



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 88

NEW YORK, N. Y., WEDNESDAY, NOVEMBER 3, 1937

FIVE CENTS

Billings Continue Uptrend

Looking On ... AND LISTENING IN

AT RANDOM Many a dramatic playlet fails to get across on the air because of difficulty in putting its audience in the proper receptive mood—which requires a certain amount of fixed attention on the part of listeners who have been accustomed to taking their radio entertainment on the run.

Millions of radio fans, especially among the women, are complaining that too many stations are carrying football games on Saturday afternoons at this time of the year—and the percentage of dialers who are interested in football doesn't warrant it.

In a single 15-minute commercial program heard a few nights ago, more than 25 adjectives of varying degrees of superlativeness were employed—as if any product on earth could be that good.

There is an interesting rumor going around—and it's worth encouraging—to the effect that a certain well-known comedian, hoping to discourage band leaders from trying to be comics, plans to take stabs at conducting the orchestra on his program.

Some of those "Lyons Den" columns written by Leonard Lyons in the New York Post could be broadcast almost as is, and they'd be the most humanly interesting chatter stuff on the air.

A fairly general fault with guest star programs is that the emcee invariably goes overboard in giving the guest a build-up—which not only makes it tougher for the star who has to live up to the glowing words, but consumes a lot of time that should be devoted to doing and not saying. . . . —D. C. G.

Sings and Serves

Atlanta—RUBY Newman, vocalist on the new WATL show, "Petree Presents," does double duty for her sponsors. When she is not on the air every Friday morning promoting sales of Roy H. Petree sea food products, Miss Newman is serving them to her many satisfied patrons at her popular restaurants in this city.

WRIGLEY'S CBS SHOW RENEWED FOR 52 WEEKS

Chicago — Wrigley's "Poetic Melodies," with Jack Fulton Jr., Franklyn MacCormack, and Carl Garden conducting the orchestra has been renewed for another 52 weeks on CBS, effective Nov. 8, Monday through Friday. No additional show is planned. Agency is Neisser-Meyeroff.

Folger Coffee Using ET's on 17 Stations

Chicago — Recording at World Broadcasting here, the J. A. Folger Co. (coffee), Kansas City, is spotting its serial "Judy and Jane" on 17 stations. They are WOW, KPRC, WOC, WHO, WDAY, WDAF, KFH, KVOO, WKY, WIBW, WEBC, KCRC. (Continued on Page 3)

Submitting AFM Pact To Independent Affiliates

IRNA Special Advisory Committee chairman, Samuel R. Rosenbaum, of WFIL, plus attorney William Jaffe, completed the reading of the final draft of the trade agreement with the AFM sub-committee and the pact will now be submitted to the (Continued on Page 3)

WATL Sells 6-Hour Show

Atlanta—WATL's six-hour Saturday night "Dancing 'Till Dawn," longest show on the airwaves, has been sold to Specialty Sales Co. of Atlanta (B-B headache powder). A novel contest will be used for a direct sales check.

Havana Radio Conference May Run Beyond a Month

"Hollywood Screenscoops" Title of Old Gold Show

"Hollywood Screenscoops" will be the title of the twice-weekly quarter-hour program which P. Lorrillard Co. (Old Gold cigars) will start Nov. 16 at 7:15 p.m. on CBS. Program will feature George McCall as gossipier. (Continued on Page 2)

NBC Gross for October Tops Last Year Excluding Presidential Campaign and World Series Time Sales

KSD Seeks Facsimile

St. Louis — KSD and the Post-Dispatch have applied to FCC for a facsimile license in connection with their short-wave station, W9XPD.

GULDEN MUSTARD PLANS TWICE-WEEKLY CBS SHOW

Gulden's Mustard is preparing a twice-weekly program for CBS network. Jack and Loretta Clemens, who recently completed a series for Kirkman's soap on the same network, have been auditioned for the new show.

Gruen Watch Buys Time On Competitor's Station

WNEW, Arde Bulova station, has signed Gruen Watch Co. for six weekly spots on Martin Block's "Make-Believe Ballroom", plus four time signals daily. McCann-Erickson is the agency.

Great Western's Test

Chicago—Great Western Life Insurance, which started a five-a-week Thesaurus transcription program on WENR, may expand to six or eight midwestern stations if 13 week test is successful. Schwimmer & Scott handling.

October gross revenue for the combined NBC networks totaled \$3,339,739, a decrease of 9.7 per cent as compared with October, 1936, the largest month in NBC history.

Presidential campaign billings and Ford's sponsorship of the world series added \$654,333 to NBC's coffers last year. With that extra revenue the billings totaled \$3,696,489. Eliminating the political and baseball figures from the gross receipts, NBC revenue is up 9.8 per cent for the month.

In other words radio business from regular advertising channels is still (Continued on Page 2)

ALEMITE IS SWITCHING HORACE HEIDT TO NBC

Horace Heidt and the Alemite Brigadier Show over CBS will switch to NBC on Dec. 28. Sponsor, Stewart-Warner Corp., feels that the competition they are now bucking, Burns and Allen and Gen. Hugh Johnson, is too strong.

Client will take the Tuesday, 9-9:30 p.m., spot on the Blue web. (Continued on Page 3)

Duke of Windsor to Talk On CBS from Washington

Duke of Windsor's first radio address since his abdication speech will be heard over the nation-wide CBS network on Nov. 12 at 7-7:15 p.m. Speech will originate from WJSV, Washington, D. C.

Sponsor's Voice

St. Louis — Sponsor's voice furnishes commercials between halves of football games on KMOX for Chrysler dealers hereabouts. Each week France Laux, KMOX sports broadcaster who handles play-by-play, visits a Chrysler dealer and waxes an interview, which is played as commercial at the game on the following Saturday.



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Action Urged by Weed To Avert Censorship

Action on the part of sponsors and program producers to improve their offerings from the angle of a better public service will do much to discourage the periodical proposals in Washington that the government should control or censor radio programs, according to Joseph J. Weed, president of Weed & Co., station reps.

Weed believes the sponsor assumes a certain public responsibility when he buys air time. Though radio fans are good sports and willing to listen to a reasonable amount of commercial matter, Weed suggests less emphasis on advertising matter, and a curtailment of the type of commercial plug that is disguised as entertainment, especially theme songs.

NBC Billings Continue In Upward Direction

(Continued from Page 1)

on the up beat. And with the number of new accounts signed by NBC out-numbering cancellations, billings will continue to increase over last year. Cumulative billings on the web for the first ten months are up 15 per cent over the same period last year with \$31,630,854 being recorded. By individual networks, the Red booked \$2,222,803, and the Blue \$1,116,936. Red is down 8.1 per cent and Blue is off 12.7 per cent as compared with October, 1936.

More Power for Your Job!
WABY NEW EQUIPMENT... NEW PUNCH!
ALBANY, N.Y.

