



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 90

NEW YORK, N. Y., FRIDAY, NOVEMBER 5, 1937

FIVE CENTS

Victor Adding 2 Shows

Looking On ... AND LISTENING IN

AT RANDOM There are right now on the air some 140 versions of the "man-in-the-street" interview, about 49 forms of spelling bees, no less than 37 styles of quiz programs and countless variety shows of similar formula—but only one Edgar Bergen's Charlie McCarthy.

Among artists who should be on the air more regularly are Frank Fay, Lou Holtz, Jack Pearl, Fred Waring, Ethel Barrymore, the Marx Brothers, Dick Powell, John Barrymore and Paul Whiteman—and by the way, whatever became of Jack McLallen, who was the best straightman Oswald ever had?

The Amos 'n' Andy announcer's long-familiar introductory words on each program, namely "Here they are," are now echoing on the Phil Baker show.

Kenny Baker, who was put on the road to fame by the radio and later was adopted by the films as well, is now appearing on his Jack Benny show "through the courtesy of Mervyn LeRoy."

And 20th Century-Fox not only gets "courtesy" credit on Tyrone Power's Woodbury show, but the program also gives the movie company a regular plug for a picture in which Power does not appear.

There is much complaining among free-lance "idea men" that they can't get half-way to first base in having their ideas for new programs considered by agencies who represent sponsors.

Dorothy Thompson has attracted a radio following rapidly because she gives such fascinating yet humanly simple word-pictures of universally important personalities. — D. C. G.

Rabid Fan

Chicago — A "Barn Dance" fan from Murray, Ky., blew into town recently. He couldn't buy tickets, so he advertised for them in local papers. None being forthcoming, he went to weep on Glenn Snyder's shoulders. Snyder, manager of WLS, dug up several tickets from customers who had already paid for them, getting them to take some for next Saturday instead.

NEW TELEVISION PERMITS SOUGHT BY GEN. ELECTRIC

Washington Bureau, RADIO DAILY

Washington—General Electric Co. has applied to the FCC for construction permits for new television broadcast stations at Schenectady, Albany, and Easton, Conn. In two applications for Schenectady, stations are asked on 44,000-50,000 kcs., 40 watts, video transmission only. The Albany and Easton applications specify 44,000-50,000 kcs., 3,000 watts aural, 10,000 watts video.

Wilbur Hatch to Direct Music for Chesebrough

West Coast Bureau, RADIO DAILY

Los Angeles—Wilbur Hatch, musical director at KNX, has been selected for the musical assignment on the Chesebrough Mfg. Co. "Dr. Christian" program starring Jean Hersholt. At least two name direc-

(Continued on Page 3)

Mangum, Okla., to Build Municipal Radio Station

Mangum, Okla.—The city will build a municipal radio station sometime between now and June 19, 1938. Call letters, KADH, have been granted. City Manager Raymond Willis is in charge.

WCLS Control Is Sold

Chicago—R. W. Hoffman, principal owner of WHFC, WEHS and WKBI, Cicero, Ill., reported transferring 51 per cent of stock of WCLS, Joliet, Ill. to L. W. Wood of Wood & Anderson, St. Louis. Application for sale of stock now reported pending before FCC.

New York Stations Hold Out Signing AFM Five-Day Week

New York Stations Got \$80,000 in Elections

Radio expenditures by the major political parties in the recent New York Mayoralty election just closed spent over \$80,000 for radio time on

(Continued on Page 3)

NBC Network Programs and Spots Being Launched Next Week—"Magic Key of RCA" Undergoing Revision

NBC IN CHICAGO BALKS AT SIGNING AFM PACT

Chicago—WBBM-CBS and WGN yesterday signed a new wage scale agreement with James C. Petrillo, local musicians' head, calling for \$110 sustaining and \$140 commercial for five-hour five-day week, but NBC is balking because of Clause 34 which rules that networks may not feed stations "unfair or in default" to Chicago jurisdiction. NBC has okayed all other terms of the contract. Petrillo says unless NBC signs, musicians will be called out Jan. 15.

NBC attorneys contend the rule, (Continued on Page 3)

Flex-O-Glass Campaign Placed on 14 Stations

Chicago—Through Presba, Fellers & Presba, Flex-O-Glass Mfg. Co. of Chicago has placed announcements and quarter hour programs on list of stations including WLS, WCCO, WHO, WLW, KMOX, KFJR, WJR, KFEQ, KWTO, KMMJ, WNAX, KMA, and KFNF.

Carnation Co. Renewing

Carnation Co. on Jan. 3 will renew the Frank Black program on 59 NBC-Red network stations, 10-10:30 p.m., for 52 weeks. Erwin, Wasey & Co., Ltd., Chicago, has the account.

RCA Manufacturing Co., for RCA-Victor, will augment its present radio advertising with two additional network programs and spot programs around the country, it was learned yesterday. Spot programs, which will be heard locally over WEAJ and WJZ for approximately two or three weeks, until networks can be cleared, will be presented in addition to the "Magic Key of RCA" broadcasts now being aired by the same sponsor

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M-G-M WILL CONTINUE RADIO SCRIPT SERVICE

Metro-Goldwyn-Mayer yesterday stated that it will continue to supply local stations throughout the country with its weekly radio script shows, despite decision of Warner Bros. to discontinue this service immediately.

M-G-M service is compiled and edited from New York, and is distributed nationally. Program features news and gossip of company's stars, plus shorts on M-G-M pictures.

(Continued on Page 3)

Roosevelt Commends "Town Meeting of Air"

A telegram of commendation for "America's Town Meeting of the Air," which opened its new series last night at 9:30-10:30 over NBC-Blue network, was received from President Roosevelt yesterday by the League for Political Education, which

(Continued on Page 3)

Contest Guide

Columbus, O.—With so many new contests appearing over the radio these days, WBNS is launching a new program called "Win or Lose", the purpose of which is to explain all the details of the various competitions, and to give all all-important rules that must be complied with if the entry of the contestant is to be considered.

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FINANCIAL
(Thursday, Nov. 4)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
A. m. Tel. & Tel.	151 3/4	149 1/2	150 5/8	+ 3/8
CBS A	20	20	20	—
CBS B	19 1/4	19 1/4	19 1/4	—
Cresley Radio	9 5/8	9 5/8	9 5/8	—
Gen. Electric	40 1/8	38 5/8	39 3/4	+ 1/8
RCA Common	7 1/4	7	7 1/4	+ 1/8
RCA First Pfd.	55 3/8	53 1/4	54	+ 1
Stewart Warner	11 3/4	11 1/2	11 1/2	—
Westinghouse	98 3/4	95 1/4	97 1/4	+ 1 3/4
Zenith Radio	20 3/4	19 1/4	20 3/4	+ 3/8
NEW YORK CURB EXCHANGE				
Maestic	1 5/8	1 5/8	1 5/8	+ 1/8
Nat. Union Radio	1	1	1	— 1/8
OVER THE COUNTER				
	Bid	Asked		
Stromberg Carlson	7 1/2	8 1/2		

MBS Billings Decline

MBS October billings totaled \$206,194, down 14.7 per cent against the same month a year ago, when political revenue figured in. For the first 10 months, receipts are \$1,365,433, a decrease of 3.1 per cent over the Jan.-Oct. period of 1936.

"Night of Stars" on WHN

"Night of Stars," annual United Palestine Appeal monster benefit show in which almost 400 stars of radio, stage and screen will appear will be aired exclusively over WHN starting at 8:30 p.m. on Nov. 17. Louis K. Sidney, WHN managing director, is chairman of the program committee.

