



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 86

NEW YORK, N. Y., MONDAY, NOVEMBER 1, 1937

FIVE CENTS

Gerald L. K. Smith on 75 Stations

STARTING CONSTRUCTION ON NEW NBC COAST PLANT

West Coast Bureau, RADIO DAILY

Los Angeles—Construction will begin in a few days on the new NBC studios at Sunset Blvd. and Vine St. Site of the newly planned structure consists of about five acres, two city blocks square, and the project now getting under way will provide only for the immediate needs of NBC here. Provision will be made, however, for ample increase in studio and office facilities and for television studios when such increase becomes necessary.

The present NBC studios were built only two years ago. Activities of the
(Continued on Page 8)

1,000-Watt Transmitter Is Dedicated by WOKO

Albany—WOKO yesterday dedicated its new 1,000-watt transmitter with appropriate ceremonies. Coincident with the new equipment, station will open shop at 7 a.m. instead of 7:30. Harold E. Smith is general manager.

WPEN Going on Full Time With 1,000 Watts Power

Philadelphia—WPEN will begin full-time operation tomorrow. Station has shared time with WRAX for a number of years, having concentrated on foreign programs mostly. The FCC has granted a power in
(Continued on Page 2)

Studebaker Swings

Chicago—Studebaker Motors has spotted a 15 minute transcription series on WIND titled "Sing and Swing." Schwimmer & Scott is the agency. Show is heard on a six a week basis.

Airing Workers

Canton, O.—Timken Roller Bearing Co. is using an hour every Sunday over WHBC for a good-will program using talent recruited from ranks of the industrial plant workers, with Tiny Tigges as emcee. Performers get \$5 each, plus a chance at prize money. First show, from I.O.O.F. auditorium, had a packed house. Stunt also is getting much newspaper space.

Poetic Tribute

Utica, N. Y.—Rhymes by a local Doctor Stone, as read by Nate Cook over WIBX, have been pulling such a heavy mail, that Advertising Manager Edward Harrison of Rochester Packing Co. penned and sent to Cook what is believed to be the first sponsor-to-station rave poem. Station is framing the poetic gem.

AFM EXEC. COMMITTEE ADJOURNS AFTER MONTH

Executive Committee of the AFM adjourned late Friday afternoon, subject to call by the president, Joseph N. Weber. Committee has been in session intermittently since the first week in October. Meeting was held Friday with key station representatives and the accord again acknowledged.
(Continued on Page 7)

Frank Smith Tenders Resignation to Crosley

Cincinnati—Resignation of Frank Smith, sales manager of WLW-WSAI, has been tendered but not yet accepted by Powel Crosley Jr. Rumor is that it will be accepted, in which
(Continued on Page 6)

Mort Watters Appointed W. Va. Network Manager

Charleston, W. Va.—Mort Watters, station director of WCHS here, has been promoted to the newly created post of managing director of the West Virginia Network, effective Nov. 15. Network includes WCHS,
(Continued on Page 2)

Crusader Signs 26-Week Contract for an Independent Network Including 38 Stations Left by Coughlin

LOCAL NEWS SERVICE FORMED BY CHRISTIE

Continental Radio Press has been organized as a new radio news service of local coverage for stations in respective areas, the service to be available in foreign languages as well as other specialized directions not now being serviced by established radio press units. Primary function of Continental, according to T. L. Christie, executive editor, will be to gather, edit and transmit news of
(Continued on Page 8)

Five Gen. Motors Units Sponsor Series on WHIO

Dayton, O.—Five General Motor divisions here—Frigidaire Moraine Products Co., Delco Products Co., Delco Brake Co., and Inland Manufacturing Co.—are footing the sponsor's bill for a 13-week broadcast series by the Dayton Philharmonic Society over WHIO. Orchestra goes on air every Wednesday at 8 p.m. Bob Bowman, station announcer, does musical commentating.

Campana Back to "Hotel"

Chicago—Though it still has several weeks to run on its 13-week NBC stanza, "Vanity Fair," variety show, is being dropped by Campana on Nov. 8, and "Grand Hotel" is being brought back. Eileen Barton, young singer, is going to Hollywood.

Gerald L. K. Smith, national chairman of the Committee of One Million, through Albert M. Ross Inc., has signed a 26 week contract for an independent nationwide network of over 75 stations for a new series of programs to begin Nov. 14 at 4:43:30 p.m. Ross agency has taken over the 38 stations which were contracted for by Father Coughlin, who has since canceled because of his Bishop's disapproval.

Before the starting date, additional stations will be signed for the network.
(Continued on Page 7)

SHOUSE IS JOINING WLW; MERLE JONES PROMOTED

Chicago—James D. Shouse, general manager of KMOX, St. Louis, CBS owned and operated station, has resigned effective Dec. 1 to join Crosley's WLW, Cincinnati, in the executive post recently vacated by William S. Hedges. Merle S. Jones, western manager of Radio Sales Inc., CBS subsidiary, formerly Shouse's assistant, replaces him as manager of
(Continued on Page 2)

WSM Aims Over WLAC; Sponsor Opposes Self

Nashville—Same sponsor for two competing football games, and one station sponsoring a broadcast over a competitive outlet, constitute a strange state of affairs that happened here Saturday.

Kellogg had signed with WSM at outset of the season for a series of
(Continued on Page 6)

★ THE WEEK IN RADIO ★

... AFM's Disk Licenses

By M. H. SHAPIRO

CONTACT between the electrical transcription and phonograph record manufacturers' committees and the AFM resulted in the disk men being informed that the musicians union planned to go right ahead and issue licenses for the making of every form of recording that uses AFM musicians. Wherever the AFM deems it inadvisable to directly regulate the ET and home type of record distribution, the regulations

placed upon its members will be expected to work out the same ultimate result . . . Meantime the ET folks are seeking ways and means to preclude the industry being operated under AFM rules and regulations . . . and the phonograph record makers are expected to accept AFM licenses with little trouble . . . AFM will make no contracts between it and manufacturers and thus

(Continued on Page 2)

Radio at U. of Md.

University of Maryland will officially open its new radio studios, together with its radio course, on Nov. 5 with a special broadcast over the CBS network at 3:30 p.m. The course of instruction in radio subjects will be conducted in cooperation with WJSV, Washington. A. D. Willard, manager of WJSV, is in charge of the instruction.



THE WEEK IN RADIO

... AFM's Disk Licenses

(Continued from Page 1)

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FINANCIAL

(Saturday, Oct. 30)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd., Stewart Warner, Zenith Radio.

Mort Watters Appointed W. Va. Network Manager

(Continued from Page 1)

WPAR, Parkersburg, and WBLK, Clarksburg, all owned by the John A. Kennedy interests. Watters will make his headquarters in Clarksburg. Before coming to WCHS, Watters was commercial manager of WHEC, Rochester, and before that was radio director of the Lewis Edwin Ryan agency, Washington.

