



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 91

NEW YORK, N. Y., MONDAY, NOVEMBER 8, 1937

FIVE CENTS

World Radio Parley for Sydney

HANDY-AD SHOW CARRIES 50 SPOTS IN A HALF HOUR

Tulsa—Directed to the small merchant who ordinarily cannot afford time rates on a 25,000 watt station, KVOO's "Handy-Ad" show is making radio advertising possible for everyone from the hamburger stand proprietor to the corner news-stand manager.

Hillis Bell, director of the program, carries an average of 50 spots a day on two quarter-hour broadcasts. No music, other than a one-time daily appearance of "The Mystery Singer" is heard. Two announcers alternate reading 35-word spots.

The show has been on the air three and a half years, and is comparable
(Continued on Page 5)

First Radio Curriculum Adopted in Minneapolis

Minneapolis—The first radio program to be officially adopted as a part of the curriculum in the Junior and Senior High Schools of Minneapolis is "News X-Rays," to be aired over WCCO every Thursday at 2:30 p.m. The broadcasts also represent the first attempt in Minnesota to correlate a radio study course with regular school studies.

"News X-Ray" will cover current happenings on the national and international scene. Important news events
(Continued on Page 2)

Roosevelt to Deliver Three Radio Addresses

Washington Bureau, RADIO DAILY

Washington—President Roosevelt plans to make three nationwide broadcasts within four days, including his opening message to the special session of Congress next week. First of the Presidential addresses
(Continued on Page 8)

Double Benny

Ft. Worth, Tex.—Coincident with the Sunday showing of Jack Benny's Paramount film, "Artists and Models," at the Parkway Theater, management of the house cleared the screen at the time of Benny's regular Sunday evening broadcast and permitted the audience to hear the radio program via the theater's loudspeaker.

RCA Pays

Probably influenced by the fact that it would otherwise have to pay out part of the money to the government in surplus profits tax, RCA on Friday declared its first common dividend payment, 20 cents a share, along with full arrears of \$31.25 a share on the "B" preferred stock which is being retired, and regular 87½ cents a share on the cumulative convertible preferred stock. All payments will be made next month. RCA's profit in the first nine months of this year was \$4,173,638, equal to 31 cents a share, against 3 cents a share in the same period of 1936. Nov. 30 has been fixed as final date for conversion of "B" stock.

ZENITH RADIO PROGRAM SHIFTS TO CBS DEC. 5

Chicago—Zenith Radio Corp. shifts its telepathy series, now on NBC-Blue, to CBS on Dec. 5, using 51 stations on latter web against 69 at present. Objective is to strengthen position in southeast, particularly Florida, during winter season.

Program is to be streamlined into a fast-moving show instead of the
(Continued on Page 8)

Grove Lab NBC Program Expands to West Coast

Grove Laboratories tomorrow will expand its NBC-Blue network program to the west coast on Tuesdays and Wednesdays. The Blue mountain, Pacific and McClatchy stations will be added on Tuesdays and only
(Continued on Page 5)

Sessions Dealing With Various Phases of Broadcasting and Television Scheduled for April 4-14

2 MINNESOTA STATIONS JOIN COLUMBIA NETWORK

Two Minnesota stations, WMFG, Hibbing, and WHLB, Virginia, have been added to the CBS network to be used in conjunction with KDAL, Duluth. Group will only be available as a combination with a rate of \$150 per an evening hour. If KDAL is used alone the rate is \$125.

WMFG and WHLB are both 100 watters owned by the head of the Lake Broadcasting Co. The former is heard on 1210 kcs. with the latter licensed for 1370 kcs.

H. S. Hyett is manager of both stations and is located at WMFG.

New Guest Star Plan In Kroger WBS Series

Kroger Grocery & Baking Co., through Ralph H. Jones Co., Cincinnati, on Nov. 15 will inaugurate a new style of program for its quarter-hour WBS disk series heard on 23 stations in the south and mid-west.

Lenore Ulric will be starred in the
(Continued on Page 2)

Alemite on Blue Web

Chicago—Stewart-Warner, which is switching the Horace Heidt (Alemite) program from CBS to NBC on Dec. 28, will use the Blue network with Red supplementaries and WLW, 9-9:30 p.m. Tuesdays, the former Ben Bernie spot.

Sydney, Australia—Plans for what is believed to be the first World Radio Convention ever held anywhere to discuss all phases of radio engineering have been completed here by the Australian Institution of Radio Engineers, of which Sir Ernest Fisk is president. The sessions will be held April 4-14, 1938, during the final period of the celebration of the 150th Anniversary of the Foundation of Australia.

Topics to be covered include: wave propagation, telecommunication, broadcast transmission, broadcast receivers, sound projection, electro-
(Continued on Page 2)

LAST AFRA OPEN MEETING IS BEING HELD TONIGHT

General meeting called for tonight by the American Federation of Radio Artistes will also be open to radio artists who are not yet members and this will be the last "open meeting" to be held in New York by the AFRA. Meeting will be held at the Hotel Victoria, beginning 10:30 p.m. Interchangeability of cards with
(Continued on Page 2)

WOPI Opens Studios In Kingsport, Tenn.

Bristol, Tenn.—WOPI is establishing permanent studios in the Homestead Hotel, Kingsport, Tenn., 20 west of here, according to W. A. Wilson, v.p. and g.m. Initial schedule, starting today, calls for three hours daily.

★ THE WEEK IN RADIO ★

... Web Billings Hold

By M. H. SHAPIRO

GROSS revenue of the major networks continued strong, bringing the CBS figures for the 10-month period beyond the entire year of 1936... Nine-month net profit of CBS showed an increase of 20 per cent over the corresponding period of last year... Cumulative billings of NBC for the 10-month period were 15 per cent ahead of last year's similar stretch... Both these networks were slightly off as to actually topping October, 1936, but that record-break-

ing month included considerable presidential campaign and World Series revenue...

More than a month may be required to complete the work of the Inter-American Radio Conference in Havana which got under way early in the week... James W. Baldwin, managing director of the NAB, is in attendance... In Washington NBC and World Wide Broadcasting Co., of Boston locked horns in effort to

(Continued on Page 6)

"Good-night, All"

Muncie, Ind.—Ken Williams, who interviews guests in local hotel lobby, last week approached a gentleman who gave him name as P. W. Seward. "What is your business, Mr. Seward?" Ken asked in his innocent way. "I work for the government," was the reply. "What do you do?" Ken pursued further. "I am an FCC examiner," was the reply.



Vol. 2, No. 91 Mon., Nov., 8, 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 Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL (Saturday, Nov. 6)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd., Stewart Warner, Zenith Radio, and NEW YORK CURB EXCHANGE.

