



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 89

NEW YORK, N. Y., THURSDAY, NOVEMBER 4, 1937

FIVE CENTS

CBS Gross 27.5% Ahead

WARNERS TO DISCONTINUE SUPPLYING AIR SCRIPTS

West Coast Bureau, RADIO DAILY
Los Angeles—Warner Bros.—First National, effective immediately, will discontinue supplying radio script versions of its films to small radio stations. The move is predicated on the finding that these broadcasts, many of which have been inexpertly presented owing to circumstances beyond the control of the stations involved, are proving detrimental to

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Beemer Agency Expands; King Bard Joins Staff

Detroit—Brace Beemer Inc., Radio Advertising Agency, of which Brace Beemer is president, yesterday opened new and larger offices in the Macca-bees Building.

In line with its general expansion

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Renewing "Mystery Chef" On NBC-Red for 6 Months

Contract, renewing the "Mystery Chef" for another 26-week run on the NBC-Red network, will be signed this week. Highly successful program is sponsored by 150 gas companies across the country and is heard Tuesdays and Thursdays, 11:45

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Kraft Oleo on 10 Stations

Chicago—Kraft-Phenix Cheese is cutting in on ten stations on the Kraft Music Hall network with local announcements plugging Parkay oleo-margarine. Following stations are on the list: WDAF, WJAX, WPTF, WIOD, WFLA, WIS, WSB, WJDX, WSGN and WSMB. Needham, Louis & Brorby, Chicago, handling.

FCC Delays Ruling

Washington—After four days of hearing, the FCC has taken under advisement the matter of whether the allocation of the proposed government short wave station should be given to commercial or non-commercial interests. Both World Wide Broadcasting Co. (W1XAL), non-commercial, and NBC are seeking the frequencies. Each is now short-waving non-commercial programs on other frequencies.

U. S. RUBBER CO. SHOW STARTS IN JAN. ON CBS

United States Rubber, through Campbell-Ewald Co. of New York, has signed with CBS for the Wednesday, 9:30-10 p.m., spot for a show to start some time in January. Sponsor has not used a national network in some years.

Butternut Coffee Show Plans to Add Stations

Des Moines—"Coffee Pot Inn," Sunday show produced at WHO for Paxton & Gallagher, Omaha (Butternut Coffee), and re-broadcast over the Corn Belt Wireless network, will

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Olson Rugs Programs

Chicago—Olson Rug Co. has launched live talent shows on WLS (Morning Minstrels); WEAJ (Grace and Eddie Albert); WNEW (Morning Woman's Hour) and a program on WJR, Detroit. Agency is Presba, Fellers & Presba, Inc., Chicago.

Billings for First Ten Months of 1937 Top Entire Year of 1936—October Intake Passes NBC-Red Monthly Figure

MORE THAN 400 STATIONS WILL CARRY DUKE'S TALK

Arrangements yesterday were being completed whereby over 400 stations in the U. S. would carry the radio address of the Duke of Windsor Nov. 12 at 7-7:15 p.m. Combined facilities of the three big networks plus numerous independent stations have already been set, while plans to give world-wide coverage via short wave transmission are being completed. Short wave stations to carry speech set to date include: W2XE, W3XAL, W2XAF, W2XAD, W8XX, W8XXA and W1XK. Facili-

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CBS billings for the first ten months of this year totaled \$23,339,801, which is \$170,000 more than was billed during all of 1936. On a percentage basis, the cumulative billings for the ten months are 27.5 per cent ahead of the same period last year.

October receipts were \$2,564,259, down 6.9 per cent, despite the fact that it was the second largest month in CBS history. October, 1936, was the all-time-high month for CBS but it included the monies from the presidential campaign and the world ser-

(Continued on Page 3)

CBS 9-MONTH PROFIT 20% OVER LAST YEAR

Net profit of CBS for the nine months ended Oct. 2 was \$3,053,416.63, an increase of 20 per cent over the \$2,451,740.02 reported in the corresponding period last year. Net is equal to \$1.79 a share, against \$1.44 last year on the basis of shares under present capitalization.

Board of directors yesterday de-

(Continued on Page 2)

Johnson Wax Planning Afternoon Script Show

Chicago—S. C. Johnson Wax Co., Racine, Wis., which has Fibber McGee on NBC, is looking for time on three chains for a new daytime script show to plug floor wax. Fibber and Molly

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Song Writers and Publishers In Accord on Ascap 1950 Pact

Special Local Program Nightly Feature on WWJ

Detroit—WWJ, The Detroit News station, has set aside the half-hour period beginning at 7:15 each night, Monday through Friday, for the production of local programs of unusual merit. Commercial commit-

(Continued on Page 3)

Final accord between the song writers and music publishers is now definitely on the way, following a conference yesterday afternoon between the Song Writers Protective Association and publisher committees, also their attorneys, A. M. Wattenberg for the latter and John Shulman for the former. Of outstanding

(Continued on Page 5)

Schools Pay Bill

Philadelphia—Saturday's broadcast of the Drexel Tech-Muhlenberg gridiron game over WHAT by remote control from Allentown will mark something new here. Instead of the usual commercial sponsor to defray expenses, the schools are paying the bill. WHAT also carries Drexel's home games. Bill Bailey does the play-by-play.

Radio Speed

Utica, N. Y.—Broadcasting of election results by WIBX here established something in the way of a record.

Even Mayor Vincent Corrau didn't know of his re-election until after the station had aired the news.

Airing of the election returns was sponsored by the Utica Mutual Insurance Co.



Vol. 2, No. 89 Thurs., Nov. 4, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

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

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

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

FINANCIAL

(Wednesday, Nov. 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
A. M. Tel. & Tel.	152½	150	150¼	- 3½
CBS A	21	20¾	20¾	...
CBS B	197½	197½	197½	- 1½
Crosley Radio	101½	93¼	10	- 1½
Gen. Electric	415½	393½	397½	- 21½
RCA Common	73¼	71½	73¼	- 1½
RCA First Pfd.	57¾	55	55¼	- 13¼
Stewart Warner	13¼	12¼	12½	- 3½
Wet'nghouse	102½	97¼	99	- 41½
Zenith Radio	221½	20	20¾	- 2

NEW YORK CURB EXCHANGE

Hartline Corp.	14	14	14	+ 1
Nat. Union Radio	1½	1	1½

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	7¼	8¼

FCC ACTIVITIES

EXAMINER'S REPORT

Birmingham News Co., Birmingham, CP for new station, 590 kc., 1 kw., unlimited. Recommends that permit be granted.

APPLICATIONS RECEIVED

WSM, National Life & Accident Insurance Co. Inc., Nashville. Special experimental authorization to operate a facsimile station from 12 mid-night to 6 a.m. CST for period ending 2-1-38.

NEW ORLEANS

Louella Richards, daughter of E. V. Richards, president of the WSMB corporation, is to wed Elwood Roger Clay this winter, according to formal announcement.

The joint radio station-night club benefit for Frank Arena, radio pioneer who is seriously ill, netted about \$1,000. All musicians, performers and emcees donated their services.

THE MAGIC KITCHEN OF THE AIR

Monday thru Friday

Available for Food Accounts
WCOP BOSTON

Ford Forfeits \$100,000 on World Series

The \$100,000 paid by Ford Motor for a World Series option, which was not exercised, has been forfeited and the money distributed among the ball teams, players, etc., it was officially revealed yesterday. First intimation that Ford would forfeit the money was carried in RADIO DAILY on Oct. 1.

CBS 9-Month Profit 20% Over Last Year

(Continued from Page 1)

clared a cash dividend of 40 cents a share on the Class A and Class B stock, payable Dec. 13 to stock of record Dec. 6, and the board will meet Nov. 30 to consider payment of a special dividend.