STATIONS OF AMERICA

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

WMNF—Plattsburg, N. Y.

1310 Kilocycles—250 Watts Full Time.

E. H. BRAGG, President **GEORGE BISSELL, Manager**
L. F. BRAGG, Treasurer

THREE years ago, the enterprising Bragg Brothers, who operate one of Plattsburg's larger stores, figured they might increase their own business if they had a radio advertising program. Unfortunately, there was no station in their immediate vicinity, but undaunted, they associated themselves with George Bissell, an experienced radio man, and set up WMNF in the Hotel Cumberland in that city. The station was originally part time, but its business and type of program improved so much in the first 18 months that it is now on a full schedule.

From a humble start, WMNF has come along a great distance. Twelve national accounts are now on the books and the Bragg Brothers are erecting a new studio in anticipation of further business increases. So far as they themselves are concerned, the radio station has brought them a 35 per cent increase in business.

At the outset, WMNF recognized the widespread interest in the broadcast of Northern League games, all home and road games of the Plattsburg club being aired by Frank Bruce, formerly sports announcer for the University of Alabama. Two local bakeries alternated in the sponsorship of last year's diamond games and the response was so favorable that there was spirited bidding for the sponsorship of the 1937 set.

Recent national accounts to find their way to WMNF are Sunoco Oil and Standard Brands.

Havana Radio Parley May Run Beyond Month

(Continued from Page 1)

Dominican Republic, Uruguay, Venezuela, Peru, Newfoundland and Cuba. In addition, quite a few representatives of radio manufacturing companies, broadcasting firms and other branches of radio are on hand.

Technical matters are expected to assume greater importance than political subjects, according to nature of discussions at the opening sessions. Chief purpose of the parley is to work out uniform policies in connection with channels and the different broadcasting requirements of the various countries, a study of amateur activities, creation of a Pan-American technical union for exchange of technical radio data, the formation of plans to be presented at the world radio parley to be held in Cairo next year, and possibly the reservation of some frequencies for television experiments.

Opening address of the conference was delivered by President Frederico Laredo Bru, who urged united action in order to form a bloc at the Cairo convention.

Stokowski for Banks Program

Leopold Stokowski will direct the Philadelphia orchestra on the NBC-Blue network for the American Banks on Nov. 15 and 29 and Dec. 6. This is Stokowski's first radio appearance with the orchestra since last spring when he conducted the program for the same sponsors. Guest soloists for these spots will be announced later. Program is heard 9-10 p.m.

Heller to Baltimore

Jackie Heller opens Nov. 19 at the Hippodrome Theater, Baltimore, booked by the Herman Bernie office.

Gen'l Mills Underwrites WMCA Six-Star Program

General Mills is acting in the capacity of underwriter in the continuance of the three-hour afternoon variety show on WMCA, and as additional participating sponsors are signed for the program, General Mills will reduce its time until it becomes one of the six members of the "Six Star Revue."

Talent setup of the show now includes Mae Murray; David Burnstine, bridge expert; Waite Hoyt, baseball star; Ken Strong, former football all-American; Frankie Basch, interviewer; Larry Winn, Helen Young, Lorraine Barnett and "Smiling" Jerry Baker, vocalists; Kay and Buddy Arnold, song and piano team; Powell Clark, movie chatterer; Lee Grant and his orchestra, and Bob Carter, Don Kerr, Garnett Marks, Joe O'Brien and Joe Tobin, announcers. Bert Lebharr and Hal Janis are the producers and directors.

Griffin Re-Signs McKinley

Barry McKinley, soloist on the Griffin "Time To Shine" program which faded from NBC network last Monday, was signed yesterday to head the sponsor's new show which returns to same network in February. McKinley is also heard on the Chevrolet "Romantic Rhythms" program Sundays over CBS.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily

COMING and GOING

JOAN BLAINE is expected in Chicago late this week from New York for an audition.

M. H. PETERSEN, vice-president of Van Cronkhite Associates Inc., Chicago, and FOREST JOHNSON, director of VCA station relations, arrived in Cincinnati yesterday for a two-day visit. Petersen leaves today for Washington, Philadelphia and New York.

MACK GOLDMAN of Harms Music leaves Friday for a tour of Pittsburgh, Cleveland, Chicago and Cincinnati on firm business and will be gone a week to ten days.

EMERSON GILL, Cleveland band leader, is visiting New York.

BLUE BARRON, also from Cleveland, is in town.

ROBERT D. HEINL, Washington radio writer who handles promotion for the Radio Manufacturers Association, is in Chicago, the guest of Commander E. F. McDonald Jr., president of Zenith Radio Corp.

GUY C. SMITH, vice-president of Brooke, Smith & French Inc., sails today on the Manhattan for Europe.

HERBERT and PAGE, the song and instrumental duo who are featuring their own material in a novelty act, have gone to Cleveland for a two-week engagement.

WJNO Puts Remote Line In Sponsor's Showroom

West Palm Beach, Fla.—A local Chevrolet dealer, in announcing 1938 models over WJNO, insisted on having a remote line installed to his showroom, and over a period of three days a series of 50-word spot announcements were made by remote control from the dealer's place of business.

Two Spots for Gamba

Gamba, radio and concert violinist, was presented with two new NBC sustaining programs on her birthday yesterday. She will be heard every Tuesday at 10:30-11 p.m. on the new NBC-Blue "Singing Songs on the Violin," and every Sunday at 7-7:30 p.m. with Leopold Spitalny's "Popular Classics."

Florida Sugar Group on WIOD

Miami—Florida Sugar Distributors start a new sports program on WIOD tomorrow featuring Jack Bell, Daily News sports editor.

NORTHWEST'S LEADING RADIO STATION

OFFERS

KSTP

25,000 WATTS

LIFELIKE RECEPTION

NEW TRANSMITTER

INCREASED COVERAGE

BASIC RED NETWORK

MINNEAPOLIS SAINT PAUL

AGENCIES

NED C. SMITH, formerly with Hays MacFarland & Co., Chicago, has joined script writing staff of AudiVision Inc., New York.

McCANN-ERICKSON has been appointed advertising counselor for Richman Brothers, clothiers. Radio spots are to be used in selected cities including Chicago.

JOHN WEILAND has been named advertising manager of the Standard Oil Co. of Ohio, succeeding Archie H. Knapp, resigned.

MORRIS & DAVIDSON agency, Chicago, has landed the Rumzel Cord & Wire account.

EUGENE W. PARSONS, formerly advertising manager of the Chicago Tribune, heads a newly formed advertising agency in Miami titled Parsons, Dorr & Hume Inc.

RICHARD N. HEATH has joined the Leo Burnett Co. Inc. agency in Chicago as vice-president in charge of merchandising and promotion. Heath has been midwestern representative of the Ladies Home Journal.