W2XE on Winter Schedule

CBS's short wave transmitter, W2XE will go on its winter broadcasting schedule Nov. 15. New wave length schedule is as follows: European transmissions, 21520, 15270 and 11830 kc. Latin American transmissions, 17760 kc. Station will re-broadcast all CBS programs from 7:30 a.m.-12 mid., Monday through Friday, and schedule for Saturday and Sunday is 8 a.m.-12 mid.

Bond Bread Jewish Program

General Baking Co. (Bond Bread) has entered the foreign-language field with a "man-on-the-street" series in Jewish over WLTH, three times weekly. Walter Packer will be at the mike. Batten, Barten, Durstine & Osborne is the agency.

Roger White Sues Over Skit

Roger White filed Federal Court suit Saturday against Charles Dallas Reach agency, Tim Ryan, Irene Noblette, Fred Norman, WOR and Mutual charging that "Fun in Swingtime" is a plagiarism of his skit, "Fun in Swingtime."

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

Last AFRA Open Meeting Is Being Held Tonight

(Continued from Page 1)

affiliated organizations will be discussed and a general but not detailed report will be made by committee on various phases of organization. Kenneth Thomson, exec. sec. of Screen Actors Guild, will be present. Last night meetings were held in Detroit, Montreal, and Sacramento.

National Board of the AFRA voted to cooperate with the Theater Authority in forbidding radio artists to take part in benefit performances without authority.

According to Emily Holt, executive secretary of the AFRA, the organization now has 1,200 members in New York, considered near the saturation point, and about 3,000 additional members throughout the country. About 50 applications are being received daily from affiliated guilds due to Dec. 1 being the deadline for such members to join the AFRA. Mrs. Holt expects to leave for the coast sometime this week.

Three Agencies Handling Hospital Fund Radio Drive

The radio division of the United Hospital Fund under the direction of Mrs. Roy S. Durstine, wife of the BBDO president, last week launched its part of the Fund campaign over all local New York stations. Three agencies, Young & Rubicam, McCann-Erickson and BBDO, are handling the radio programs which run from five-minute spots to quarter-hour periods. Programs are principally entertainment, with the hospital fund plug written into the script as is done on regular commercial shows.

BBDO is handling all writing, production and casting for the dramatized programs which deal with actual hospital case histories. McCann-Erickson concentrates on dramatized programs about the lives of famous scientists. Young & Rubicam is preparing the musical programs.

Stars to be heard on the air for the Fund are: Kate Smith, Gabriel Heatter, Ray Perkins, Beatrice Fairfax, members of the "March of Time" cast and Nick Kenny, radio editor of the Mirror.

Composer Aired Over WHIO

Dr. Clarence Cameron White, negro composer of "Water Boy," "Nobody Knows De Trouble Ise Seen," etc., will be featured on a coast to coast CBS program from WHIO, Dayton, O. Dr. White will offer two violin solos with vocals sung by Robert Downey. Clara Oglesby Lyman and Henry Lang complete the musical portion of the program.

250 at AFRA Frisco Party

San Francisco—Two hundred and fifty San Francisco radio artists, announcers and producers, the largest assemblage of radio talent ever gathered in one spot, attended the first AFRA "mix" (party) in Delmonico's night club Monday night.

World Radio Congress In Sydney Next Year

(Continued from Page 1)

medical, television, and allied subjects.

Senator Marconi had planned to attend the session, and gave it his well-wishes in a letter just before he died. His widow plans to be present, and possibly his son Giulio, who is now in the United States to continue his studies in radio engineering with RCA and NBC.

David Sarnoff, president of RCA, has already accepted an invitation, while Sir Noel Ashbridge, chief engineer of the British Broadcasting Corp., will extend his visit to the Cairo conference in order to attend. It is expected that Professor Van der Pol, noted Holland scientist, and other prominent European engineers, will also be present.

All business sessions will be held at the University of Sydney, and an elaborate social program is also being planned. O. F. Mingay, 30 Carlington Street, Sydney, is convention secretary.

New Guest Star Plan In Kroger WBS Series

(Continued from Page 1)

first series entitled, "Linda's First Love." Miss Ulric will give dramatic radio versions of her stage hits, including "Pagan Lady." Guest will run through the entire week's schedule, with other guests to be featured on succeeding weeks.

Stations on the Kroger list are: WLAC, WCHS, WADC, WBNS, KDKA, WTAM, WBBM, KMOX, WIBA, WDBJ, WSPD, WMC, WDAF, WIRE, WHAS, KLRA, WJR, WGST, WMBD, KFH, WOOD, WLW and WOWO.

First Radio Curriculum Adopted in Minneapolis

(Continued from Page 1)

of far-reaching significance will be correlated with social science courses in the schools, including history, economics and sociology. The object of the series is to show students how their social study courses fit into the scheme of world events, and to give these courses a practical application. Narration of the programs over WCCO will be handled by Max Karl, assistant program manager.

Transradio for KELA

Chehalis, Wash.—KELA, new station located between here and Centralia, has signed for Transradio service. Station goes on the air with 500 watts on 1440 kcs. J. Elroy McCaw is general manager.

Spent yours Where the Money is! WABY ALBANY, N.Y. COVERS THE CAPITAL DISTRICT

COMING and GOING

KATHRYN CRAVENS will go to Philadelphia tomorrow to address two groups there.

JACK R. HOWARD, president of Scripps-Howard Radio Inc., was in Knoxville last week visiting WNOX.

ARTHUR B. CHURCH, head of KMBC, Kansas City, was a New York visitor over the week-end.

JOAN BROOKS left for Syracuse on Friday to make a five-day appearance at the Automobile Show.

DEWEY LONG, sales manager of WBT, Charlotte, N. C., returns to that city today from Chicago, where he spent a week on business.

MARK HELLINGER and his wife, GLADYS GLAD, sailed Saturday on the Santa Elena for a cruise through southern waters.

IRENE BORDONI left Friday for an engagement in Washington.

ESTELLE TAYLOR left Saturday for a week-end with her parents in Wilmington, Del.

CAROL BRUCE, 18-year-old singer from New York, who found it necessary to go to Montreal in order to make good, opened at the Normandie in Boston last week.

DR. ROY ALLEN DAFOE will conduct his CBS broadcast from New York during week of Nov. 14 while he spends his annual leave here.

ERICK LEUNSDORF, assistant conductor of the Metropolitan Opera Co., arrives today from Europe.

MARITA FARRELL, singer of the Metropolitan Opera, arrives today from Europe with her husband.

JACQUES FEVRIER, French concert pianist who will play a Ravel concerto with the Boston Symphony Orchestra, arrives aboard the Normandie today.

NEW BUSINESS

WNOX, Knoxville: Mishawaka Woolen Mills, announcements through Campbell-Ewald; Rexall Drugs, programs; Procter & Gamble (Camay Soap), announcements, through Pedlar & Ryan; Royal Jewelers, programs; Stein Bros. (clothing), announcements.