Buys Spot Preceding Duke

Peck & Peck yesterday purchased a 15-minute spot on CBS immediately preceding the Duke of Windsor's speech Nov. 12. Program, a one-shot, was set by Jay Lewis Associates, although Pedlar & Ryan is regular agency.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.
10 TO 11 A. M. 6 TO 7:30 P. M.

Theaters in 40 Cities In M-G-M Show Tieup

Loew's Theaters and M-G-M yesterday combined efforts in 40 cities to broadcast salutes to the new Maxwell House program which made its debut over the NBC-Red network at 9-10 p.m. Exhibitors tied up 40 local stations and made deal to air announcements and salutes for the new series. Program was heard as far west as Louisville. WHN, New York outlet which is owned and operated by the concerns, not only carried salutes and announcements, but also carried actual broadcast due to its recent pact with NBC.

Radio Script Department Opened by Sam Stiefel

A radio script department, with Jimmy Lyons in a writing and directing capacity, and Fred Robbins handling sales, has been added to the activities of the Sam H. Stiefel Enterprises Inc. The new service is directed at independent radio stations seeking big-time scripts at minimum cost. Library already includes over 400 scripts, the firm states.

Varady to Recess

Chicago—Varady of Vienna, Chicago (Cosmetics) will take a long holiday recess after the Dec. 5 show, returning the last Sunday in January. Ted Weems, who provides the music on the show, will make a personal appearance tour during these weeks. One minute dramatized announcements being used on several stations. Baggaley, Horton & Hoyt, is agency.

New Song Put Out by Blake

"This Isn't Love," with words and music by Ina George, was generally released this week by Whitney Blake Music Publishers. Miss George also is the writer of "You're a Hit," "Exclusively," "Stand by for a Radio Flash," "London on a Foggy Afternoon" and other numbers, all published by Whitney Blake.

Pimlico Honors WFBR

Baltimore—The Maryland Jockey Club, which operates the Pimlico Race Track in Baltimore, has honored WFBR by designating the event preceding tomorrow's famous Futurity as the WFBR \$1,000 added handicap. WFBR will offer a gold cup to the winner and, as far as can be ascertained, this is the first time a leading track has named a race after a radio station.

Betty Lou Gerson to Campana

Chicago—Betty Lou Gerson, has been engaged as feminine headliner of Campana's "Grand Hotel" starting Monday on NBC-Blue, replacing "Vanity Fair." Miss Gerson was used on Campana's "First Nighter" two years ago in Hollywood opposite Don Ameche. She is the wife of Joe Ainley, radio production director of Aubrey-Moore & Wallace, who have the Campana account.

Earnshaw Upholds Fight Against Radio Gossips

West Coast Bureau, RADIO DAILY Los Angeles—In his "Hollywood Nite-Letter," aired over KMPC Tuesday night at 10:45, and sent to 60 other stations, Fenton W. Earnshaw of Earnshaw-Young Inc. made the following remarks about gossip dispensers on the radio:

"During the past week something has happened which I have been expecting for a long time. Executives of motion picture studios have become very resentful over the destructive criticism employed by a certain few among the radio commentators. The studios threaten to withdraw the visiting credentials of such commentators, and to discontinue furnishing news to them. . . . All the leading trade papers are discussing the situation, and their comments on the commentators are straight from the shoulder.

"I for one am wholly on the side of the producers in this controversy. There has been entirely too much of a tendency to 'dish out the dirt'—as the slang phrase would express it. Some commentators seem unable to differentiate between what is legitimate news and petty gossip or mean and unjust opinion. The picture business is one of the country's largest important industries. It makes no more mistakes than other industries. It deals with its employees most generously. The players study longer, work harder, suffer more disappointments, meet fiercer competition, than any other profession knows. They live 'in that fierce white light which beats upon a throne and blackens every blot'—as Tennyson put it. Scandal, gossip, innuendo about motion picture people is either one hundred per cent untrue, or enormously exaggerated. Picture people don't claim to be any better than the rest of humanity. I'll go on record that they are certainly no worse. In this big world of the motion picture, with all its marvelous accomplishments, the commentator who can't find anything good to talk about certainly must have a soul badly warped. In any walk of life the observer usually sees what he wants to see, hears what he wants to hear."

Folder on KOAM

Coincident with taking the station into its network fold, NBC has issued a folder giving concise market data on KOAM, Pittsburg, Kan.

COMING and GOING

PIERRE MONTEUX, noted French conductor of the San Francisco Symphony Orchestra, and who will direct the NBC Symphony on its formal concert debut Nov. 13, arrives in New York on Monday from France aboard the Normandie.

BILL STERN, NBC sports announcer, goes to Princeton tomorrow to describe the Princeton-Dartmouth game over NBC-Blue.

LYNN BRANDT, NBC Chicago announcer, will be in South Bend tomorrow to broadcast the Notre Dame-Pittsburgh game over NBC-Red.

JOAN EDWARDS flies to Indianapolis tonight for an engagement there Saturday.

GRACE MOORE leaves for Chicago about the middle of next week to make her debut with the Chicago Opera Co.

JUDY STARR goes to Boston for a personal appearance.

DR. WALTER DAMROSCH is in Chicago rehearsing his opera, "The Man Without a Country," and will deliver his Music Appreciation Hour lecture from the NBC Chicago studios today.

ALBERT SCHNEIDER of Columbia Artists Inc. is visiting CBS in Chicago on a movie scouting project.

CHARLES VANDA, program director of KNX, Hollywood, is visiting CBS executives in Chicago.

IRVING STROUSE leaves New York today for Chicago, where he goes in advance of Paul Whiteman, who opens at the Drake Hotel on Nov. 19.

RUTH ETTING and her husband, COL. MOIE SNYDER, arrived in New York from Hollywood this week.

ROY DURSTINE, pres. of Batten, Barton, Durstine & Osborn, Inc., and MRS. DURSTINE have left town for a week's vacation at Williamsburg, Va.

New WNEW Rate Card Boosts Announcements

WNEW's new rate card (No. 16), effective Nov. 15, maintains its basic station rates, but boosts its spot announcements and special package schedules from 10 to 33 1-3 per cent. Increased popularity of the participating programs, particularly the "Make Believe Ballroom" and "Milkman's Matinee," has resulted in the former going up one-third above the present schedule, while the "Milkman Matinee" went up 10 per cent. Various other package and spot announcement schedules went up accordingly. Discounts on contracts above 13 weeks are maintained.

Present clients and those signing or renewing before Nov. 15 are protected for one year on the old rates.

Van Cronkrite on Tour

Chicago — John Van Cronkrite, president of Van Cronkrite Associates Inc., left yesterday afternoon for an extended trip, visiting stations through Indiana, Kentucky, Tennessee, the Carolinas and Virginia.

BARRY McKINLEY

IN
"CHEVROLET MUSICAL MOMENTS"
SUNDAY 6:30-7 P.M. EST
WABC-CBS Network

N. Y. STATIONS HOLD OUT SIGNING PACT WITH AFM

(Continued from Page 1)

WGN and Jimmy Petrillo's local, whatever key station agreement has been entered into between the AFM Executive Board and the network representatives has not yet been adjusted through Local 802.

New York radio key stations and Local 802 have not yet come together on the proposition of a new contract in accordance with the recent AFM pact, which, it is understood, has yet to be signed by NBC. NBC is holding out because of the clause restricting it from sending programs to stations which are declared on the unfair list by the AFM.

