the Audition Chamber studying some lyrics. when the silence was rent by a horrible screech of breaks and terrifying crash. Carleen, recently recovered from a serious auto accident, promptly screamed and fainted. The WIL engineers were testing out some sound effects transcriptions.

#### Gong and All

Jackson, Mich.—Under the direction of Joel Moore, Warden of the State Prison of Southern Michigan, one of the recent programs in the bi-weekly series of broadcasts over WIBM from within the prison walls of the world's largest prison was patterned after and announced as "Major Bowes" with the expressed permission of the Major. The program, broadcast in the interests of rehabilitation, used prison talent and was announced by Gerald Costello, an inmate, who proved to be an exact double, in radio voice, of the headline showman.

### MAY DISQUALIFY PAYNE FROM CROSLY HEARING

By PRESCOTT DENNETT  
RADIO DAILY Staff Correspondent  
Washington—With the close of the case against Paul M. Segal and George M. Smith and the evidence now under consideration by the full FCC, interest runs high regarding possibility of the Commission again disqualifying Commissioner George Henry Payne when the case of Powell Crosley comes up for hearing.

According to many observers, the  
(Continued on Page 2)

### Zenith Amends Charter For Television Activity

Chicago—The way was paved for Zenith Radio to enter the television field at a meeting of stockholders here this week amending articles of incorporation permitting the firm to broaden its activities to include the  
(Continued on Page 6)

## Baldwin to Represent NAB At Havana Radio Conference

### 6 Educational Features Added to KSTP Schedule

St. Paul—KSTP, Twin City station, adds six new local educational features to its roster this week, to give it the heaviest educational schedule in the northwest, with such  
(Continued on Page 8)

### Meeting With AFM Committee Lasts Only a Few Minutes and Accord Seems Likely —Sift IRNA Allocations

### THREE NBC STATIONS TAKING ET'S IN A. M.

NBC has put into effect immediately its acceptance of electrical transcriptions up to 9 a.m. (local time) on three key outlets. They are: WEF and WJZ in New York and KPO, San Francisco.

Card rate will be the same as for live talent, and several applications  
(Continued on Page 8)

### Standard Brands Disks For 14 Canada Outlets

Standard Brands has bought "Donald Novis Sings" from Radio Features for use on 14 Canadian outlets. The Novis disks were released this month by Radio Features, a subsidiary of Standard Radio. Standard Radio has two new subscribers for its program service, WSAL, Salisbury, Md., and KTMS, Santa Barbara, Cal. Other new biz includes program series to 11 stations in Canada and the U. S., plus a sound effect library to a station in Poland.

### Young & Rubicam Gets Gordon Baking Account

Young & Rubicam has been appointed to handle the Gordon Baking Co., Detroit, account. Client has "Lone Ranger" on a group of stations.

As generally expected, the meeting today between the phonograph record manufacturers committee and the Executive Committee of the AFM was short and to the point, with the AFM informing the disk men that there was to be no discussion at present, but a license form of agreement would be drawn up shortly and sent to the record companies. Only under this form of license, will the union musicians be enabled to make re-  
(Continued on Page 2)

### PAUL B. WEST ELECTED PRESIDENT OF A. N. A.

Hot Springs, Va.—Paul B. West has been elected president of the Association of National Advertisers, which is holding its 28th annual convention at The Homestead here. Others elected are:

Harold B. Thomas, the Centaur Co., chairman of the board; O. A. Buckingham, Cluett, Peabody & Co., D. P. Smelser, Procter & Gamble, and Kenneth Laird, Weco Products, vice-  
(Continued on Page 5)

### Zenith Radio Account To J. Walter Thompson

Chicago—Zenith Radio Corp. on Nov. 14 will switch the radio portion of its advertising account to J. Walter Thompson Co. E. H. Brown Advertising Agency now has the entire account. Under the new setup, Brown firm retains all white space  
(Continued on Page 6)

#### Football Antidote

Richmond—With all other stations in this territory airing football games on Saturday afternoons, Robert Mitchell of WMBG took a quick survey and found out that the women were not interested in football, so he got busy and sold Joe Brown's "Kiddie Club" to General Electric for 13 weeks on Saturdays at 3-4 p.m.

Washington Bureau, RADIO DAILY  
Washington—James W. Baldwin, managing director of the NAB, will represent the association at the Havana radio conference next month. Pointing out that the parley is of great importance to American broadcasters, Baldwin said yesterday:  
(Continued on Page 8)

# RADIO DAILY



Vol. 2, No. 85 Fri., Oct. 29, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Gizater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## FINANCIAL

(Thursday, Oct. 28)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157	152 3/4	154 1/4	+ 1 1/4
CBS A	19 7/8	19 1/4	19 7/8	+ 3/8
Crosley Radio	11	10 3/4	11	+ 1/2
Gen. Electric	43 3/8	41 1/4	42 1/8	+ 1
RCA Common	8	7 1/2	7 7/8	+ 3/4
RCA First Pfd.	59	57	57	+ 1
Stewart Warner	14	12 7/8	13 1/2	+ 1 1/4
Westinghouse	104 1/2	99 1/2	103	+ 4
Zenith Radio	24 1/8	21 1/2	23 1/4	+ 2 3/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	13	13	13	+ 1/2
Majestic	1 1/2	1 1/2	1 1/2	.....
Nat. Union Radio	1 1/8	1 1/8	1 1/8	.....

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	7 1/4	8 1/4

## CIO May Soon Launch Spot Radio Campaign

(Continued from Page 1)

tangle is very aggravated. AFL, with radio stations in key cities, has a decided advantage in being able to reach a vast listening audience simultaneously, while CIO has been on a whole unsuccessful in promoting radio broadcasts. With the majority of the CIO officials finally sold on the value of radio, it is now only a matter of time before CIO begins its first serious radio endeavors.

### Larry Payne Takes Leap

Jackson, Mich.—Larry Payne, announcer at WIBM, married Jane Priskey yesterday. On his return to work Monday, Payne finds himself scheduled to carry the daily 7 a.m. "Morning Visitor" program — sad plight for a newlywed announcer.

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

A WNEW FEATURE  
1250 Kc.

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

## Ascap Holds Semi-Annual Luncheon

Third semi-annual luncheon meeting of Ascap was held yesterday afternoon in the Hotel Astor with 400 members and officials present. President Gene Buck presided, with members of the Ascap board and widows of well known writers on the dais. Tribute was paid to Buck for his services to the organization and other speakers brought out the struggle with adverse legislation the past year or two.

Ascap membership was announced as being 927 authors and composers, and 119 music publishers. At the original Ascap organization meeting 23 years ago, 90 were present. Telegram of congratulations was sent to Eddie Cantor upon the occasion of his 25th anniversary as an entertainer.

## Phonograph Disk Men To Get AFM License

(Continued from Page 1)

cordings for the phonograph men, and ostensibly for home use only.