WPTF, Raleigh, N. C.: Pepperell Mfg. Co., Dr. Karl Reiland, inspirational talks; Mentho-Mulsion, ETs.

WHN, New York: Railway Express Agency, through Caples Co.; Procter & Gamble (Camay), through Pedlar & Ryan; Bernard Perfumer of St. Louis, over WLN Line from Cincinnati, through Sel Johnson Co., Chicago.

William H. Benton on CBS

Chicago—William H. Benton, formerly head of Benton & Bowles and now vice-president of University of Chicago, is to speak over CBS at 7:30 p.m. next Monday on "The Education of A Business Man." Jimmie Patt of CBS special events dept. set the talk.

LEE GRANT AND HIS ORCHESTRA SIX-STAR REVIEW MUSIC AS YOU LIKE IT DAILY WMCA 2:30-5:30

THE HOUR OF CHARM

MUSIC THAT LINGERS ON



PHIL SPITALNY Residing at PARK CENTRAL HOTEL, NEW YORK

NEW SHOWS AHEAD

TODAY

"Grand Hotel," returns to replace "Vanity Fair," Campana, NBC-Blue, 8:30-9 p.m.

TUESDAY, NOV. 9

RCA-Victor program, with Larry Clinton and orchestra, WEA, 11-11:30 p.m.

SATURDAY, NOV. 13

Harry Salter in new series of "Your Hit Parade," American Tobacco Co. (Lucky Strikes), CBS, 10-10:45 p.m.

NBC Symphony Orchestra, official debut, sustaining, NBC-Blue, 10-11:30 p.m.

RCA-Victor program, guest bands, WJZ, 8-8:30 p.m.

TUESDAY, NOV. 16

"Hollywood Screenscoops," with George McCall, P. Lorrillard & Co. (Old Golds), CBS, 7:15-7:30 p.m.

WEDNESDAY, NOV. 17

Fred Allen returns to "Town Hall Tonight," Bristol-Myers (Ipana and Sal Hepatica), NBC-Red, 9-10 p.m.

SUNDAY, DEC. 5

Zenith Radio Corp. program switches to CBS, 10-10:30 p.m.

TUESDAY, DEC. 28

Horace Heidt and Alemite Brigadiers, Stewart-Warner, shift to NBC-Blue with Red supplementaries, 9-9:30 p.m.

SUNDAY, JAN. 2

American Rolling Mill program, band, NBC-Blue and WLW, 3:30-4 p.m.

WEDNESDAYS

(Starting in January)

U. S. Rubber Co. program, CBS, Wednesday at 9:30-10 p.m.

June Marsden Coming

June Marsden, Australian astrologer who predicted the abdication of King Edward VIII, arrives in New York on Nov. 15 and will be heard on the air here, according to a cable received by her American representative, Eric Palmer. In private life she is the wife of Eric J. T. Ingram-Moore, former engineer with Stromberg-Carlson and now on a world tour for Phillips Radio, Holland.

New Witmark Waltz

M. Witmark & Sons will immediately publish a brand new waltz by Ted Koehler and Sam H. Stept entitled "Let's Waltz for Old Time's Sake." The song, considered one of the season's outstanding waltzes, will be introduced over the air in the near future by Guy Lombardo and His Royal Canadians, who will present it as "The Hit of Tomorrow."

Multi-Lingual Ceremonies

WHOM, Jersey City, will observe Armistice Day by presenting commanders and other officers of various American Legion and other military organizations, representing all nations and speaking in all languages during the entire day's schedule of foreign language broadcasts. Short addresses and military music will be the features of the series.

NAT BRUSILOFF

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY

CI 6-2200



PETTY CASH VOUCHER

Week ending Nov. 5

● ● ● Saturday... From Muncie, Ind., word comes that Ottis Roush, chief wordslinger at WLBC, has discovered a way to tell whether there's a fire in the vicinity by the water pressure of the drinking fountain in the studios. When the water was slow coming up—it meant that a fire was a blazin'—and he'd notify E. Pierre de Miller, news editor, who'd air the flash. Ottis is now in the news dept. as "chief fire sipper"!

● ● ● Sunday... For a day of rest we drive out to Gabriel Heatter's palatial estate on L. I. and here encounter CBSlinger Jerry Lawrence and his bride—besides meeting the elite of Nassau—house guests of the Heatters. His daughter entertains with a few Dwight Fiske recordings, but Gabe prefers listening to Jack Benny... Back to town while Charlie McCarthy entertains—and we stop off for ciggies enroute—only to walk into a store where McCarthy WASN'T tuned in!

● ● ● Monday... Some one reports that Larry Trexler, newscaster at WNOX, Knoxville, received four quarts of champagne from an anonymous woman admirer (he's married)... Joe Rines meets us near the French Casino and says we don't love him.

● ● ● Tuesday... Election Day—we arise too late for the vote canvasser to "purchase" our vote for \$5—so we go looking for him... A deal is made and we rush to the voting place, anxious to cast our ballot—only to discover that we can't—because we failed to register last month!... Reluctantly we return the fin—and go to work... Belle Baker is walking down the street and she invites us to the party she's throwing for British critic Hannen Swaffer... To Toots Shor's Tavern with Jack Pearl for lunch, where Cliff Hall, J. C. Flippen and Bill Corum discuss sports while Pearl cuts in with his play.

● ● ● Wednesday... To the Cotton Club for dinner, where Cab Calloway and Avis Andrews still top honors. Benny Davis comes over to the table—with Buddy Clark—who can't be avoided... During the "Gorilla" number—which is so realistic—the gorilla passes the table and to Davis says: "Hello, Benny"... At Lindy's word comes that Bill Weisman, vice-president of WMCA, is part-owner of the French picture, "Mayerling," which is receiving high praise... With Shaw Newton to Leon & Eddie's, where, as usual, Eddie Davis, ties up the proceedings in a knot... Columnist Louis Sobol takes us into his confidence on a scoop, while Iris Ardian wonders what it is that two competitors could be discussing in friendly tones.

● ● ● Thursday... A rarity—visiting a studio during a broadcast, "We The People"—but we're not sorry—because it's entertaining. Especially when Harry Von Zell plugs the Maxwell House Coffee show—on the Sanka Coffee time. But both are products of General Foods... Will Yolen relates how his pockets were picked of \$11, his home burgled for \$54—all in two weeks—so he's joined the "Gang Busters" firm.

● ● ● Friday... The story of the deaths of Bill Kelly, Danny McBeath and Alex Giannini of the Warner firms, and Billy Campbell of Marlo, reaches us... The four kids were enroute to Albany after receiving promotions... They were on their way to make their first "major plug" contact!... To the New Yorker for a spell of Glen Gray's Casa Loma music that nite.

TOTAL EXPENSES:... Five bucks we lost—on not casting the vote!
AUDITOR'S REMARKS: Request denied! You couldn't have even registered—because you'd never pass a literacy test required by law!

