



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 92

NEW YORK, N. Y., TUESDAY, NOVEMBER 9, 1937

FIVE CENTS

Procter & Gamble on CBS

Looking On ... AND LISTENING IN

RADIO-FILMS Radio is strictly an aural art, while the films, despite the fact that they now talk, will always be essentially a visual art.

Each medium requires a distinct and different production technique in order to make satisfactory entertainment, and there are only a few points on which both techniques agree.

Chaplin, Garbo, Dietrich and Mickey Mouse on the screen can entertain and please and delight a hundred million people without having to utter a word. But put them in front of a mike and what will the LISTENERS get out of it?

If the producers of radio programs were to branch out as makers of motion pictures, the results most likely would be disastrous.

The same is only to be expected when movie studios try to put on radio shows.

And especially when they think they can do it as a sideline activity with the primary purpose of using the radio to exploit film product, film stars and film producers.

A bad job is done—the listeners are sadly disappointed—and both movies and the radio are injured in the long run.

It is about time to cut out all this baloney about a merger of films and radio.

They are two separate kinds of business, requiring different tactics, even if both are after some of the same artist talent, and there is no more reason for their being combined than there is for a shoemaker to merge with a tailor.

Both radio and films already have enough standardization in their respective entertainment offerings.

Why weary the public with a double-dose of the same formulas?

—D. C. G.

Television at Sea

First broadcast of television from land to a ship at sea was successfully demonstrated by BBC in a transmission to the Britannic, it was reported by Captain A. T. Brown, master of the steamer, on arrival here. A 10x12-inch screen was used. Voice and pictures were clear and well synchronized, Captain Brown said.

NASH-KELVINATOR CORP. RENEWING FOR 43 WEEKS

Nash-Kelvinator Corp. on Dec. 4 will renew the "Prof. Quiz" show on 61 CBS stations, Saturdays, 9-9:30 p.m., with repeat at 12 midnight, for 43 weeks. Geyer, Cornell & Newell Inc. has the account.

2-Hour WJJD Sports Show For Brown & Williamson

Chicago—Brown & Williamson for Avalon cigarettes next Monday will start two-hour sports edition on WJJD, 2-4 p.m. Program will be Mondays through Fridays. Batten, Barton, Durstine & Osborn Inc. placed the account.

Program is a complete verbal newspaper, conceived by Herb Sherman, WJJD sales manager, to run like a regular newspaper, with an editor, Warren Brown, sending reporters on assignments. Reporters are Russ Hodges, Jimmy Dudley, and Al Hollender. A 15-minute morning shot on track handicapping also is part of contract.

Buryl Lottridge Quits Oklahoma Network Post

Oklahoma City—Buryl Lottridge, managing director of the Oklahoma Network, has resigned to take over another Oklahoma radio position, to be announced within the next few days. Joseph W. Lee has been named to the post, in addition to continuing as manager of KTOK, key station of the network.

ARTA Protests to Toscanini Over Workers Let Out by NBC

Striking News Reporters Cover Beats for WBAX

Wilkes-Barre, Pa.—Though on strike at their newspaper, reporters of the Record have been gathering news locally just the same and turning it over to WBAX for its "Morning News" program which has been sup-

(Continued on Page 2)

Contracts Are Signed for Four Quarter-Hour Daytime Periods, Five Times Weekly, Starting Jan. 3

WJDX Dual Event

Jackson, Miss.—WJDX on Dec. 7 will dedicate its new 5,000-watt 5-D RCA transmitter and 330-ft. vertical radiator, and at the same time observe the station's eighth anniversary. W. P. Harris is director.

NBC'S BOSTON STUDIOS ORIGINATING MORE SHOWS

Boston—Three additional NBC-Blue network programs will originate here soon, according to John A. Holman, NBC general manager for New England. Nine coast-to-coast NBC shows are now being produced weekly from WBZ-WBZA. The pending shows will be musical and variety.

Holman said NBC intends to make Boston increasingly important as a production center.