License agreement is aimed to curb the "indiscriminate playing" of phonograph records on stations where union musicians are not being hired in accordance with the wishes of the AFM local in whose jurisdiction the station in question exists. The disk men sent a committee of three, two of them attorneys.

It is pointed out, however, that for the most part the record men have no quarrel with the AFM and do not consider the monetary purchases of disks by stations as contributing any sizeable sales profits and, apart from the phonograph record companies with outside affiliations, they do not care whether or not their product is played on the air. They state that they receive nothing beyond the retail price, and were amenable to issuing licenses to publicly perform their records when the Music Publishers Protective Association stepped in and questioned the right of the disk manufacturers to license playing of its copyrighted music. This angle, it is expected, may still resolve itself into unknown ramifications.

AFM officials and IRNA accountants are going over the allocation figures and data for each of the network affiliated stations independently owned and this is being compared now with the data sent in by AFM locals on stations in their respective jurisdiction. Where there is a conflict between the AFM local demands and the allocation set by the IRNA, an adjustment will have to be made in each case.

Network key station representatives are scheduled to meet the AFM committee today and attach signatures to the agreement covering these stations, the terms having already been agreed upon as to the standard provisions.

AFM Executive Committee members believe that they will be able to adjourn tonight and leave further business in the hands of a sub-committee of three, probably President Jos. N. Weber, Fred Birnbach and Jimmy Petrillo.

## Furgason Gets WHBF

Rock Island, Ill.—Gene Furgason & Co. (formerly Furgason & Aston) on Nov. 10 becomes national representative for WHBF. Weed & Co. will continue to represent the station until that time.

## May Disqualify Payne From Crosley Hearing

(Continued from Page 1)

circumstances surrounding Payne's interest in the Crosley case are similar, and the question now arises as to whether the Commission's previous action in the Segal-Smith instance will have any bearing on the Crosley case. Payne, because of illness, could not be reached for a statement, but it is understood he is undetermined at this time on the question of whether or not he will seek further action through the Senate when Congress convenes for the special session.

Arguments in the Segal-Smith case have been closed, but the FCC has not stated when decision will be handed down.

Meanwhile Commissioner Payne's office said he would take no legal action at this time against the FCC as a result of his disqualification.

## WCKY Auto Show Airings

Cincinnati—WCKY will broadcast from the floor of the Cincinnati Auto Show in Music Hall, presenting a special program in tribute to the Cincinnati Automobile Dealers Association. Broadcast will originate in booth of Cincinnati Automobile Club.

This climaxes a series of 17 interview programs over WCKY paving way for auto show in which features of new models were discussed.

## WMCA Revue Adds to Cast

The Six-Star Revue, currently heard over WMCA three hours daily, yesterday added Mae Murray, David Bernstein, card expert, Ken Strong and Waite Hoyt to cast. General Mills continues to sponsor, but program will be open for co-operative sponsorship. New set-up becomes effective Monday.

## BARRY McKINLEY

IN  
"CHEVROLET  
MUSICAL MOMENTS"

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

★  
GRIFFIN  
"TIME TO SHINE"

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

## COMING and GOING

GEORGE BURNS has returned to the Coast, with GRACIE ALLEN remaining in New York a week longer.

MORTON DOWNEY goes to Chicago to appear at the Palace Theater the week of Nov. 5.

DAVID HEENAN JR., press representative for Raymond Morgan & Co., Hollywood radio production concern, is in Chicago publicizing the "Charlie Chan" series for Van Camp products.

HOWARD ELY, KMBC staff organist, is visiting in Oklahoma. His home is at Ponca City.

LINUS TRAVERS, production manager of the Yankee network, is in New York.

MARIO COZZI, NBC baritone, leaves for Pittsburgh on Nov. 8 for a series of concert and radio appearances.

JACK BREGMAN, general manager of Feist Music, is expected back from Hollywood this week-end after discussing music affiliations with M-G-M officials there.

JUDY STARR goes to Baltimore for a vaudeville appearance.

JOHNNY O'CONNOR has returned from a business conference in Cleveland.

FATS WALLER leaves for Hollywood next week to appear at the Famous Door.

ED WYNN arrived in Boston yesterday from New York for the preview of his show, "Hooray For What."

ROBERT BENCHLEY is due back in New York from Hollywood within two weeks.

LITA GREY CHAPLIN, after closing a singing engagement in Philadelphia, left for Hartford, Conn., to appear at the State Theater.

JANE PICKENS left for Washington.

THOMAS H. BELVISO, manager of NBC's music division, leaves today on a visit of inspection to the music departments of NBC in San Francisco, Los Angeles, Denver and Chicago, also obtaining first hand information on copyright matters.

BERT HENDERSON of the AFM home offices returned this morning from a two-week West Indies cruise.

## Frank McIntyre Joins KBST

Big Springs, Tex.—Frank McIntyre, formerly staff announcer at KXBY, Kansas City, and for the past six months continuity director and chief announcer at the Salina studios of KFBI, Abilene-Salina, Kan., is now a member of the KBST announcing staff here.



JESSICA DRAGONETTE

Singing at the Academy of Music, Philadelphia, Pa. November 22nd.

Management  
HAENSEL and JONES  
COLUMBIA CONCERTS CORP.  
113 West 57th St., New York City

**Danya First Test Product For Consumers Committee**

Danya hand lotion, put out by Lamont Corliss & Co., which starts a participating series Nov. 1 at 10:30 a.m. on Ida Bailey Allen's "Homemakers of the Air" over WHN, three times weekly, will be the first product to be tested by the Consumers Homemaking Advisory Committee recently formed by Mrs. Allen. Account was placed by J. Walter Thompson Co.

**Amos 'n' Andy Flying East**

West Coast Bureau, *RADIO DAILY*  
Los Angeles—Amos 'n' Andy fly to Chicago on Monday for one broadcast, then go to New York for a few days. While in the east, they plan to spend as much time as possible at Camden, N. J., getting familiar with the soup business for their new Campbell series. They return to Hollywood the following Monday.

**Gamba in NBC Series**

Gamba, one of the year's finds in radio, will bring her violin style to a new series of programs, featuring both the classics and popular tunes, to be heard over the NBC-Blue network beginning Tuesday, 10:30-11 p.m. The programs will be presented weekly at the same hour. A large orchestra and a girls' trio will accompany.

**Atlantic Refining on WNEW**

Cornell-Dartmouth football game tomorrow will be broadcast over WNEW under sponsorship of Atlantic Refining Co., beginning at 1:45 p.m.

**7th Year for Myrt and Marge**

"Myrt and Marge" (Myrtle Vail and Donna Damerel) on Nov. 2 will mark their seventh anniversary on the air. Program is heard over CBS five days weekly.

**CBS Closed Election Day**

CBS will be closed Tuesday (Election Day). Special events and publicity will be on duty during the evening airing the mayoralty results.