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,097,467—Photoelectric Tube. Charles H. Prescott, Jr., New York, N. Y., assignor to Bell Telephone Laboratories, Inc.

Re. 20,545—Electron Tube. Kenneth W. Jarvis, New Rochelle, N. Y., and Russell M. Blair, Teaneck, N. J.

2,097,490—Electron Discharge Device. Ernst Kobel, Ennetbaden, Switzerland, assignor to Aktiengesellschaft Brown Boveri & Cie.

2,097,514—Electron Discharge System for Ultrashort Waves. Joseph C. Chaffee, Hackensack, N. J., assignor to Bell Telephone Laboratories, Inc.

2,097,707—Antenna for Motor Vehicles. Carl M. Tichenor, Detroit.

2,097,765—Regenerative Radio Receiver. Ernst Klotz, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,097,804—Amplitude Filter Circuit for Television Receivers. Kurt Schlesinger, Berlin.

2,097,868—System of Temperature Control. Joseph G. Beard, Springfield, Mass., assignor to Westinghouse Electric & Mfg. Co.

2,097,872—Combined Instrument Panel and Radio Receiver. Ray C. Ellis, Detroit, assignor to RCA.

2,097,879—Receiving Arrangement. Arthur Hammer, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,097,880—Radio Receiving System. Paul Hermanspan, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose m.b.H.

2,097,896—Amplifying Arrangement. Bernard Salzberg, New York, assignor to RCA.

2,097,901—Radio Tuning Apparatus. Adolph A. Thomas, New York, assignor to RCA.

2,097,902—Detector Circuit. Rudolf Urtel, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,097,918—Magnetron Detector. Karl Fritz, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,097,937—High Frequency Oscillating Circuit. Noel M. Rust, Chelmsfords, London, assignor to RCA.

2,097,994—Incandescent Screen. Harry S. Bamford, Philadelphia, assignor to Farnsworth Television Inc.

2,098,000—Luminescent Screen. Philo T. Farnsworth, San Francisco, Calif., and Bernard C. Gardner, Philadelphia, Pa., assignors to Farnsworth Television Inc.

2,098,023—Electric Valve Translating Circuits. Ernst F. W. Alexanderson, Schenectady, assignor to General Electric Co.

2,098,052—Timing Circuit. Harold W. Lord, Schenectady, assignor to General Electric Co.

John Hughes Joins KVOO

Tulsa — John Hughes, formerly of WRR, Dallas, and KOMA, Oklahoma City, has joined the announcing staff of KVOO, Tulsa, here. He replaces Ray Colcord, who resigned to attend the School of Drama at Yale University.

WCCO, Minneapolis

Roy W. Winsauer, assistant production manager, speaks before 400 members of the Quill Club at Washburn High School today on "Writing for Radio."

Richard H. Postlethwait, announcer, takes up duties in a similar capacity today at WBBM-CBS, Chicago.

JIMMY ALDIN

AND HIS ORCHESTRA

JUST COMPLETED

100 WEEKS ENGAGEMENT

BEN 6-4759

GUEST-ING

ANNA MAY WONG, on Al Jolson program, Nov. 9 (CBS, 8:30 p.m.).

JOHN FEENEY, tenor, in second appearance on Leo Reisman's Schaefer Beer program, Nov. 11 (WEAF, 7:30 p.m.).

MARY and VIRGINIA DRANE, violinists, on "Rising Musical Stars," Nov. 14 (NBC-Red, 10 p.m.).

ALEXANDER WOOLLCOTT, CONRAD THIBAUT, and LUCRECIA SARRIA, soprano, on "Magic Key of RCA," Nov. 14 (NBC-Blue, 2 p.m.).

MAJOR JOHN WARNER, pianist, on Radio City Music Hall Symphony Orchestra program, Nov. 14 (NBC-Blue, 12:30 p.m.).

LYN MURRAY's CHORUS, repeat on Al Pearce show, Nov. 11 (CBS, 9 p.m.).

BING CROSBY, on "Hollywood Mardi Gras," Nov. 16 (NBC-Red, 9:30 p.m.).

CAROL WEYMANN, interviewed by Nellie Revell, Nov. 16 (NBC-Red, 5 p.m.).

MERRY MACS, repeat on "Town Hall Tonight," Nov. 10 (NBC-Red, 9 p.m.).

BUDDY CLARK, on Al Pearce program, Nov. 9 (CBS, 9 p.m.).

MARION DAVIES in "Peg o' My Heart," on "Lux Radio Theater," Nov. 29 (CBS, 9 p.m.).

WALTER GIESEKING, on Philharmonic-Symphony Orchestra program, Nov. 14 (CBS, 3 p.m.).

MARGARET ANGLIN, FRANK ALBERTSON, ARTHUR GEARY and BETH CHANDLER, on "Hammerstein Music Hall," Nov. 12 (CBS, 8 p.m.).

Coolidge Quartet in Series

A weekly series of six Saturday programs of chamber music by the Coolidge String Quartet, with concert artists as assisting soloists, will be given over CBS beginning Nov. 13 at 5:45-6:25 p.m. Series is entitled "Haydn to Debussy" and will sketch the development of music from the early eighteenth century to the beginning of the twentieth.

Tom Terriss in New Spot

Tom Terriss, the Vagabond Adventurer, has a new WEAF-NBC Red spot, Sundays at 9:30-9:45 a.m. titled "Letters from Abroad."



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

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

Nov. 8: WNAX, Yankton, S. D. Transfer control of corp. to South Dakota Broadcasting Corp. 570 kc., 1 KW., 5 KW. LS., unlimited.

Nov. 9: KARK, Little Rock, Ark. Transfer control of corp. to Radio, Incorporated. 890 kc., 500 watts, 1 KW. LS., unlimited.

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

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

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

Nov. 15: Platt & Platt, Inc., Poughkeepsie. CP for new station. 1000 kc., 1 KW., limited.

WDZ, Tuscola, Ill. CP to increase power to 1 KW. 1020 kc., daytime.

Nov. 16: Citizens' Broadcasting Corp., Schenectady. CP for new station. 1240 kc., 1 KW., 5 KW. LS., unlimited.

Thomas J. Watson, Endicott, N. Y. CP for new station. 1240 kc., 1 KW., unlimited.

Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 500 watts, 1 KW. LS., unlimited.

Nov. 17: Zenith Radio Corp., Chicago. CP for new experimental station. 42000, 56000, 60000, 86000 kc., 1 KW., unlimited.

Nov. 18: West Texas Broadcasting Co., Wichita Falls. CP for new station. 1380 kc., 1 KW., unlimited.

Wichita Broadcasting Co., Wichita Falls, Tex. CP for new station. 620 kc., 250 watts, 1 KW. LS., unlimited.