BLACKETT-SAMPLE-HUMMERT, Chicago, has landed the American Automobile Insurance account of St. Louis.

REINCKE-ELLIS - YOUNGGREEN & FINN, Chicago, appointed to handle campaign for M. & R. Dietetic Laboratories, Inc. which plans to use radio in metropolitan areas.

Opens Publicity Office

Thomas M. (Tom) Kearns, former publicity and advertising director for Fanchon & Marco and F. & M. Stage-shows Inc., has opened publicity offices in the International Building in Radio City. Kearns is representing individuals and business organizations in motion pictures and radio, and is also offering a complete advertising service specializing in the amusement trades.

Stockholm Reception Good

NBC short wave department yesterday received a recording from Stockholm which was taken off the air from the NBC short wave station W3XAL. Signal comes in so loud in Stockholm that recordings are easily made, says the correspondent. Portion caught included Vivian della Chiesa and Roy Shields' orchestra.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

NEW PROGRAMS—IDEAS

WPA Starts Literary Forum

Radio Division of the WPA Federal Theater is now preparing a series of literary broadcasts in cooperation with New York University under the title "The Literary Forum." Show will consist of round table book talk with N.Y.U. professors and dramatizations of special episodes by Federal Theater actors.

First shot airs Tuesday over WHN from 9-9:30 p.m. and will comprise discussion between Professor Homer A. Watt, chairman of the English Department of N.Y.U.'s Washington Square College, and Dr. Younghill Kang of English department on latter's current best-seller, "East Goes West." Dr. Kang will play leading role in 12-minute dramatization from autobiographical book.

Series will be directed by Charles Crumpton, director, actor, and writer of the Federal radio division, with Donald Barrie in charge of production.

WJR Radio Soap Box

World-savers of the soap-box or parlor-enthusiast variety are given free rein in the new Radio Soap Box program of WJR, Detroit. They are permitted to speak their minds on anything from crime solution to the world-peace problem. Duncan Moore in charge.

Submitting AFM Pact To Independent Affiliates

(Continued from Page 1)

independent network affiliates. It is expected that the vast majority will accept it in its present form. It is pointed out that the IRNA had acted in the membership's behalf despite the fact that certain powers were not vested in it.

AFM is now working out the details of the contract to be signed between it and the key stations of the networks.

By the end of the week, it is expected that the AFM will have ready its license forms for transcription and phonograph record companies.

Alemite Is Switching Horace Heidt to NBC

(Continued from Page 1)

Competition here is average—Vox Pop show and Al Pearce and his Gang. Alemite has been on CBS over two years. Hays MacFarland & Co., Chicago, has the account.

Steel to Comment on WMCA

Johannes Steel, international political and business analyst, has been signed for a 13-week commentator series on WMCA, Tuesdays, Wednesdays and Fridays at 7:45-8 p.m., starting Nov. 16.

Prof. Hatcher Discusses Novel

WPAY, Portsmouth, Ohio, has made a new addition to its growing group of educational broadcasts with an airing from the classroom of Professor Harlan Hatcher on "The Novel." Show, which is broadcast through WOSU, Columbus, brings through-going discussion of novel-building four times weekly, amply authenticated. Prof. Hatcher has several novels of his own in publication, most notable of which is "Tunnel Hill," a Pulitzer Prize winner.

Scientific Crime Detection

Interviews and narratives on noted crimes and their detection, stressing scientific criminal investigation of Iowa State crime bureau bowed in recently on a 15-minute weekly spot over KSO, WMT, KMA, Iowa. Programs are conducted by Ken Brown, KSO-KRNT special events chief, in cooperation with W. W. Akers, Chief of Bureau of Investigation at the Iowa State House, where show originates.

"Nehi Sports Review"

WRBL, Columbus, Ga., reports fast-gaining popularity for fifteen-minute nightly "Nehi Sports Review." Program provides latest dope on sports, as supplied by INS wire, in addition to an interview with outstanding sports personality.

Folger Coffee Using ET's on 17 Stations

(Continued from Page 1)

KSAD, WMC, WNAX, WFAA, WOAI. Blackett - Sample - Hummert handles central west for account; Raymond R. Morgan Co., San Francisco, the west coast.

WIBG Heavy on Remotes

Glenside, Pa.—A total of 213 remote programs aired over WIBG in October, the studio's records show.

ANNOUNCING
AN UNUSUAL
NEW RADIO
SERIAL

"ONE WAY
STREET"

Written by Bernard Dougall
Directed by Harold McGee

Agencies are cordially invited to hear recordings of the first three episodes.

**HENRY
SOUVAINÉ**

INCORPORATED

30 ROCKEFELLER PLAZA
NEW YORK CITY

Tel. Circle 7-5666

Results
COUNT
MOST

WJAR
NBC-RED
Rhode Island's
Leading Station

WEED & COMPANY

**RADIO STATION
REPRESENTATIVES**
NEW YORK - CHICAGO
DETROIT - SAN FRANCISCO

PROMOTION

Students Quiz Promotion Head

An interview-in-reverse, in which 40 social studies students from Boise Junior High School quizzed KIDO Promotion Manager Roy Civile, put salient facts regarding station on the air in an entertaining and informative manner. Students wanted to know all about NBC affiliation, station programs and equipment, etc. Although questions came thick and fast, Civile was right on deck with all the answers in the fifteen-minute broadcast. Session, besides getting the benefit of station plugging over airwaves, also drew comment in the newspapers and won approval of parents and school authorities.

"Cash for Trash"

An audience "stimulant," reported to be inspiring a lot of interest lately in Memphis, is the "Cash-for-Trash" promotion of WMPS. One dollar is given to member of audience who has on hand special item called for. Initial shot, for example, requested milk-bottle cap. And oddly enough, a milkman in the studio presented it. Folks are flocking to the station—probably with their pockets bulging.

CBS College Tieup

CBS sales promotion yesterday mailed out reprints of the front page of "The Diamondback," the University of Maryland's student newspaper. Reprint told of WJSV's alliance with the university for a college course in radio. WJSV tied the piece up with the "fact" that the school chose WJSV on the same basis as WJSV's advertisers have done in the past.

Carol Bruce for Films

Carol Bruce, who has been heard for the past sixteen weeks broadcasting from the Mt. Royal, Montreal, was yesterday signed to do a series of shorts for Educational Pictures. Miss Bruce, who is concentrating on radio and films after having appeared with numerous orchestras, was set for picture deal by William Morris office.

COMING EVENTS

Nov. 29-Dec. 1: Second National Conference of 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.