**Hal Hubert to WHK**

Jackson, Mich.—"Hail and Hardy" Hal Hubert leaves WIBM to assume new announcing duties at WHK, Cleveland.

☆ **Programs That Have Made History** ☆

**"Kaltenmeyer's Kindergarten"**

"KALTENMEYER'S Kindergarten," which has started its seventh year on the air, owes its origin to a book and a real-life German professor.

The book, a dry technical volume and a far cry from the NBC crazy classroom, heard each Saturday at 5:30 p.m. EST over the NBC-Red network, was written by Friederich Froebel, who founded the first Kindergarten in Germany in 1837—exactly 100 years ago.

The real-life German professor had been a teacher before the Franco-Prussian War of 1870 and Bruce Kamman, creator of the rollicking air show, who plays the role of Professor August Kaltenmeyer, met him while stationed in Alsace during the World War.

Kamman ran across Froebel's book in the attic of the home of his parents in Cincinnati, Ohio, in his early twenties while vacationing from horn-toting in the Hagenback and Wallace Circus Band. After poring through it, he decided that if some humorous angles were injected it would make a good play.

Meantime, Kamman went back on the road with the circus again and didn't think much more about it until he was sent to France and met the old Professor.

"This old fellow was funny as a crutch," said Kamman, "and it was he who influenced me more than any other person in the development of Professor Kaltenmeyer."

After joining NBC, first as a trumpet player in a studio band and later becoming a production director, Kamman approached Sen Kaney, then Chicago NBC program manager and now assistant to the NBC Central Division vice-president, with the idea of a humorous kindergarten of the air.

"Cook it up and let's go," was Kaney's response.

Kamman wrote the first scripts, bought himself a set of black cotton whiskers, got himself a few "poopils" and Kaltenmeyer's Kindergarten made its initial bow, September 25, 1931.

In addition to Kamman as Professor Kaltenmeyer, the original cast was composed of Johnny Wolf (Izzy

Finkelstein), Merrill Fugit (Percy Van Schuyler)—who are still with the show—Don Mangano, Loretta Poynton and Marian and Jim Jordan. Mangano was killed in an automobile accident in 1935, Loretta left when she married and the Jordans were forced to graduate when they became Fibber McGee and Molly.

Since that time Billy White (Cornelius Callahan), Cecil Roy (Daisy Dean) and Thor Erickson (Yohnny Yohnson) have been added. The cast has always dressed in costumes and makeup and studio audience waiting lists have sometimes been as high as 3,500 persons.

**Scrapbook Program**

A program based on scrapbook clippings submitted by dialers has just bowed in on WRTD, Richmond, with Randolph Saunders at the microphone. Airings take listeners to the long-ago under title "Can You Remember?"

**Jack Treacy Back on Job**

Jack Treacy has returned to his office at Star Radio after a ten-day illness.

**David Pardes to Handle WPA Radio in New York**

David Pardes has been appointed administrative officer of the WPA radio division in New York City, succeeding Jack Curran, resigned. Pardes has already assumed his new duties. The New York WPA unit is separate from the WPA Federal Theater radio division.

**"Night of Stars" on WLTH**

"Night of Stars," monster benefit show being staged Sunday night in Madison Square Garden for the Hebrew National Orphans Home, will be aired by WLTH starting at 10:30 p.m. and continuing until the end of the show, which is expected to run well into the morning hours. Paul Muni, Mary Pickford, Belle Baker, the French Casino show and a long list of additional star talent will take part.

**Wendell Barcroft Joins WREN**

Lawrence, Kan.—Wendell Barcroft, news editor and special events announcer, is the latest addition to the staff of WREN, the Kansas City Blue Network station. Barcroft began his radio career at KGGF, Coffeyville, in 1936.

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  
**CBS**  
Columbia Broadcasting System . . . .  
Effective October 31st, 1937

**WRDW**  
WHERE RADIO DOES WONDERS  
**AUGUSTA, GEORGIA**  
Serving Augusta Eighteen Hours Daily

Listen tonight 8-8:30 P.M. E.S.T.  
to **HAMMERSTEIN'S MUSIC HALL**  
and you will understand why  
**ERIN O'BRIEN-MOORE**  
has been so much in demand for guest star appearances. This makes her sixth during the past five months: June 3rd, Vallee; July 19th, NBC Barrymore-Shakespeare; Aug. 26th, Vallee; Aug. 28th, Lucky Strike; Sept. 26th, Sealtest.  
Miss O'Brien-Moore is acknowledged one of the finest motion picture actresses available for radio.  
Personal Representative — Peter deLima — The Small Company  
6331 Hollywood Boulevard — Hollywood

## AGENCIES

ROBERT W. ORR, vice-president of Lennen & Mitchell, has been elected a director of the Cashay Corp., manufacturers of sterilized tampons.

N. W. AYER & SON, INC. has been appointed advertising counsel for Honor Brand Frosted Food Corp., New York, and will handle the advertising of the firm's entire line including fruits, vegetables, poultry, fish and meats. Earl B. Thomas of Ayer's New York office will be account executive.

J. WALTER THOMPSON CO. has been notified that the State Progress Commission of Washington has approved a \$150,000 campaign to advertise the State of Washington's recreational advantages.

REISS ADVERTISING AGENCY declares that it is not using KJBS, San Francisco, on its Royal Toy spot campaign. KFRC is the Frisco station on the list.

## OKLAHOMA CITY

Dan Bowers has left KOMA to announce for the Don Lee network on the coast.

KTOK is now feeding "Theater Guild Sketches," produced by local Theater Guild on Fridays, to the Oklahoma Network.

Toby Martin, KTOK songstress, will be featured in a new Fretwell Motor Co. commercial.

## Opening of Congress on Air

Opening ceremonies of the special session of Congress on Nov. 15 will be aired over NBC-Blue network at about 1 p.m. An elaborate microphone setup on the floor of the House is being arranged.

## Roger Adams Recovering

Akron—Roger Adams, WADC announcer, who suffered a broken arm and head injuries in a recent auto crash, is out of the hospital and will be back on the job soon.

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 29

Jack Pearl Elza Schallert  
Virginia Clark George Dilworth

October 30

Francis White Ray Dooley  
Joan Banks

October 31

Nell Enslin Mary McCoy



● ● ● Little Shots About Big Shots: . . . Sammy Cahn and Saul Chaplin have authored such tune hits as "Dedicated to You," "Posin'," "Shoe Shine Boy," "If You Ever Should Leave," etc., besides being employed at the local Warner studio for the specific purpose of writing songs. . . . Saul is to become a benedict tomorrow, so his friends got together and decided to throw a testimonial dinner for him the other nite at \$7.50 per person. . . . Many attended, including Henry Spitzer and Sam Sax, boss of the Brooklyn Vitaphone plant. Knowing that Sax's presence was inevitable—many acts, hoping to gain Sax's attention and possibly land a film contract, appeared. . . . However, for some unknown reason, no act brought his own piano player—so all evening long while more than 20 acts performed—the Guest of Honor, Chaplin, tickled the ivories for the performers!