Faith Broadcasting Co., Inc., Wichita Falls. CP for new station. 1380 kc., 1 KW., 5 KW. LS., unlimited.

KFPL, Dublin, Tex. Vol. assignment of license to WFTX, Inc. and change in frequency to 1500 kc., 100 watts, 250 watts LS., unlimited.

Chase S. Osborne, Jr., Fresno, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

Bend Bulletin, Bend, Ore. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Waterloo Times-Tribune Pub. Co., Waterloo, Ia. CP for new station. 1370 kc., 100 watts, daytime.

WREN, Lawrence, Kan. Auth. to transfer control of corp. 1220 kc., 1 KW., 5 KW. LS., share time.

Nov. 19: Charles F. Engle, Natchez. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

APPLICATIONS RECEIVED

WGAR, Cleveland, Ohio. CP for new relay station. 1622, 2058, 2150, 2790 kc., 100 watts.

Harry M. Ayres, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime.

Michael J. Mingo, Tacoma. CP for new station. 1400 kc., 250 watts, daytime.

APPLICATIONS RETURNED

Publix Bamford Theaters, Inc., Asheville, N. C. CP for new station. 1370 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATION
C. Frank Walker & Waldo W. Primm, Fayetteville, N. C. CP for new station. 1210 kc., 250 watts, daytime, be denied.

Capitol Broadcasting Co., Inc., Raleigh. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be granted.

Harrison Holliday Starts Own Program Over KFI

West Coast Bureau, RADIO DAILY
Los Angeles—Harrison Holliday, general manager of KFI-KECA, now has a program of his very own, "The Listener Inner," which he inaugurated this week and will continue at 9:15 p.m. each Thursday over KFI. Holliday, while one of the younger radio executives, is a veteran in point of service, and probably the most inveterate tuner-inner to be found anywhere. His experience dates back to the beginning of radio, and he is generally credited with bringing the first variety show to the airlines and introducing Meredith Willson, Al Pearce, Frank Watanabe, Yahbut and Cheerily, Tommy Harris, Hazel Warner and many others now famous via the original "Blue Monday Jamboree."

'Handy-Ad' Show Carries 50 Spots in Half Hour

(Continued from Page 1)
to the classified section of the newspaper.

A Tulsa monument company invested \$20, and two weeks later attributed a \$650 sales increase to the show.

Bell has handled announcements ranging from monuments for sale, to duck ponds for rent.

FRANK DEGEZ
CUSTOM CLOTHES
46 WEST 48 ST.
NEW YORK
BR yant 9-9746

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

AGENCIES

CURT PETERSON, radio director of Marschalk & Pratt Inc., will be the featured speaker at the Better Speech Forum of the Jane Manner Speech and Drama Institute tonight at 7:30 in Steinway Hall. Peterson's subject will be "Speech And The Radio."

MAXINE McBRIDE, formerly with the New York Sun, has joined the publicity staff of Batten, Barton, Durstine & Osborn Inc.

Grove Lab. NBC Program Expands to West Coast

(Continued from Page 1)

the mountain and Pacific on Wednesdays. Program is heard Mondays through Thursdays, with the Monday and Thursday shows airing at 8 p.m. and the other days at 10 p.m. Stack-Goble Advertising Agency, Chicago, has the account.

Elmore Vincent Renewed

Elmore Vincent, the "Senator Frankenstein Fishface" of the WJZ Sunday variety show, has signed a two-year renewal contract with NBC.

40,000,000 PEOPLE

ARE WAITING TO HEAR

Edgar Rice Burroughs'

TARZAN

☆☆☆☆☆☆☆☆

YOU MR. ADVERTISING AGENCY
MR. SPONSOR

Are cordially invited to attend

THE RADIO PREVUE

Tuesday, November 9, 1937

3 P. M. to 6 P. M.

at the studios of

KASS-TOHRNER, INC.

RADIO PRODUCTIONS

RKO Building

Radio City



AL SPERRY, genial conductor of the K FAC "Dunkers Club," lays claim to being the originator of the "Pen Goo Day" stunt now being revived by stations in the South, and displays a photostatic copy of an eye-opening check he received from the L. Feibleman Co., a Sears-Roebuck affiliate in New Orleans, for his participation in the original campaign staged in that city in October of 1934. Al says he will be happy to supply detailed information to any station asking for it.

"Reunion of the States," long a favorite with West Coast listeners, saluted Missouri on its return to the air via KHJ on Sunday, 3:30-4:00 p.m. Arthur Shank is emcee.

Hal Styles' "Help thy Neighbor" yesterday was devoted to "helping" unemployed Legionnaires.

Hal Rorke's CBS publicity department held the annual "turkey shoot" for the Thanksgiving newspaper trade last week. Birds were shot with 20-gauge grafexes and other large-calibered lenses, and Lita Hebert, Georgia Neff, Jack Sayre and Leonard Finch were all fuss and feathers throughout the meet.

Ted Healy and his stooges have been added to the cast of next Thursday night's M-G-M-Maxwell House show over CBS.

BALTIMORE

May Standish Rose, one of the first directors of The Vagabonds, just opening their 21st season here, was guest of Lydia Todd on WBAL Friday.

Henry Hickman, WFBR's Tydol inquiring reporter, aired his Tuesday and Thursday programs last week from the Food Show at the Fifth Regiment Armory.

Weed to Handle KFBB

Weed & Co. has been appointed national representatives for KFBB, Great Falls, Montana, effective Nov. 15. The outlet, a CBS affiliate, has 5,000 watts day and 1000 watts night and is owned by Buttrey Broadcasting Co. Inc. Mrs. J. Jacobsen is station manager.

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

James M. Seward
Tiny Ruffner

★ THE WEEK IN RADIO ★

... Web Billings Hold

(Continued from Page 1)

obtain control of Pan-American frequencies at an FCC hearing....

Rockefeller Foundation report showed an increased number of grants were made in the radio field....140 stations were set to carry the debut of the NBC Symphony Orchestra on Nov. 13, the Red and Blue webs being combined....Song writers and pop music publishers reach an accord in their argument on division of moneys from mechanical license fees....their proposed new pact running for 12 years, including an agreement to maintain membership in Ascap for a 10-year period after the current contracts run out two years from now....AFM ordered the Arranger's Guild to disband because it does not provide for unions within the union, but will cooperate with the arrangers through the regular AFM channels....KNX is going in for a \$300,000 transmitter....

Benton & Bowles will open a complete unit in Chicago on Nov. 15.... Warner Bros. stated they would no longer supply air script versions of

its movies to small stations because many were improperly produced.... but M-G-M said it would continue to supply such material from New York offices....James D. Shouse, general manager of KMOX, going with Crowley's WLW on Dec. 1....NBC starts construction of its new coast plant.... Another news service entered the field in Continental Radio Press.... designed to supply local news to stations within certain areas....