Indications are that the five-day week for musicians in New York may not go into effect at any time, since this is a matter of local autonomy and a decision entirely within the jurisdiction of each AFM local union.

NBC in Chicago Balks At Signing AFM Pact

(Continued from Page 1)

if enforced, would make NBC contributory to secondary boycott under Clayton anti-trust act and subject to cancellation of license.

New contracts, running to Jan. 15, 1941, provide same pay for five days previously received for six, believed to be the top in labor's history. A \$10 raise is provided in third year of contract. Terms for single engagement are upped from \$16 to \$24 after next Jan. 15. Notice period is extended from four to six weeks.

Petrillo expects to take the lid off recording here in about 10 days. He also promises further developments in his organization of announcers, sound effects and production men.

M-G-M Will Continue Radio Script Service

(Continued from Page 1)

All script activities of the company have been handled from New York, with very little interference felt from Hollywood headquarters. Show has also been one of the better programs presented on the gratis basis and as a result has built up huge following throughout the country, especially in rural areas. Presentation in no way interferes or is connected with M-G-M program which is being bankrolled by Maxwell House coffee.

Production Man's Dream

The scene was WLW's biggest studio and the Kellogg Company's "Saturday Afternoon Football Jamboree" was on the air. Almost seven hundred miles away in South Bend, Red Barber was waiting his cue to go on the air over the WLW line with a description of the Notre Dame-Navy game. Just as Barber turned on his microphone, 30,000 fans were caught giving three rousing rahs for the "Fighting Irish." (Not bad for an introduction.) Then came "Anchors Aweigh" by the Navy band and the scene shifted back to the studio. "Anchors Aweigh" happened to be the next number on the "Jamboree" program with Kellogg's "Quadrangle Octet" handling the vocals. No sooner had the Navy band completed the song than the Octet picked it up without missing a beat. All this happened blind without any prearranged timing.

"Once in a lifetime," was the way the production man on the show put it.

Wilbur Hatch to Direct Music for Chesebrough

(Continued from Page 1)

tors had been under consideration for the berth. Show starts Sunday at 2:30 p.m. EST over CBS. This marks Hatch's first commercial network break, though he has been doing thorough musicianly jobs at KNX for years.

After long auditions, Dorothy Barstow, McCann-Erickson producer, finally picked Joe Kernsi and Jane Morgan for supporting roles in the Jack Hasty script for the initial broadcast. Show does a rebroadcast for the coast at 2:30 immediately following "Silver Theater."

Edith Meiser Gets Role

Edith Meiser, script writer, of McKnight & Jordan, has been signed for a leading role in Cherrill Crawford's new show, "Four Cents a Word," a farce based on the pulp magazine business. The show opens in Philadelphia Monday night and is scheduled for a New York opening 2 weeks later.

Roosevelt Commends "Town Meeting of Air"

(Continued from Page 1)

cooperates with NBC in sponsoring the program. The message read:

"In just such measure as 'America's Town Meeting of the Air' carries on in the tradition and spirit of the old-fashioned town meeting will it serve the purpose of democracy. We can not have too many forums for the free and untrammelled expression of public opinion, and I hope the discussions about to be undertaken will be constructive and enlightening to all who listen to them."

Grace Moore at Met Lunch

Grace Moore, Met opera soprano and star of General Motors Concerts, will be a guest of honor at the Metropolitan Opera Guild's first luncheon in the Hotel Pierre on Tuesday. She leaves afterward for Chicago to appear Nov. 16 with the Chicago Opera Co.

NEW PROGRAMS—IDEAS

Amusement News, Interviews

WHBQ, Memphis, has inaugurated a new series of programs, "Amusement News and Interviews," aired weekly at 11 a.m. on Thursday, bringing to the microphone news and outstanding personalities of the stage.

Inaugural program featured humorist Strickland Gillilan, who, in between lectures at Goodwyn Institute here, appeared on WHBQ's program to give excerpts from his lecture "The Lowdown on Washington High-Ups." He was followed on second program of the series by drum major Annie Laura Bishop, the comely lass from Tupelo, Miss., currently starred on stage of Orpheum Theater of Memphis, who recently created a sensation in New York, drum majoring for the Tupelo delegation at the American Legion jamboree in New York.

Slated for future programs are actors and concert artists billed for performance at Ellis Auditorium in Memphis, members of Orpheum Theater shows, Goodwyn Institute speakers, and members of Memphis Little Theater. Cooperation of notables ap-

pearing on programs is secured by Ned Cronk, WHBQ promotion man, who conducts interviews, and adds to the interest of programs with news features from stage and screen.

Questions Bring "Title" Award

Candidates for the title "Patron Saint" are reported on the increase by KFRU, Columbia, Mo. The distinction, which carries with it definite promise of recognition on Judgment Day, is awarded to listeners of the station's "Catch-As-Catch-Can" program, who send in batch of questions and answers to one of the three Wise Guys who handle airing every morning. Patron Saint No. 1, a housewife, has guestarred on show frequently.

PHOTOGRAPHIC XMAS CARDS



RCA VICTOR IS ADDING NETWORK SHOW, SPOTS

(Continued from Page 1)

Sundays, 2-3 p.m., over an NBC-Blue network of 100 stations.

First WEAFF program is scheduled to start Nov. 9 at 11-11:30 p.m. Program will feature the swing music of Larry Clinton, former arranger for Casa Loma, and a new orchestra composed of top NBC house musicians. WJZ show gets under way Nov. 13 at 8-8:30 p.m. First program will feature Larry Clinton's band, then will present guest bands weekly, with Bunny Berigan already set for Nov. 27 and Dec. 4.

"Magic Key" will undergo a change because of the two new airings, and will eliminate all popular dance orchestras from future broadcasts.

Spot programs are being aired on a 50-50 basis between dealers and RCA. Both live and recorded shows are being used on nine stations. KOA will shortly begin a six-times-weekly half-hour recorded program; WBZ, one half-hour live show and six 45-minute recorded spots each week; KGO, 15-minute Vox Pop program and 45-minute recorded show, each six times weekly; WGY, half-hour recorded show six times weekly, begun this week. WRC, WMAL, KYW, KDKA and WTAM have been airing programs for past two weeks.

The two new network programs are reported to be the start of a national co-operative campaign by RCA and its dealers. Fields, Moses and Jones will handle the publicity on the shows which are being handled by RCA direct.

New York Stations Got \$80,000 in Elections

(Continued from Page 1)

New York stations, it was officially made known yesterday.

Breakdown shows WEAFF and WJZ got \$14,760; WMCA \$3,500; WHN \$10,000; WNEW \$8,000; WOR, \$31,000; and WABC \$1,780.

Imperial Tobacco Co. Ltd.

OF CANADA

present's

KEN SISSON

Director, "Canada, 1938"

With a 35 piece orchestra
16-voice choir and soloists

Over a coast-to-coast network of
Canadian Stations

Fridays, 10 to 10:45 P. M., E.S.T.

WESTCHESTER

"New York's Hearthside"

Is Yours with

W-F-A-S

Hotel Roger Smith White Plains

GUEST-ING

RUBY MERCER, coloratura soprano, on "Hollywood Mardi Gras," Nov. 9 (NBC-Red, 9:30 p.m.)

ISABEL HEWSON ("Petticoat of the Air"), on "Magazine of the Air," Nov. 12 (CBS, 11 a.m.)

ABE LYMAN, ADELE GERARD, JOE MARSALA, ADRIAN ROLLINI, TINY WOLF and ROSE BLAIN, on Martin Block's "Sunday Swing Concert," Nov. 7 (WNEW, 11 a.m.)