● ● ● Thinking Out Loud (and sometimes talking out of turn): The drama pages of yesterday's newspapers headlined the news that Jack Pearl would cease being a comic and engage in dramatics under the wing of Arthur Hammerstein. Like Chaplin and other comics, it has been an obsession with Pearl to be a tragedian for the past ten years....In expressing joy over this fulfillment of a life's ambition, Jack put it this way: "I feel like a guy who's been on the 'make' for a girl for ten years—and finally got to first base!"...Added to his self-satisfaction is the thought that the play and part he's to portray were originally ordered by Paul Muni—who decided to remain flicker minded—and then, by Edward G. Robinson—who couldn't get away from the silver screen!...Jack was the third choice and ran in the money....Hoping that Pearl is a * * * * smash in this—it will at least be out of his system—this yearning for the finer things in life....Another Jack—this one "Comeback" Osterman—opens at another nite spot tomorrow "for a coupla bad-checks-run"...He is disillusioned about radio to the extent that he wonders if it's all worth while. Appearing as a guestar a half dozen times in this last "comeback-era," Osterman received the praise of press and public—yet hasn't an air show of his own. "And I've been behavin'!"...Tony Wons tells the sad story of the radio announcer who divorced his wife—because she couldn't understand him!

● ● ● Probably for the first time in local radio history, a singer making her American debut on a commercial was reviewed by music critics of a daily newspaper....Erna Sack, high-scaling coloratura soprano from Dresden State Opera, drew the praise of Pitts Sanborn, World-Telegram critic, who reviewed the Sunday nite General Motors Concert from Carnegie Hall, giving Erno Rapee and Joseph Schmidt, along with Miss Sack and General Motors, a major portion of his pillar.

● ● ● Bess Johnson, the former "Lady Esther," and now the shining star of "Hilltop House," is reported getting the top salary of a daytime radio actress—\$1600 per pay-day....Using Jimmy Fidler's "airitorial" of last week regarding the snubbing of Claire Trevor by her studio in preference to younger and less talented people—should be a good theme for a pillar here or elsewhere....Wonder how talent is recognized? Take the case of Dudley Wilkinson, who for nine years coached, played the piano, wrote musical shows, etc., for the late Nora Bayes—then for Irene Bordoni when she was tops—and for the past four years been constantly at the side of Estelle Taylor. His arrangements of "Organ, Monkey and Me," "Dreams For Sale" with unique interpolations, are some of the finest in these parts—yet, the snobs around, don't know what it's all about....Speaking of music and going into the pop vein, "That Old Feeling" though not heading the plug-list now, is still the country's No. 1 torch tune—with "Once In A While" by Tommy Dorsey and Buddy Green, slated to replace it—later....Comedian Bob Hope will sing and dance in the "Big Broadcast of 1938"...Sam Geison takes over Jerry Mason's duties handling trade and mag publicity at the Fizzdale firm.

● ● ● Good news via CBS is that Barry Wood will be given an evening spot on the net beginning Tuesday with a band—and increased to two or three shots after the first crack....Barry, you'll recall, is the chap who succeeded Jerry Cooper on the Drene show when the latter went to the coast for "Hollywood Hotel"...Speaking of Cooper, it's disgusting and distressing the way "certain" people return from the west with the sensational news that Jerry's "gone Hollywood" and "can't get a hat to fit him"...This can't be true of the fellow! He personally answers every letter addressed to him—and from "I-knew-you-when" guys. Jerry might have been busy—else the "people" weren't important enough for him to waste breath on with interviews....Some day we're going to hear about a "regular guy"—and we'll faint!

GUEST-ING

OLGA SAMAROFF STOKOWSKI, pianist, on Ford Sunday Evening Hour, Nov. 14 (CBS, 9 p.m.).

JOHN FEENEY, tenor, on Howard Barlow program, Nov. 5 (CBS, 6 p.m.).

EDDY DUCHIN, on Buddy Clark program, tomorrow (CBS, 10 p.m.).

CHARLES COURTNEY, on Philip Morris program, Nov. 9 (NBC-Red, 8 p.m.).

ROY SHIELD, MARLOWE and LYON, GERTRUD WETTERGREN, and EVE CURIE interviewed by ANDRE MAUROIS from Paris, on "Magic Key of RCA," Nov. 7 (NBC-Blue, 2 p.m.).

GEORGE LEDERER, Broadway producer, interviewed by Glenna Strickland, Nov. 6 (WNEW, 11 a.m.).

"Turn Back Clock" Returns

"Turn Back the Clock," NBC sustaining with Alice Remsen, George Griffin and Al and Lee Reiser, returns to NBC-Blue at 10:30 p.m. Sunday as a weekly feature.

"Jules Verne" Starts Sunday

WPA Federal Theater radio division's "Jules Verne" series will start Sunday at 5-5:30 p.m. over the WHN and the WLW Line.

Walter Cassel for Roxy

Walter Cassel, NBC baritone, has been booked to head the stage bill at the Roxy Theater starting Nov. 19. Cassel also is slated for some Chevrolet recordings.

Cutting Disks for Latins

Decca Records is cutting a new Transcription series for one of Sterling Products Inc., subsidiaries for use in South American countries. Time will be bought through local distributors in each locality.

WFBM, Indianapolis

Spieler Fred Winter joined the married ranks by tying up with Alyce Arnold, actress and singer.

Lillian Burkle is in New York on vacation and gathering fashion ideas.

FCC ACTIVITIES

APPLICATIONS RECEIVED

Garden Island Publishing Co., Ltd., Lihue, Hawaii. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Juan Piza, San Juan, P. R. CP for new experimental station. 4797.5, 6425, 8655 kc., 100 watts, unlimited.

WGAR Broadcasting Co., Cuyahoga Heights, Ohio. CP for new relay station. 1622, 2058, 2150, 2790 kc., 100 watts.

W. A. Barnette, Greenwood, S. C. CP for new station. 610 kc., 250 watts, daytime.

EXAMINER'S RECOMMENDATIONS

Centennial Broadcasting Corp., Dallas, Tex. CP for new station. 1500 kc., 100 watts, daytime, be granted.

Los Angeles

IN LINE with the announced policy of giving new contract players an opportunity for a build-up via the Metro-Maxwell House "Good News of 1938," M-G-M has placed several of its younger players under the tutelage of Arthur Rosenstein and Earl Brent, studio voice coaches, to be schooled in diction and microphone technique. Betty Jaynes, Stanley Morner and Suzanne Larson are receiving coaching now. Ilona Massey, foreign import, will be introduced to the air audience on the premiere, Nov. 4, and Miliza Korjus and Val Rosing, also importations, are set for the second of the series.

With anyone "in pictures," or in headlines for a day, or great or near-great in any field rating spots as "interviewees" on 1001 programs, it remained for the original Owen Crump to dig up an anonymous professional cobweb-maker for his KFVB "Let's Go Hollywood" last Friday night.

Alex Cherrier, vocal coach, utilizes one of the new type Universal professional recording machines to wax vocal lessons and piano scales and accompaniment for prescribed exercises for several of his out-of-town pupils who live in isolated sections sans piano.