RCA-Victor plans to augment its radio coverage with two more programs, while "Magic Key of RCA" will be dressed up a little....Most of the stations cancelled by Father Coughlin will be in the station lineup for Gerald Smith's Committee of One Million for something or other.... AFM Executive Committee adjourned subject to call of Pres. Weber....sub-committee is handling whatever details now arise on okaying allocations of additional station expenditures for musicians...and working out license agreements for transcription and phonograph record companies.

WNOX, Knoxville

Allen Fort, announcer, left for a new post in Miami.

Ruth Hendrickson has joined the continuity department.

Sam Johnson of the "Monk and Sam" team is recovering from an extended illness and will be back on the air soon.

Billy Barnes, former organist at Paramount Theater, New York, is now playing the Wurlitzer at the Tennessee Theater in Knoxville and being heard daily over WNOX.

Charles Craig, who has been under contract to sing in Paramount films in Hollywood, is now doing a weekly program here. Was forced to return to Knoxville due to serious condition of his mother.

Thomas F. O'Connell, formerly press agent with Rubin & Cherry carnival, is now on the sales staff here.

Station has resumed its amateur programs following insistent listener demand.

The Dixieland Swingsters and Tex and Curley have been kept quite busy making records for Victor recently. Several of the disks have been among "best sellers." These same performers recently provided part of the entertainment for 10 days at the Food Show in Charlotte, North Carolina.

Webbe Handling WAAT Show

Ted Webbe, former chief announcer of WNEW, has been signed by Michaels Furniture Co. to handle new "Man On the Street" broadcast to be aired over WAAT seven times weekly at 1:30-1:45 p.m. Schillin Advertising Agency set deal. Webbe resigned from WNEW one month ago to become chief sports announcer of Pathe news, and is at present engaged in directing football commentaries direct from stadiums.

WTMJ, Milwaukee

John Jessup, account representative, has replaced the "Home Harmonizers," sponsored for three years by Home Furniture Co., with the "Rhythm Club," featuring transcribed music and Bob Heiss as emcee.

Myrtle Spangenberg, soprano, had to temporarily give up her vocalizing on "Morning Melodies" due to a heavy cold.

Following experiments with one-minute dramatized commercials for a new account, Nuera, Don Donovan and Henry Saevke, account representatives for the John Barnes agency and WTMJ, respectively, have set a series to promote this sponsor's soap sales.

Harry Ford was lured back from the wilds of Missouri to reassemble the Park Avenue Hillbillies for a clothing sponsor.

WACO, Waco, Tex.

The Lone Star Playboys recently changed their name to The Jones Jolly Bakers for sponsorship by Jones Fine Bread Co. F. J. Ruetz writes and produces the show. Lee Glasgow is the salesman-instigator of the affair.

Clark Fulks, staff announcer, has developed quite a following with his weekly program titled "Babies—Just Babies," and it looks as though the show will soon be a commercial.

Using the Ed Bookers Rhythmaires as talent, the Tom Padgett Co., manufacturer of leather goods, has wound up a month's series—the purpose of which was to point out reasons why it pays to use horses and mules on the farm. Contest was conducted in conjunction, drawing mail from 41 Texas towns.



MARGARETTE SHANNA, leading lady of General Mills' "Arnold Grimm's Daughter," and Elliott Woodruff, investment broker, married Friday.

Jeanne De Lee, local free lance actress, and Ira Leon middle-aisled together on Sunday.

The Yacht club orchestra now has a WBBM line every night at midnight.

Mundelein College Radio Workshop is airing a new program on WCFL titled "The Forum," dealing with freshman activities at the Institution.

Vincent Lopez leaves the Drake Nov. 18 and will be followed by Paul Whiteman. Lopez then does a week's stretch at the Chicago theater before going back to New York. Wayne King winds up at the Palmer House Dec. 8.

John Walsh of "Court of Missing Heirs," CBS show, went to Springfield over week-end to sing at a friend's wedding.

Dick Barrie, local bandmaster and his singing wife, Anita Boyer, are playing at the Hotel Texas, Fort Worth.

H. K. Boice, CBS vice-president, W. J. Williamson, sales manager WKRC, Cincy, and Dewey Long, sales manager, WBT, Charlotte, visited WBBM-CBS headquarters.

Joe Gallichio, music director for Amos 'n' Andy, visiting home folks here while the team is in the east.

FORT WORTH

Paula Fraser, WBAP songstress and actress, and Larry Rowell, former emcee on this station and now with an ad firm in Chicago will be married around Christmas.

Roger Phillips, former production manager at KFJZ before he joined KABC, San Antonio, has returned to the former station, which has moved its general business offices to larger quarters on the 13th floor of Trinity Life Bldg. Mrs. Ruth Roosevelt took over the station.

Virginia Wilten of the WBAP continuity staff is adapting the "Black Night" scripts.

A Collegiate Educational series has been launched on WBAP, using remotes from colleges in this section.

P. & G. Contest

Procter & Gamble will give away 750 Benrus watches in a 25-day contest on "Why I Like Chipso," to be conducted over the radio and in newspapers starting today. The radio contest will be announced on Chipso's "Road to Life" five-weekly program over NBC-Blue at 11:15 a.m. and over NBC-Red at 4:45 p.m.

PROGRAM REVIEWS

DR. KARL REILAND

Pepperell Mfg. Co. (Textiles)
WJZ—NBC-Blue,
Fridays, 7:15-7:30 p.m.
B. B. D. & O.

INSPIRATIONAL DISSERTATION IS A GOOD PROGRAM OF ITS TYPE.

Choosing "The Readiness Is All" as the subject of his first talk, Dr. Karl Reiland started this series with a generally interesting chat on educating oneself along useful lines, unlearning knowledge that is of no value in the present age, and being prepared to take advantage of the modern opportunities that present themselves in "a time of promise and privilege." He also pointed out the need of better moral living and spiritual controls instead of more laws.

For persons who find solace and help in talks of this kind, which necessarily deal largely in generalities, Dr. Reiland will provide as much soul balm as the best of such programs. He talks well and makes his points easily.

A brief organ number was offered next to closing, then listeners were invited to write in for copies of Dr. Reiland's discourse. There was a minimum amount of commercial matter.

"TOWN MEETING OF THE AIR"

Sustaining, WJZ—NBC-Blue Network, Thursday 9:30-10:30 p.m.

NBC'S CHAMP RADIO FORUM STARTS THIRD SEASON WITH UNUSUAL FLOURISH AND FELICITATIONS.

George V. Denny Jr. directs the "American Town Meeting of the Air" under the auspices of the League for Political Education. NBC provides the facilities for the sustaining, which has been established the past two years as being in a class by itself, and an unhampered forum where Democrats, Republicans, Socialists or what-have-you can all have a say on social, economic and political questions. Program originates in Town Hall, which has a seating capacity of 1,500, and after the speakers have made their pro or con observations on the question up for discussion, enough time is left, usually about 15 minutes, for patrons to ask questions of the respective speakers.