Gene Ferguson Promoted

Charleston, W. Va.—E. B. (Gene) Ferguson, associated with WCHS for seven years, has been appointed local commercial manager, effective today, it is announced by John A. Kennedy, president and general manager. Ferguson has officiated as announcer, continuity writer, producer and salesman. One of his best known shows is the "Old Farm Hour," in which he plays the leading part of Grandpappy Jones.

WOPI "The Voice of the Appalachians" BRISTOL --- TENNESSEE VIRGINIA

avoid any possible threat from the restraint of trade and kindred angles.

Other AFM activities include sifting the allocation of additional expenditures in accordance with the IRNA plan, but which must also meet with approval of the AFM locals . . . also signing of contracts with the network key stations.

After toying with the idea for a while, CBS decided to allow transcriptions on WABC until 9 a.m., also opening the transmitter at an earlier hour . . . NBC followed suit almost immediately . . . considerable additional revenue is assured . . . Harold B. Thomas was made chairman of the board, and Paul B. West continued as president of the ANA at its annual convention in Hot Springs, Va.

Educators will hold off before making demands for more time for so-called educational purposes and will await the final outcome of the government's probe . . . so far it has been shown that leading outlets allot a possible one-third of total time on the air to such programs . . . FTC reported that it had read over 400,000 commercial radio scripts

Shouse Joining WLW; Merle Jones Promoted

(Continued from Page 1)

KMOX. Paul S. Wilson, now salesman for Radio Sales here, succeeds Jones, who goes to St. Louis immediately for a month's work under Shouse. The appointments were announced by Leslie Atlass, CBS mid-west v.p. Hedges, who was vice-president of Crosley Corp., is now with NBC in New York.

Top Tunes Back on KOBH

Rapid City, S. D.—The Mills Top Tunes, quarter-hour of dancing melodies and banter, started a new series over KOBH last week after a summer lapse. The morning program is produced by Bernie Barth, youngest member of the KOBH family, who also does a man-in-the-street idea with the program "Answer Me This."

MacMillan to Conduct

Sir Ernest MacMillan, conductor of the Toronto Symphony Orchestra, will wield the baton for next Monday night's Philadelphia Orchestra bank-sponsored program over NBC-Blue. W. M. Kiplinger, Washington news-letter editor, will speak on this program.

William A. Brady for Spot

William A. Brady, dean of Broadway producers, who will make a guest appearance on tonight's Lux Theater, speaking over CBS from the New York end in an interview with Cecil B. De Mille on the coast, is being lined up for a permanent air spot starting in January.

the past year . . . about five per cent of the scripts were marked for further study in the event false or misleading advertising was present.

Toward the close of the case against Paul M. Segal and George M. Smith, attorneys accused of unethical practices before the FCC, it was indicated that Commissioner George Henry Payne might also be disqualified from sitting when the case of Powel Crosley comes up . . . James W. Baldwin, managing director of the NAB, will represent that organization at the parley in Havana. J. Walter Thompson Co. gets the radio portion of the Zenith Radio account.

Frank E. Mason, vice-president in charge of station relations for NBC, was moved up to be assistant to President Lenox R. Lohr . . . Wm. S. Hedges takes the NBC station relations post . . . RCA and ATT were awarded decrees in patent suit . . . Supreme Court of the U. S. upheld the FCC in denying a permit for a new station . . . John S. Young, former network announcer, is made head of the N. Y. World's Fair radio department, an adjunct of the regular press department.

WPEN Going on Full Time With 1,000 Watts Power

(Continued from Page 1)

crease up to 1,000 watts, and station engineers are preparing to broadcast on full power within the next few days. George Lasker, who has been appointed manager, plans many improvements, including a balanced schedule of English and foreign-language programs. The call letters WRAX will be silent for the first time in many years.

"Quizmaster" on WMCA

"Quizmaster," new audience participating show, originating from the stage of the Strand Theater, Brooklyn, with prizes to contestants, starts Wednesday at 9:45-10:15 p.m. over WMCA.

Jerry Mason Resigns

Jerry Mason, associated with Robert S. Taplinger and Tom Fizdale Inc., resigned Saturday. Mason has not announced future plans, but it is expected he will remain in the radio field.

KLUF Adds Equipment

Galveston—KLUF, managed by Lawrence D. Yates, has installed new Gates Speech-Input system, including dynamic microphones.

WAKO Under One Tent POWER MARKET POPULARITY ALBANY, N.Y. Newly Equipped for Super Power

COMING and GOING

SUE TOHRNER of Kass-Tohrner left Friday for Pensacola, Fla., due to the illness of her father. She expects to return in a week.

LEWIS WINDMULLER, Washington sales representative of recording equipment for the Fairchild Aerial Camera Corp., is spending a few days in New York, visiting the new plant of the Fairchild Corp.

IRENE RICH was in Chicago yesterday and did her NBC-Blue broadcast, an Arch Oboler skit titled "Ten Grand," from that city.

JERRY BELCHER spent Sunday in Cleveland, where his "Interesting Neighbors" program originated for NBC-Red.

MRS. MARTIN (OSA) JOHNSON, who has been on another African film expedition for 20th Century-Fox, returns to New York via the Queen Mary, arriving Nov. 15, with her native gun-bearer and quite a few animals, also a lot of interesting stories to offer radio.

C. L. BAGLEY, Los Angeles; HARRY E. BRENTON, Boston; C. A. WEAVER, Des Moines; J. C. PETRILLO, Chicago. J. W. PARKS, Dallas, and WALTER M. MURDOCK, Toronto, members of the AFM Executive Committee, left for their respective homes Friday night.

EILEEN BARTON, young singer who has been appearing in Campana's "Vanity Fair" out of Chicago, leaves next week for Hollywood to do picture work.

BILL MURRAY of the William Morris office has gone to the coast in connection with the Walt Disney-Pepsodent show.

DR. HARRY HAGEN, conductor of the CBS spelling bee, arrived on the coast last week for a visit.

GRACE GIBSON, head of the transcription department of 2GB, Sydney, Australia, is visiting Los Angeles. Miss Gibson, a Los Angeles girl formerly connected with the Freeman Lang studio, now Associated Cinema, will be on the coast for two weeks, checking up on the transcription field, then on to New York and London before returning to the Antipodes.

TED COLLINS and TOM LEWIS of Young & Rubicam joined Jim Crowley and his Fordham team in its weekend trip to Chapel Hill, N. C.

JOY HODGES returns today from Boston. Opens in "I'd Rather Be Right" tomorrow night.

CHARLES MICHELSON, eastern representative of Earnshaw Radio Productions, returns to New York today after a two-week business trip.

PHIL SPITALNY and his all-girl orchestra leave for Washington this week, opening at the Earle Theater there Friday. His "Hour of Charm" broadcast will emanate from there Nov. 8.