● ● ● F. A. Long, program director of WJSV, Washington, was victimized the other day—by his own wife. . . . Mrs. Long possesses an excellent soprano voice but hubby never would permit her to use it outside of the realm of classical and operatic work. So she sent in a letter to Long, using a phoney tag—got an audition—which resulted in Long rushing from his office with a contract for "Hannah Devon"—only to bump right into his wife!

● ● ● Starting with last Monday nite, Estelle Taylor sang at a benefit for the New Jersey police. She did so well—that an "agent" for the N. Y. cops insisted that she appear the following nite at a local affair at which Judge Levy would be present. Sirens escorted her to the dinner—and again she did so well—that the detectives of N. Y. asked her to sing the following nite for them. For this appearance she was given a gold detective's badge. . . . Of course, Friday nite was the Westchester Co. police shindig—and she received a gold card. Then later that nite came the Patrolmen's Honor Legion benefit for which a special insignia was awarded her. . . . Sunday nite was Bobby Feldman's and Barney Rudinsky's Mid-West party—and Miss Taylor, again received a beautiful gold police badge. . . . By now she was a bit fatigued from singing and weighed down with gold badges and gold cards—so she stepped into Lindy's for a quick bite—only to emerge a minute or two later to find her car loaded from front to rear—with PARKING TICKETS!

● ● ● From 34th Street to the 70's, every non-lighted billboard proclaims the ability and candidacy of Bruce Barton—chairman of BBD&O—for a seat in Congress. . . . Barton believes in practicing his own doctrines and this extensive advertising campaign is enough proof of that. . . . However, a party walking down Broadway the other nite with James L. Saphier noted that there was available sign space—and Barton's name wasn't to be seen. . . . To which Jimmy remarked: "That's Bruce's 'ace in the hole'." . . . The sign in question—was the news flashes around the Times building. "Barton figures he won't have to buy that because on election nite the sign will read: 'Barton elected!'"

● ● ● Entering the French Casino the other nite to witness for the third time the most entertaining show in town, Joe Rines encountered us with control man for NBC—who was arranging a set-up for a remote with Rines' crew—after this had appeared here: "Talk persists that Joe Rines will lose his wire" . . . Claiming it a frame-up—that it was a WMCA remote and then finally, "that it's just another 'Make-Believe-Ballroom' airing"—it remained for Bob Goldstein to give the retort proper. . . . "He's been with Sheila Barrett so long on the air—that Rines is now doing an imitation of broadcasting on an NBC network!"

## GUEST-ING

ROSE MARIE and LOU HOLTZ, on the Vitalis show, Nov. 1 (WHN-WLW line, 8:30 p.m.).

COUNT BASSIE, FRANKIE CARLE and BILLY HOLLIDAY, on Martin Block's "Sunday Swing Concert", Oct. 31 (WNEW, 11 a.m.).

W. C. HANDY, interviewed by Glenna Strickland, Oct. 30 (WNEW, 11 a.m.).

MADGE EVANS, on "Seein' Stars," Bakers' Broadcast, Oct. 31 (NBC-Blue, 7:30 p.m.).

EARL CARROLL, SHIRLEY ROSS and JOHN TRENT, on "Hollywood in Person," Nov. 2 (CBS, 1:45 p.m.).

## Star Signs 14 Stations

Within the past week Star Radio has added 14 new stations to its list of subscribers. Among the stations most recently ordering the "Christmas Tree of 1937" are: CHSJ, WGTM, WAAW and CJKL. New orders on the women's program, "Good Morning Neighbor" included the Houck Advertising Company, KVOR, WLAW, CKOV, WMBS, CHGS, and KPFA. CKOV also subscribed to the "Star Commercials" and the Dawson Advertising Agency has signed for both the "Commercials" and the "Morning Bulletin Board."

## Kirkman Signs Off

Kirkman Soap Co., sponsor of Jack and Loretta Clemens, heard over CBS network Monday, Wednesday and Friday, 2:15-2:30 p.m., fades from the air today. N. W. Ayer & Son handles the account.

## Havrilla Submits News Idea

Alois Havrilla, NBC announcer, has written a new type news program and has had it recorded. It is now in the hands of several advertising agencies for consideration.

## 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.

# Chicago

Cecil Underwood, who handles production for Fibber McGee and Molly, has bought Helen Hayes' house in Hollywood. His wife has gone back there to take possession.

Kaye Brinker, who does "Every Woman" and "Manhattan Mother" on WBBM, has joined the WBBM production staff. She will be in charge of experimental program production.

Sally Foster, long a fixture of the Alkaseltzer National Barn Dance, is no longer with the show. Lucille Long now the femme headliner.

Barbara Luddy, star of Campana's "First Nighter," is spending all her days (between broadcasts) in bed. She has been laid up for a fortnight with bad cold.

Lucy Gilman, 13 year old star of "Junior Nurses" and a radio veteran of seven years, has decided to enter law school on graduation from high school.

Virginia Payne (Ma Perkins) doing appearances also on Skelly "Court of Missing Heirs" and Campana's "First Nighter."

Bowman Dairy Company which spent a summer and fall looking over live shows, has finally settled on a morning transcription show probably to be called the Musical Milkman with comment by Bob Hawk. Show starts next Monday on WGN. J. Walter Thompson handles the account.

Blackett - Sample - Hummert has switched recordings of the Skelly "Court of Missing Heirs" series from RCA to World Broadcasting System studios.

Kaye Brinker's "Manhattan Mother" drama series expands to half hour on WBBM-CBS and also goes from late afternoon spot to Sunday night at 9 o'clock.

Biggie Levin, talent booker, laid up at home for a few days.

Irving Mills Artists Inc. expects to open a Chicago office soon.

Louise Fitch has joined the cast of "Romance of Helen Trent."

## NEW BUSINESS

WNEW: Lever Bros. (Spry), participation "Make Believe Ballroom."

KSL, Salt Lake City: De Soto, ETs; United Drug Company, ETs.

WBT, Charlotte: Welch Grape Juice, spots, through H. W. Kastor & Sons; Procter & Gamble Co. (Camay Soap), announcements; Chrysler (De Soto), ETs, through J. Stirling Getchell; Chevrolet, announcements; Mishawaka Rubber & Woolen Mfg. Co., announcements, through Campbell-Ewald.

WHN, New York: Lamont Corliss & Co. (Danya hand lotion), participations on Ida Baily Allen's Homemakers, through J. Walter Thompson Co.

## John Kelvin Returns

John Kelvin, tenor, will make his first radio appearance in more than a year when he begins a weekly program with Don Albert and his orchestra via WHN on Sunday at 9-9:30 p.m.