Topic up for discussion Thursday night was "What Shall Be the American Policy in the Far East?" Speakers were Frederick Moore, adviser to the Japanese Embassy, who naturally gave the Japanese viewpoint; Nathaniel Peffer, writer and lecturer, who gave the Chinese angle; Prof.

HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music in a Modern Manner

MANAGEMENT
ROCKWELL-O'KEEFE

ORCHESTRAS - MUSIC

LAATEST number published by Whitney Blake, "This Isn't Love," by Ina George, already is getting quite a play around the country, and requests for transcriptions even have come in from the coast. The song has "torch" qualities and still fits in the standard class. Walter McKinney, a leading Northwest tenor, has been featuring it over KOIN and KALE. KFOX, the Hal Nichols station in Long Beach, Cal., has been giving daily broadcasts due to many requests, while KIRO and KORE also have been featuring it. Harold Shaw, maestro of the ivories, has found it very playable.

The Liberty Music Shops in New York, engaged in selling Jean Sablon's recordings, report that sales of the French singer's records top those of all other male vocalists at the present time.

George Hamilton's orchestra moved into Hotel Peabody, Memphis, on

Edwin Borchard of Yale University Law School, the policy of isolation; and James G. McDonald, former League of Nations High Commissioner For Refugees from Germany, discussing the policy of international cooperation.

Denny, acting as moderator, made a spirited opening talk and pointed out that without the miracle of radio such a forum would not be possible. Communications were read from Pres. Roosevelt, Gov. Lehman and Mayor LaGuardia. At the close of the talks, NBC was again brought into the picture via a letter to Denny from Pres. Lenox Lohr, and after the audience asked questions announcement was made that arrangement had been made with Columbia University Press to publish the talks for the next 22 weeks and these would be available at 10 cents each or \$2 for the series of 22 discussions.

"Kraft Music Hall"

Last Thursday night's "Kraft Music Hall," with Bing Crosby as major domo, brought forth the first real and unique comedy find of this radio season. He is Jerry Colonna, member of John Trotter's orchestra, and already discovered by the films. Giovanni Colonna, as he was billed for last week's airing, is a singer of parts—the parts being largely in the channels of travesty, satire and a touch of burlesque. As a crooner, his inflections, pronunciations and dialectic interpolations are a scream. And when he drops melody for patter, there are few trick and gag talkers who sound funnier.

Other parts of the last Kraft show were uniformly excellent. Fay Bainter, star actress, and Douglas Fairbanks Jr., another stellar thespian, exchanged cross-fire with Crosby and Bob Burns in highly entertaining fashion. All troupers from head to toe, they kicked up a very lively evening.

Friday, and will play sustainings over WREC in addition to CBS spot on Monday nights at 11 (CST). Hamilton's orchestra will replace Dick Jurgen's which has been at Hotel Peabody for two months.

Ed Smalle's chorus will soon be heard on a new series which will also offer Jan Pearce, Viola Philo, and Oscar Strauss as musical conductor. Smalle's chorus is currently heard with Leo Reisman on that Thursday night WEAf beer series.

Phil Harris learned recently that gold had been discovered on his undeveloped ranch in Hermancio, Mexico. The deep voiced maestro and his wife, Marcia Ralston, left immediately after the Jack Benny show to visit the property, which Harris had bought for hunting purposes.

Jack Towne, who conducted his own bands in several spots, is now a member of Ernie Holst's orchestra.

Foster May Airs Husking While He's Under Arrest

Omaha—Foster May, WOW's ace newscaster, broadcast the National Cornhusking Championship at Marshall, Mo., Nov. 4, while he was under arrest.

May and WOW's mobile broadcasting unit arrived at the scene of the contest to find that a competing station had secured "exclusive broadcasting rights." Undaunted, May and his engineers continued to make preliminary tests early Thursday morning and leased the Louis Webber field, immediately next to the contest field. When time rolled around for the broadcast to start, a belligerent group of men and a State Patrolman with a warrant arrived. The warrant charged May with trespassing and forcible entrance during the time he had made the tests earlier in the morning.

An accommodating magistrate, who had a tent on the field, released May on bond of \$500, whereupon May, described the contest with the aid of a pair of field glasses from the top of WOW's mobile unit.

NBC Extends for Armistice

NBC's coast-to-coast Blue network will remain open Thursday night until 2:30 a.m. (Friday) to broadcast Armistice Day greetings from Southern California to all corners of the British Empire. British Broadcasting Corp. will re-broadcast the greetings throughout England. NBC networks ordinarily close at 1:00 a.m.

AL DONAHUE

and his orchestra

at the

RAINBOW ROOM

For Fall and Winter Season
Fourth Return Engagement



RADIO DAILY IS THE FASTEST GROWING PUBLICATION IN RADIO EXECUTIVES EVERYWHERE READ IT FIRST THING EVERY MORNING



NASHVILLE

For the first time in local history all three Nashville stations joined to broadcast the same program simultaneously . . . It was the occasion of the final appeal for the Nashville Community Chest and came over WSM, WLAC and WSIX.

S. A. Cisler, Jr., former manager of WSIX and now director KTHS, is the father of a baby girl.

Walter Pegram is a new salesman on the commercial staff of WSIX.

Harry C. Krone, WSIX manager, has returned from St. Louis, where he went to bring his wife and two boys to Nashville.

Jack Harris, WSM, latest local benedict, says it's the only life.

WSM's Golden West Cowboys play on the stage of the Princess theater every Saturday.

Ray Adkins, WSIX announcer, is M.C.'ing a group of WSIX hillbilly performers in personal appearances at various schoolhouses around Nashville.

Zenith Radio Program Shifts to CBS Dec. 5

(Continued from Page 1)

present lecture-like series under new direction of J. Walter Thompson Co. Guest names are planned to relate extra-sensory perception experiences.

Radio Director Richard Marvin has assigned Lou Jackobson as production director. Robert Colwell has been summoned from New York, and James Whipple from Hollywood, to assist John Young in writing script. Dick Elpers is account contact at CBS.

Heretofore NBC has handled production, the E. H. Brown Advertising Agency being minus a radio department.

Westerners on "Hit Parade"

Lucky Strike "Hit Parade" makes a new departure in guest artists this Wednesday on the NBC-Red Network, when Louise Massey and Her Westerners will be heard as the first group to be booked on this program. Leo Reisman and His Orchestra start a series on that date.

Paul Brenner Joins WNEW

Paul Brenner, formerly of WSYU, Syracuse, and WFBL, Syracuse, has joined the announcing staff of WNEW.

ONE MINUTE INTERVIEW

FRANCES LANGFORD

"If motion picture talent has been a boon to radio, then radio has been even more of a servant to Hollywood. The great number of programs coming from the movie metropolis serves as a remarkable free exploitation and publicity agent for the individual stars and the new pictures. In radio Hollywood 'has something there'. Let's hope it doesn't abuse the privilege."