Burns and Allen Resume Nov. 8

George Burns and Gracie Allen resume their Grape Nuts program over NBC-Red network on Nov. 8, following a month's vacation.

Alice Cornett Changing Name

Alice Cornett, vocalist on the Coca-Cola program, has filed an application to change her name to Alice Porter.

LEE GRANT

AND HIS ORCHESTRA

★★★★★

SIX-STAR REVIEW

MUSIC AS YOU LIKE IT

DAILY WMCA 2:30-5:30

THE HOUR OF CHARM

MUSIC THAT LINGERS ON



PHIL SPITALNY Residing at PARK CENTRAL HOTEL, NEW YORK

AGENCIES

EARL L. HADLEY, formerly with Rudolph Wurlitzer, Fairbanks-Morse and Grigsby-Grunow, has joined Henri-Hurst-McDonald agency, Chicago, as account executive.

DAN RYAN of the W. E. Long Agency, Chicago, was in Kansas City last week for the National Bakers Convention.

RUSSELL C. COMER ADV. CO., Kansas City, has sold the 650 episodes of "The Air Adventures of Jimmie Allen," transcribed juvenile serial, to the Illinois State Journal, Springfield, Ill. Series will be aired over WCBS—which is not connected with the newspaper—and the various merchandising items which are a feature of the program will be printed in the State Journal.

FRED SMITH, publicity director of BBDO, New York, opens a public relations office at 393 Madison Ave. on Nov. 15, with Bruce Barton's Congressional campaign as his first account.

WILLIAM McKENNA JR. has joined the copy staff of Tracy-Locke-Dawson Inc.

New Stations for Okla.

Oklahoma City—New stations are being planned for several spots in the state after inactivity in that direction for many months. At present 14 stations are on the air. FCC examiner has okayed one for Tulsa, making three there. Senator Josh Lee is planning another for Stillwater, which has no station at present. There is also revival of talk about a station at Chickasha.

Telepathy Pulls

The "Zenith Foundation" radio program on the Blue network is the largest fan-mail puller on the NBC networks. Telepathy program is receiving 60,000 letters a week, more than twice as high as the second-place holder.

KELA Joins Don Lee Net

Centralia, Wash.—KELA, which is located midway between here and Chehalis, yesterday made its bow on the Don Lee Network, giving the chain 25 lines. Deal was closed by Lewis Allen Weiss, g.m. of the Lee web.

BIRTHDAYS grid with numbers 1-30 and days of the week.

Greetings from Radio Daily

November 1

- Al Rose
Stan Shaw
Ray Sinatra
Barry McKinley



It Could Only Happen Here:...With the main topic of discussion around town today being tomorrow's election, this story should be apropos...Shaw Newton, exec at Morse International, walked out of his building the other day enroute to enjoy a hearty lunch, when he was tied up in traffic by a truck bearing signs and loudspeakers proclaiming Bruce Barton, Thomas Dewey and Mayor LaGuardia...Naturally, the speaker had leather lungs and from the public address system came the result. The noise prompted Don Shaw of McCann-Erickson to remark: "I simply adore these 'whispering' campaigns."

Another election episode took place at the last primaries in June...Before coming to the Riviera, Mickey Alpert was a nite club entertainer—not a band leader—and because his family disapproves of his vocation, they never heard Mickey sing or entertain in a nite club...However, from the Riviera he was to be aired via a web which would permit his family up in Boston to tune in and listen for the first time to Alpert croon...Mickey had sent wires and made phone calls to Boston for the specific purpose of having his people listen. Everything was set for the broadcast and it came over swell. Mickey immediately called Boston to learn the opinion in the Bean City...He wasn't heard there—because the station had sold local time for campaign speaking...The half-hour was consumed by George Alpert, Mickey's brother—who is the district attorney there!

John Allan Wolf is a CBSlinger. Last Saturday he was on a train to Washington for the pigskin show there. En route the train stopped and Johnny ran out on the tracks to see what caused the delay...He told the brakeman to hammer the trunks of the car a little but his advice wasn't adhered to—simply because John was just another onlooker...After a 30-minute delay, Johnny's advice was taken and the train could continue along. For this service he received \$5...John Allan Wolf used to build trunks for railroads before he came to CBS.

Patricia Burns, head of the continuity dept. at KLZ, Denver, gave a unique slant for a Halloween show the other day...Using the auditorium of the Public Service Co. of Colorado, which was tossed in complete darkness, the cast was attired in sheets and masks...In order to read the commercials, Howard Chamberlain used a pocket-sized flashlight—and didn't slip. Bob Bradley, romantic young tenor of KLZ, sang—behind a mask to the accompaniment of Les Weelans...Now the station is flooded with letters asking the identity of the new BASS soloist!...Bernie Pollack's wife presented him with a seven-lb. boy Friday...Tommy Dorsey will make a picture in Feb...Harry Conn show with Barry Wood has been delayed—because of sudden sponsor-interest.

After his regular show through WMCA, Zeke Manners and his Gang do a show from the N. Y. studios which is piped to WIP, Philly, for another sponsor...Last Sunday this sponsor made an appearance at the broadcasting studios and wanted to hear the show from the control room but was refused admittance because of its size—and Al Klinger, the agency man, wasn't around to identify him—so he was evicted...After last nite's show, Klinger received a phone call at the studios. It was from the sponsor. "I think the show is swell," said the bill-payer..."Where are you?" asked Klinger..."I couldn't get in to hear last Sunday's show," said the sponsor. "So I'm down in Philadelphia now where I heard it via WIP!"

Reynold Kraft of the NBC sales staff will be one of the principal speakers at a 25th anniversary celebration for Bob Zepke, famed football coach of Illinois, to be held tomorrow. Kraft was on the Illinois university team in 1916 when it was unbeatable. WHN will originate the broadcast of the event which will be carried over the WLW Line to Cincinnati and WJJD, Chicago.

GUEST-ING

LYNN MURRAY CHOIR, on Al Pearce program, Nov. 2 (CBS, 9 p.m.).

OSCAR SHAW and DOROTHY RUBIN, on Chamberlain Brown's "All Star Revue," today (WMCA, 1:15 p.m.).

MERRY MACS, repeat engagement on "Town Hall Tonight," Nov. 3 (NBC-Red, 9 p.m.).

BURGESS MEREDITH and MARGALO GILLMORE, in scenes from "Ned McCobb's Daughter," on Kate Smith program, Nov. 4 (CBS, 8 p.m.).

CHRISTOPHER MORLEY, on Vitalis program, tonight (WHN-WLW Line, 8:30 p.m.). Max Eastman appearance postponed to Nov. 8. Set by Dorothy Worthington.

JAMES BARTON and BETTY GARDE, in "The Informer" on Kate Smith broadcast Nov. 11 (CBS, 8 p.m.).