Oxo on 4 NBC Stations

Oxo, Ltd., Montreal, on Nov. 16 will start "The Oxo Program With Clarence Hayes" on four split NBC-Red network stations (KPO, KGW, KOMO, KHQ), Tuesdays and Fridays, 9:30-9:45 p.m. (PST). Program will originate from San Francisco. Contract is signed for 26 weeks through Doremus & Co., San Francisco.

WWJ Scoops Town on Election

Detroit—WWJ, The Detroit News station, scooped the entire city in tabulating the hotly contested city election results Tuesday night. The News, in common with other papers in the city, helps defray the cost of a group of checkers and tabulators who receive totals from the 918 precincts in the city as soon as they are counted. But WWJ went a step farther this election, determined to be first with the results. Combined staffs of WWJ and the News went to the polling places 450 strong to get results and phoned them in to the station. Station stayed on the air till 2 a.m.

All other stations in the city either had direct lines into the city hall or had crews on duty transmitting the returns to the broadcasting studios. All stations stayed on well past regularly scheduled closing hours. WJBK, on all night, played the returns heavily.

CKNX Dedicates 100 Watts

Wingham, Ont.—CKNX, managed by W. T. Cruickshank, this week dedicated its new 100-watt transmitter. Among speakers on the occasion was R. J. Deachman, Canadian member of Parliament, who traced the progress of the station from its inauguration as a 10-watter on Feb. 1, 1925, to the present day.

Station serves a rich Ontario farm section with 254,721 population and 50,542 radio homes. Hourly rate will be raised 50 per cent on Dec. 1. Joseph Hershey McGillvra represents the station.

Lucy Monroe as Soloist

Lucy Monroe, soprano, has been chosen by the American Legion to be the soloist on their Armistice Day broadcast of memorial services from the Tomb of the Unknown Soldier in Arlington Cemetery, Washington, D. C. Program will be broadcast over NBC-Blue at 12 noon to 1 p.m.

55 CBS Stations Set On New Old Gold Show

P. Lorillard Co. (Old Gold cigarets) yesterday announced that its new twice-weekly quarter-hour show has been set on 55 stations of CBS beginning Nov. 16. At present there is some difficulty clearing time for the repeat airing, which is scheduled to be heard at 11:15-11:30 p.m. over seven outlets on the coast. Tuesday spot at that hour is clear, but Thursday period will conflict with Kate Smith program. Although stations are reported set, final confirmation has not as yet been given by agency.

First broadcast, which will be heard at 7:15-7:30 p.m., will be over 48 stations. George McCall, gossip, will be featured on show, titled "Hollywood Screenscoops." Lennen & Mitchell is the agency.

Phillips Petroleum Renews

Phillips Petroleum Co. has renewed its "Phillips Poly Follies," heard over a Midwest CBS network of 19 stations, for an additional 52 weeks, effective Nov. 9. Program, which is aired at 10:30-11 p.m., originates from KMOX, Lambert & Feasely is the agency.

Youth Concerts Postponed

Young People's concerts of the Philharmonic-Symphony Society over CBS have been postponed until Dec. 18. Concerts, which will be heard for the eighth consecutive year, will be under the direction of John Barbirolli, substituting for Ernest Schelling, who is suffering from an eye ailment in Switzerland. Six concerts have been set, running until March 12.

Cincinnati Conservatory of Music will also present a series of five Young People's concerts. Eugene Goosens will conduct the series which are set to begin Nov. 9 and conclude March 22.

WSAR Publicity Tieup

Bryant Publicity Service, a new publicity organization, has been appointed national representative for WSAR, New Bedford. New firm plans to offer publicity tie-ins with its WSAR account. Adam J. Yung Jr., ex-NBCite, will handle the publicity job.

Frances Langford in Person

West Coast Bureau, RADIO DAILY

Los Angeles—Frances Langford goes East immediately following this week's "Hollywood Hotel" to do a personal appearance at the Paramount in New York. Will be cut in from there for the next two or three "Hotel" airings.

COMING and GOING

VANCE BABB, NBC manager of Radio City press, has left town for an indefinite period to regain his health. Babb was ordered to take the rest by his personal physician after an examination last Friday night. When Babb returns is entirely up to him. In the meantime, his post will remain open.

KOLIN HAGER, manager of WGY, Schenectady, is in New York.

MARY LOUISE VAN SLYKE, press agent for Mary Margaret McBride (Minute Tapioca), was in Chicago this week on her midwestern swing.

GALE PAGE, NBC singer in Chicago, will spend the week of Nov. 10-17 in New York, airing from here.

DOROTHY DEL MERR, who has been appearing in Vitaphone pictures in the east, is now in Chicago, singing over WJJD.

FRANCES LANGFORD arrives in New York next week for personal appearances at the Paramount Theater.

HERMAN BERNIE leaves New York tomorrow for Pittsburgh and Chicago on deals involving Dick Stabile, orchestra leader, and Gracie Barrie, vocalist. He will be gone about a week.

TON BECKER of Transamerican Radio & Television Corp. left Hollywood on Monday for New York.

LESTER LEE went up to Hartford, Conn., yesterday on business and spent the day there.

JACK ADAMS of the Erwin, Wasey & Co. agency, returned to his New York office after a mid-west and eastern good-will tour of accounts.

FRED HART of the Honolulu Broadcasting Co. is in New York on business.

NEW BUSINESS

KDYL, Salt Lake City: American Packing Co., ETs. through L. S. Gillham Agency; Chicago Eng. Co., program, through J. R. Lumke & Associates.

WHO, Des Moines: DeSoto, through J. Stirling Getchell, Inc.; DeKalb Agricultural Ass'n., "Cornhusking Champion of Champions," three periods Nov. 11 only; Allis-Chalmers Mfg. Co., national cornhusking contest, through Bert S. Gittins; Pioneer Hi-Bred Corn Co., news, through R. J. Potts & Co.—also Four Dons program; Earl E. May Seed Co., through L. W. Ramsev Co.; Coast-to-Coast Stores, through The McCord Co.

DeSoto Little Theater

WMBH, Joplin, Mo., has instituted the DeSoto Little Theater for the Quality Motor Co. of Joplin, DeSoto auto distributors, and associated dealers in Kansas, Missouri and Oklahoma. The program runs 15 weeks, 30 minutes each Sunday afternoon. A different high school of the district puts on a one-act play in that time—with a \$50 prize and a loving cup going to the school which is adjudged winner of the contest. Voting is by means of cards procured at the showroom of any of the participating dealers. Dramatic coaches of the different schools cooperate with the station's directors in producing the shows.

JOHN B. HATCH ASSOCIATES

An agency serving a N. E. clientele. Specializing in radio broadcast advertising.

(Send for booklet)

581 Boylston Street, Boston, Mass.
Commonwealth 0466

CBS 10-MONTH GROSS 27.5% AHEAD OF 1936

(Continued from Page 1)

ies which was sponsored by Ford. Deducting the extra revenue from the October, 1936 figure of \$2,754,808, leaves \$2,106,003, which was derived from regularly advertised products. Comparing the latter figures with October, 1937, the monthly billings are up 21.8 per cent.

CBS October revenue passed the NBC-Red monthly figure for the first time since June.

Special Local Program Nightly Feature on WWJ

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ments will not be allowed to interfere.

Monday night's production is "Causes of Crime," a program of great civic interest, put on in dramatic form with the cooperation of the city and state forces for analyzing and fighting crime. Tuesday's show is called "Voices," an interesting experiment in radio dramatic technique. On Wednesday night Mischa Kottler, WWJ's musical director, conducts his 40-piece orchestra in a program of classics and symphonic arrangements of popular music, with a group of talented soloists. Thursday's show is a "House Party," featuring the music of Paul Leash and his WWJ dance band, with two singing trios, a swing sextet, and numerous soloists. The "Detroit News Radio Extra" takes the air Friday night with entertainment of the greatest variety: music, drama, interviews with famous personalities, news oddities, and other features.