JULIUS KING, author of children's books, on United Hospital Fund spot, tonight (WQXR, 5:55 p.m.)

OKLAHOMA CITY

Naomi Warner, KTOK songstress, has acquired a sponsor, Fretwell Motor Co.

Oklahoma Tire & Supply Co. begins a weekly series Sunday afternoon over WKY and KVOO. Coming from the Tulsa studios and titled "Sunday Afternoon Social," show includes Ed Cortney, Rowdy Wright and his Jolly Cowboys, Toby Nevins, Francis Bremen and the Wood Sisters.

Daryl McAllister, WKY traffic manager, spoke on Radio Plays before Oklahoma Writers Club recently.

Martis Krauss, new WKY announcer, formerly at Chicago, settling down with wife and children after having clinched WKY berth.

Allan Clark, production manager, and M. H. Bonebrake, advertising manager for WKY, visiting Dallas looking for talent.

Earl Hull finishing designing of new mobile transmitter for WKY.

WRTD, Richmond, Va.

Jack Maxey, manager, is back from a business trip to Atlanta.

Margaret Hickerson, formerly hostess, has been appointed director of programs. Miss Hickerson has been a member of the staff since the station went on the air early last summer.



● ● ● Little Shots about Big Shots: . . . This happened in 1917 when Bruce Barton was editor of "Every Week" magazine and Gabriel Heatter was a struggling young writer, peddling his works for coffee-and-cake—but very particular where he got it. . . . Gabe had submitted a bit of fiction to Barton for publication and returned a few days later for an affirmative or negative reply. . . . Bruce told him he liked the way it was written—but that his plot was "fantastic, unreal, unbelievable—couldn't happen here—not life itself" . . . Heatter thanked the editor and departed discouraged over this let-down. . . . Plot of the fiction Gabe tried to sell Barton concerned a multi-millionaire businessman—head of a large ADVERTISING agency—who was tired of making money, tired of helping millionaires make more millions—so he decides to give up his position in business for one of bettering the underdog. He therefore decides to embark on a POLITICAL career—and, in that way get a new perspective on life. . . . Wednesday's newspapers heralded the news that Bruce Barton was elected to Congress. . . . Maybe Heatter is able to sell Barton that story NOW.

● ● ● Bill Stuhler is not leaving Young & Rubicam. He is in the Presbyterian Hospital and will undergo an operation today. . . . Harry Lawrence, who scripts the "Kaltenmeyer Kindergarten," turns in his 246th script tomorrow after working on the show five years. . . . Bill Rousseau, ass't to George McGarratt, production man on the Fred Allen show, weds Eileen O'Connell on Thursday—the day he leaves for the coast. . . . Bill Robinson returns to the Cotton Club on Nov. 15. . . . Martin Block and Merle Pitt's band go into the N. Y. Paramount. . . . Oliver Wakefield, Teddy Hart and James Melton, with Freddie Rich's band, audition Martin Gouch's show at CBSunday. . . . "Something for Nothing" the Sid Schwartz (former WNEW public relations director)—Harry J. Essex play is now in rehearsal. . . .

● ● ● During the heat of last week's political rallies and mud-slinging, Del Casino graciously consented to appear at the rally for Thomas Dewey at Madison Square Garden—where he was to sing to the audience as well as being aired via WEAFF. . . . With but three minutes to go on the air—and the time set aside for Casino's song—Dewey walked into the arena and the audience applauded and shouted the candidate—for the entire three remaining air minutes—so Del didn't have the benefit of the air plug. . . . Election nite, Del did a late sustainer via CBS and he had a song especially dedicated to his mother scheduled for that program. . . . Dewey's opponent conceded defeat—and the special events dept. of CBS reached Tom Dewey—and got him on the air—in place of Del Casino for the three minutes allotted to his mother's song. . . . Now Del is so furious at "Racket-Buster" Dewey that he threatens to organize the shoe-shine boys in front of the District Attorney's office—and muscle-in on their business to spite the new D. A.

● ● ● WSPD, Toledo, answering a request from physicians at Mercy Hospital, recently aired a plea for a blood donor for a patient in a critical condition. . . . Five minutes after the call came in to the station—and five minutes after the air-plea—phone lines were jammed, offering to sacrifice blood. . . . The patient has recovered! . . . Jack Pearl walked into Benny Leonard's restaurant the other day—and forgot to pull his punch while kidding around with the former champ. Result: Leonard has to have a new bridge placed in his mouth. Lew Tendler was the one who broke it the first time. . . . Eddy Duchin was swamped with COLLECT wires from Buddy Clark, Guy Lombardo, Lester Lee, Estelle Taylor, Joey Nash, Jack Robbins, and us—because of twenty-five CENT bets he made on last week's pigskin game. Eddy accepted the "collects" and paid off the two-bits each!

PROMOTION

Skelly's 500,000 Bulletins

Skelly Oil Co. is distributing a half million four page bulletins at its service stations each week describing eight actual cases of unclaimed estates. These are in addition to the cases dramatized each Monday on its CBS show, the Court of Missing Heirs. Several potential heirs have been unearthed through these give-aways. Blackett-Sample-Hummert handles the account.

Trio of CBS Spreads

CBS has issued a classy 14x11 brochure containing three pairs of pages which were run on three different occasions but which have something to say that links together. One of the spreads is the "Portrait of a Hero," and others are "A Cello Takes the Theme" and "At the Moment of Impact."

1938 Lum and Abner Almanack

Horlick's Malted Milk has just issued its Lum and Abner almanack for 1938. It includes 32 pages in pictures, story of their adventures in Hollywood, map of movie capital, dickshunary. Folks get it for a 50-cent size wrapper through Lord & Thomas, Chicago.

WCPO's Salmagundi

The "Six to Niners" on WCPO, Cincinnati, a show with a cast of 27 artists, covers practically the entire field of entertainment, from 6 in the morning until 9. Dialers can hear real hillbilly music done by the hillbillies themselves, popular music by artists who know how to swing it, sentimental ballads sung by those who put the right expression into their feelings, old favorites and new favorites.

If someone wants an organ, the Old Tunesmith is waiting to please him. Colonel Andre Carlon is emcee on the "Six to Niners," ably assisted by Ken Beghold, who likes to play the fiddle and does a worse job than Jack Benny. When the Colonel and Ken get going with their jokes and wisecracks, it's some fun. Altogether it's a mighty lively show. And in the window, where passers-by can see for themselves, two beautiful girls sit at tables, answering telephone calls for request numbers, and it keeps the gals busy.

The "Six to Niners" is divided into 15-minute periods, and sponsors, at first a little hesitant, now have a line that forms on the right.

"Chat" by Proxy

James Roosevelt, son and chief aide of the President, will read a message from his father to the youth of the nation at the Catholic youth rally in Chicago today, airing over NBC-Red (except WEAFF) at 12:30 noon.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
8	10	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 5

Borrah Minevitch
Henry M. Neely
Tommy Freebairn-Smith

November 6

Gus Kahn
Ole Olson
Frank Readick

November 7

Jerry Belcher
Peter DeLima

★ Program Reviews and Comments ★

"GOOD NEWS OF 1938"

General Foods
(Maxwell House Coffee)
WEAF—NBC-Red Network,
also WHN, Thursday, 9-10 p.m.
Benton & Bowles, Inc.

KALEIDOSCOPIC MOVIE STUDIO MUSICAL REVUE WITH GALAXY OF STARS.