"Are You a Writer" Show Turns 'Em Away at KJR

Seattle—Experimental broadcasts of the new "Are You a Writer" program contest have broken all records for popularity over KJR at the end of the first two weeks. With Paramount Pictures and United Air Lines cooperating, the new program idea, copyrighted by Seattle's Ann Newman Agency, is under sponsorship of Grunbaum Brothers Furniture Co. while it is being observed for possible adaptation to a nationwide broadcast.

From scripts submitted in the contest two are chosen for dramatic presentation over KJR each week. The first week, the studio was half filled and the listener vote was 500. The second week, audition rooms had to be opened to accommodate the overflow from the studio and listener ballots rose to more than 2,000. In the middle of the third week all ticket reservations for the studio show had to be stopped.

Palange Heads WPEN Sports

Philadelphia—Angelo Palange, sports commentator, has been appointed head of the sports department of WPEN. He is planning a series of nightly sport chats with celebrities as a feature on the Night Club program, aired each week-day evening at 10-12.

HELENA BLUE'S NOVELTY STRINGS

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

PROGRAM REVIEWS

MARY JANE WALSH

Barbasol

WHN—WLW Line, Fridays,
7:45-8 p.m., also WOR-Mutual,
8-8:15 p.m.

Erwin, Wasey & Co. Inc.

TALENTED DEEP-VOICED THRUSH IN SETUP THAT DOESN'T EXACTLY JELL.

Mary Jane Walsh is a singer with individuality, and the Nat Brusiloff Orchestra which surrounds her on this program is an efficient aggregation, but the setup as presented didn't sound harmonious to these ears. Building up a "Cinderella Girl" character around a vocalist who typifies the torch-singing class more than any other is mis-step number one. And Brusiloff's gagging about being the "Prince Charming"—while he plays stooge in a Yiddish dialect—adds further incongruity to the picture.

On the singing score alone, Miss Walsh put over "The First Time I Saw You," "Remember Me" and "How Much Do I Love You" in very fine style. Brusiloff left nothing to be desired musically, but he should not have been required to stooge as well.

Program opens and closes with the familiar "Barbasol" theme song long ago popularized by Singing Sam, and there is generous commercial matter in between. A guessing contest with weekly prizes of \$250 in cash and 50 razors is tied in with the program.

"Buddy Clark's Varieties"

After a build-up via the sustainings at CBS and a ghosting part in a flicker, besides being the unknown vocalist on the Lucky Strike shows, it was decided to star Buddy Clark on his own show, singing and emceeding the proceedings, over CBS at 10-10:30 p.m. on Thursdays. Clark had an individual singing style before bowing in on this show, but changed it to mimic Bing Crosby, who is spotted on NBC at the same time. Not only in singing did Clark imitate Bing—but also in script reading—using the same phrases and "cuties" which click big on the Crosby hour.

Attempt of comedy was supplied by Announcer Ken Roberts, who, before every one of Clark's songs, announced "Buddy Clark will sing 'That Old Feeling'." Of course, Buddy only sang this once and followed with "Stay On The Right Side of the Road," "Blossoms On Broadway" and "Rosalie."

Guesting on the show was Milton Herth and his electric organ, playing "Swamp Fire" and "Old Grey Bonnet" in swingtime. A few girls gave a vocal rendition after a bit of tomfoolery by Clark. At times, when Clark forgot that he was competing against Crosby, he sang as a stylist.

Program was definitely a copy of Crosby's, differing only in a commercial plug, Bob Burns, guest stars,

F. C. C. ACTIVITIES

APPLICATIONS RECEIVED

Kathryn B. Gosselin, Aurora, Ill. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

EXAMINER'S RECOMMENDATION

Standard Life Insurance Company of the South, Jackson, Miss. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited, be granted.

Arthur Lucas, Savannah. CP for new station. 1310 kc., 100 watts, unlimited, be granted.

HEARINGS SCHEDULED

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

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

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

Nov. 4: WMBH, Joplin, Mo. CP to change frequency and increase power to 1380 kc., 500 watts, unlimited.

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

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

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

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

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

Nov. 5: Louis P. Thornton, Baker, Ore. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

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

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

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

and John Scott Trotters' crew, though the band supporting Clark was great.

If this show must continue, why spot it opposite Crosby? An imitation is acceptable when the original can't be had—but Crosby was on NBC at the very same time that Clark was doing his stuff for "Old Mr. Columbia," as he said.

"Hammerstein Music Hall"

Erin O'Brien-Moore, without doubt a talented actress, did not do herself justice in last Friday night's "Hammerstein Music Hall" program on CBS. She recited a poem, a laboring woman's lament, that was not nearly as entertaining as other things she has done on the air. Larry Burke scored vocally in "Don't You Know or Don't You Care," and Mildred Fenton put over "The Loveliness of You." Jerry Mann dispensed his usual quota of laughs, while Charles Magnante tickled his accordion for a specialty.

"Tish"

The third episode in the "Tish" series put on by the WPA Federal Theater radio division and aired over CBS on Wednesday nights at 9:30-10, was the best in the series to date. Dealing with a pampered wife who is ruthlessly exposed by Tish, it had more action and more fun in general. Considering the difficulty of putting over any kind of dramatic material on the air at such a late night hour, "Tish" proved its interest-holding qualities on this occasion. It is far better material and a better production than a lot of the serials now being sponsored.

Rudy Vallee

Vallee program last Thursday was one of the best the hour spot has had in some time. Program was in honor of Vallee's eight years with Standard Brands and was made up of songs

which were first sung on the Vallee Hour and later became hits. Three acts, Bob Burns, Joe Penner and Edgar Bergen with Charlie McCarthy, who got their first radio start on the hour, were featured.

Penner seemed to be better using his old style of comedy which brought him radio fame. In his present series for Cocomalt something intangible has been left out. Penner used the same script he used the night he made his first appearance on the air with Vallee.

Vallee declared that the hardest things to find in radio are new personalities and radio writers. He also said that they dropped the excerpts from stage plays from the hour because too many other programs were picking up the idea.

WBT Awarded Plaque

Charlotte—In recognition of its civic contributions during the past year, WBT has been awarded a plaque by the Charlotte Junior Chamber of Commerce. The emblem was presented to William A. Schudt Jr., general manager of the station, at a luncheon last week.

WBT has adopted a new slogan—"Showmanship Station of the Nation."

ORCHESTRAS MUSIC

JACQUES RENARD will remote over both Red and Blue networks of NBC following his opening at a new downtown Los Angeles spot, The Vogue, on Saturday night. The Red will carry coast-to-coast on Monday, Tuesday, Friday and Saturday nights, while the Blue takes over on Thursday night only.

Bob Crosby, now playing a Palomar engagement in Los Angeles, is going transcontinental on both CBS and NBC. Rather unique arrangement has the band on NBC Blue Thursday and Sunday nights and on CBS Wednesdays and Saturdays.