Trailer Studio Broadcast

Using WBBM's new trailer studio, Tommy Bartlett will inaugurate a new show titled "The Missus Goes to Market" next Monday for Fitzpatrick Brothers Automatic Soap Flakes in Chicago. (His present "Meet the Missus" series for Kitchen Klenzer continues.) The trailer studio will pull up to grocery stores about the city interviewing housewives as they do their shopping. These will be electrically transcribed and aired regularly at 3:30 p.m. Handled by Neisser-Meyerhoff agency.

Red Cross Sketch on NBC

"Headlines to Come," an original dramatization depicting the various services and functions of the American Red Cross, will be presented over the NBC-Red network on Sunday at 10:30-11 p.m. under the auspices of the American Red Cross Annual Membership Roll Call.

D'ARTEGA

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

Seek Writ to Operate WTNJ

Trenton Broadcasting Co., Trenton, N. J., will ask Justice Salvatore Coffilo in N. Y. Supreme Court today for a temporary injunction which will permit the company to continue operation of WTNJ, Trenton station which it has operated with buying option since November, 1934. The action is part of a suit by the company against Charles E. Loew, Julie V. Loew and WOAX Inc., in which the Trenton concern seeks to force the defendants to sell WTNJ at the option-stated price of \$70,000.

Rental contract called for operation of station until Nov. 1 this year. Plaintiff claims to have exercised option at termination of contract, but alleges that defendants then refused to go before the FCC for approval of the sale.

More Than 400 Stations Will Carry Duke's Talk

(Continued from Page 1)

ties of Canadian network will pick up address from NBC, but BBC has refused to discuss possibilities of lending its facilities for broadcast purposes in Great Britain.

It is expected that the size of the listening audience on Nov. 12 will compare favorably with the record set when the Duke made his abdication speech. In the anticipation of world-wide curiosity on the Duke's first radio address since that date, off the air recordings will be cut for presentation on radio stations unable to carry live broadcast. Program will originate from Washington.

Arthur Kudner is the agency handling the American tour of the Windsors.

Butternut Coffee Show Plans to Add Stations

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probably add other stations. Talent on the show includes McNutt and McNutt, comedians; Kay Neal, song stylist, and Four Aces (Don Hovey, Wayne Songer, Marion Prescott and Charles Pray), instrumentalists.

Stations now airing the show, besides WHO, are WMT, KGLO, WOW, WAAW, WIBW, KMMJ, WJAG, WNAX and KFAB. Agency is Buchanan Thomas Advertising Co.

"Death Marches On!"

WCPO, Cincinnati, has a five-minute program entitled "Death Marches On," in which the character of death laughs at life. The reason? WCPO is bringing home to residents of Cincinnati the fact that driving automobiles that are unfit for service, and careless driving, is a serious business. Death describes how busy he is because of reckless driving. He tells how often he sits in the front seat with a hand on the steering wheel. His voice is eerie, through a special arrangement on the microphone, and he drives his points home in no uncertain fashion. The idea might be rather gruesome, but WCPO keeps it under control so that it is not offensive. The program has the hearty endorsement of the Police Department, the Automobile Clubs, and many other organizations, not to mention insurance companies.

Beemer Agency Expands; King Bard Joins Staff

(Continued from Page 1)

program, the agency has added King Bard, formerly with NBC and various radio stations throughout the country, as well as former commercial manager with the King-Trendle interests in Grand Rapids.

R. H. Edsall, recently added to the staff, has been appointed comptroller.

'Unknown Soldier' to Talk Over WCPO Armistice Day

Cincinnati—WCPO is broadcasting the Armistice Day parade from a vantage point high above the street level, where a colorful description can be given. At 11 o'clock the broadcast switches back to the studios for a brief ceremony in honor of the Unknown Soldier. And then a message supposedly from the Unknown Soldier will be heard from his tomb. The name of him who will present this message shall, of course, remain unknown, but he was on the Western Front for one year and was slightly wounded and gassed. He was reported killed in action and his family was notified accordingly. But the report proved to be false. He was decorated by the French and American governments. Only one person at WCPO knows his identity, and he also prefers to remain unknown.

Maude Adams on NBC

Maude Adams, noted American actress, will be interviewed over a nationwide NBC network on Nov. 20. It will be her first radio interview and the second of any kind during her long career. The program, over the NBC-Blue network at 9-9:45 p.m., also will mark Miss Adams' debut as a director. The broadcast will feature presentations of excerpts from "Chantecler," Edmond Rostand's play, in which Miss Adams scored a Broadway hit. Broadcast will originate in the auditorium of Stephens College, Columbia, Mo., where Miss Adams is teaching dramatics.

DON KERR

Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Six Star Revue
Fox-Fabian Professional Parade

This Week at WMCA

6 NEW STARS* AUGMENT CAST OF SIX STAR REVUE ...NEW YORK'S GREATEST DAYTIME PROGRAM!

All-American line-up on this 3-hour daily Sports-Variety show now includes:

*WAITE HOYT — One of greatest pitchers in Yankee history, "covers" baseball from the "inside" and presides at meetings of "Hot Stove League"!

*KEN STRONG — All-American collegiate and pro-football star covers news of the gridiron and picks the winners!

*MAE MURRAY—Glamorous star of Hollywood and Broadway, advises on problems of the heart!

*DAVID BURNSTINE—Member world-famous "Four Aces," answers queries on contract!

*FRANKIE BASCH—Radio's popular femme reporter, interviews personalities in the day's headlines!

*DON KERR — The airwaves most genial Master of Ceremonies!

LEE GRANT—Radio's musical find of 1937 puts his 13 ace musicians through their paces in jam, sweet swing, rumba and tango!

JOE TOBIN—Alternate "M. C."

GARNETT MARKS — Your favorite newscaster!

BOB CARTER—Follows the gee-gees!

JOE O'BRIEN—Interviews sports celebs!

POWELL CLARK — Gossips about Hollywood and presents cinema stars!

SMILING JERRY BAKER — Broadway's own tenor!

LARRY WINN—Doctor of Swing!

LORRAINE BARNETT — Songstress with a style!

HELEN YOUNG—Sweetheart of SIX STAR REVUE!

KAY & BUDDY ARNOLD—Go to town in harmony!

HAL JANIS—Charge d'affaire!

* * * * *

Inquiries on Participations Invited

WMCA

New York's
Own Station

PROGRAM REVIEWS

"MELODY MYSTERIES"

American Tobacco Co.
WOR, Mutual, Tuesdays, 8-8:30 p.m.
Lord & Thomas

NEW MUSICAL IDEA HAS POSSIBILITIES BUT WILL REQUIRE SMOOTHING IN SPOTS.

New Lucky Strike test show growing out of the west coast "Script Teasers," made its debut over a limited Mutual network last Tuesday and proved to be a departure from the long familiar "Hit Parade," but did manage to tie in with that series in the presentation of songs.

Idea of show is to preface each musical offering with a short dramatization, with representatives from the audience attempting to identify song title from clues given in dramatization. First skit presented revolved around song title "Whispers in the Dark" and was one of best puzzlers on the show.

Winners receive \$5 and carton of sponsor's cigarettes. Listening audience also is given chance at prize each week by an offer to award same compensation to best dramatization submitted during week.

Fred Uttal emcees show and does a creditable job, handling the contestants with finesse but attempting too much gagging at their expense. Richard Himber and his orchestra take care of the musical end in excellent style, and Alice Marion and Stuart Allen are on hand for vocals. Basil Ruysdael does straight announcing.

Program makes big mistake of constant plugging of commercials, which gets monotonous after a while. First airing was not timed well, and ran short.