Gordon Cooke Appointed Kastor Radio Director

Chicago—Gordon Cooke, radio director for Geyer, Cornell & Newell, New York, has been named radio director of H. W. Kastor & Sons here, effective Nov. 15, replacing Ed Aleshire, who resigned to become vice-president of Benton & Bowles' Chicago office, opening Nov. 20 in the Palmolive Bldg. Cooke once was with Blackett-Sample-Hummert here.

CBS and Procter & Gamble have negotiated a contract for four quarter-hour daytime periods, Mondays through Fridays, beginning Jan. 3. Number of stations to be used for each show is not set as yet, nor is the type of show each program will feature.

Contract, totaling five hours weekly, was signed by Hugh K. Boice, CBS vice-president in charge of sales, for the network and Compton Advertising (Ivory and Naptha); Pedlar & Ryan (Chipso) and Blackett-Sample-Hummert, Chicago, (Oxydol and Dref) representing the

(Continued on Page 8)

2 CANADIAN STATIONS JOINING NBC NETWORK

NBC net Sunday will add two more Montreal stations to its networks, namely CBM and CBF. CBM will become the Red network outlet for English programs and the present NBC station, CFCF, will be made the Blue outlet for English programs.

CBF, a French language station, will be optional on either the Red or Blue and can be used in combination with either CFCF or CBM. CBM, formerly known as CRCM, is a 5,000 watter operating on 1050 kcs., a clear channel. CBF is a new station which goes on the air for the first time next Sunday. It is a 50,000 watter on 910 kcs. Both CBF and CBM are owned by the Canadian Broadcasting Corp.

Chi Radio Awards

Chicago—Local radio world plans a "radio academy" with 10 statuettes for the most distinguished local performances of the year. Awards to be announced at a costume ball at Medinah Athletic Club, Nov. 27. All radio performers, personnel of stations and agency folk to be permitted a vote. Executive committee is headed by Actress Anne Seymour.

(Continued on Page 8)



Vol. 2, No. 92 Tues., Nov. 9, 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.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Nov. 6, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Table with 3 columns: Selection, Publisher, Times Played. Lists songs like 'Blossoms On B'way', 'My Cabin Of Dreams', 'Farewell, My Love', etc.

COMING and GOING

H. V. KALTENBORN goes to Kansas City to speak next Monday night in the Municipal Auditorium at a dinner of the Knife & Fork Club.

REGGIE SCHEUBEL of The Biow Co. radio department is back from the Coast.

EDYTHE MELROSE of Street & Finney radio department is expected back early this week from West Mansfield, O., where she attended funeral of her mother.

ALICE FROST of CBS "Big Sister" has returned from a vacation at Williamsburg, Va.

GEORGE R. DUNHAM, manager of WEEL sales promotion department, is visiting CBS headquarters for the next two weeks.

GEORGE COLEMAN, general manager of WGBI, Scranton, is in town.

EILEEN BARTON is in Milwaukee playing a theater date.

DONALD M. MERSEREAU, general manager of RADIO DAILY, returns to New York today from a several weeks' trip to Hollywood.

JAY LEWIS of Jay Lewis Associates leaves today for a business trip through Pennsylvania.

STAN ZUCKER, general manager of Consolidated Radio Artists, leaves for Detroit today on business and is expected back tomorrow or Thursday.

THOMAS G. ROCKWELL, president of Rockwell-O'Keefe and MIKE NIDORF, head of the firm's band department, left the Coast Saturday for New York.

TOM FIZDALE left Hollywood Saturday by train for New York after a two weeks' stay. He is expected to return in a month after visiting Chicago and New York offices.

ROY WILSON of Wilson, Powell & Hayward has returned from Hollywood where he was combining business and a vacation.

JACK WHITING arrives in New York on Thursday from London.

RIAN JAMES arrived in town yesterday from Hollywood.

FINANCIAL

(Monday, Nov. 8)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Hazeltine Corp., Majestic. Includes Bid, Asked columns.