# STATIONS OF AMERICA

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

## KRE—Berkeley, Calif.

1370 Kilocycles—250 Watts LS, 100 Watts N.

ARTHUR WESTLUND, Manager

DONALD HAMBLY, Production Manager

K. GORDON MORRISON, Chief Engineer

**K**RE, owned and operated by the Central California Broadcasters Inc., first went on the air June 11, 1922. Since then, its growth has been steady. In May, 1927, a new transmitter was installed, and KRE moved into new studios.

Studios were maintained in the Claremont Hotel until July, 1932, when they were moved to Oakland. In March of the following year, KRE occupied its present studios in the heart of Berkeley, adjacent to the campus of the University of California.

In May of 1937, the transmitter was moved to the Berkeley Aquatic Park, where completely new transmitting and speech equipment was installed, including a 190 foot vertical radiator, on ground said by radio engineers to be the finest natural transmitter site on the Pacific coast—the shores of San Francisco Bay.

KRE features local and International News Service, has numerous University and Civic studio programs, and broadcasts remotes of every description. It has built its large following by being intensely interested in all phases of community life, and by entering into civic projects with enthusiasm. Six mikes men form KRE's staff, together with a staff of three in the production and continuity departments.

Station has 33 1/3 and 78 RCA lateral and vertical transcription tables, and is on the air 20 hours a day.

Arthur Westlund is manager; Donald Hambly, production manager, and K. Gordon Morrison, chief engineer.

## Paul B. West Elected President of A. N. A.

(Continued from Page 1)

chairmen; Allen T. Preyer, Vick Chemical Co., treasurer, and J. W. Dineen, General Motors, William A. Hart, E. I. du Pont de Nemours & Co., Leo Nejelski, Swift & Co., H. W. Roden, Johnson & Johnson, and Arthur E. Tatham, Bauer & Black, directors.

The convention closes tomorrow.

## KSL, Salt Lake City

Gene Halliday and Russell Stewart of the station staff are on the sick list.

Lee Taylor, Gene Pack and Frank McLatchy are on a deer hunting trip.

University of Utah is airing an extension course in radio writing each Friday night. Gladys Pinney is the instructor.

FOR BETTER PHOTOGRAPHS

try



145 West 45th St., New York City

# F. C. C. ACTIVITIES

## HEARINGS SCHEDULED

Nov. 8: WNAX, Yankton, S. Dak. Transfer control of corp. to S. Dak. Broadcasting Corp. from Chas. B. Gurney. 570 kc., 1 KW., 5 KW. LS., unlimited.

Broadcasters Inc., Gastonia, N. C. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Nov. 9: WBNX, New York City. CP to increase power to 1 KW., 5 KW. LS. 1350 kc., share time.

WFIL, Philadelphia. CP to increase power to 1 KW., 5 KW. LS., 560 kc., unlimited.

KARK, Little Rock, Ark. Transfer control of corp. to Radio, Inc. 890 kc., 500 watts, 1 KW. LS., unlimited.

Nov. 10: KLO, Ogden, Utah. CP to increase power to 1 KW., 5 KW. LS. 1400 kc., unlimited.

Nov. 12: Radio Enterprises, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.

Associated Ark. Newspapers, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.

N. B. Egeland, Roland, Ia. CP for new station. 1500 kc., 100 watts, daytime.

WMBG, Richmond, Va. CP to increase power to 1 KW. 1350 kc., unlimited.

## Saphier Signs Prescott

Allen Prescott has signed a personal management contract with the James L. Saphier and James L. Stirton organization. He also continues under contract to the NBC Artists Service.

# AN ORIGINAL IDEA

A human interest story with national appeal which will quickly attain a large and receptive listening audience.

Program should be a natural for any live-wire sponsor.

For further information address

## JAMES ETHERINGTON

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

HOLLIS 5-0349

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## New Observation Method In WMCA Control Rooms

Dehydrated control rooms will be among the features of the new WMCA studios being built at 1657 Broadway. For a long time, the glass-panelled control rooms from which radio programs are monitored have been the bane of studio officials. They usually have several layers of glass as protection against escaping sound but the moisture in between the layers clouds up the glass and interferes seriously with good vision. In all radio stations this necessitates pulling the walls apart every once in a while to clear the windows.

In the new WMCA studios this nuisance is being eliminated with a new patented method of observation glass installation. The windows consist of three separate layers of varying thicknesses. First there is a half inch layer, then a three-eighths inch and finally a quarter-inch strip.

These layers are embedded in sponge rubber so as to vibrate with sound and prevent its escape. Between the layers, the air is dehydrated by a special process which eliminates the moisture and thereby prevents clouding of the layers.

## Zenith Amends Charter For Television Activity

(Continued from Page 1)

field of visual radio. An application for permit to build transmitter had previously been 'turned down' by FCC on grounds company charter did not permit television activity.

E. F. McDonald Jr., president of Zenith, told stockholders that while problems of television are not insurmountable, commercial application appears to be well in the future. He expressed the belief that television will come over telephone wires instead of through the air by radio waves. Added that he expects American Telephone and Telegraph Company to handle the transmission of television programs, with the public paying for the service as it does for phone services today. Radio manufacturers, he thought, would probably restrict their television activity to building receivers.

### CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.

WE FURNISH

Electrical Lighting Equipment of Any Kind

FOR RADIO STATIONS

244-250 WEST 49th STREET

New York City Tel. Circle 6-5470-1

## Original Wax Recording

First wax recording of the human voice, made by Alexander Graham Bell 56 years ago, was this week taken out of a vault in the Smithsonian Institute, Washington, where it is to be kept on exhibition. The initial sounds recorded were:

"T-r-a—T-r-a—There are more things in heaven and earth, Horatio, than are dreamed of in your philosophy—T-r-a. I am a graphophone and my mother was a phonograph."

The phonograph was the Edison invention. Alexander Graham Bell, his cousin Chichester Bell, and Charles Sumner Tainter, who is still alive, were the inventors of the graphophone.

## Mistaken Identity

KUOA's chief engineer, J. L. Miller, happened to have with him an extra set of phones when he was picking up a remote of an evangelistic service in Tahlequah, Okla., 50 miles from Siloam Springs, Arkansas, home of KUOA's 5 kilowatt transmitter. Curious as to how the broadcast sounded, Commercial Manager Storm Whaley clamped the extra set of phones to his ears and looking very much like an engineer, he thought-listened the service through.

After the broadcast was over, a kind old lady from the audience rather hesitatingly tapped Engineer Miller on the shoulder, and in all solicitude asked if the young man with him wasn't hard of hearing. Immediately she began a sales talk for a less conspicuous type of hearing aid.

Whereupon, Commercial Manager Whaley, amid loud engineerial guffaws, solemnly swore to stick to his own business.