Tom Hanlon has teamed with Ken Frogley in presenting "Man to Man Sports" over CBS Pacific Coast net each Tuesday. Hanlon is a one-time Missouri pigskin star. Frogley is sports editor of the Illustrated Daily News.

Bert Fiske, KFVB pianist-maestro, has a new series titled "Piano Paintings" on KFVB on Tuesdays and Thursdays at 2:45 p.m.

WGAR, Cleveland

John F. Patt, g.m., celebrated a birthday last week. He also made a trip to New York for new business and a CBS confab.

Joseph Koch, musician, is the father of a new son, tagged Karl Konrad Koch.

Graves Taylor is featured in a new thrice-weekly "Roving Reporter" series sponsored by Leisy Brewing Co. Program embraces news with strictly local twist, also reviews of plays, musicales, etc. Fuller, Smith & Ross agency placed the account.

Walberg Brown, musical director, has resigned from his seven-year job with the Cleveland Symphony to join the staff of the Cleveland Institute of Music as head of the violin dept.

Sammy Kaye, booked into the Hotel Statler's new half-million-dollar Terrace Dining Room and Lounge Bar, will be aired nationally over CBS via WGAR.

★ Programs That Have Made History ★

"THE GOLDBERGS"

NOVEMBER 13, 1937, marks the eighth anniversary of Gertrude Berg's career in broadcasting and the eighth birthday of her famous radio serial, "The Goldbergs." In all that time, Authoress Berg was off the air for a total of only 13 months, during which time she spent four months in making a series of personal appearances with her famous family, and about seven months in Hollywood where she wrote original stories for films. Only one month in eight years was spent in vacationing from her strenuous duties.

To Gertrude Berg goes credit for introducing unseen drama to the radio. To her also goes the credit for originating the family script serial which deals with every day life and problems of your next door neighbor. Known today as the undisputed dean of radio script writers, Miss Berg contributed much towards the development of radio dramatic technique as it is currently practiced.

Since coming to radio with no previous experience or training eight years ago, Miss Berg's faith in her idea for radio drama has been many times vindicated. Starting out as a sustaining feature for which she was paid \$50 weekly, the authoress-pro-

ducer-actress of "The Goldbergs" has reached a position among the highest paid writers on radio. In addition she has gained the respect of authors, actors and producers in every branch of the entertainment field and rates as one of the biggest and most important personalities in the broadcasting business.

Among the many interesting bits of information anent her eight years on the air are the facts that she was the first to introduce stage actors to radio work, hers was the first serial to go off the air for almost a year at one time and then return as strong as ever, and she invented many of the sound effects used in dramatic broadcasts today. In eight years Miss Berg has written 2,000 scripts with an average of 1,500 words per script which makes a total of 3,000,000 words. All of these were written in longhand by the authoress and transposed on a typewriter by her husband, Lewis Berg, a chemical engineer, the only person who can read her writing. With the exception of Everett Sloane who plays the role of Sammy and has been with her only for 6½ years, the rest of the cast remains exactly as it was when she began. James R. Waters as Jake, Roslyn Silber as Rosie and the authoress, herself as Molly.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,097,306—Discharge Tube with Beam Forming Grids. Horst Rothe, Werner Kleen, and Walter Graffunder, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,097,307—Apparatus and Method for Introducing Material into Electrical Discharge Devices. William A. Ruggles, assignor to General Electric Co.

2,097,330—Automatic Station Selector and Tuning Device. Frederick W. Kiens, West Brighton, N. Y.

2,097,334—Control Circuits for Cathode Ray Tubes. Michael Bowman-Manifold, Heathcot, England, assignor to Electric & Musical Industries, Ltd.

2,097,359—Image Suppression Circuit. Robert B. Albright, Philadelphia, Pa., assignor to Philco Radio & Television Corp.

WATR, Norfolk

Lee Chadwick has been signed for a year to write, produce and announce the Watson-Texaco Revue for 60 service stations on Virginia's eastern shore.

Irene Lucas of sales staff is now Mrs. John Flemming.

John New, sales manager, is back from a business trip to North Carolina agencies.

John Carl Morgan spied for both WTAR and WGH, Newport News, in covering the Navy Day program, which was largely rained out.

Opening of the new home of Norfolk Newspapers, owners of this station, will be aired by John Carl Morgan and Lee Chadwick.

NEW BUSINESS

Signed by Stations

WMAQ-WENR, Chicago: E. Fougere & Co. (Vapex), announcements, through Small & Seiffer.

WMAQ, Chicago: Pinoleum Co., announcements, through Pedlar & Ryan, Inc.; Union Pacific Railroad, ETs.

WNEW: Lightning Electric Company of Newark, news strip.

WHN: Nestle's Milk Products, Inc., "The Mad Hatterfields," via WLW line, through Lord & Thomas.

WMCA: Hilton Company, Inc. (men's clothing), "The Quizmaster," through Bachenheimer, Dundes & Frank; Oregon-Washington-California Pear Bureau, "Anice Ives," through the Izzard Co.; Schattner's Physical Culture Shoe Shop, "Anice Ives"; Madison Personal Loan, "Nat Brusiloff Presents", "Don Kerr Says", "Bar O' Ranch", through Klinger Advertising Corp.

Louise Kolitsch in Seattle

Seattle—Louise Kolitsch, former director of KINY, Juneau, Alaska, is now directing the radio department of the new Associated Talent Studios at 1530 Queen Ave. here.

New Seattle Firm

Seattle—A. G. Taft, Louis Wasmer and Carl Haymond, well known in local broadcasting, have organized Pacific Broadcasting Co.

RADIO DAILY SALUTES

Palmolive's New Serial Drama

"HILLTOP HOUSE"

Starring
BESS JOHNSON

By Adelaide Marstone and directed by Carlo De Angelo

RADIO DAILY says, "HILLTOP HOUSE," presented by Benton & Bowles, is a warm, human interest serial with orphanage locale, well written and acted. Opening episode aroused immediate interest and suspense.

"Hilltop House" is presented by Benton & Bowles, through the offices of Edward Wolf, Wolf Associates—RKO Bldg.—Radio City

There are
 700 Stations
 3,000 Sponsors
 1,500 Advertising Agents
 200 Program Makers
 5,000 Artists
 and only
 ONE
 Radio Daily
 . . . and they meet
 every day in
 RADIO DAILY
 to talk
 things over.

Program Reviews and Comments

"BRAVE NEW WORLD"

WABC-CBS, Mondays, 10:30-11 p.m.

LATIN-AMERICAN DRAMATIZATIONS UNDER DIRECTION OF IRVING REIS GET OFF TO A BRILLIANT START.

In cooperation with the United States Office of Education CBS is airing a series of programs signed for South American listeners.