The most heralded new radio program in a long time made its bow last night—and the verdict is well in its favor. As indication of the industry's regard for the new show, earlier the same evening it was given salutes even on the competitive CBS network, including a salutation by Harry von Zell from the "We, the People" show which is sponsored by a competitive coffee firm (Sanka), and another by Ted Collins of the Kate Smith program. All this was in addition to the many recent announcements on NBC networks.

But to get to the show produced by Metro-Goldwyn-Mayer under the direction of Bill Bacher: the proceedings started off somewhat leisurely, following a rather weak roar from the trade-mark Metro lion, but after warming up by way of some panoramic and atmospheric commotion, as an imaginary sight-seeing group proceeded on a tour of the Metro studios, things began to pick up.

Robert Z. Leonard, ace Metro director, was an excellent choice as emcee. He piloted his audience from set to set, pausing only briefly at the

first stops, but lingering more when he reached Igor Gorin, who submitted to a comedy interview and then went into a rousing song, backed by a choral group, which gave the show its first real lift. Then came a production number, "Your Broadway and My Broadway," in which Judy Garland, Sophie Tucker, Cliff Edwards and others participated to good effect, winding up the first half of the hour.

Starting off the second half, Metro's production chief, Louis B. Mayer, and the General Foods chairman, Colby Chester, were introduced and made short speeches. Then came a condensed dramatization of "The Firefly," current M-G-M musical film, with Jeanette MacDonald and Allan Jones singing the leads.

One fault of the show was that it tried to crowd too many names into the picture, with some of them having no chance to do much. Eleanor Powell, Buddy Ebsen, George Murphy and others fell in this class. Kaleidoscopic commotion doesn't make entertainment, and neither does a batch of movie trailers tied end to end. This was the main fault of the Paramount radio attempt earlier in the year.

A simpler atmospheric format, with less prodigality in name talent and more attention to building up entertainment values along a direct line and with just enough stars to make it possible for listeners to

assimilate them, will fetch better results. For "sound" is the important thing in radio, and if the ears are not given satisfaction the effort is wasted regardless of how much movie studio glamor exists at the other end.

General handling of the program was in fine taste, and commercial matter was much less evident than on the former "Show Boat." The musical portion of the show was in the hands of Meredith Willson, who did a distinguished job. Ted Pearson handled the announcements very ably.

"THE QUESTION MASTER"

The Hilton Co.
WMCA, Wednesday, 9:45-10:15 p.m.
Bachenheimer, Dundes & Frank, Inc.

NEWEST QUIZ SHOW PRODUCED ALONG SAFE AND SANE LINES, WITH STAGE AND AUDIENCE TIE-IN.

Latest of the quiz programs, produced along familiar lines, comes from the stage of the Strand Theater, Brooklyn, with the house and its pix getting a break during the opening spiel, but not in a manner to interfere with the smooth running of the program. Martin Starr, emcee conducting the program, plays to the contestants rather than making them the butt of tough question gags, etc., and the questions generally are made to fit the popular type of audience present rather than spring or ring in highbrow stuff, or something of

scientific nature. First prize is worth \$20, second \$10 and the third \$5. During course of the show, the standing of the contestants is mentioned and the percentages given.

Credits for Stylebilt clothes are nicely handled, with the announcer at one point putting the emcee in reverse and asking him questions which bring out facts about the sponsor.

"Poetic License"

Norman Corwin, who is in his 21st week on WQXR, gives an interesting quarter-hour of chatter about poets and their works. He discusses the pros and cons and gives examples to illustrate his remarks. Last program caught dealt with poems about war, and Corwin made them fit in with the Spanish civil war and the Sino-Japanese conflict.

For those, who, are interested in the subject, program is one of the best. Good background material makes one understand the poem much more clearly and that is what Corwin tries to do.

The only criticism to be made on the program caught is that Corwin should be more emphatic in his opinions about the poems he is discussing. Some people will not like it, but it will make the program and the mail response much more lively. "Poetic License" is heard on Wednesdays, 9:45 p.m.

QUOTES

OSCAR BRADLEY: "I feel a bit sorry for the poor radio comic who must offer new material week after week, and is usually pounced upon by critics and listeners should he slip in an aged 'chestnut.' Compared to the comics, we bandleaders have a simple time of it. If a song is a hit, we can repeat it as often as we like—so long as it remains popular. A hit song is often played and sung 30 or 40 times a week by the various artists—and there's no complaints. Just let a comic repeat a joke that some other comic has used six months before—and there is a great hue and cry about the dearth of good comic material."

Interest-Getting Commercials

Hamilton Milk Company makes certain its commercials are being heard these days by awarding prizes to listeners who catch and tabulate number of times a certain word is used on airings over WHKC, Columbus. Usually the word is "Hamilton" or "butter".

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

★ Programs That Have Made History ★ "MYRT AND MARGE"

TUESDAY, Nov. 2, may have been Election Day for a lot of citizens, but to "Myrt and Marge" it marked their seventh anniversary of broadcasting. The backstage adventures of "Myrt and Marge" are dramatized over the Columbia network Mondays through Fridays at 10:15-10:30 a.m. EST (rebroadcast to the West at 4:00 p.m.). Sponsor of the program is Colgate-Palmolive-Peet.

It took the stock market crash of 1929 to bring Myrtle Vail, originator of the scripts, to the radio world. Facing financial ruin she turned to the medium she knew well from past experiences in vaudeville, stock company and musical comedy performances and wrote about backstage life for the microphone. Since then she and her daughter, Donna Damerel (Marge), have been enacting the episodes of the two glamorous troupers, "Myrt and Marge."

This year Myrt's son, George Damerel, Jr., was added to the cast for a while. A few months ago George was written out of the script so that he could take a trip around the world. He is still travelling, but he has recently returned to the sketches via his letters home which have been in-

corporated into the character of George Banning, who appears through references made by others in the cast.

Kid Stories to Order

Custom-built stories for children, suggested by the youngsters and concocted to their order by the station's Uncle Ed, bowed in this month over KFRU, Columbia, Mo., as a regular afternoon feature. Diligent mail-reader, Uncle Ed determines from letters the juvenile mood of the moment, frames his yarns to suit cowboy, Indian, or what-have-you pattern. Naturally, the tales suggest questions—so Uncle's little niece Sue is on hand at the studio to ply the gentleman with queries, presumably a composite of audience curiosity.

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FOFOTONE SOUND SYSTEM

COMING EVENTS

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

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

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

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

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STATION-STUDIO
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EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Elaborate Engineer Plans For NBC Symphony Series

The most perfect transmission that modern radio engineering science can devise is being evolved by NBC engineers for the coming concert series by the newly created NBC Symphony Orchestra under the batons of Arturo Toscanini, Artur Rodzinski and Pierre Monteux. The orchestra will make its formal debut Saturday, Nov. 13, over the combined NBC-Blue and Red networks.

All NBC facilities to be used in the nationwide broadcasts of the 23 scheduled radio performances have been subjected to the most exacting of tests. At the same time, NBC engineers have taken advantage of the daily rehearsals of the 92-piece orchestra under Dr. Rodzinski to conduct an elaborate series of experiments in acoustics and microphone placement in NBC's huge Studio 8-H at Radio City, in which all the concerts will originate.

In the course of these tests, NBC marshalled the most critical of its musical experts to listen in on rehearsals over a loudspeaker system and "piped" the music into its laboratories, where engineers under the supervision of O. B. Hanson, NBC chief engineer, ran the most rigorous of scientific tests on the absolute tone quality of the transmissions.