## KFI-KECA Mobile Transmitter

West Coast Bureau, RADIO DAILY

Los Angeles—The new KFI-KECA mobile transmitter, KAXA, was utilized for the first time with the NBC broadcast of Navy Day ceremonies from the U.S.S. Pennsylvania, flagship of the Pacific fleet, anchored off Long Beach. The unit was designed by Seymour Johnson.

## KXA Improvements

Seattle—Following FCC authorization to boost power to 1,000 watts day and night on 760 kc., KXA plans to launch an improvement program. Modernization of studios, moving of transmitter and installation of vertical antenna are among changes planned.

## New Quarters for KOL

Seattle—KOL will shortly move into new and enlarged quarters, according to Elmer Pederson, manager.

## Chicago Leads in Manufacture

Chicago—Radio excise tax collections for fiscal year ending June 30 indicate Chicago has regained the national lead in radio manufacturing after yielding it for several years to the New Jersey district in which Camden is situated. First Illinois district (Chicago) collections for year were \$1,726,133 as against New Jersey's (RCA) \$1,177,898.22, and Philadelphia (Philco) third with \$906,552. Chicago's bigger radio concerns include Zenith, Stewart-Warner, Motorola, E. H. Scott, Majestic, General Household Utilities (Grunow), Aetna, Clarion, Hallicrafters, McMurdo-Silver, Howard, Trav-ler, Muter (parts) and Wells-Gardner.

## Construct Fair-Ground Studio

Columbus, Ga.—An elaborate fair-ground studio has just been constructed by WRBL for the Chattahoochee Valley Exposition, from which the station makes three broadcasts daily. Owner J. W. Woodruff, Sr., is President of the Chattahoochee Valley Chamber of Commerce, and the activities of the station are largely accountable for the mounting daily attendance at the fair. One of the broadcasts is a series of interviews, in which Bill Dougherty, special events announcer, gets visitors, barkers, show-girls, and fair officials talking about themselves and the event.

## Remodeling KOMA Studios

Oklahoma City—Remodeling work has begun on KOMA's studios. Two studios are to be redesigned, new color scheme adopted, a large reception room and audition room built and a meeting room for musicians installed.

## WIL Adds Recording Equip't

St. Louis—WIL has added recording equipment for cutting instantaneous recordings. The equipment is RCA and the installation was made by Chal Stoup, chief engineer of WIL.

## 500 Persons Expected At KDKA Celebration

Pittsburgh—More than 500 persons, including many important figures in the business and industrial worlds, are scheduled to meet Saturday night in the William Penn Hotel to celebrate the 17th anniversary of KDKA and to take part in the station's dedication of the world's most modern and efficient antenna system.

A nationwide broadcast over NBC-Blue at 8:30-9 p.m. will be one of the highlights of the occasion. A. W. Robertson, chairman of the board of Westinghouse Electric & Manufacturing Co., which owns KDKA, and Lenox R. Lohr, president of NBC, will be among the speakers.

Others expected to attend include A. L. Ashby, George Engles, Frank E. Mason, John F. Royal, O. B. Hanson, Alfred H. Morton and Clay Morgan, all of NBC in New York; Frank M. Russell, NBC vice-president in Washington; Niles Trammell, vice-president in charge of Central Division, Chicago.

## Zenith Radio Account To J. Walter Thompson

(Continued from Page 1)

placements. Zenith has a program on the NBC-Blue network, Sundays, 10-10:30 p.m.

Richard Marvin will handle the radio production, with Jim Woolf serving as account executive.

## Voice Library

Don Quinn has acquired a "voice library" in the form of a series of recordings which enable him to hear practically every character actor and dialectician working in Chicago radio. Consequently, when he wants to introduce a new character into his Fibber McGee and Molly script, he simply plays over a few records and writes a part to fit.

## "Mike" and "Phone" HAND SETS



\$10 Single button

\$15 Double button

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.

**WOV Will Feed WCOP  
Second P&G Italian Show**

A second Procter & Gamble program, "The Album of Love," series of love stories in Italian, heard Monday through Friday, will be fed by WOV to WCOP, Boston, starting Monday at 11:15 a.m. A repeat of "The Ivory Tower" is being piped to WCOP starting the same day at 11:45 a.m. Both programs are written by Giuseppe Loffredo. Compton is the agency.

**Household Forum Goes Visiting**

A new plan to gain more listeners for its "Household Forum," and incidentally to provide advertisers on it a "baker's dozen" for their money, has been worked out by KSTP, Minneapolis and St. Paul station, through Bee Baxter, conductor of the forum, which is aired six days a week.

Under the title, "The Household Forum Goes Visiting," Miss Baxter and her show will do just that—take in all the big-fry women's clubs in the Twin Cities area. Miss Baxter will make a minimum of two clubs a week during the fall-spring-winter season, where she will not only give talks, but will enlist the aid of the women themselves in the production of her program to fit their needs.

In addition, sponsors' products will be given as door prizes at each meeting, thus assuring clients of getting their products directly into the better homes—"better" because only the bigger clubs will be used.

In her talks, Miss Baxter will steer clear of the commercial angles; will talk on radio, its future and past; and on production. At the same time she will seek suggestions on the show, thus assuring herself an increased audience by making every woman a working partner.

**Boost News Broadcasts**

WATL, Atlanta, has issued a new promotion piece boosting the station's newscasts aired every hour on the hour. Piece gives rate and other salient information. Manager Maurice C. Coleman reports that several sectional advertisers signed last week for such sponsorship.

**Use Newspaper Supplement**

WIOD, Miami, recently used an eight-page section in the affiliated Miami Daily News to advertise its change of frequency to 610. Staff and talent pix, and informative articles on radio operations, made up copy.

**ORCHESTRAS - MUSIC**

**PAUL WHITEMAN**, now on tour, is revisiting the haunts of his early musical days. After playing a concert in Denver, where he was born and spent his boyhood, he will open the San Francisco Auto Show. It was in San Francisco that he began his professional musical career as violist with the San Francisco Symphony. Then he will go to Los Angeles where he played his first big-time engagement at the Alexandria Hotel.

*Sammy Spergal, Merle Pitt's electric guitar swingster, will shortly appear on Columbia's Saturday Swing Session.*

Count Bassie, considered one of the most phenomenal piano players in swing circles, will be one of the half-dozen guest artists appearing on the WNEW "Sunday Swing Concert" this Sunday 11 a.m. to 12 noon. Other featured guests will include Billy Holliday, female vocalist, appearing with Chick Webb's Orchestra, and Frankie Carle, swing pianist now with Mal Hallett and currently heard on numerous Decca records. Mac Ceppos, swing fiddle player heard on the Sunday Swing Concert last week, will again appear, as well as Sammy Spergal, swing guitar player, and Sammy Weiss, one of the greatest swing drummers in the business today. Merle Pitt leads the "Make-Believe Ballroom" Orchestra, with Martin Block as emcee. The "Concert" originates on the stage of the Criterion Theater.