"In An Old English Village," by Eddie Pola and Al Sendry, recently published by Exclusive Publications Inc., is winning popularity in the simple ballad category.

Johnny Johnson and his orchestra will open at the Village Barn next Monday, with a network wire, replacing Julie Wintz's aggregation.

Under the new arrangement between the American Record Corp and Irving Mills' Master Records, Duke Ellington's latest rhythmic opus, "Diminuendo in Blue" and "Crescendo in Blue," have been issued on Brunswick records. The composition is recorded in two parts and marks the first of a new series of selections by Duke Ellington, which will be added to his more serious efforts in composing advanced forms of rhythmic music.

Eli Dantzig, spotted at the Italian Village of the St. George Hotel in Brooklyn, has taken on Eddie Singer as vocalist. The Dance with Dantzig musical periods are heard over NBC.

After a short lay-off, Ray Block resumes his varieties show this Wednesday at 3 p.m. via WABC-CBS.

NOTICE

We announce the association with our Hollywood offices of

BENJAMIN DAVID

Mr. David will be in charge of radio. To his many friends in the Advertising Agencies—and to the Artists—a cordial invitation is extended to communicate with Mr. David for such services as they may be in need of.

A trustworthy co-operation is assured them.

LOU IRWIN, INC.

8555 Sunset Boulevard
Hollywood, California

NAT BRUSILOFF

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY

CI 6-2200



DAVE CARTER, formerly CBS publicity head, has been set at M-G-M to handle publicity on the forthcoming Maxwell House show in co-operation with Burns Lee and Pat Patterson of the Benton and Bowles office.

R. Calvert Haws, Chicagoan, has been added to the CBS continuity staff and will serve as editor on "Hollywood in Person," on which show Bob Baker will interview Earl Carroll tomorrow, and Shirley Ross and John Trent on Nov. 4 from the 20th Century-Fox lot.

KMTR has a new half-hour musical program each Thursday night at 9, featuring Yasha Borowsky and his Russian Orchestra, with Lola Carini, singer, and Uzia Berman, pianist, occupying the spotlight with Borowsky.

George H. Bird, father of G. Curtis Bird of Aerogram Corp., returned from a trip to Chicago and East.

Harry Sosnick is back to his batoning on the Woodbury show after playing host to several million of what the medicos term streptococci for the past couple of weeks.

Murray Bolen, who recently left a technical berth at KHJ to join the Young & Rubicam staff, was assigned to "House Undivided" by the agency and now goes back to KHJ to supervise that production at point of origin for Y&R.

Clarence Muse starts production on the Joe Louis starring picture at Hollywood Studios this week. Muse plays the lead, supervises, and has written, with his arranger, Elliott Carpenter, six new tunes for the production. Edna Mae Harris, featured in Noble Sissle shows in the East, plays the feminine lead opposite Muse.

Dorothy Scott draws a role in May Robson's "Lady of Millions" at Associated Cinema Studios in which she is required to do "talking parrot" interpolations.

John Dolph, CBS exec, who was scheduled for a talk to radio classes at Pasadena Junior College Oct. 28, switched dates with Dr. Ralph L. Power, due on a similar assignment Nov. 4.

Connie Vance, feature writer for Radio Features, left for her former home in Portland, Ore., upon receipt of the sad news of the sudden death of her father.

Larry Wright, saxophone player in the Meredith Willson and Robert Armbruster orchestra, and Ruth Schooler, secretary to John W. Swallow, NBC Hollywood studio manager, have been honeymooning in Del Monte.

Harry Spears and James Brown have been brought from San Francisco to augment the NBC engineering staff here.

KFWB is doing a series of lobby interviews from the foyer of Warner's

NEW BUSINESS

WGY, Schenectady: American Popcorn Co., program, through Coolidge Advertising Agency; Reid Mudoch Co. (Monarch canned goods) announcements, through Rogers and Smith; American Oil Co., announcements, through Joseph Katz.

KSFO, San Francisco: Folger Coffee Co., ETs, through Raymond R. Morgan Agency.

KOBH, Rapid City, S. D.: Chevrolet; Oldsmobile; Nash; Plymouth; S & W Coffee.

KFI, Los Angeles: Dr. Lyon's Tooth Powder, "Wife vs. Secretary," ETs.

KSFO, San Francisco: Stokely Bros. (Van Camp's Beans), "Charlie Chan," ETs, through Raymond Morgan Co.; Dr. Lyons Toothpaste, "Wife vs. Secretary," ETs, through Blackett-Sample-Hummert; Roma

Wine Co., (Cella Grape Juice), program, James Houlihan, Inc.; J. A. Folger Coffee Co., "Judy and Jane," ETs, through Raymond Morgan Co.; Gas Appliance Society, announcements.

WPTF, Raleigh: Rexall Drug, program; Nucoa, spots; Mishawaka Rubber & Woolen Mfg. Co., spots; Plymouth, spots; Swift & Co., spots; Roi-Tan Cigars, spots; American Oil Co., spots.

WEW, St. Louis: Tums, program.

WNEW: Olson Rug Co., "Make Believe Ballroom," through Presba, Fellers & Presba; Lightning Electric Co., "Make Believe Ballroom," through Scheer Advertising Agency; B. C. Remedy Co., "Make Believe Ballroom," through Chas. W. Hoyt Co.

WSM Airs Over WLAC; Sponsor Opposes Self

(Continued from Page 1)
football broadcasts by Jack Harris. Looking over the schedule, the Tennessee-Georgia game loomed as the standout for Oct. 30, so it was scheduled for WSM. Meanwhile, Vanderbilt team came through unbeaten and fans around here clamored for the Vandy-Tech game last Saturday. So the WSM parent, National Life & Accident Insurance Co., contacted N. W. Ayer, Kellogg's agency, and arranged for joint sponsorship of the Vandy game over WLAC, the other local station.

Hollywood Theater during the run of "They Won't Forget".

Gus Mack, radio veteran, inaugurated a new series to be logged as "Western Review" over KFWB on Sundays at noon to 1 p.m.

KMPC has a new Sunday show broadcast from the stage of the United Artists Theater at 3 p.m. Called "Pattern of the Stars," it recreates highlights and momentous events in the history of the motion picture industry. The 30-minute program is handled by Don Jerrold and Ralph W. Towner.

KEHE inaugurates a new program, "By Candle Light," featuring Sylvia Jones, vocalist; John Lake, reader and commentator, and Ruby Lloyd, organist, to be heard Monday, Wednesday and Friday at 10:30-10:45 a.m.

The Director General—no less—of the publicity department of the sovereign State of Nevada has invited Joe Penner to establish residence there, citing as advantages: "no state income tax," "no sales tax" and various other inducements.