GEORGE JESSEL

Chrysler (DeSoto Division)
WOR-Mutual, Tuesdays, 6:45-7 p.m.
J. Stirling Getchell Inc.

TRANSCRIPTION SERIES OF GOOD STANDARD USING GUEST VOCALISTS.

As the emcee in this new ET series which DeSoto is airing on some 56 stations around the country, George Jessel does his familiar routine, not excluding the inevitable telephone call to his Mamma. First platter also had Jessel in a travesty on Washington crossing the Delaware, which was amusing.

Guest vocalists appear in the series, starting with Jane Froman, who sang "Is It Love or Infatuation," "Smarty" and "After You" in her classy style, with Will Osborne's orchestra doing fine service in supplying the musical background. Ralph Edwards did the announcing, and the commercials were commendably handled.



● ● ● A. L. Alexander, who was under option to head a new type of network show for "Look" mag—won't. Mag has abandoned plans for a network program and will continue utilizing spots throughout the country. . . . The Tim and Irene show with D'Artega's crew may go on the payroll of another sponsor after Jan. 1. Present bill-payer has until the 21st of this month to decide on wage tilts. . . . Jacques Renard and his crew open in a coast nite spot called "Vogues" this week. . . . Bobby Breen is set to be on the air again via CBS Nov. 21. . . . The Ted Collins-Kate Smith basketball team, Celtics, opens its season this Sun. nite at the Hipp. . . . Incidentally, Burgess Meredith and Margalo Gillmore have changed their minds the last day regarding their piece for "Band Wagon" tonite and will do "Holiday" instead. . . . What's this about Bill Stuhler leaving Young & Rubicam? . . . Belle Baker goes back to the Chez Paree, Chi., in February. . . . Madge Marley who was heard on the Al Pearce show, auditions at CBS today. . . . Henry Youngman, Bert Frohman and Eddie Elkins' crew left the Yacht Club and were replaced with Frances Faye, Jack Waldron and Ralph Watkins. . . . Jean O'Neil went fishing for the first time Sunday and landed in the water. . . . 9th Edition of Tony Wons' "Scrapbook" will be out this week. . . . Bob Goldstein admitted yesterday that he was very tired. "All nite long I dreamt that I was working hard!"

● ● ● H. B. Hatfield, surviving member of the feuding Hatfield clan now living in Louisville, Ky., wired Eddie Cantor on the night of his banquet: "If grandpappy hadn't been careless with firearms—he would also have sent his congratulations to you" . . . Angus Pfaff of WJBK, pulled a miracle of the air the other day. (That is, some of the listeners thought it was a miracle.) . . . At 2:59:50 he signed off at WWJ as Bob McLean and just 10 seconds later he was introducing the football game at WJBK as Angus Pfaff. . . . The truth of the matter is, he did all of his broadcasting from the WJBK studios and was heard first over WWJ by a special wire connecting the two stations.

● ● ● The show which George Washington Hill had submitted to him yesterday with the Dick Powell-Warner tie-up for Lucky Strike—ran 73 minutes on wax! . . . Nadine Conner does not get the coveted spot opposite Lanny Ross on the Packard show. Ruby Mercer is on next week in the form of an audition, while Francia White is also being considered. . . . Anna May Wong will do a Jolson shot. . . . Arthur Gilmore takes over the Joe Penner commercials while Jackson Wheeler does a flicker for MGM. . . . June Robbins, former vocalist with Gus Arnheim's crew, passed her voice test by Al Siegel at Paramount and he wants to sponsor her career. She's to be screen-tested this week on the coast. . . . Ben Bernie is reported set for another commercial using gueststars, etc., which will start within six weeks. . . . Zeke Manners confides to intimates that he's hitched to Linda Miles—but we don't believe it! . . . Gene Fosdick replaces Hotcha Gardner at the International Casino. That place has set down the edict to employ 802 men only. . . . Willie Morris has been signed for a build-up via a weekly spot. . . . Leon Navara is again without an NBC wire because the place refused to pay line charges. . . . Jack and Loretta Clemens who have just completed a series via CBS for a soap sponsor—go back on NBC for a competitive firm. . . . Jimmy Fidler took his announced rap at a picture company Tuesday nite instead of last Friday.

● ● ● Announcing staff at KDYL, Salt Lake City, claims a record for versatility. . . . Floyd Barr, lecturing at the University of Utah on "Radio in Education," himself a graduate student from Iowa U., former instructor at Weber College. . . . George Snell, authoring articles in national magazines on economics—with several novels to his credit. . . . Jack Gregson, accomplished musician—first sax in several bands. . . . Elwyn Quinn and Albert Priddy are plane pilots.

ORCHESTRAS MUSIC

BURTON ANDERSON and his King's Serenaders, who air their Hawaiian and popular music over WHAT, Wednesday evenings at 8:45, is an aggregation of five youngsters, all of them still in high school, with a petite vocalist, Helen Biddle. Burton is boss, manager, leader, arranger and what have you, and plays the electro-guitar, bringing his Serenaders to Philadelphia all the way from Haddon Heights in Jersey. An outstanding feature of this youthful ensemble is the massive guitar on which Bill Hunsicker beats out the bass accompaniment. Fully six feet tall, its only divergence from the general characteristics of an ordinary guitar is its size. The Serenaders include in their program both Hawaiian and current favorites, and always get a big kick out of supplying their own vocal accompaniment to the consternation of Helen Biddle. Before, during and after their programs they invariably "kid around" and enjoy themselves hugely.

Larry Walen's Orchestra, formerly on the Fibber McGee-NBC program, has opened an indefinite engagement at the Club Lido in Tulsa, Okla.

Abe Lyman, back in New York, is discussing an early Fall appearance at a Manhattan night spot.

Shep Fields is compiling a group of "rain" and "river" songs, with the idea that tunes of this theme are most appropriate to his "Rippling Rhythm" style.

A deal is pending wherein Ozzie Nelson's music may be available to late hour listeners, besides his Baker's Broadcast tuners-in. Nelson has several offers to appear at West Coast hotels and supper clubs which pipe East on sustaining wires.

Pianists Al and Lee Reiser have completed a new tune which will be published by the Stasny-Lang Music Corp. The Reisers already have several songs to their credit.

Count Basie and his band are to remain at the Meadowbrook Club, Cedar Grove, N. J., until the return of Frank Dailey from his tour of the South. In the meantime, the Count's music is heard on the thrice weekly CBS spot that Dailey formerly occupied.

Vallee Renews Riggs

West Coast Bureau, RADIO DAILY
Los Angeles—Tommy Riggs has been renewed by Rudy Vallee for another 13-week stretch.

ARTISTS MANAGEMENT
Presenting
PAUL
WHITEMAN
17 EAST 45th ST., New York MU 2-1888

LET ME PLAN YOUR FUTURE

Jules Harberg
- INSURANCE -

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

PROMOTION

"Condolence" Card Scores

WBIG, Greensboro, N. C., conceived a novel arrester in the form of a black-bordered "condolence" folder-card "in memoriam for the dollars lost and the good-will unearned by those who are not using" the station for their sales and service message. Inside is reprint of National Life and Accident Insurance Co.'s slant on American system of broadcasting, making figurative radio listener offer memorable argument for nation's dialers. This bit is obviously styled to be kept; size, neatness and quality of message make it logical candidate for the glass top of many an executive desk.

Admiracion in Newspapers

Admiracion's radio program starring Tim and Irene will get plugs in an extensive newspaper advertising campaign in four key marketing cities just launched by Admiracion Laboratories Inc., Harrison, N. J., in behalf of Admiracion Foamy Oil Shampoo. Advertisements averaging three columns, nine inches are being placed once a week in the Pittsburgh Press, the Indianapolis News, the Chicago Tribune, and the Cincinnati Times-Star. There will be eight insertions. The campaign may be extended to other cities at the conclusion of this series. Each advertisement mentions the radio show and urges readers to tune in on their local stations.