*Dave Miller, popular mid-west maestro, is bound for a series of personal appearances at the head of his own entertainment-dance band unit. First stop Philadelphia, followed by Schenecady, Troy and Providence. Miller's music will be aired locally at various key city stop-offs. Christmas week will find Miller making a triumphant return to his home town of Milwaukee, playing a two-week stop-off at the Riverside and Wisconsin theaters, and doubling into the Schroeder Hotel for the supper-dance sessions.*

W. C. Handy, granddaddy of all blues songs, will guestar on Merle Pitt's "Sunday Swing Concert" this week. Other guests include Count

Bassie, Billy Halliday and Frank Carle.

*Russ Morgan, creator of music in the Morgan manner, who is featured on the Philip Morris radio program, over NBC and CBS, will be the guest of honor at a Radio Party that Leon and Eddie, the famous West 52nd Street Samoans, are tendering in his honor at their popular rendezvous, on Sunday evening. Stars of the stage, screen and radio will turn out to pay tribute to the rising star of the ether waves.*

Ozzie Nelson has resumed his recording activities on the West Coast. He has been signed by Victor for an extended series. Four songs will be recorded by his orchestra this week.

*When Ernie Holst's orchestra goes to Florida this season, it will be heard locally via both networks. This will mark the first time Holst has broadcast on a sustaining series.*

Lyn Murray will soon combine his musical and choral talents and offer a combined orchestra and chorus on one program.

*Bunny Berigan and his swing band begin a week's engagement today at the Stanley Theater, Pittsburgh. The following Friday they begin a week's stay at the Fox Theater, Detroit.*

Morton Gould, the young composer and arranger, who has signed a personal management contract with Irving Mills, is writing a symphony for Leopold Stokowski and a suite for the Ballet Russe.

*Ina Ray Hutton, the stream-lined bombshell of rhythm, hung up two house records in two successive theater weeks with her Melodears girl band. The attraction grossed \$38,000 at the Oriental in Chicago and \$28,000 at the Michigan in Detroit the following week. Miss Hutton opens today at the Branford, Newark.*

Joe Glover, whose arrangements are featured by Goodman, Berigan, Dorsey, Dolan and scores of others, has been bitten by the literary bug and has finished a tome, "Music Trends—Past, Present and Future."

**Radio Eds Quiz Gilman  
At Coast Press Luncheon**

West Coast Bureau, RADIO DAILY

Los Angeles—Don Gilman played host to Los Angeles radio editors at a Biltmore luncheon and answered their queries on radio over an NBC Coast Blue hookup. During the round-table discussion, planned as a monthly event, Gilman stated that the new NBC studios at Sunset and Vine would be ready for occupancy by all network departments by early Spring and would indicate NBC's conviction that Hollywood is destined to become increasingly important in the radio scheme of things because of concentration here of world figures in entertainment, music, writing and the arts and sciences, and interlocking spheres of activity brought about by picture personalities in radio and radio personalities drafted for pictures.

Gilman skillfully parried the questions of radio editors of his former headquarters, San Francisco, who unanimously seem worried about programs moving here, by citing the case of "One Man's Family", moved to Hollywood by the cast themselves rather than by NBC. Television, movie gossip chatters, and various topics of interest to laymen and trade alike were covered in an interesting manner by the NBC vice-president.

**WJSV, Washington**

"Backstage," broadcast directly from the star's dressing room of the National Theater, is a newly inaugurated series.

Harry Butcher, CBS v.p. here, added a golf bag and an electric clock to his golf trophies last week at Pinehurst.

"Arch's Angles," the Ach McDonald "man-in-the-street" program, is getting a good listener response. Dr. Pepper sponsors the series. McDonald is the station's sports authority and commentator, and will air the Maryland-Florida game tomorrow in the interests of Kellogg.

**WPG, Atlantic City**

Kay Darlene, Florence Peterson and Dorothy Stuppy comprise "The Boardwalk Charmers", new group on Ethel Rattay's "Tea Time Topics" hour.

"The Silver Song Bird," sponsored by Silver's Department Store, is 12-year-old Dottie Jones.

Crisfield, Md., often referred to as the seafood capital of America, is presenting a 26-week series from the Neptune Studio in Convention Hall.

☆ PROMOTION ☆

**News Plug for Kid Series**

An eight-column spread in the affiliated Illinois State Journal recently plugged the new juvenile series, "Air Adventures of Jimmy Allen," going over WCBS, Springfield. Allen's picture in aviation attire, with giant airbird outlined, made exciting layout, while caption registered program as "Another Scoop for State Journal Readers."

**Lever Gift Offer**

Lever Bros. will make special three-week gift anniversary offer on the "Big Sister" program, heard five times weekly over CBS network, beginning Monday. Gift is personally initialed mending kit, and will be sent to any listener sending in top of one box of Rinso together with 10 cents. Ruthrauff & Ryan is the agency.

**CARL BIXBY**  
Creator, author, director or producer of successful network radio programs—  
DANGEROUS PARADISE  
CLUB ROMANCE  
GRACE MOORE'S OPEN HOUSE  
BIG SISTER  
HELEN MENKEN'S "SECOND HUSBAND"  
P. O. Box 84, Manhasset, L. I., N. Y.

**TRANSCRIPTION & RECORDING SPECIALISTS**  
INTERNATIONAL PRODUCTION STUDIOS  
33 W. 60th St., N.Y.C. COI. 5-7366-7  
**FOTOTONE SOUND SYSTEM**

## 6 Educational Features Added to KSTP Schedule

(Continued from Page 1)  
programs "straight across the board" from 1 to 1:30 p.m.

Included among the new features is the "Around the State With the P.T.A.," which switches this year to KSTP. Previously was aired on WCCO.

Other new features will be weekly programs put on by the Minneapolis public schools, the St. Paul public schools, the University of Minnesota, and the Colleges of St. Thomas and St. Catherine, which take alternate spots on the same day.

In addition to the across-the-board features, KSTP also has booked several other educational stanzas, including a school forum hour; a high school highlights hour, a church forum and a world friendship period, under the auspices of the Women's International League for Peace and Freedom.

Meantime, while KSTP made plans this week for conducting annual educational broadcasting conferences built along the same pattern as the initial northwest parley held here recently, schools of the area began a study of the feasibility of establishing radio workshops as an outgrowth of the first meeting.

Educational director of the station is Thomas D. Rishworth.

## Three NBC Stations Taking ET's in A.M.

(Continued from Page 1)

for time reservations across the board are reported in the sales department. Innovation follows upon the heels of a similar move by WABC, which also made the ET time available forthwith. WABC has jacked up its opening time, but NBC has not done so as yet.