OVER THE COUNTER

Table with columns: Stromberg Carlson. Includes Bid, Asked columns.

Don Higgins Resigns

Donald A. Higgins has resigned as acting director of publicity at CBS to complete plans for the forming of his own public relations service. Pending designation of his successor, Luther J. Reid, news editor, will serve as acting head of the department.

Carl Doty at WOAI

Carl Doty, formerly with NBC in Chicago, is now associated with the publicity staff of WOAI, San Antonio.

Modernization Program Launched at WLW-WSAI

Cincinnati—Crosley Radio Corp. has launched a modernization program embracing WLW and WSAI, with completion expected by Dec. 1. Three new studios and a number of offices will be built, in addition to a new artists' lounge in the main Crosley Bldg. New technical equipment and modernization of the WLW transmitter at Mason also are part of the plans. Engineering difficulties have made it necessary to delay, temporarily, construction work on the new broadcasting building.

KFWB in McClatchy Web

West Coast Bureau, RADIO DAILY

Los Angeles—KFWB takes the place of KEHE as the Los Angeles outlet of California Radio System, regional net controlled by the McClatchy newspaper interests, under a deal signed by Harry Maizlish, representing the Warner Bros. station, and Guy Hamilton, general manager of the McClatchy chain.

KVOO Sells Network Comm'l

Tulsa—"Sunday Afternoon Social," originated and produced by KVOO, has been sold on a two-station hookup including WKY, Oklahoma City, providing a state-wide audience for Oklahoma Tire & Supply Co., auto accessory chain. Show is a barn-dance type with a cast of 25. Trafton Robertson and Toby Nevius, KVOO staff artists, write and produce it. Show airs at 5-5:30 p.m. Sundays.

Striking News Reporters Cover Beats for WBAX

(Continued from Page 1)

plied through the Record editorial rooms.

American Newspaper Guild, CIO unit, has been engaged in organizing local newsmen. In order to get their story across, on being denied newspaper space even though the cash was on the line, the Guild bought time on WBAX, two 15-minute periods daily, with Joe Walsh, veteran sports writer, as spokesman. So when the Record strike was called, the striking reporters came to the rescue and have been supplying the station with news.

New Serial Recorded

"Raising the Kanes," new dramatic serial by William Watters about a family of newspaper photographers, has been recorded with a cast of radio artists including Craig McDonnell, Rosalind Greene, Gladys Thornton and Helen Kane. Auditions of this script are now being arranged for several sponsors. Among other attractions, this program features a new theme-song by Jack Freeman, author of "Night."

COLONEL JACK MAJOR

Presents

COUSIN SUSIE

(EVELYN OAKS)

TODAY 3-3:30 P. M. EST.

WABC—COLUMBIA NETWORK

THE BEST ELECTRICAL TRANSCRIPTION IS THE CHEAPEST!

A show is no better than its recording! Here are the "quality" methods we use:

Standard wax recordings on 1/2 ton machines (double safety wax reserve). Factory processed, surface-noiseless pressings, for rebroadcast purposes matching maximum range of "High Fidelity" radio stations, best pick ups and speakers on market.

All assignments guaranteed from recording to delivery to station with all necessary A F of M, MPPA, FCC releases.

Remote Control—permanent lines.

Studio — Latest double ceiling — Acoustically adjustable — Numerous dynamic microphone channels. Studio, Control and Recording Engineers (3) to each job.

JEAN V. GROMBACH, INC. 113 West 57th St. New York

Established 1930 Phone Clrcl 7-6980



Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc. 250 Park Avenue New York



BETTER BROADCASTS for BETTER BUYERS

INTERSTATE BROADCASTING CO. 730 Fifth Ave., New York

DO ITALO-AMERICANS BUY AUTOMOBILES?

YES! THEY DO!