The Chas. Dallas Reach Co., Newark, is the agency.

WCCO Issues Minn. Survey

A colorful promotion piece, summarizing the results of a recent radio survey made by the Minnesota Congress of Parents and Teachers, has just been released by WCCO, Minneapolis.

Questionnaires for the survey were distributed by PTA groups in 29 Minnesota communities. Over 10,000 were returned and analyzed by Dr. Kenneth H. Baker, professor in University of Minnesota's department of psychology.

WCCO's booklet shows the ranking of the five leading Minnesota radio stations in listeners preference. Also gives a recount of program preferences. Results of an independent commercial survey covering noon hour station preferences are also shown.

Report on CBS Holdings

Washington Bureau, RADIO DAILY

Washington—Last semi-monthly report of CBS to the Securities & Exchange Commission showed that Isaac D. Levy, director, held 65,270 shares of Class A, and that he sold 2,000 Class B under option, leaving him a total of 23,530 at end of month.

Nathan L. Cohn, officer and director in Majestic Radio & Television Corp., reported his holdings as 2,000 of \$1 par common and an additional 7,550 shares through a holding company which acquired 2,650 shares during the month.

Warners to Discontinue Supplying Air Scripts

(Continued from Page 1)

the company's interests and those of exhibitors playing its product.

The decision, however, has no bearing upon other and more important radio activities of Warner Bros.-First National which will continue, it was stated. Transcription programs also will be continued.

More than 210 of the smaller stations are affected by the Warner decision. Final production on which radio continuities will be provided under the discarded plan is "It's Love I'm After."

Decision to abandon this activity was reached following a survey by Charlie Einfeld, national director of publicity, and Bob Taplinger, new studio publicity head, to determine reactions to the broadcasts.

The survey, which explores radio reactions in every section of the country, indicates that smaller station broadcasts of Warner pictures have been generally inferior in quality. This has been due to lack of trained casts of players and directors, plus experience in big-time showmanship.

Although continuities prepared by expert writers have been provided, the film company feels that stations are without proper facilities for giving the radio versions adequate presentation over the air, the survey establishes. In many instances, it is said, the scripts have been enacted by local amateurs and dramatic groups with results uncomplimentary to the pictures on which they were based, and there have been cases in which inference has been made that the actual stars of the motion picture were participating in the broadcasts.

WAGM, Presque Isle, Me.

Lester "Red" Hughes, commercial manager and Transradio newscaster, with J. B. Zumalt, district sales manager of Crosley Radio Corp., plan a hunting trip for the middle of November to Hughes Camp at Squa Pan Lake.

Ted Coffin, station's local newscaster, is special correspondent to the Bangor Daily News, WLBZ's Maine Radio News Service, and Transradio Press Service. He also gathers local county news for the Summers Fertilizer Co.'s local news service, heard for a five-minute period every week day.

Presque Isle Chapter of the American Red Cross is using a sustaining period over the Aroostook Broadcasting Station to plug its new drive for funds. Using an especially prepared Decca ET.

Bert Robertson, former Maine State policeman, now with WAGM on Pillsbury program, is rumored to be planning a Hollywood trip.

HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music in a Modern Manner

MANAGEMENT ROCKWELL-O'KEEFE

Song Writers, Publishers In Accord on Ascapi Pact

(Continued from Page 1)

importance is the agreement that membership in Ascapi will be for a 10-year term at the close of the present contracts, which have two more years to run. The new pact between writer and publisher will run for 12 years.

Several minor changes in language are now the only thing holding up the works, with considerable discussion as to what to do about television protection and the proceeds therefrom. It was admitted that since so little is known about tele, it was difficult now to arrange an agreement for the years to come. Tele angles will be discussed further before this clause is put into final language. Otherwise the major details are considered closed, such as mechanical moneys being divided up to a 50 per cent basis between writers and publishers, including electrical transcription and motion picture synchronization rights.

Agreement, which will actually run until 1950, will have to receive final ratification from the SPA Council, and this is considered as being okay. License clearance will continue through the MPPA.

Renewing "Mystery Chef" On NBC-Red for 6 Months

(Continued from Page 1)

a.m. to 12 noon, with repeat at 2:45 p.m.

Cooperative sponsors are renewing only for a six month period this time because there is a possibility program will shift to an evening spot later.

In addition to the national network, the "Mystery Chef" is heard on 20 other stations via electrical transcriptions. McCann-Erickson Inc. handles the account.

GUEST-ING

BETTY GRABLE, JOHNNY DOWNS, LARRY CRABBE and ELEANOR WHITNEY in scenes from "Thrill of a Lifetime," on "Hollywood Showcase," Nov. 7 (CBS, 10 p.m.).

BIDU SAYAO, soprano, soloist of Chesterfield program, Nov. 11 (CBS, 9 p.m.).

LOU EVANS, on "Swing Club," Nov. 6 (CBS, 7 p.m.).

LEON JANNEY and JEWELL HART in a scene from "The Jazz Age," on Theater Guide today (WINS, 11 a.m.).

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

Johnson Wax Planning Afternoon Script Show

(Continued from Page 1)

are being used for Glo-Coat (auto polish.) Ted Weems reported leaving Fibber show for several months at the end of the year to make a personal appearance tour. Perry Como, his soloist, to be off the show after this week; Clark Dennis, NBC tenor, goes in in his place. Needham, Louis & Brorby, Chicago, is agency.

AGENCIES

STACK-GOBLE AGENCY, Chicago, has been designated to handle the Rite-Rite Mfg. Co. account.

L. W. RAMSEY AGENCY, Chicago, now has the account of Lovely Lady Inc.

BERTA HENDRICKS has been shifted to radio dept. at Blackett-Sample-Hummert, Chicago, leaving the publicity dept. to Louise Rouff.

LUCKIES says "IT'S TOASTED"



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

Details on request

WHN
1540 BROADWAY
By association with the M-G-M Studios and Loew's Theatres, WHN has the key to the greatest showmanship resources in the world — and it's at the disposal of our advertisers.
SHOWMANSHIP STA. No. 1



COMMITTEE of Motion Picture Producers Association headed by Darryl Zanuck is reported checking closely and waxing the air routines of all film gossip chatters for references to the Association as a whole. Where violations of the unwritten code are flagrant and considered harmful to the industry, it is probable that offenders will be denied studio privileges on the major lots, and efforts towards censorship will be made by appealing directly to sponsors of the programs involved.

Bob Hope, now that he is certain of a screen career, is able to talk terms with a radio sponsor regarding a West Coast program. Hope expected to return to New York after appearing in the one picture, "Big Broadcast of 1938," but Paramount has exercised his option and Hope will be a Hollywood resident for some time to come.

KFI gets the five-times-weekly transcribed "Magic Hour" for Rexall, featuring Conrad Thibault, Jane Froman, Songsmiths Quartette and the Don Vorhees orchestra. Scheduled at 10 a.m. Tuesday through Saturday.

KMPC has a new Sunday morning show. "The Children's Party," featuring George Wood Jr., 14-year-old veteran of radio who acts as emcee for a group of prodigies of 8 years and up. Sponsor is Sweet's Furniture Exchange. Georgie is also the star of a transcription series on which he conducts interviews with juvenile personalities in pictures.

George Jessel will be heard over KNX here in the series of 26 transcriptions for DeSoto cars, starting tomorrow. Cast includes Will Osborne's orchestra with Jane Froman, Kay Thompson, Judy Starr, Lee Wiley, Irene Beasley, Jane Pickens and Annette Hanshaw as guest stars. Heard on KNX at 9 p.m.