## New Virginia Corporation

Richmond—Fredericksburg Broadcasting Corp. has been chartered with a view to applying for a permit to build a new station here. Benjamin T. Pitts is president of the new corporation.

## ONE MINUTE INTERVIEW

ED LOWRY

"The day of the disentangled master of ceremonies is over. Once there could be a general emcee who did nothing but introduce people and acts. Today, because of radio and radio's comedy slants, there must be comedian emcees, singing emcees, band leading emcees, and dramatic emcees. Not to say anything about the prison warden emcees, political leader emcees, etc. But everything has happened for the best, and even now there is a movement to provide entertainment during the period which is devoted to announcing the stations."



# Coast-to-Coast



WHEN Lucille and Lanny appeared Wednesday night for the fourth time with Walter O'Keefe on "Town Hall Tonight," the song team set a record for the number of guest-starring roles ever made by one act on that show. They have also been engaged for next week's Town Hall performance. Lucille and Lanny, who are Lucille Linwood and Lanny Grey off the air, are youngsters to radio fame. From WNEW, where they appeared for a year in a daily variety show, they went to the NBC networks only two months ago to add a schedule of two sustaining programs a week to their time on the air. The NBC schedule has now become a daily morning broadcast over WJZ and the Blue network, thus giving them a total of 13 radio shows a week. Mixing comic novelty acts with straight harmonizing on the latest tune hits, the duo present a refreshingly individual repertoire to radio audiences. Piano accompaniment is played by Lanny and, in novelty tunes, Lucille furnishes the sound effects.

Bob Lawrence, baritone with Paul Whiteman, is being tested by Universal for the singing lead in a forthcoming picture.

"First on the dial—first with the news," is more than just a slogan at KDAL, Duluth. KDAL delivers the goods. Two authentic news flashes and a special 15-minute interview rounded out KDAL's scoop coverage of Duluth's worst construction accident that took the lives of four men and seriously injured three others last week. The men had been pouring a concrete floor in a new church at the Villa Scholastica—a girls' school. Supports gave way, plunging them 80 feet to the floor below with the mass of debris. First authentic report of the disaster was aired by KDAL about an hour after rescue squads went to work. The first flash nixed rumors that the school had collapsed, killing a number of students. The second flash gave the first authentic list of the casualties. Sam Levitan, KDAL special events director, visited the accident scene and later went on the air for an interview.

When Pennsylvania-Central Airlines inaugurated its Washington, Baltimore to Buffalo service last Tuesday the only local representative of either radio or press was WFBR's news editor, Bob Hurleigh. Although a consistent booster for the airlines, Hurleigh had never been in a plane prior to this extended, dawn to dusk inaugural flight. Invitation came from C. Bedell Monroe, president of Pennsylvania-Central.

"Let's Talk About Stars," which has been heard on WAAT every Sunday at 1:45 for the past eight

months, is rated high in audience favor, according to the program's enormous fan mail. The program is a 15-minute feature presenting news and view of sports, the movies, the theatre and radio. Bob Stokes is the movie critic, Jerry Cotter is the theatrical and radio editor, and Ray Freifelder is the sports reporter and president of the program's Can I Pick 'Em Club.

Elizabeth Suraci, concert pianist, has been added to the WELI, New Haven, "Saturday Musicale." Leon Puzio, lyric tenor, is also a new feature.

Between 11:15 a.m. and 4 p.m. on Sundays, WBRV, New Haven, has scheduled four foreign commercial programs, two Italian and two Polish.

Perry Lafferty is WBRV's new staff pianist and organist at the New Haven's studios.

Baritone Buddy Clark's new Thursday Night CBS series, "Buddy Clark Entertains," is currently heard on over half of the CBS outlets from coast to coast. Within a few weeks the program will be heard on all outlets of this chain.

Charles Premmac of Ida Bailey Allen's "Homemakers of the Air," WHN thrice-weekly program, is getting a lot of fan inquiries asking when he will begin broadcasting the new program written especially for him.

WHAS, Louisville, this week celebrated the third anniversary of its regular Sunday broadcast of the jail church services, attended by 500 inmates of the Jefferson County Jail.

A dramatization of the auto industry's place in the American scene will be aired by a large cast of radio actors over CBS at 10:45-11:15 p.m. tomorrow.

Old Bill—the very genial and homey gent who presents his "Sons of the Pioneers" every a.m. from 6:30-7 over WATL, Atlanta, has one of the largest listening audiences at that time of day—judging from his fan mail and 'phone calls.

KGVO, Missoula, Mont., recently broadcast the dedicatory ceremonies of the new \$650,000 Federal Building annex, at which Postmaster General James A. Farley spoke. More than 200 executives and technicians of the National Forest Service are housed in the new building.

Stan Shaw, the mikeman of the "Milkman's Matinee" is a licensed air pilot. Several mornings a week, after finishing his all-night stint on WNEW, Shaw takes the air at Flushing Airport. John Flora, assistant to Shaw

## Baldwin to Represent Nab at Havana Parley

(Continued from Page 1)  
raised, it is not yet known whether agreements which may be reached in Havana will be effectuated by an exchange of state documents or by a treaty which would be subject to ratification by the participating governments."

## Canadian Contingent Departs for Havana

Montreal—Headed by Laurent Beaudry, assistant under-secretary of state for external affairs, Canada's delegation to the Inter-American Radio Conference has left for Havana, where the parley opens Nov. 1. Others in the Canadian group are Commander C. P. Edwards, chief of air service, department of transport; Dr. August Frigon, vice-chairman of CBC, and Donald Manson, K. A. MacKinnon, Walter Rush, J. W. Bain and Major W. L. Laurie, technical advisers.

## WGES Airs Alien Series Urging Naturalization

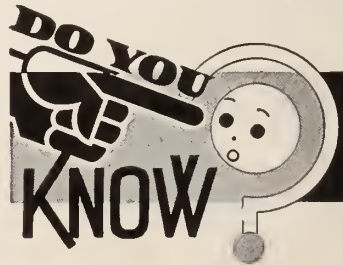
Chicago—WGES, which specializes in foreign language broadcasts, now is launching a program for the 200,000 aliens living in Chicago. Titled "How to Become American Citizens" the program presents weekly talks by Fred Schlotfeldt, district director of naturalization and immigration. Meanwhile WIND has launched an Americanism education series under auspices of the Builders of America.

## Casselman Leaves WADC

Akron—Bill Casselman has resigned as announcer and publicity man at WADC to become athletic publicity director at Mount Union College, Alliance, O.

on the program, and engineer Jack Monroe, have joined Shaw in flying, making this perhaps the only all-pilot broadcast, as well as one of the longest in the history of the industry.

Maurice C. Coleman, manager of WATL, Atlanta writes that "Your Football Reporter", a fifteen minute weekly aired every Friday and Saturday during the grid season, has correctly predicted more than two-thirds of its selections.



CBS broadcasts some 20,000 network programs each year from New York.