...AND THEY BUY MORE THAN THE AVERAGE

LET'S take New York City as representative of the Italo-American Market and let us look at the figures: in New York, the Italo-Americans constitute 15.44% of the total population and the latest available figures for automobiles registered under their own names are as follows: pleasure cars 17.44% and commercial vehicles 18.37% ● No comment is needed. They buy automobiles, and buy more than the average. ● But the strangest part of the story is that nobody is advertising to them. Certainly the industry is not losing the Italo-American Market, but the manufacturers are *certainly* overlooking a tremendous opportunity. ● Today and for the past five years—judging from

money spent and results obtained—radio is by far the strongest single force to reach and sell the Italo-American Market. As far as we know, no one in the automobile industry is using this force ● Scores of leaderships have been created through radio—and radio alone—broadcasting in Italian from WOV, WBIL and WPEN. We specialize in this market. We can sell your automobiles. We cover 100% of the Italo-American Market of New York, New Jersey, Pennsylvania, Connecticut and Delaware, and we devote our time in reaching 2,300,000 Italo-Americans living in this territory. This market deserves your attention. If you wish further information, please call or write to us.

INTERNATIONAL BROADCASTING CORP., 132 W. 43rd St., New York City

TELEPHONE, BRyant 9-6030

WPEN ★ WOV ★ WBIL

PHILADELPHIA, 1000 Watts

NEW YORK, 1000 Watts

NEW YORK, 5000 Watts

GUEST-ING

CONSTANCE BENNETT and CARY GRANT, in "The Medicine Girl", on Silver Theater, Nov. 21 (CBS, 5 p.m.).

ANNA NEAGLE, English actress, on Chase & Sanborn Hour, Nov. 14 (NBC-Red, 8 p.m.).

ROSA TENTONI, on Bing Crosby show, Nov. 11 (NBC-Red, 10 p.m.).

ERNA SACK and RICHARD TAUBER, on General Motors program, Nov. 14 (NBC-Blue, 8 p.m.).

EDDIE CANTOR, on "Hollywood Mardi Gras" program, Nov. 16 (NBC-Red, 9:30 p.m.). BING CROSBY postpones appearance to following week.

NADINE CONNER, first of guest-star vocalists in absence from air of Jeanette MacDonald, on "Vick's Open House", Nov. 14 (CBS, 7 p.m.).

JANE COWL, on Kate Smith Hour, a radio adaptation of Maxwell Anderson's "Elizabeth the Queen," Nov. 18 (CBS, 8 p.m.).

WIL Show Participating

St. Louis—"Today's Winners," one of the most popular musical sports reviews in the middle west, broadcast nightly over WIL 6:30-7 o'clock, has been put on a participating basis. Hyde Park Breweries and Adam Hats are now participating. A number of other spots on the show are still open.

Taxi System on WHN

Parmelee System for National Transportation Co., taxi operators, is sponsoring Bryce Oliver, commentator, in a weekly WHN program at 9 p.m. Mondays. Show is titled "Speaking of New York."

KGER Adds to Staff

West Coast Bureau, RADIO DAILY
Los Angeles—KGER of this city and Long Beach has added Mal Bratton and Tex Rickard to its sales department, while Fred Henry, formerly of KHJ, has joined as announcer.

Two More Sesac Members

Sesac reports two additional publishers members have joined the organization and all copyrighted works of the two are now part of the Sesac catalog. They are: A. S. Barnes & Co. Inc. and Wm. J. Smith Music Co. Inc., both of New York. Sesac's program service department will issue the list of publications upon request.