Milton Berle reports at RKO Monday to begin work on "Radio City Revels." Comic flew back from New York, where he visited a newly-arrived nephew born to Dr. and Mrs. Charles B. Wigderson last week.

2 New Bands on WCCO

Minneapolis—Two new dance bands got a WCCO line Sunday, when Ben Polack's orchestra moved into the Minnesota Terrace of Hotel Nicollet in Minneapolis and Will Osborn took over the stand at Hotel Lowry's Terrace Cafe in St. Paul.

Frank Smith Tenders Resignation to Crosley

(Continued from Page 1)
case Smith is expected to join John L. Clark in Transamerican.

Crosley's intention of closing downtown studios in Union Central Annex, after Jan. 1, moving all broadcasting activities to Arlington St. plant and also stopping work indefinitely on proposed new studio building on which ground was broken months ago, is interpreted as a retrenchment program.

Alfred Gus Karger, commentator on WLW Line, leaves Crosley to begin weekly series of talks on WCPO, Scripps-Howard station, Nov. 20. Larry Menkin and Millard Segal, Crosley writers, left the station last week.

82 Associated Grocers In WMBH Co-Op Series

Joplin, Mo.—Associated Grocers, local voluntary co-op embracing 82 stores, has started a 15-minute daily series over WMBH to run three months. Transcribed music is used, with appetite-testing continuity tied in.

Markwardt's Quality Bakery is now sponsoring the daily "Talk of the Town" in addition to its five-year-old one-hour show on Sundays.

A 30-minute cooperative "Magic Kitchen" is aired daily from a local department store.

KJR's Record Script Show

Seattle — Records for continuous script shows over KJR were broken with the renewal of the Fisher Flouring Mills contract extending the run of the popular Scandinavian dialect program, "Lars and Lena," to 39 weeks. The program, conceived, written, produced and acted by KJR Staff Announcer Clint Johnson and his wife, is believed here to be the only air show in the Scandinavian dialect and perhaps the only script show using but two voices.



WENDELL HALL motored to New York last week to attend session of ASCAP. He has moved his family from Chicago to Evanston.

Clementine Legg of WLS artists bureau receiving condolences on death of her mother.

Everett Mitchell and Bill Drips will handle the Firestone Tire broadcasts from Union Stock Yards during the Livestock Exposition the week of Nov. 29. Mitchell arrived home Thursday from a trip to Texas, where he put on the Farm and Home hour.

Chicago school system, starting Jan. 1, will broadcast two programs a week for school children and one evening program for parents under direction of Prof. Harold W. Kent. Six Chicago stations will carry the programs.

Donna Dae, singer with Frankie Masters, to Milwaukee to be interviewed on radio ed Ed Thompson's WTMJ program.

David Zimmerman, new NBC announcer, moving his family here from Toledo.

Janie Webb, 11-year-old starlet of "Tom Mix Straight Shooters," is getting highest marks obtainable in all subjects at the Swift school.

Spencer Bentley, who plays lead in "Betty and Bob," has also been assigned male lead in "Romance of Hope Alden," transcribed serial.

Edward Rees, who has been conducting "Hog and Harmony" and "Vagabond Trail" at WAAF, has left to join a stock company in Ohio. First feature will be retained on station.

WIND has launched a new African adventure serial titled "Talking Drums" by Jack Lewis, who plays the lead and is supported by Barbara Luddy, Joe Kearns, Bruce Payne and others.

Phil Kalar has a new morning feature on WIND called "Sing Out the News." He selects bits of news and follows each item with a song typifying the tenor of the bit.

Malcolm Claire has been restored to his "Spareribs" spot at NBC.

Ed Retticker, former managing editor of the Evening American, and George T. Kenney have organized a publicity service with offices at 216 West Jackson Blvd.

Complete "Thrills" Waxings

West Coast Bureau, RADIO DAILY
Los Angeles — Dave Ballew has completed waxing a series of 39 episodes of "Thrills Behind the Newsreels" at the Aerogram Corp. plant. Ray Fernstrom is featured in the series and such newsreel veterans as Al Brick of Movietone, Sanford Greenwood of Hearst, Lucky Joe Johnson of Paramount, Sam Savitt of Universal, Don Stephens, Willard Vandiveer, George Lancaster and Lorraine Wilson have contributed thrilling chapters from actual shooting experiences around the world.

GERALD L. K. SMITH GOING ON 75 STATIONS

(Continued from Page 1)

work in the south, mid-west and on the Pacific coast.

It is still undecided where Smith, who is on leave of absence from his Baptist duties, will speak from, but it may be WHN. WMCA is also expected to be added to the network. WLW, the 500,000 watt, is a part of the network.

Opening of the new radio series is on the eve of special session of Congress. Committee of One Million, is a non-political organization which Smith describes as a "political Red Cross."

Stations already on the schedule are WAAB, WEAN, WICC, WSAR, WSPR, WLBZ, WFEA, WTHT, WNBH, WBRY, WLLH, WLNH, WRDO, WNBX, WNLC, WLW, WFIL, WXYZ, WJJD, WCAO, WOL, WHN, WJAS, WGAR, WGR, WHB, WIL, WISN, WHAM, WSYR, WCBA, RAW, WEST, WGBI, WBRE, WAZL, WGAL and WIP.

PITTSBURGH

Charlie Urquehart, KDKA production man, has been laid up several weeks by illness.

Stewart's Coffee Co. is running spots on WCAE, through Walker & Downing.

"Romance Backstage," WCAE commercial with Jack Sherwood, Nancy Martin, vocalists, and John Mitchell at the organ, has been increased to twice weekly.

Mrs. Gene Eckerson, whose husband is in the Walker & Downing radio dept., is recuperating from an illness.

Carl Dozer, WCAE announcer, has extended his "Morning Express" to a half hour.

Janice Bell, WWSW songstress, is on a visit to her home, Dayton, O.

Walter Sickles, WWSW program director, and Mrs. Sickles celebrated their fourth anniversary last week.

Irene Gubbins, Youngstown radio artist and fiancée of Jack Parr, WCAE announcer, was screen tested.

Al Helfer, former WWSW sports announcer, now free-lancing in the east, visited town last week.

WJEJ, Hagerstown, Md.

Edward McGinley, control operator, has left the station temporarily to return to school.

Sam Booth, formerly in newspaper work in Washington, has joined the commercial staff.

JIMMY ALDIN

AND HIS ORCHESTRA

JUST COMPLETED

100 WEEKS ENGAGEMENT

BEN 6-4759

★ Coast-to-Coast ★

ALTHOUGH he operates on a full schedule as directing executive of one of the Rocky Mountain Region's most important network stations, F. W. Meyer, manager of KLZ, Denver's CBS outlet, finds time to devote much of his attention to civic affairs. Among his "after hours" activities, Meyer lists membership on the City Budget Committee of the Denver Chamber of Commerce as radio's sole representative. This committee, composed of leading figures in the business world, assists the city administration in drafting the budget for the approaching year. In addition, the KLZ manager is participating actively in the current Community Chest drive by serving on the Advance Gifts Committee.