Olsen and Johnson had a sound effects door shipped to Phoenix for last week's broadcast from that city. Complete with stout hinges and Yale lock, the door arrived just in time . . . but locked and no key.

Vic Dalton, owner of KMTR, is incorporating a new company to be known as 20th Century International Transcription Co., with the announced objective of spotting mobile recording units at strategic points through-

STATIONS OF AMERICA

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

WFBR—Baltimore

1,270 Kilocycles—1,000 Watts

ROBERT S. MASLIN, President
HOPE H. BARROLL, Executive V. P.
PURNELL H. GOULD, Commercial Manager

WFBR, one of the oldest stations in America, is known as Maryland's Pioneer Broadcast Station and recently celebrated its 15th Anniversary. Originally, when owned by the late Frank Munsey, the call letters were WEAR, but in 1925 the station was sold to the Maryland National Guard and the call letters changed to WFBR—World's First Broadcasting Regiment. In 1928 a group of Baltimore business men banded together, buying and incorporating the station as the Baltimore Radio Show. WFBR has consistently been first in Maryland with special events. The first remote control program, according to the records of the A T & T, was June 14, 1922, when the station broadcast the dedication of the Francis Scott Key Monument with President Warren G. Harding officiating. WFBR recently obtained a deluxe trailer-radio station and truck, both equipped with the only short-wave pack sets in the state. WFBR was the first Maryland station to have complete high-fidelity equipment, using RCA throughout.

Under the direction of the present executives, WFBR has steadily forged ahead. Last year WFBR was rated as the number one showmanship station, and a Ross Fedeler survey proved it was first in listeners. It is the only exclusive NBC station in Maryland and is the basic outlet for the Red network.

Executive, sales, business, program, production, special events, engineering and news offices of WFBR cover two entire floors, while a third is utilized for studios and control room. The downtown office building headquarters being a bustle of activity, the station has a "quiet" studio in a local hotel.

WFBR's transmitter and the highest tower in Maryland located on the outskirts of the town off the Philadelphia road.

out this country and Europe, in much the same manner as the newsreel companies, to pick-up news on the spot, interview celebrities on timely topics and effect complete news coverage generally, making such material available for broadcast release as convenient. Dalton is leaving for London and Paris about Dec. 1 to set up the European organization.

The CBS sustainer, "Hollywood Showcase," will present Hollywood talent next Sunday in a variant of the usual routine by "previewing" Paramount's "Thrill of a Lifetime" with cast members Eleanor Whitney, Johnny Downs, Betty Grable and Larry Crabbe. Lud Gluskin will furnish the music as always.

"Our Gal, Sunday," CBS five-times-weekly strip heard 9:45-10 a.m. Monday through Friday, now has Kolyonos tooth paste as a sponsor of two of the five stanzas.

Pauline Gayle initials a new weekly program labeled "Hollywood Speaks" over KECA at 7:45-8 p.m. next Monday. Will interview picture personalities other than actors. Jack Stewart, former assistant to Carl Haverlin at KFI-KECA, joins the NBC sales staff this week.

Hawaiians take their football seriously, it seems. "Your Hit Parade" is off CBS Honolulu station from Nov. 27 to Jan. 1 because of conflict with football broadcasts in our insular possession.

Gus Kahn will be guest of Ted Fio Rito on the Sunday night airing of the CBS "Hollywood Melody Shop" from the Beverly Wilshire. It's the veteran song writer's birthday as well as the 20th anniversary of his tunesmithing.

Andrea Marsh has been signed to

alternate with Lois January on "Signal Carnival" over NBC Coast Red.

Beverly Hills High School will exploit radio talent discovered in the student body and faculty via a weekly program over KECA. Scheduled for Thursday nights, 7:45-8, and titled "The Norman Parade."

Griffing Bancroft is doing a new radio chatter column in the Herald-Express.

Jackson Wheeler, announcer, is back handling the CBS Lloyd Pantages' program after a brief layoff due to illness.

Mildred Lager, author of "Food Facts" and well known dietician, returns to KFAC with a new series of Monday through Thursday broadcasts at 8:45 a.m.

Edith Black, one-time radio program director and more recently secretary to Paul White, CBS vice-president, has been made director of publicity at KMPC.

Hal Styles, conductor of KHJ's "Help thy Neighbor," has earned a living as a singer, dancer, musician, actor, sailor, electrician, reporter, editor, salesman, wireless operator, sign painter, broker's clerk, restaurateur, hotel operator, theater manager and circus clown.

Sylvia Jones, after several months of film work, is back on the air in the new California Radio System network production, "By Candle Light," which made its debut this week as a Monday-Wednesday-Friday evening feature. Miss Jones, who also has vocalized on the Jack Oakie program and "Hollywood Hotel," will have John Lake, commentator, and Ruby Lloyd, organist, on the program with her.



THE "Sold Out" sign is up at WGES, WSBC, and WCBD, Gene Dyer's Chicago stations. Except for a few participating spots no time is available on any of the stations. Mr. Dyer declines to cut into his sustaining periods.

Nearly 3,000 letters were waiting for Karl Berg (ex-WCFL) the morning he joined WCBD as a mikeman recently.

Max Swoboda, formerly with Wicker-Royston Recording Co., has joined the Columbia Transcription service as a technician.

Harry Creighton, who handles sports at WAAF, has taken over the announcing duties of Wood Holden who has gone to Hollywood.

Miles Laboratories (Alka-Seltzer) is presenting a Jewish news series on KGGC, San Francisco.

Lucille Long is the new leading songstress of Alka-Seltzer's "National Barn Dance."

Dorothy Del Merr is a new songstress on WJJD. She came from New York.

WJJD Announcer Bab LaBour has purchased a tract of land in northern Michigan.

Austin Jocelyn, formerly with Free & Peters, station reps, has joined the Chicago Stales staff of Radio Sales.

Engaging special facilities each Sunday night, WGN will resume its Sunday evening series, Capital Comment, featuring Arthur Sears Henning, Chicago Tribune Washington correspondent, starting Nov. 14.

Gale Page, NBC contralto and comedienne, will visit New York, Nov. 10-17, and broadcast her song periods from Radio City.

Norm Barry and Don Dowd to handle NBC pickups from auto show here starting Saturday.

More than 24,250 fans paid to see Lulu Belle and Scotty of WLS last week in public appearances at Grand Rapids and Cincinnati. They played to 10,256 persons at Taft Theater in Cincy in a single day.

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

Greetings from Radio Daily

November 4

Jack Landt Helen Dumas
 Bob Lawrence Bobby Breen

DO YOU KNOW

KNOW

The new KDKA antenna, 718 feet high, is the tallest welded structure in the world.

6 KSL Short Wave Units Handle Auto Speed Runs

Salt Lake City—KSL went to considerable trouble to give its listeners an exclusive series of broadcasts of the speed runs of Captain George E. T. Eyston of England at the Bonneville Salt Flats, for the measured mile auto speed record now held by Sir Malcolm Campbell.

Six short wave inter-communicating portable mobile stations were installed at the Flats, 135 miles from here, and there were many comments on the surprisingly good quality of the pickups.

WBT, Charlotte

Clair Shadwell, "The Old Shepherd," is getting to be quite a gad-about. Last week, Tuesday, he went to Florence, S. C., to judge the parade floats and beauty contest. Next night he put on a show for 100 Easy Washer and Ironer dealers, and on Friday he repeated the latter routine in Raleigh.

Current feud between Charles Crutchfield and Clair Shadwell, aired daily, is having widespread repercussions. Shad, on the "Musical Clock," and Crutch, on the "Briar-hopper" blast, take turns in burying the knife in each other's back.

Jane Bartlett, who recently became the mother of a boy, is now back on all of her three programs.