Studio 8-H, the largest in the world, was carefully checked to detect any possible distortion of tone or loss of richness even when the music of the orchestra swelled to its greatest volume. Following these experiments, NBC's technical experts expressed themselves as completely satisfied that the studio was ideally designed in its acoustical efficiency to "house" the performances of the new symphonic group.

Specially calibrated RCA 77A unidirectional microphones, like those used last year in the NBC Metropolitan Opera broadcasts, have been installed to bring the symphony concerts to the radio audience. These microphones receive sound from a heart-shaped area in front of them. All extraneous noises from rear and sides of the microphone are thus eliminated.

The final location for greatest efficiency of the microphones has been the subject of numerous experiments

2,000 Parts in Modern Radio Set

The modern 20-tube radio set contains more parts than an auto. Mathematically speaking, it takes seven times as long to assemble, has nearly three miles of wire—one of which is in the speaker alone—and is put together by means of 40,000 separate motions.

This, at any rate, is the statistical calculation of Midwest Radio engineers—and who wants to dispute them?

E. F. Hoffman, vice-president of the company, estimates a total of 987 units in the Midwest 20-tube receiver. But each of the 20 tubes, he added, is in itself a delicate assembly of many parts. Again, the power transformer, counted as a single unit, contains 1,500 feet of wire, hundreds of feet of wax-impregnated paper, 300 pieces of steel, and coils of 500 to 1,000 turns. All told, then, the total number of parts exceeds the 2,000 of the modern auto, the engineers maintain.

It takes 31 man-hours to assemble the Midwest 20-tube receiver—but they actually aren't man-hours at all, since girls do much of the work, each having a specialized operation. They acquire speed through the specialty system with its repetition of motions. Otherwise, the engineers estimate after another weary computation—well, it would take the average good mechanic many months to assemble the set. And that, as the saying goes, is that.

New WTAG Amplifier Doubles Station Power

Worcester, Mass.—An automatically controlled amplifier doubling the power previously used, has been installed by WTAG, station of the Worcester Telegram and Evening Gazette. Device is first of its kind in the city and provides instantaneous automatic control of momentary overload speech or music passage, which determine amount of program-power normally used.

during the rehearsals. For a balanced pick-up of the full volume of the orchestra at its finest quality it was found that the microphones must be installed 40 feet directly in front of the conductor's stand and 20 feet above the level of the orchestra. This is several feet farther away and much higher than is usual in the broadcasting of symphonic concerts, because of the tremendous volume of the orchestra and the dispersion of its 92 members over a wide area.

The check-up of the wire facilities linking the 140 NBC stations has been conducted by NBC engineers in the hours after 1 o'clock every morning when the broadcasting day was ended.

The important duties of control engineer for the concerts have been assigned to John H. Kulik, a veteran NBC engineer and the possessor of a rich musical background.

New L. A. Radio Center Will Cost Over \$5,000,000

Los Angeles—Hollywood's new radio center, to house new quarters of NBC and CBS, together with other contemplated projects, will represent a total investment, including land, of more than \$5,000,000, it is estimated.

About \$2,000,000 will be spent on the NBC plant, and \$1,750,000 for CBS. Realty deals involved are among the largest in the city's history.

The new Radio Center, adding new fame to Los Angeles as one of the world's foremost radio cities, will extend for three blocks along Sunset Boulevard from Vine street at the west of Gower street at the east in the heart of Hollywood.

Installs New Frequency Meter

Salt Lake City—Chief Engineer John M. Baldwin is supervising installation of new General Radio 620A Heterodyne Frequency Meter, to be used in connection with KDYL's mobile short-wave transmitters.

Presto Home Recorder Has Wide Range of Radio Use

Presto Recording Corporation, 139 West 19th Street, New York City, has just issued a new folder describing its Presto Junior Sound Recorder, a home instrument which makes and reproduces phonograph records. Instrument does not require pre-grooved composition or metal disks, but cuts its own groove as it records the sound.

Records are made on smooth, cellulose-coated disks—the same used by broadcasting stations for electrical transcription—and use ordinary steel needles.

Outfit, including small microphone, has range of utility including voice or orchestra recording, sound for home movies, and off-the-air reproduction of radio programs.

Atherstone Made KGVO Chief

Missoula, Mont.—Tom E. Atherstone, former transmitter engineer, has been promoted to chief engineer of KGVO.

The station is making extensive improvements on its antenna system with a new Truscon 220-foot shuntfed vertical radiator, and new ground system consisting of 120 half-wave radials.

KGVO recently took a half-hour short wave pick-up from the Seely Lake Forest Service ranger station using Forest Service short wave equipment. This program was in the nature of a test for the purpose of determining the feasibility of this type pick-up for broadcast. Seely Lake is 60 miles from Missoula in the heart of the Dude Ranch district.

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★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

General Electric Co., Albany, N. Y. CP for new television broadcast station. 44000-50000 kc., 10000 watts, Aural, 3000 watts.
General Electric Co., Easton, Conn. CP for new television station. 44000-50000 kc., Video, 10000 and Aural 3000 watts.
General Electric Co., Schenectady, N. Y. CP for new television station. 44000-50000 kc., 40 watts, Video only.
General Electric Co., Schenectady, N. Y. CP for new television station. 40000-50000 kc., 40 watts, Video transmission only.
King-Trendle Broadcasting Corp., Pontiac, Mich. CP for new station. 1440 kc., 250 watts, unlimited.
F. C. Todd, Gastonia, N. C. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.
WDAE, Tampa, Fla. Mod. of license to change frequency to 780 kc., and install directional antenna.

WTMV Gets Recording Unit

East St. Louis, Ill.—A new portable Fairchild Recorder has been installed by WTMV here for use in auditioning, remote jobs, and national program business, according to Woody Klose, program director.

The station is remodeling its control and record rooms to facilitate handling of instantaneous recording jobs. Record work is now under the direction of Cliff Schoenhardt, former Federal Barge Line radio operator who recently joined the engineering staff and got the assignment from Chief Engineer Thomas R. McLean.

KGFF Remodels Studios

Shawnee, Okla.—Remodeling of the KGFF studios on the mezzanine floor of the Aldridge Hotel has been completed. Control room has been changed from rear to center of the suite. New soundproofing and furnishings have been installed. KGFF recently installed a new 300-foot vertical tower at the Shawnee Country Club also.

New "B" Battery Pack

Freeport, Ill.—Burgess Battery Co. has announced a new 135-Volt Multiple "B" Battery Pack to replace three regular "B" batteries. Pack is new in design, saves space, and simplifies installation. It is constructed in one flat unit equipped with three standard type "B" battery plugs mounted on the side of battery.

Improve Studio Acoustics

Kansas City, Kan.—Continuing remodeling program begun last month, KCKN has improved acoustics of small rehearsal studio and equipped it with turntable and mike for use as auxiliary broadcast studio. Changes were made by Chief Engineer Clark B. Smith and his assistant, Leonard Brann.

WLS Seeks Own Transmitter

Chicago—WLS has filed application with the FCC for permit to construct its own transmitter. Station's contract with NBC for use of WENR transmitter expires next year. The two stations share time on a clear channel.

ORCHESTRAS - MUSIC

NOTABLES of the serious and popular music fields will be present when Vincent Lopez, the piano-playing maestro, delivers his first jazz lecture at New York University on Tuesday at 2:10 p.m. Lopez will make the first attempt on record to offer a scientific reason why refined swing should be accepted on the same plane with the works of Bach, Beethoven, Brahms and others of the great masters. Lopez will support his claims in part with the story of Ernest Krenek, who has come to America for the first time to be guest conductor and arranger for the Salzburg Opera Guild and who will be Lopez' guest at the lecture. Krenek, in 1929, wrote the first jazz opera, "Jonny Speilt Auf."