Don Johnson, who is the Professor Figgibottle of the Senator Fishface and Professor Figgibottle program, has leased a completely furnished home at Long Beach, L. I.

Maureen O'Connor, 14-year-old west coast singing star, who makes her film debut in Monogram's "Boy of the Streets," starring Jackie Cooper, has been signed by Monogram to a term contract as a result of her work in this picture.

Edward H. Smith, program director with a number of stations in the past ten years, died last week in Toledo as a result of a heart attack.

A Cleveland pianist played the latest composition of her fiancée, David Holden, young American composer, on the NBC Music Guild program which originated in the studios of WTAM Saturday night. Young Holden, recipient of an honorable mention award in the NBC Music Guild awards of 1936, submitted his most recent composition, a quintet for piano and strings, to Ernest LaPrade, NBC director of musical education, with the request that his fiancée, Margaret Harold, of Cleveland, play the piano part in the radio premiere. Walter Logan, musical director for WTAM, heard Miss Harold

and assigned his Golden Strings quartet to assist her in the broadcast. Program was broadcast over NBC-Red.

New accounts signed by International News Service in September totaled 27, with about the same rate maintained the past month. In Pennsylvania alone, since first of the year, eight new clients were added by INS.

A new series of "French for Homemakers" will be started by Charles Premmac, gourmet and music lover, on Mrs. Ida Bailey Allen's "Homemakers of the Air" over WHN at 10:30-11:30 a.m. today. Premmac is the leading man and vocalist of the program.

Dr. Walter Van Kirk, well-known radio lecturer, will start his third consecutive season of broadcasts on "Religion in the News" next Saturday at 6:45 p.m., over the NBC-Red Network. The fifteen-minute program will be heard every Saturday thereafter, at the same time.

George Walsh, WRUF (Gainesville, Fla.) ace sports announcer, aired the Florida-Maryland football game from College Park, Md., Saturday for a state-wide hook-up in the Sunshine state. Atlantic Refining is this year's sponsor for the Florida broadcast. Commercial and color announcements handled by Dan Daniels, another WRUF staff announcer.

Barbara Dale, who has been heard on "Doing the Town" over WELL, New Haven, will hereafter be featured in her own daily program.

WBRY, New Haven, now originates 43 programs a week, not counting newscasts, according to Jack Henry, manager.

Joe di Natale has been moved from promotions to the music library at KFOR, Lincoln. Richard F. Gloyne, who did "Englishman Look at the News," has been dropped.

WICC Picks New Site

Bridgeport, Conn. — Yankee Network officials have picked a new site for the WICC New Haven studios to replace the present quarters after Jan. 1. New location is a two-story building at 1110 Chapel St., opposite Yale Art Galleries and near Yale University.

Form Music Publicity Firm

Felix Deyo, public relations counsel of the New York Hippodrome Opera Company, and Felix W. Salmaggi, general manager of the same organization, have formed a bureau specializing in music publicity. The new bureau will handle Hippodrome Opera news in addition to the news activities of radio, concert and recital artists.

Radio Call to Order

Nashville—Though there was much talk about the constitutionality of Governor Browning using radio (WSM) to issue his special call for the state legislature, not one member of the body was missing when the session got under way two days later. Radio played an important part in the entire session.

AL DONAHUE

and his orchestra

at the

RAINBOW ROOM

For Fall and Winter Season
Fourth Return Engagement

AFM EXEC. COMMITTEE ADJOURNS AFTER MONTH

(Continued from Page 1)

edged by both sides. Actual signing of a contract, however, is sought to be avoided by the key stations, although they reiterate that they are willing to comply with every point of their agreement.

Today Samuel R. Rosenbaum of WFIL, chairman of the IRNA Special Advisory Committee, will talk to Weber on the closing details of the trade agreement and signature of same.

It is expected that, within the next two weeks, license agreements for the transcription manufacturers and the phonograph record makers will be ready for distribution. It was not certain at AFM headquarters whether or not the ET situation would be set in the prescribed two weeks time.

Queried about the independently owned outlets not affiliated with networks, Weber stated that the AFM did not plan to bother such stations whose gross on the year might not exceed \$15,000 or so. He explained that 5½ per cent of such small sums could not very well result in many musicians being hired by the station in question. However, where a profit of such a sum was indicated, it was possible a few musicians might have to be hired. It did not appear from Weber's conversation that the squeeze would be put upon unaffiliated outlets which did not show a sizeable profit.

KANSAS CITY

Trans-Radio Press has established a news bureau here in the Pickwick Hotel, where Erle Smith of KMBC also does his news broadcasts.

Tom L. Evans, president of KCMO, is in Research Hospital for a rest and observation.

Fred Weingarth, WDAF sports announcer and special events man, is laid up by throat trouble.

John Larkin, who recently joined the KCKN announcing staff, has been appointed night production manager under the station's production chief, Russ Davis.

Don Davis, president of WHB, is back from a Chicago trip.

Jerry Burns, KXBY program director, spent the week-end in Minneapolis, seeing the Minn. - Notre Dame game.

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BRyant 9-9746

It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.

Starting Construction On New NBC Coast Plant

(Continued from Page 1)

network from this end have increased rapidly since the first program to be broadcast from here in 1932. In that year, NBC Hollywood broadcasts totaled only 12 radio hours, while this year the network will originate more than 700 radio hours from here. Staff also has grown from one man to about 100.

Net layout will have four large individual studios under separate roofs, each seating several hundred, and four other studios without audience accommodations. Executive and administrative offices will be in a central office building with a vast lobby three stories high and two main entrances. Architecture will be classical with a modern touch, and the entire group of units will appear as one building.

One wing of the office building will have three stories devoted to executive and administrative offices of the western division of NBC. The structure now being built will occupy only half of the NBC property, allowing ample room for expansion. O. B. Hanson, NBC chief engineer, designed and planned the new studios in cooperation with the Austin Co., which will erect the plant.

COLUMBUS

Johnny Neblett, WBNS inquiring reporter, now sponsored by Cussins & Fearn Co. every Friday, goes to one of the cities where the store maintains a branch and makes a broadcast out front, which is transcribed and brought back to the station for airing. The "Three Kittens," new novelty septa trio, is rapidly winning a large audience over WHKC, having first been heard during the Ohio State Fair.

Remotes Cause Mike Shortage

Oklahoma City—Local stations are using remotes in such increasing numbers, both commercial and sustaining, that it is bringing about a mike shortage in most units.