Bill Bivens goes to Lenoir, N. C., to officiate at the mike for a remote broadcast of the dedication of the Lenoir High School music building.

KSL, Salt Lake City

Mrs. Irma Bittner, public relations chief, is back from the Soroptomists conclave in Los Angeles.

Milk White Egg Producers, sponsors of a three-weekly show using KSL Artist Bureau talent, also conducts a direct selling campaign by including all egg menus in each carton.

Dramatic life story of Thomas Horn, Indian Scout, has been written by Gladys Pinney under title of "Talking Boy" as the next Z.C.M.I. Radio Playhouse show.

KVI, Tacoma

David Ward, technician, took the fatal step last week with Helen Stare of Seattle.

Among prominent visitors recently aired on KVI's "Interesting Interviews" were Paul Whiteman, Mary Carlisle of the films, and Captain William A. Crowell, noted seafarer.

Station not only honored Navy Day by special programs, but kept the announcers in a whirl giving time signals with a regulation ship's bell instead of the usual chimes.

Layman Cameron at WXYZ

Detroit—Layman W. Cameron, former announcer with "Vic and Sade," is the latest addition to WXYZ's announcing staff. Cameron started in radio in 1929 with station WBOW as a salesman and announcer. He came to Detroit from KOIL-KFAB, Omaha, where he specialized in news broadcasting.



MARY ELLEN HERRICK, NBC actress; James Kreiger, NBC actor in "Death Valley Days," and Bob McAndrews, press dep't, were tested for voice quality by Max Arno, Warner Brothers film scout.

KYA has doubled its news broadcasts to six-a-day. Four originate locally and two from L. A.

So many requests were received by NBC and the sponsors (Old Homestead Bakeries) for Benny Walker to permit a large studio audience, that on Tuesday, the studio show moved to the Community Playhouse.

Mel Vickland did a T. C. San Francisco Opera House broadcast the other night when regular announcer Abbott Tessman couldn't keep the air date.

Jack Burroughs, radio editor of the Oakland "Tribune," attracting much attention here and along the coast for his A-1 full-page illustrated write-ups of local airshows in the Sunday edition.

Edna Fischer, NBC pianist, has sold

four songs to Paramount studios to be used in forthcoming films.

Ward Ingram, KFRC sales manager, off by plane for a week's trip to Mexico City. With him went Fred Crawshaw, Adv. Mgr. of the Owl Drug Co.—or rather he went with Fred—it being Fred's plane.

Continuing the policy of "more production for S. F.," KFRC inaugurates another new program today, entitled "The Golf Clinic" at 7:15-7:30 p.m. Thursdays and Saturdays, with Duncan MacPherson giving news of the game and conducting talkfests with leading amateur and pro exponents of the game.

Wedding bells are still echoing in the ears of Madeline Attabit of NBC's Traffic Dept., married to Harry Lipschultz of the Gilmore Steel Co.

Lloyd Yoder, NBC head here, and Jennings Pierce, agric. head on the network, back from another successful fishing trip in the China Lake region.

Imperial Tobacco Show Also Being Short-Waved

Imperial Tobacco Co. good will program which starts tomorrow over a coast-to-coast Canadian network of 28 stations, emanating from CFCF, Montreal, will also be short-waved to North and South America and Europe. Ken Sisson is in complete charge of show, and will direct a 30-piece orchestra and 16-voice chorus. Soloists and commentators will also be used.

WHO, Des Moines

The Four Dons, novelty instrumental ensemble, with Jug Brown, string bass, featured in a comedy song and patter role, are now airing a series for Pioneer Hi-Bred Corn Co. Dick Vawter handles the commercials.

Pappy Lynn is starred in his own thrice-weekly program, "Pappy Matinee," for Skelly Oil, with Stan Widney as producer and announcer. The Sunset Corners Symphony, directed by Don Hovey, provides musical background. Charles Pray, Hank Kristufek, Fid Prescott and Bill Williams are in the musical group.

WSOC, Charlotte

Seven-Up Bottling Co. has renewed its weekly series for a year. Programs are under direction of Uncle Harry (Ed Harris).

Dick Faulkner is back on the job after a two-week vacation trip to Pittsburgh and Chicago.

Charles G. Hicks, program director, has been given a month's vacation to ward off a possible nervous breakdown. Ron Jenkins will be acting program director during his absence.

7 New Staff Members Join KFEL in Denver

Denver—Seven persons have been added to the KFEL staff, with two leaving to take other jobs.

The additions include Maxwell Hage, formerly radio production manager, United Press; George Luck, former merchandising manager KGNC, Amarillo, Tex.; Hettie Bernhardt, formerly with Colorado Club Women publications, on the commercial staff; Fred Graham, returning to KFEL from the coast; Duncan Wagner, from KGFV, Kearney, Neb., to the announcing staff; Frank Ford, recently manager KGCU, Mandam, N. D., to the clients' service department, and Bert Seiver to the technical staff.

Mark Crandall of the sales staff, and Al Stevens, announcer, went to KOVC, Valley City, N. D., where Crandall will be manager.

WFBR Re-Signs Naval Band

Baltimore—For the second consecutive year WFBR has obtained exclusive rights to the broadcasting of the United States Naval Academy band and will air a half hour of the concerts each week throughout the winter and spring. The programs will originate in Annapolis and be handled by Bert Hanauer, program director, and Stewart Kennard, special events director.

AL DONAHUE
and his orchestra
at the
RAINBOW ROOM
For Fall and Winter Season
Fourth Return Engagement

All New York Stations Cover Election Results

All the New York stations aired the results of the New York mayoralty campaign until their regular sign-off time yesterday morning.

WABC depended on City News service for which they paid \$500 and were well repaid said Paul White, CBS director of public affairs. Press-Radio was also utilized for some portions of the election broadcasts. Commercials were cut to air the "flash" bulletins.

WABC got a break when Thomas Dewey was hurling invectives at Jerry Lawrence, a CBS announcer, for trying to interview a member of his staff without permission. Words did not go out on the air because program was cut for station identification.

WEAF-WJZ had its own staff at all the strategic centers around town and turned in a good job. La Guardia was not available to any of the broadcasters.

WMCA, WNEW, WQXR and WHN aired bulletins throughout the evening. WINS keyed its broadcast from the city desk of the Mirror.

OKLAHOMA CITY

Ross' Rhythm Rascals, formerly Milton Brown's Musical Brownies, now being aired over the Oklahoma Network daily except Sunday.

Mrs. Helen Schuyler has begun "Turning the Leaves," book program, on KOMA each Tuesday.

"Patent Pending," dealing with inventors and their gadgets, is being presented Sunday afternoons over WKY by Mrs. Bess Hedge, with a studio audience.

Mertens & Price Adds Biz

West Coast Bureau, RADIO DAILY

Los Angeles—Mertens & Price have sold both their "Sunday Players" and "Wade Lane's Home Folks" to WSPD, Toledo. "Sunday Players" also goes to WBLV, Lima, O., and WEEU, Reading, Pa., as well as to a Hamilton, Ontario, station of All-Canada Broadcasting System.

"GIVE ME
City"
Pick up your phone
and express the
preference of dis-
criminating advertis-
ers who appreciate
fine craftsmanship.

CITY
PHOTO ENGRAVING CORP.
250 WEST 54th STREET, NEW YORK
Telephone COlumbus 5-6741

LINCOLN

Chet Gowan replaced Ray Suber on KFOR's morning program, "Musical Clock." The same program on KFAB is still handled by J. B. Lake.

Central States Broadcasting Co. loaned its mobile unit to the Iowa network to cover the Iowa state corn-husking contest. Besides the Iowa net, feed was also to CSBC's KOIL, Omaha.

KFOR is airing all the big bands coming into this area. Lately they've ethered Jan Garber, Tom Gentry, and Floyd Ray. Setup will include Anson Weeks this weekend.