First chapter dealt with the lives of the explorers Columbus, Cortez, Balboa, and Pizarro. Portion of program dramatized the death of Columbus who during his last days had received word that greed for gold had led to bloodshed among his followers whom he had left on the island of Santo Domingo.

Program also told how Cortez, Balboa and Pizarro started out on their own explorations. Program directed by Irving Reis.

NBC Symphony Orchestra

Artur Rodzinski conducted a dress rehearsal of the new NBC Symphony orchestra yesterday afternoon over the Blue network. Program was aired from studio 8H which was filled with music critics, patrons of music and celebrities from the music field including Arturo Toscanini's daughter.

Program, one hour in length, was composed of two numbers, "Oberon" overture by von Weber and "Ein Heldenleben," a tone poem, by Richard Strauss. The latter took 47 minutes to play.

One hundred and four of the best musicians available were used for the broadcast. All the critics were very enthusiastic over the program and as one music authority told it to David Sarnoff, RCA president, NBC has the "cream" of the musicians in this new orchestra.

Arturo Toscanini will lead this orchestra for a series of 10 concerts beginning Dec. 25.

Firestone Concert

Richard Crooks returned to the air Monday night after an extended absence to take over soloist role on the Firestone Concert, and did an excellent job. Aided by Alfred Wallenstein's orchestra and the Firestone Choral group, Crooks did plenty of singing, the high spot being

rendition of "Liebestraum." Featured number by the orchestra was the last song written by George Gershwin before he died. Program is one of the old standbys in broadcasting, and the excellent musical arrangements, plus noticeable lack of commercial copy, make it one of the best classical programs on the air.

Grape Nuts Program

Al Jolson, partly assisted by Ruby Keeler, filling in on the Grape Nuts program over NBC-Red last Monday night, the final week of the Burns and Allen vacation, delivered 100 per cent. He had a better script than he usually has on his own program, and he showed that he can do full justice to material when he's got it. Whole show was a very merry affair, with fine cooperation from Tony Martin and Ray Noble, as well as Announcer John Conte.

Jimmy Blair

Due to an eleventh hour emergency, Jimmy Blair was heard with the Guy Lombardo band last Sunday on CBS. Blair sang "This Never Happened to You," and did a grand job of the number.

Blair was called in at the last moment because Carmen was suffering from a cold. Guy had heard him sing some weeks ago and thought he could fill the spot. Guy was right.

Briefly

The "Election Eve" program aired at 11-12 midnight over WEAJ, with talent including Al Roth and other regular NBC help, was a highly entertaining concoction, well conceived and well executed. In music and humorous chatter, it presented little scenes of old New York under various preceding mayors.

George Bernard Shaw, speaking from London via short wave over NBC-Blue at 4:20-4:30 p.m. yesterday in the first of NBC's "As I See It" series, gave a very impressive talk against war. Though he didn't sound like the sparkling Shaw of his younger years, the noted playwright and social writer gave an engrossing and illuminating talk on the folly of warfare.

WJBY, Gadsden, Ala.

Allen Brown, formerly doing announcing and sales work combined, has deserted the mike for sales exclusively.

Vernon Story, engineer, back from vacation.

Ed Mullinax keeping plenty busy; besides an announcing shift, he handles all station sportscasts.

WJBY is doing a weekly hook-up with WSGN, Birmingham, to air football chatter by Coach Frank Thomas of Alabama Crimson Tide.

Gadsden High School is being equipped with its own broadcasting studio and soon students will air programs over WJBY direct from school.

WOKO, Albany

Royden N. (Doc) Rand, announcer and ballcaster, is back on the job after a seven-week illness during which his son, Grenfell, substituted.

"State Police Work" is a new Monday series, with Chief Inspector A. B. Moore of the State Troopers' Bureau featured.

Set for Musical

Jack and Loretta Clemens, singing-patter team are set for a three-reel musical to be made at the Brooklyn Vitaphone studio next month.

ORCHESTRAS MUSIC

PETER VAN STEEDEN, musical director of "Town Hall Tonight," will get his first look at the west when he goes to join Fred Allen in Hollywood upon the comedian re-summing as head man of the program on Nov. 17 at 9 p.m. over NBC-Red. Van Steeden leaves for the coast after Walter O'Keefe's final broadcast Nov. 10.

Anthony Candelori, new bandmaster at WFIL, Philadelphia, has excluded brasses in favor of strings in the new band.

Art Kassel and his Kassels-in-the-Air band from Chicago have succeeded **Milton Kellum's** crew at the Arcadia restaurant, Philadelphia, while **Joe Frassetto** and **Jack Lewis** lead the two new bands at the Cafe Marguery of the Hotel Adelphia, all remoting over WIP.

Famous Music Corp. has obtained publishing rights to future songs written by Chick Webb. The Webb orchestra opens at the RKO Theater, Boston, tomorrow. Then goes to Chicago and Cleveland.

Hugo Mariani has been signed by Radio Orchestra Corp. for radio and other engagements. Same office has booked **Paul Tremaine** and his Band to play the Syracuse University Military Ball on Nov. 26, and **Paul Specht** for the Shriners' Thanksgiving Ball in Altoona, Pa., Nov. 25.

Shep Fields' orchestra bookings take him to Indianapolis today (Nov. 3); Terre Haute, tomorrow; Jackson, Tenn., Friday; and Dallas, Texas, Saturday.

Ernie Holst has started rehearsing an augmented orchestra for his return to the air in January.

Charles Boyer, swing vocalist who was for two years at the Steel Pier, Atlantic City, has joined Jack Wright and his orchestra at Nick Toce's Village Brewery Cafe in New York.

John Kelvin, lyric tenor, will appear as featured soloist with **Don Albert's** orchestra on his Sunday

1	9	3	7
SUN	MON	TUE	WED
4	5	6	8
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

BIRTHDAYS

Greetings from Radio Daily

November 3

Gus Haenschen
Morgan L. Eastman
Bub Pickard
Ed Smalle

RADIO PERSONALITIES

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

GEORGE W. SMITH

GEORGE W. SMITH, managing director of WWVA, Wheeling, W. Va., was born in Toledo, and spent his boyhood in close proximity to this Ohio town. He moved to Wheeling in 1923 and joined the advertising firm of B. W. Hicks Inc. His infinite energy coupled with ability to develop new ideas soon placed him in great demand among large Wheeling advertisers.



An early advocate of station good-will.....

Smith was the first Wheeling advertising man to recognize the value of radio and long before WWVA was carrying any regular advertising accounts, the George W. Smith Advertising Agency was running musical programs and serial stories of a commercial nature with excellent results for the advertiser.

In 1930 the Ryan-Storer interests, who then owned WSPD in Toledo, purchased WWVA. Recognizing Smith's knowledge of radio problems and ability as an advertising man, the new owners placed him in complete charge of the station. The added duties as managing director of WWVA forced Smith to turn over his advertising agency to his assistant and devote all of his time, day and night, to the development of "his baby," WWVA.