Sammy Robbins, the diminutive maestro, auditioned for N. W. Ayer & Son Agency, in a new and novel presentation for an orchestra, combining topical news with current song hits.

Paul Tremaine has been set by the Sam S. Stiefel office for a two-week tour through Pennsylvania and West Virginia. Band will start tour today from Hamburg, Pa. and return in time to play a one night stand for Westinghouse Electric at the Edison Hotel on Nov. 19.

Lyn Murray's orchestra has been given another CBS spot and he is now heard thrice weekly via that network with Ruth Carhart. Murray's orchestra and Miss Carhart are heard on Mondays, Wednesdays, and Fridays at 10:45 a.m.

New orchestras now being broadcast by WHN include Bernie Cummins, heard on Wednesday nights; Little Jack Little, heard on Saturday evenings; and Zinn Arthur, on Thursdays.

Ace Harris and the Sunset Royal Orchestra have been signed for a

limited engagement at the Harlem Uproar House by Fred Robbins of the Same Stiefel office. The crew will have a network wire.

Lang Thompson and his band have returned to the Commodore Perry Travertin Room, Toledo, for an indefinite stay, to be aired via WSPD.

Emery Deutsch, whose orchestra is playing at Detroit's Book-Cadillac Hotel, is the weekly host to Michigan society. Attraction is the introduction of the "Big Apple" to the grain country.

Al Feldman, arranger for Chick Webb, Benny Goodman, Bunny Berigan and other famous swing band leaders, will be honored on Martin Block's "Sunday Swing Concert" on WNEW next Sunday at 11 a.m. The policy of honoring an outstanding arranger each week has been followed since the opening of this "Sunday Swing" series.

John Kelvin, lyric tenor with Don Albert's orchestra on Sunday via WHN, was signed for a series of breakfast-food-sponsored recordings.

Stuart Allen, featured baritone with Dick Himer's Lucky Strike show, will have a starring role in two musical shorts which go before Paramount cameras Nov. 15.

Kay Kyser will mark the 11th anniversary of his band on Monday evening. Top tunes of the years will feature the broadcast from 1 to 2 a.m.

Eli Dantzig and his NBC orchestra, now appearing in the Italian Village of the St. George Hotel, played for every political party during the election campaign which closed last week.

Ray Block continues as permanent musical director of the Thursday WABC show with Buddy Clark and guest performers.

BOSTON

WCOP is broadcasting a series of daily programs in connection with the Community Crusade, an educational activity held each year prior to the Boston's Community Fund.

One of the most complete election broadcasts ever heard in this state was offered by WBZ-WBZA Tuesday night. Stations supplied listeners with results direct from editorial rooms of the Boston Globe and during the course of the evening had several victorious candidates on the air, including Mayor-elect Tobin of Boston.

Frank Parker is set for a week's engagement at the Metropolitan Theater the week of the 18th.

Early returns indicate a hit for Ed Wynn and his new show "Hooray For What," with Hannah Williams and Kay Thompson, now playing at the Colonial.

SAN FRANCISCO

Roy Russell, well-known operatic tenor here, did a guestee on KFRC's "Feminine Fancies" show Tuesday. Dorothy Allen, also made an appearance on the show Wednesday, Nov. 3, in line with the show's plan of new gueststars every week. Don Steele appeared Monday.

Phil Hanna of the "Three Cheers" trio, did a vocal team-up with Hazel Warner on the "Melody Time" show Tuesday for the Pacific Red web.

1500 Farm Homes Get Power

Missoula, Mont.—Rural electrification projects in four adjacent counties here are expected to greatly improve the quality of radio reception in some 1500 farm homes now without electricity, according to a survey conducted by Station KGVO. Total cost of the projects is \$1,500,000.

NEW BUSINESS Signed by Stations

KFRU, Columbia, Mo.: Sterling Casualty Insurance Co., spots, through Presba, Fellers, Presba.

WJAR, Providence: Consolidated Cigar (Harvesters), sports news, through Erwin, Wasey & Co.

WHBF, Rock Island, Ill.: McKesson-Robbins (Dr. West toothbrush-Calox powder), time signals, through J. Walter Thompson; Chevrolet, announcements, through Campbell-Ewald; Sears Roebuck (tri-city stores), programs; Studebaker; United Drug, ETs, through Spot Broadcasting; M. L. Clein Co. (Menthomulsion), announcements, through Rawson-Morill; Beck Salad Dressing, programs; Western Tobacco Co. (John Carver Cigars), announcements; Continental Baking, announcements.

WSPR, Springfield: Remington Rand (Electric shaver), spots.

WBZ-WBZA, Boston: North American Accident Insurance Co., through Franklin Bruck Advertising Corp.; Planters Nut & Chocolate Co., through Mackay-Spaulling Co.; Boston & Maine Railroad, announcements, through Doremus & Co.; Railway Express Agency, temperature reports, through The Caples Co.; American Popcorn Co., through Coolidge Advertising; McKesson & Robbins, announcements, through H. W. Kastor & Sons.

WNAC, Boston: Knox Gelatine Co., announcements, through Federal Advertising Agency (also on 14 other Yankee net stations); Western Growers Protective Ass'n, through J. Walter Thompson; Plymouth, announcements, through J. Stirling Getchell; Pinoleum Co., announcements, through Pedlar & Ryan; Dodge, announcements, through Ruthrauff & Ryan; The Best Foods, Inc., announcements, through Benton & Bowles; R. B. Davis Co., announcements, through Charles W. Hoyt Co. (also 11 other Yankee net stations); American Oil Co., announcements, through Joseph Katz (also WEAN and WICC); Canada Dry Ginger Ale, through J. Walter Thompson (also 11 other Yankee Net stations); Shell Union Oil Corp., announcements, through J. Walter Thompson.

WAAB, Boston: R. G. Sullivan, Inc., announcements, through Broadcast Advertising; Kellogg Co., announcements, through Chambers & Wiswell; Felber Biscuit Co., weather reports, through Harry M. Miller, Inc.; American Poultry Journal, weather reports, through Schillin.

WOOD-WASH, Grand Rapids: Booth Fisheries (Tastyloins), spots, through H. W. Kastor & Sons; Durkee Famous Foods (margarine), "Komedly Kingdom," ETs, through C. Wendel Muench & Co.; Lever Bros. (Spry), announcements, through Ruthrauff & Ryan; Anacin Co., "Easy Aces," ETs, through Blackett-Sample-Hummert; Barton Mfg. Co. (Dyanshine), announcements, through Anfenger Advertising; Gamble Stores (anti-freeze) announcements, through BBD&O; Fintex Corp. (clothing), spots, through Brindley Roth Inc.

Start Work On New Studios

Cape Girardeau, Mo.—Work is now under way on the new radio home of KFVS, next door to the present studio. Two-story structure will house news rooms, studios, and continuity rooms, while main offices will continue present location in Hotel Marquette.

WHKC Trailer Studio Ready

Columbus, O.—A new elaborate auto-trailer studio has just been completed by WHKC. Bob French, production manager, has announced.



JUDY GARLAND, Artie Auerbach, Reginald Gardiner, Betty Jaynes, Meliza Korjus, Val Rosing, Meredith Wilson's orchestra, Fannie Brice, Gilbert Russell and Max Terr and his vocalists, besides Robert Young as emcee and Spencer Tracy and Joan Crawford in a preview of "Mannequin," will appear in the second edition of M-G-M's "Good News of 1938" for Maxwell House Coffee over NBC-Red and WHN next Thursday night.