WBIG, Greensboro, N. C.

Harry Kuykendall, news editor, is now airing a twice-weekly 15-minute program titled "Our Neighbors," commenting on news events in nearby small towns.

WPA Little Theater Project is presenting a 15-minute playlet over the station each Monday evening.

Greensboro College, A. & T. College and various other schools are co-operating in educational programs over WBIG.

The U. S. Office of Education recently commended the station very highly for its cooperation in government education projects.

Junior League's weekly playlets for children, written and directed by Mrs. Jim Wiggins, are now in their third season.

Signing on each morning with "Dixie" and signing off with "Star Spangled Banner" has created much interest hereabouts. Though the martial tunes supplanting WBIG's old theme, "White Azaleas," have not received universal commendation—especially from pacifist groups—Major Edney Ridge, managing director of the station, says the outlet will stick to "Dixie" and "Star Spangled Banner."

KDYL, Salt Lake City

S. S. Fox, president and g.m., and Myron Fox, special events man, are currently on the coast.

Albert Priddy, announcer, becomes a benedict Nov. 8.

Floyd Farr is learning to fly, and Jack Gregson keeps neighbors awake with his new saxophone.

ONE MINUTE INTERVIEW

HARRY WEINSTEIN

"As Abe Lyman's manager and talent scout of a sort, I am in a position to note the kind of entertainers who are striving for breaks in radio, and what impresses me most is that young and new performers are 'backward in coming forward'. There is no place in the show world for bashfulness. Let them all come forward and work for their auditions!"

★ Coast-to-Coast ★

RANCE VALENTINE, veteran West Coast radio artist, has started a new sustaining series over WTAM known as "The Valentines." In the roles of baritone singer, commentator and writer, Valentine appeared on KFI, KHJ and KNX, Los Angeles over a period of seven years. He also authored "The Shadow" mystery series over the Columbia chain, and in 1934 won first place as most popular vocalist on all-station Pacific Coast radio team chosen by newspaper editors. Valentine's act on WTAM includes songs and blackouts of timely topics. Assisting him in the six day a week series are Helen Valentine, former leading ingenue in casts of "Death Valley Days," "Alice In Toyland" and other network features, and Evelyn Valentine, concert pianist and character actress.

This week's "Varsity Show," broadcast direct from Tulane University in New Orleans, tomorrow at 9 p.m. over NBC-Blue, reaches two musical extremes — the famous Tulane A Capella Choir and the hot "Swing Strings" orchestra.

On Thursday, November 11, at 11 a.m., Harry Meyers, well-known radio personality in and about Philadelphia, begins his third year as an entertainer via the ether channels of WHAT. Harry, popularized by his former affiliations with the now defunct S.S. All In Fun, was absent from Philadelphia's air lanes during the summer, spending the greater part of the warm season under contract at fashionable Lake George, in the Adirondacks. Versatile as Proteus, Harry has entertained in many of the night spots in the Philadelphia area, singing, doing impersonations, dialects, et al., and has earned quite a name for himself in the old home town. He made his radio debut over WHAT on the Sunshine Club and has since, to use his own words, "knocked around quite a bit." His cheery patter and songs will be aired every Thursday morning.

In order to permit students to express their views on the present war threat abroad, World Peaceways is inviting representatives from Fordham, Columbia Universities and Vassar College to participate in a pre-Armistice Day Forum on, "If Europe Goes to War, the American Students Will. . . . ?" This broadcast, the fourth in a series under the auspices of World Peaceways, will be aired Monday evening at 9 o'clock, over WQXR.

WFBR, official station for the Independent Retail Grocers and Meat Dealers Ass'n of Baltimore, will use seven announcers in as many days during the broadcasting of the annual food show. Half-hour programs emanate each day of this week from the WFBR booth with Henry Hickman, Brent Gunts, Henry Blanc, Phil Crist, Nelson Baker, Bob Hurlough

and Ralph Powers handling the assignments.

The Roy Campbell Ambassadors, a choral group of eight vocalists, open in Altoona, Pennsylvania in three weeks with a network wire.

On Buddy Clark's CBS show tonight at 10, Buddy's guest stars, bandman Eddy Duchin, and songstress Rose Blaine, will feature songs by Cole Porter to whom the broadcast is being dedicated. Duchin will appear without his orchestra and will offer a piano solo.

Ann Seaton, who frequently sings solo with the Ed Smalle chorus (heard on the Leo Reisman WEAFF Thursday Night beer series) is being screen-tested.

Lyn Murray's quartet, "The Four Clubmen," having completed their work on the Paramount movie short they were making with the Hudson-DeLange orchestra, have returned to their regular CBS broadcasting schedule.

The Vagabonds, University Glee Club of New Haven, will be heard in a special Friday evening series on alternate weeks starting tomorrow over WICC, Bridgeport.

Lucille and Lanny, youthful song team, extended their record-breaking run of engagements on Walter O'Keefe's "Town Hall Tonight" when they appeared for the fifth time on the program last night over the NBC-Red network.

Irwin Elliott, who is known widely to radio audiences as the "word-caster," will give a program "About Words" over W1XAL on Nov. 12 at 7:30 p.m., radiated on 6.04 megacycles. Elliott, who is an authority on the development of the English language, will give glimpses of the romance of words, their history and interesting derivations, and the meanings of the more troublesome words.

Evelyn Oaks, the "hairlip Gracie Allen" who appeared on Colonel Jack Major's CBS program on Tuesday at 3 p.m., will be on the same show again next Tuesday. Colonel Major believes she is a new comedy find.

John S. Carlisle, CBS production man, during the WABC broadcasts of the election results was not having very good luck making clean cuts into the commercials programs, and Paul White, network director of public affairs, was demanding better cuts. White suggested cutting during applause at the end of numbers. Carlisle followed instructions and made the next cut right at the start of the applause. He yelled at the top of his lungs to White who was in another room, "Hey Paul, I got that one right on the nose." It went out through the live mike coast-to-coast.

KANSAS CITY

Art Charlton has been added to the KMBC staff as assistant in the program department.

J. O. Young, president of the ad agency bearing his name, is in Chicago on business.

Fred Weingarth, WDAF sports announcer, is back on the job after a week's illness.

Paul Pendarvis and ork open tomorrow at the Muehlebach grill for a limited run, with a WDAF wire.

Included in the incorporation just effected by Arthur Capper to embrace his radio and newspaper properties, under the title of Capper Publications Inc., are KCKN, Kansas City, Kan., and WIBW, Topeka.

WWJ, Detroit

In a recent talent hunt in New York, Wynn Wright, program director, engaged Eugene Conley and Jonathan Hole, as regular members of the WWJ staff. Conley, a tenor with a lyric voice, was for more than three years the featured soloist on a weekly New England program. Hole, who will be featured in juvenile leads in WWJ's dramatic presentations, has been in radio since 1926, mostly around New York, and on the stage since 1924.

A distinguished newcomer to the musical staff is Georges Miquelle, internationally famous cellist. He is first cellist with the Detroit Symphony Orchestra and has appeared many times as soloist with the leading symphony orchestras of the country.

Salkin's New Enterprise

Chicago—Leo Salkin, who recently resigned as head of Chicago office of Consolidated Radio Artists and who prior to that headed Sligh & Salkin, has formed his own company which he calls Leo B. Salkin Attractions Inc., with offices at 32 W. Randolph St. Will handle bookings of orchestras, entertainment, and will be personal manager for several bands. Bert Gervis supplanted him as local head of CRA.

26 More Weeks for Sablon

New contract given by NBC to Jean Sablon, French troubadour, calls for 26 more weeks of twice weekly programs over NBC-Red. This makes the third contract given Sablon by the network.

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