What he has done with WWVA in the last six years is radio history. He built it from a comparatively unknown station of purely local character to one of the foremost 5,000-watt clear-channel stations of the nation.

Smith was one of the first station operators in the country to realize that any station that was to continue to be successful would have to be built on listener goodwill and it was with that point in mind that WWVA has assumed the leadership in promoting an extremely friendly relationship between the listener and station.

Just how well this has been accomplished can be seen by the attendance at the WWVA Harvest Home Festival on Oct. 16, when 7,077 loyal listeners of the tri-state district of Pennsylvania, Ohio and West Virginia, turned out to see the WWVA entertainers in their weekly Jamboree shows.

★ ★ ★ QUOTES ★ ★ ★

D'ARTEGA: "The versatility required of a bandsman nowadays becomes more and more alarming. Beginning with the Jack Benny program, and stemming indirectly from the Rubinoff-Cantor tete-a-tetes in which someone stooled for Rubinoff, orchestra leaders today must, in addition to knowing music, be able to handle dialog, flip gags and

night at 9 program over WHN and WLW line.

Ray Block, CBS maestro and voice coach, who has developed such radio warblers as Del Casino, Benay Venuta, Jerry Cooper, and Margaret McCrae, has undertaken to coach **Nan Wynn** and **Joyce Howard**, recently signed by Columbia Artists.

Maestro **Joe Rines** entertains studio audiences at his Sunday "Time of Your Life" broadcast with magic tricks. Rines is a member of a magicians' society.

Boston has taken New York by storm, says Billy Swanson. Musically speaking, at any rate, this is entirely true with the orchestras of Eddy Duchin, Mickey Alpert, Lou Breese, Al Donohue, Ruby Newman, Joe Rines and Billy's own Boston society orchestra holding sway in this city's gayest clubs and cafes, with all of them broadcasting two to five times weekly from all the local stations.

combine all the talents of a comedian, master of ceremonies, stooge and sometimes commercial announcer. This is all very well, I think, so long as the excellence of the musicianship is maintained, but there is danger that the quality of the orchestra may be subordinated to the personality of the bandsman."

JACK PEARL: "One of the best assets a comedian can have for the air is a dialect. Since radio caters to the ear only, the voice must create and picture everything for the audience. Like changing scenery on the stage relieves the monotony for the eye, so does a different voice relieve it for the ear. A Dutch, French, Italian or Greek accent is very welcome to a listener who has heard the same kind of voice all day. Look at the popularity of such comedians as Parkyakarkus, Teddy Bergman, Molasses 'n' January, Amos 'n' Andy, and Lou Holtz and his LaPidus stories. All these people have something that radio needs to keep its unseen audience amused and also offer them something different."

NOW YOU CAN BUY A COMPLETE PRESTO SOUND RECORDER FOR ONLY \$149.00

PRESTO RECORDING CORP.
135 W. 19th St. New York · N. Y.

Chicago

NEIL SCHAFFNER, who is Toby on the WLS "National Barn Dance," rounded out his tenth year in radio last week by making two commercial movies.

George M. Clare, formerly chief of audience mail dept. at WBBM, has been transferred to production dept. to supervise transcription broadcasts.

Clark Dennis and **Harry Kogen** have had their tune, "Dreams for Sale," published.

Walter Blaufuss, NBC ork leader, has just received a picture of himself and **Eddie Cantor** from **Eddie** taken a dozen years ago at Marseilles, France.

Eddie and **Fannie Cavanaugh** are interviewing **Lillian Gordoni**, Chicago talent developer, on her experiences on WBBM next Thursday.

George Hessberger's ensemble, formerly with NBC, now playing at Alpine Room of Lincoln Turner Hall.

Don Koehler, local free lance radio actor, has leading role in "The Straw" at the Blackstone Theater.

Bonnie Larkin of NBC personnel and **John F. Poge** were married Saturday at St. Ignatius church. **Jack Baker**, NBC tenor, did the soloing at the ceremony.

Betty Olson of the Escorts and **Betty** is in St. Lukes' Hospital, recovering from an appendectomy. **Clarence Hansem**, **Floyd Holm**, **Cliff Peterson** and **Doug Craig**, the Escorts, will carry on.

The Continentals, Carnation Contented hour quartet, are filling concert engagements Tuesdays through Fridays (broadcasts are on Mondays) with **Stanley North** as tour manager.

Virginia Clark and **Olan Soule** have been added to the cast of F. & F. Cough Drops show, "Jenny Peabody."

OKLAHOMA CITY

Tom McNamara is featured in a new football program on KTOK.

John Blatt, WKY promotion department, addressed a Chamber of Commerce advertising conference at Woodward the other day.

"Mom" **Gabert**, former restaurant owner, is now doing a daily home-makers' broadcast over KTOK.



UNIVERSAL RIBBON MICROPHONES

An all-purpose microphone. Self energizing. No polarizing voltage. Plug in and use. No hiss. Not affected by heat or moisture. No feedback. Unconditionally guaranteed.

List \$22.50 without plug.
\$24.25 with plug.

Microphone Division
UNIVERSAL MICROPHONE CO. Ltd.
424 Warren Lane, Inglewood, Calif., U.S.A.

OMAHA

William O. "Bill" Wisemen, former radio editor and later promotion manager of the Omaha Bee-News (now closed), has joined WOW.

Belle West, former Bee-News staff member, is doing a daily shopping column over KOIL.

A 15-minute program, "Eddie Pix, the Movie Man," a stage and screen chatter column by Eddie Forrester, Omaha theater manager, weekly over WOW, has been very successful. Howard Peterson, WOW promotion manager, is recovering following an appendicitis operation.

Dr. Harry B. Fenner, father of Bernard A. Fenner, script writer for WAAW, died recently.

Michael Magaeth (Mike Reed) has joined KOIL. He was formerly with KID, Idaho Falls, and KSEI, Pocatello, Idaho, and replaces Wade Patterson, announcer, who goes to Sheboygan, Wis.

WJBK, Detroit

Bob McLean, sportscaster, is being sponsored by Mazer Cigar Co. twice weekly.

Frank Perkins, copy chief, has written a new feature called "The Cynic," in which he plays the title role.

Al Nagler, who has had a busy sportscasting season so far, what with baseball and football, also has hockey in prospect if the proper sponsors for the Red Wings' 48 games come forth.

Rounding up all of the available WJBK talent, Charlie Sterritt is to emcee a new one-hour Saturday night show titled "WJBK Charivari."

Paul Frinke, chief engineer and critic of the staff announcers, took a fling at announcing the other day, and now he doesn't think it's such a pipe.

KFRU, Columbia, Mo.

Program Director George Guyan is again holding sessions of the night class for newscasters from the University of Missouri school of journalism.