Incidentally, radio fans will be getting the "Mannequin" preview seven weeks before the film reaches theaters.

James Vandever has assumed his new post as director of special events for KFI. He resigned as publicity director of the Don Lee network for the new duties.

The Business Men's Association of Palm Springs is plugging the desert resort with a 15-minute program on KFI, Fridays at 5:30-5:45. Celebs will tell what a nice spot it is to acquire winter sun-tans.

WELI, New Haven

James Ferraro, tenor, has been added to the staff, presenting ballads at 11:30 a.m. Wednesdays.

Edith Green, beautician of Norwalk, is presenting "Beauty Hints," strictly for ladies.

Station plans a program of light concert music to be aired primarily for the student body of the East Haven High School who will hear it in their auditorium.

KFRU, Columbia, Mo.

Foster Browne, accordion virtuoso, has been hospitalized for two weeks due to a leg injury.

Bill Haley of the hillbilly gang entertained 800 Missouri farm women at the annual state Farmers' Week banquet.

Dixie Boy Jordan, balladeer with Haley's gang, has started his own popularity contest in connection with his individual broadcasts each morning.

ONE MINUTE INTERVIEW

MARY SMALL

"Radio is the land of opportunity, the ideal field for talented, ambitious youngsters. I feel that every boy and girl having an opportunity to appear over the air has a real chance to succeed, providing they work hard. Experience is the one thing that builds perfection on the air. So, as time is necessary to achieve success, I'm glad I'm a youngster."

★ Coast-to-Coast ★

AMONG programs that WHN now broadcasts 15 minutes and even two hours before the other New York outlets are "Carson Robison and His Buckaroos," "Voice of Experience," "Life of Mary Sothern," and "Singing Cinderella." Features that are on the air simultaneously with other stations are "Hollywood Mardi Gras," "Good News of 1938," and "Broadway Melody Hour."

WNEW has donated time for short five minute talks for the 1937 Red Cross Drive, speakers being scheduled for several appearances in the two weeks of this year's drive.

Alois Havrilla, ace radio announcer-commentator on numerous motion picture short subjects, is making his 44th "Stranger Than Fiction" reel this week. "News Parade of the Year," a 16 mm. sound film for home projection, also is to be released shortly, with Havrilla as commentator.

Mel Wright, WNEW interviewer, will be heard daily in his "Man on the Street" broadcast at a new hour, 1:15 p.m. beginning Monday. Originating in front of the Paramount Theater, in Newark, this broadcast brings to the microphone passers-by who are queried on topics of the day. The "Man on the Street" broadcasts over WNEW have been on the air continuously for nearly three years.

Ann Seaton, songstress, is appearing nightly with Frank Novak and his orchestra at the Warwick Hotel's Raleigh Room.

William H. Ingersoll, prominent industrial engineer and member of

the firm of Ingersoll, Norvall & Babson, will be the guest of WBIL's Public Service Forum on Sunday at 4-4:30 p.m., speaking on "The Consumer's Pocketbook." He will be introduced by his uncle of dollar watch fame, Charles Henry Ingersoll, chairman of the Forum.

Stanley Worth, NBC baritone, will be the guest of honor at the annual entertainment sponsored by the State Prison at Napanoch, N. Y., on Dec. 1. His brother is a guard there.

Alice Reinheart, who recently left the role of a gangster's moll in "Gang Busters" to play a waitress in "On Broadway," new NBC-Blue Sunday afternoon serial, says it's a pleasant change, as "hash is quieter than bullets."

"On Broadway" also has another Alice in the cast. She's Alice Frost, whose full name is Alice Dorothy Margaret Frost Foulk, so you know why she had to abbreviate it.

Corinna Mura, Spanish singer, has been booked for the Paramount, Boston, the week of Nov. 12. The Charioteers follow Mura into the theater the following week. Nat Abramson booked both acts.

Jack Arthur and Sid Gary have been signed to do some more disks for Chevrolet.

Don Johnson, the absent-minded Professor Figgibottle of the Fishface and Figgibottle comedy team, will participate in the Lambs Gambols on Sunday night.

KVOD, Denver

Mark Shrieber, sports dopester and commentator, is taking in some football games this week with Grantland Rice.

Budd Heyde, announcer on the "Voice of Public Opinion," which encourages the expression of views on any subject, has set out to find someone who still believes in Santa Claus.

Jack Medland, 65-year-old pianist, has started a sponsored memory contest, paying \$5 to anyone who can stump Medland with a tune request.

Addalyn Hall received bouquets for her performance as Helen Gibson, the switchboard heroine of the Cleveland Clinic chapter of "Famous Fires of History." The Portland, Me., disaster of 1866 will be dramatized next week.

KSCJ Market Data

KSCJ, Sioux City, this week sent out a 16-page three-color booklet with a cellophane cover. Book is devoted to data about KSCJ's coverage and the market which it serves.

KUOA, Siloam Springs, Ark.

Chief engineer and Mrs. Jesse Miller are the parents of an eight pound son. Everyone, including the father, doing fine.

This is the second addition to the engineering staff as Transmitter Engineer Lester Harlow became the father of a girl in April.

Albert Woodson, newcomer to radio, and R. W. Wilson, formerly of KMBC, have joined the engineering staff.

Jack Davis, formerly relief operator here, has joined the radio development staff of Westinghouse at Chicopee Falls, Mass.

Clarence Henson has resigned as transmitter operator.

Bill Fairley, formerly here, is announcing at KVOE, Santa Ana, Cal.

Walter Moore In New Post

Chicago — Walter H. Moore, has been appointed Director of Public Relations for the Northern Illinois College of Optometry. Moore for two years was a member of the New York press department staff of NBC, resigning about a month ago.



FORT PEARSON, NBC news commentator, will describe the Notre Dame-Pitt and N. D.-Northwestern games for WSBT, South Bend, on Nov. 6 and 20.

The Human Echo, who claims to be able to mimic any voice one fifth of a second after hearing it, will be a guest on NBC Jamboree this weekend.

Charles Sears, NBC tenor, joins staff of "Back Home," the James Whitcomb Riley dramatic serial, this week end. He's the only singer in the cast.

Frank St. Leger has returned to New York after directing the Woman's Symphony orchestra here in several concerts. He will be back on "Fireside Recital" series Sunday.

Spencer Bentley of "Betty and Bob" plans to build a house on the north shore.

John Blair & Co.'s affiliate, Blair Productions, has issued a new folder on the feature "For People Only—the Whole Truth and the Truth with a Hole In It," featuring Chuck Acree and Pokey Martin. It has proven popular on WLS.

NBC sent about half its engineering staff to Marshall, Mo. to handle the elaborate set-up for husking derby yesterday. Crew included Announcers Everett Mitchell and Hal Totten, Bill Drips, agriculture director, and engineers H. G. Royston, J. A. Thornberg, T. E. Gootee, R. A. Limberg, E. H. MacCormack, F. C. Schnepfer and M. W. Rife.

WISN, Milwaukee

Alan Hale, sportscaster, on a two-week vacation, is spending much of his time in New York and will visit Philadelphia tomorrow to describe the Marquette-Villanova game for WISN listeners.

Neil Searles, production manager, is doing extra work while Hale's away.

Station will cooperate with "The Restless Flame," pageant at the Milwaukee Auditorium, Nov. 9-11, by scheduling a number of speakers.

DO YOU KNOW JACKIE HELLER

Jackie Heller was amateur fly-weight boxing champion of Pennsylvania.