ONE MINUTE INTERVIEW

BOB CROSBY

"Collegians do more than any group to dictate the vogue in popular dance music. But the most important thing that band leaders must do is to assemble preference selections from authentic sources. Much of the information which is at public command is not authentic, and the task of the orchestra head who is on the search for true information is indescribably difficult. The real choice lies in the hands of the third and fourth year college fans, who are located in fashionable schools. From these leaders the vogue spreads to the lower class men and finally to the home towns."

NEW PROGRAMS—IDEAS

"Tune Twisters"

KHJ, Los Angeles, has premiered a new show built to replace "Script Teasers," which was grabbed up for Lucky Strikes following its fourth airing. The new one is labeled "Tune Twisters" and, like its predecessor, awards prizes to quick-witted members of the audience, in this instance to those who recognize tunes from eight bars concealed in the arrangements played by Lou Bring and his orchestra.

Benny Rubin is the emcee and Frances Hunt, cinema starlet; Kenny Allen and The Playboys, male quartette, are featured. Also has a novel, good-will-building angle incorporating a radio set giveaway and hamper of groceries to a needy, unrevealed family.

Show is a cooperative effort of KHJ and Music Corp. of America, with Walter Johnson credited with production. Johnson moves over to MCA this week as producer.

Natural Science Mysteries

A new series titled "Have You Heard?" will be presented over WTAG, Worcester, Mass., Sunday mornings at 9:45 beginning Nov. 7 and continuing for 16 weeks, with each quarter-hour program being given over to dramatizing some mystery of natural science.

New Quiz Airing

"Quizzer Court," question-and-answer program, sponsored by six local merchants, is a new offering over KCKN, Kansas City. Show is broadcast from stage of the Electric Theater, with 14 contestants used on each airing. Commercials are worked in directly from stage, as each sponsor offers his merchandise prize. Courtroom background for atmosphere.

Safe Sledding

When winter comes—WCLE, Cleveland, will start to work on a new novelty broadcast, in behalf of safer sledding for youngsters. Idea of Program Director Mendal Jones, show will find Jones, an engineer, an announcer, and a representative of the police safety squad plowing about snow-covered streets with a mike and advice on coasting with safety. They will interview the kids, giving

Buffum Assisting Ruffner

West Coast Bureau, RADIO DAILY

Los Angeles—Ray Buffum, formerly connected with the Taplinger publicity offices and who recently joined the Ruthrauff & Ryan agency in a similar capacity, has been upped to a berth as assistant to "Tiny" Ruffner and will have the Edward G. Robinson show as his particular assignment. The new producer already has turned in some scripts for Robinson which have been okayed for early airing, it is said, putting the ex-publicist in the scripting class with such notables as Arthur Caesar and Courtney Ryley Cooper.

suggestions. Then, as highlight, Jones, outfitted with a transmitter pack, will hop on a sled with a youngster, describing the trip and coaching the pilot.

High School Gossip

Kansas City high school kids have a Walter Winchell of their own these days in the person of Owen Balch, now airing a scholastic gossip feature over Station KCKN. Who's got a date—who's going with whom—who's throwing a party this Saturday—all as reported by leading students of each high school, make up the Balch narration, with continuity by Ruth Sullivan of the station staff. Dramatizations will also be used, with Bob Davis, Karl Willis and John Larkin assisting. Title is "Classroom Whispers," and sponsoring taxi cab company has equipped entire fleet of taxis with tire covers calling attention to the broadcasts.

Travelogue Musical

A new Travelogue program featuring Don Albert's Orchestra bows in today over WHN, to be heard thereafter at 2:30-3 p.m. every Monday, Thursday and Friday. Show spots wanderings of a vagabond as portrayed in his musical diary. First shot takes him to Italy, Persia, Norway, Russia, Austria and France.

Sunday School Classes

One of the most popular local broadcasts on WOC, Davenport, is its "Sunday School of the Air." Neighboring churches have been invited to send different Sunday School class to the studios each week, for a pre-arranged broadcast. Each child or adult who appears on show is given a "membership" button.

Buying Hints for Housewives

Comparative buying hints for housewives, based on price and quality of items advertised by grocery stores in local papers, make up new fifteen-minute weekly feature over WEW, St. Louis, with Hugh Sanders at the microphone. Although all store names are mentioned (and treated with equal fairness in the commentary), the feature, airing under title "Kitchen Critic," is sustaining, and will remain so, the station has announced.

Industry Leaders to Speak

Starting next Saturday on the Carborundum program over CBS at 7:30 p.m., when Lammont du Pont will speak, a group of 20 leaders in American industry will deliver short talks on promoting welfare and raising standards of living. Idea was conceived by Frank J. Tone, president of Carborundum Co. Colby Chester of General Foods will be the second speaker, followed by D. D. Davis of General Mills, Frederick H. Frazier of General Baking, James H. Rand Jr. of Remington-Rand and William A. Irving of U. S. Steel.

Local News Service Formed by Christie

(Continued from Page 1)

strictly local origin in key cities for commercial broadcasts. Via teletype, the same service will be supplied to advertising agencies direct to sponsors, and others. Out-of-town stations may request special news on hometown visitors, etc.

Offices have been opened at 576 Fifth Avenue, and for the present the Metropolitan area of a 50-mile range from the city will be covered for stations within this area. Local news of the city and Washington, such as financial and political will be included. Expansion will be westward, eventually, but it is not planned to set up extensive and complicated wire services. About 10,000 words will be supplied in the New York sector at the start.

Christie, who will direct operations of Continental, was formerly news editor of the two Hearst services, International News and Universal News, as well as one time associate editor of Press-Radio Bureau. He was also at one time with various newspapers throughout the world. S. Robert Kunkis will act as general counsel.

KANSAS CITY

Beulah Karney returns to her daily KMBC "Happy Kitchen" airings this week after an operation.

E. E. Horton, who conducts the Air Waves column in the Daily Kansan, is on the air five times weekly for KCKN as the Movie Man.

George Cooper, KXBY sales manager, signed Regal Shoe store for 26 weeks.

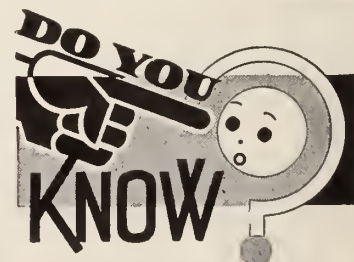
M. F. (Chick) Allison, KMBC director of promotion and publicity, addressed the Kansas State College journalism class last week.

Hugh Scarborough, KCMO auditor, spent a few days at KOAM, Pittsburg, Kan., assisting with installation of a new bookkeeping system.

Moreland Murphy, KCMO special events man, was recently made president of his neighborhood Parent-Teacher Ass'n.

Ashe Opens Radio School

Pittsfield, Mass.—Sidney W. Ashe and his daughter, Jean Ashe, the "Dad and Jean" of WGY, Schenectady, N. Y., have opened a broadcasting school here.



KFI, Los Angeles, presented a "Shakespeare Hour" with John Barrymore in 1926.