Vera Sutton, NBC "Magic of Speech" instructor, was guest producer of a half-hour historical sketch here last week.

A string quartet under the joint leadership of James Adair and Basil Gauntlett will furnish Sunday dinner music for a half-hour each Sunday starting Nov. 7.

ONE MINUTE INTERVIEW

"BIG BROTHER" BOB EMERY

"The most difficult subject becomes simple to most children once it has been dramatized over the radio and presented as entertainment. The child mind instinctively responds to the colorful and spectacular. Perhaps during the years to come we shall find radio bearing the burden of formal instruction dressed in the garb of entertainment."



Coast-to-Coast



WORLD radio premiere of Oscar Wilde's "The Duchess of Padua" will be presented by the Radio Division of the WPA Federal Theater over WQXR on Nov. 9 at 9-10 p.m. Cast will include William Hallman, Jane Kim, Owen Coll, Harry Forbes, Philip White, Victor Albini and John Junior.

Betty Shilton, formerly heard at the organ over KOMO, Seattle, is now at the Redondo Beach roller rink organ.

KFVS, Cape Girardeau, Mo., broadcast the recent proceedings of the Seven State Democratic Rally and relayed the program to WPAD, Paducah, Ky.

"Fathers of the Funnies," the cartoonists' round table on WINS, has been shifted from Thursday to Wednesday at 6:45 p.m.

Vi Mele, the pianist-songstress, is making a series of electrical transcriptions. She is currently being featured in the Terrace Room of the Hotel New Yorker, and will soon guest-star on the CBS Swing Session.

Carol Bruce, young singer who recently returned from a 16-week run at the Hotel Mt. Royal, Montreal, will do a series of movie shorts for Educational Pictures.

Scripts of "The Plainsmen," juvenile series now being waxed in Hollywood by R. U. McIntosh & Associates, were written by Allan M. Wilson whose grandfather "rode the plains" with Buffalo Bill Cody, chief character of the story. Direction is being handled by Van C. Newkirk, Don Lee network special events man, at Recordings, Inc. Wilson left the

WBAL, Baltimore

Broadcast schedule has been increased to 19 hours daily and 17 on Sundays, with station remaining synchronized with WJZ daily until 1 a.m. instead of signing off at midnight.

Edna Mason has succeeded Dorothy Schmitt in the publicity dept.

Gustav Klemm, program director, and Broughton Tall, continuity chief, have turned out a new song, "A Levee Lullaby."

KYOS, Merced, Cal.

Charlie Foll, production head, takes unto himself a wife on Thanksgiving. Hermon Stanion from San Francisco recently joined the announcing staff.

Remote studios at Turlock, a city of 6,000 located 28 miles north, were inaugurated last week. Many local programs will originate there, and if the move is successful it is planned to establish other remote studios.

coast recently to join Conquest Alliance Co., New York, as chief of its new domestic program department.

Les McCabe, program director at KGVO, Missoula, Mont., is back at his desk after a siege of the flu.

Barry Alexander and Kenneth Cooke are new members of the sales department at WATL, Atlanta. The commercial staff now consists of 10, according to Station Manager Maurice Coleman.

W. A. Wilson, general manager of WOPI, Bristol, Tenn.-Va., will handle the remote broadcasts of the dedication of the McKellar Field Airport on Friday.

Mr. and Mrs. A. R. Mason, known for their stage presentations, will be featured in a new half-hour program of Hebrew music and dramatic sketches in Yiddish starting Sunday over WATL, Atlanta. It will be the only program of its kind in the city.

Ronald Dawson, director of drama at WOL, Washington, has discovered a system for selling radio material. He sends it to the New York syndicate for which he writes, and the syndicate's plugging results in sales to local stations who wouldn't buy the material from the author direct because it didn't have a "New York" or "Hollywood" tag on it.

Allen Prescott finishes the last of his W. T. Grant transcriptions this week and will be featured on a new program should his present sponsors fail to exercise the option for renewal they now hold. The series just ending consisted of 39 talks on various subjects treated in Prescott's caustically humorous and satirical manner.

KWK, St. Louis

John O'Hara and Ray Schmidt are getting ready to air the hockey season, starting Nov. 7.

Coyita Bunch and Allan Dale, who formerly sang together, are now heard on two different programs.

Bill Edmonds is the newest addition to the announcing staff.

Kenneth Adam, British broadcaster, was a visitor here last week and gave an inside glimpse of methods over there.

KMOX, St. Louis

Robert (Chauncey) Parsons, CBS and NBC tenor, has joined the talent staff and is featured on "Evening Serenade," sponsored by Hyde Park Breweries.

Alice Weaver, soprano, formerly with Fanchon & Marco, is another new talent addition.

PHILADELPHIA

Esther Goff replaces Doris Havens at the console of the Ben Alley nightly broadcasts over WCAU. Miss Havens, injured in an auto accident, is not due back for some months.

Sam Serota is now directing the Dorothy Dix shows on WHAT.

"Melody Arcade" is a new program on KYW, featuring Norman Sickle, Edith Rodaye, Jane Kent, Bonnie Stewart and Rodger Williams.

WDAS has as news commentator, Charles H. Ingersoll of dollar watch fame.

Allan Scott, WFIL's ace commentator, has added lecturing to his already filled list of activities.

Paul Frailey is now writing and producing "Dramas of Science" at WCAU.

Oscar Goren, announcer over WPEN, celebrates his seventh anniversary on the air.

Kerby Cushing, Byron Samm and Ted Sloan of KYW have left for Detroit to handle a sports broadcast.

Van Wallen of WDAS's Wallen Players has published a text on Radio Technique.

George Lewis, WCAU technical supervisor, has a baby daughter.

Bill Dyer, WCAU sports commentator, will continue his talks during the fall and winter.

Dixie Lee inaugurates a new series over KYW, devoted to the interests of girls in their teens.

Don Martin, former WIP announcer, has finally settled at WFIL.

WCAU will hold auditions for Major Bowes program.

Dave Tyson, WFIL announcer, has been named night supervisor by Donald Withycomb g.m.

The Singing Parson is back over WCAU after a short vacation.

WBAP, Fort Worth

A new 30-minute Friday night series of mystery dramas under the general title of "Black Night," featuring Edgar Allen Poe's works, will start this week. Cast is composed of WBAP Players, headed by Nelson Olmstead, announcer and dramatist; Harry Hoxworth, Johnny Sullivan, and music by Gene Baugh's orchestra.

Herman Waldman's orchestra is remoting twice daily from the Blackstone Hotel's Venetian Ballroom.

Lloyd Snyder's orchestra is airing from the Ringside Club.

DO YOU KNOW?

The five Patt brothers of radio—John, Bob, Jim, Ralph and Fred—all are members of the Beta Theta Pi fraternity.