☆ Coast-to-Coast ☆

TRIBUTES to dominant personalities in the news in celebration of their birthdays will be given by Bryce Oliver, commentator, in a new series of broadcasts which will be heard over WHN weekly, starting today at 9-9:15 p.m. Ida M. Tarbell, noted historian who this week is celebrating her 80th birthday, will be the first American to be honored. In addition, Oliver will review the news of New York each week.

The Three Little Sachs, recently back from a film assignment in Hollywood, will be featured with Ann White in the new Bill Bertolotti show for a limited engagement.

A new nightly news broadcast will be presented by WNEW at 7:15 p.m. each weekday evening beginning today. International News Service will be used for this broadcast series, the news being edited by the station's news department.

Connie Drake, a Roy Campbell soloist, is now broadcasting from the Gatineau Country Club, Ottawa, Canada, over the Canadian Broadcasting System.

Vi Mele, "The Pianistic Personality," who appeared on several CBS "Swing Sessions," has been signed to remain indefinitely at the Hotel New Yorker. Her pianologue and songs are heard in the Terrace Room of that hotel.

Virginia Blackford Miller will be commentator, sponsored by Franklin Simon Co., John G. Paton Co. (Yuban coffee), and Golden Blossom Honey, in a new program titled "Shopping Parade," which starts tomorrow over WICC, Bridgeport.

A novel stunt stanza that packed a real entertainment wallop was aired

Art Institute's 7th Year

Minneapolis—The Minneapolis Institute of Arts will open its seventh consecutive year of broadcasting over WCCO on Nov. 11. Mathilde Rice Elliott, staff lecturer for the Institute, will be featured on the airings along with other members of the Institute's personnel.

Through the medium of these broadcasts over WCCO, the Minneapolis Institute of Arts has kept Northwest listeners abreast of all new developments in the field of art and has also been able to call to attention outstanding exhibits of interest to the public at large.

KPQ Signs Beer Account

Wenatchee, Wash.—KPQ has added Seattle Brewing & Malting Co. to its list of national accounts, Commercial Manager John K. Dykeman announces. Contract is for six months, five evening spots weekly, with time to be used on Rainier Beer, and was signed through Western Agency, Seattle.

Halloween night by KDAL, Duluth. Built up as "KDAL's Mystery Halloween Broadcast," the stint had Announcer Bill Harrington and Special Events Director Sam Levitan out in one of Duluth's residential districts for a half-hour fun foray with portable mike, window tick-tacker, soap, etc. Program took a novel turn when the KDAL mike-men were "arrested" by a cruising motorcycle cop and the "arm of the law" was interviewed on the more serious aspects of Halloween pranks.

Sidney Kaufman, motion picture critic and commentator, will inaugurate a new system for rating current films on his program "Cinema Comment" over WQXR at 9:45-10 tonight. Kaufman will rate motion pictures on a "report card" system, with grades A, B, C, D, and F (meaning "flunk"). He will also give a consensus of newspaper critics' verdicts on new pictures as they appear.

WSAR, which has made a tieup with Bryant Publicity Service, is located in Fall River, Mass., not nearby New Bedford.

WBT (Charlotte) officials find they have made a mistake in claiming a coast-to-coast following for the WBT "Midnight Dancing Party," heard nightly at 12:30 to 2 o'clock. Recent letters indicate the program has a following that is more accurately described as pole-to-pole rather than coast-to-coast. Letters have come in from Canada, Alaska, Hawaii, Mexico, Cuba, and Bermuda, acknowledging reception of the program which features playing of popular dance recordings on telephone or telegraph request. A telephone has been placed in the studio so telephone calls may be aired during the broadcast. The "Dancing Party" is handled by Announcers Bill Bivens and Lee Kirby.

KFUE Awaits Power Jump

St. Louis—Anticipating Federal approval of a time and power boost, KFUE has already begun a program of broadcast improvements, according to an announcement by H. H. Hohenstein, director. Station expects jump in time from 26 to 60 hours a week, and a power increase from 1,000 watts to 5,000. Pending the FCC decision, program development work includes the scheduling of high-class musical broadcasts and talks by prominent civic leaders.

Music Damages Denied

The Federal Court on Friday denied damages claimed by Daniel L. Brown against Tams-Witmark Music Libraries, Select Theaters Corp. and Jacob and Lee Shubert for infringement. Plaintiff, claiming rights to operetta, "Sari", charged defendants with giving broadcasting rights to stations and networks of musical numbers from the presentation. An amicable settlement was reached by parties concerned following decision.

SAN FRANCISCO

About 500 people thronged the Community Playhouse Tuesday night when Bennie Walker's Amateur Hour (Homestead Bread) moved from the NBC studios which could only accommodate 50. Aired over KGO, 7-8 p.m., it was 39th program in the series.

Bill Stremmel ended affiliation with KROW and has been added to the KYA sportscasting staff.

Bob Garred, KSFO announcer, was signed by Hudson Motors of Detroit, to speak at Auto Show.

KSFO's new Milen Jewelry account, 1-hour show at midnight written and produced by Bob Garred, caused the CBS outlet here to break a 12 o'clock sign-off policy which was standard here for many years.

KYA's chief engineer, Paul Schult, putting into operation an intricate distortion measuring equipment which will be used to check the station's entire transmitting equipment.

Roosevelt to Deliver Three Radio Addresses

(Continued from Page 1)

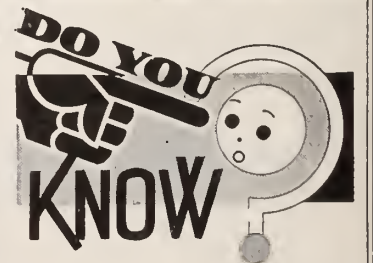
will be Nov. 14, eve of the opening of the special session. The President is expected to pull a typical "Roosevelt surprise" by reserving his legislative plans until he speaks to the nation with the convening of Congress. On Nov. 17, Roosevelt will visit historic Mount Vernon to speak on the "Farm and Home Hour."

Signed for Rexall Disks

Walter Cassel, Jean Paul King and the Norsemen Quartet have been set for Rexall United Drug transcribed series, with recording set to begin Dec. 4. Cassel, Willie Morris and James Wilkerson have also been signed for Chevrolet series, with recording dates as yet undetermined. Ruth Carhart, Patti Chapin and Ray Heatherton have just completed series of recordings for same sponsor. Latter three were set through Columbia Artists Inc., while former deals were all handled by Ben Lipset.

Steinke Back on WINS

"Jolly Bill" Steinke, who instituted the reading of the Sunday comics on WINS several years ago, has returned to the station in his old role.



Loretta Clemens wrote her first piano composition when she was five years old.