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

Greetings from Radio Daily

November 9

Bill Harding Ed Wynn
George "Stoney" McLinn
Darrell V. Martin Lou Lubin



● ● ● Oldsmobile is discussing a radio show in Detroit today. They're anxious for Russ Morgan and would sign contracts pronto if the band could be signed. Morgan has until the end of January with Phillip Morris... Bandleader Harry Rosenthal goes to Hollywood to open a club there in partnership with George White... Buddy Rogers has been booked with his band for South America for ten weeks beginning Jan. 15. He is definitely through with pictures... Lucille Ball, who appeared on Phil Baker's show Sunday, does a repeat shot next week... Entire Coca Cola show starring Kitty Carlisle has had options picked up... Eddy Rogers leaves the Rainbow Grill on Jan. 6 and is succeeded by Bert Block, as we reported months ago... George Hamilton is likely to follow Rudolph Friml Jr. into the Ritz... Despite reports to the contrary, Gypsy Rose Lee's contract with 20th Century-Fox was renewed, after she left the coast... With the networks featuring slicker companies on the air—don't be surprised to also hear "Bingo" or "Bank Nite"—PLUS a double-air-feature!

● ● ● At the farewell stag for Mark Hellinger the other nite at "21" the assemblage read like "who's who" in America... X-Mayor James J. Walker, Jimmy Johnston, Bugs Baer, Louis Sobol, Quentin Reynolds, Irving Hoffman, Nicky Blair, with Walter Winchell handing some good advice to Danton Walker among others... W. W. looked rested... Good luck, Mark... Tro Harper, KSFO, Frisco newscaster, chews a stick of gum for ten minutes before every quarter hour newscast, claiming that by working out his salivary glands before each airing, his mouth doesn't dry up... It's a sort of self-lubrication job, costs little—and is highly effective... Martin Block will introduce the 30 top-notch bandleaders who will appear Monday nite at the Hotel Astor for the AFM-802 benefit. Show will be aired via WNEW exclusively for five hours or more.

● ● ● Late yesterday Ted Collins wired Warner Brothers a refusal to accept a picture deal for Kate Smith. He intends staying east... Bob Hope and Martha Raye will be teamed in two pictures... Irene Wicker has been visiting Boston, where her youngster is at Mass. General Hospital suffering from a leg injury he sustained while playing football... Arthur Boran is confined to his bed unexpectedly... A musical fantasy by Tony Sarg is on wax and is being offered to sponsors... Ray Perkins quits his air show this month... Vitalis program featuring Ray Sinatra's band, Joey Nash, etc., via WLW line, fades at the end of the month... Shep Fields has collected insurance for special arrangements stolen down in Birmingham. Later they were returned... Josef Cherniavsky revives his famous "Musical Camera" show via MBS Thursdays opposite Rudy Vallee (which is a tough break) with Sylvia Froos and Jack Arthur plus the Charioteers... Barry Wood will play the sax and clarinet besides croon on his CBS show which debuts tonite... Harry Conn's "Earaches of 1938" auditioned twice with audiences on Friday—the evening show being piped to CBS prexy William Paley's home—with the earlier show believed to be for United States Rubber.

● ● ● Down in Philly over the week-end and visited the studios of WCAU and KYW—which are the tops. The building elevators there are equipped with RADIOS—letting artists on the run for a show know how much time's left... A letter from G. F. Dalefield of Palmerston North, New Zealand, stating that he received an early morning show of WFAS, White Plains, N. Y., has a cute twist. In requesting verification of his reception, G. F. inclosed 5c in U. S. postage—which was mailed back to him on the letter—thus traveling some 36,000 miles before being cancelled for further usage.

AGENCIES

J. WALTER THOMPSON CO., Seattle office, which is handling the account of the Canned Salmon Industry, expects to be given a 1938 appropriation that will be double the size of the previous year's advertising budget. Over 3,000,000 cases of salmon already have been signed for the assessment of 10 cents a case.

HARVEY M. MANSS, at one time manager of the J. Walter Thompson Advertising Co. in Cincinnati, is now president of the Bayer Co.

GEORGE CARILLON, formerly script writer in the Chicago office of AudiVision Inc., is back on the New York staff.

JAMES FERGUSON's resignation as assistant to Kirby Hawkes, radio director of Blackett-Sample-Humert agency, Chicago, has been accepted. Ferguson departed for New York.

CAL J. McCARTHY, vice-president of Ruthrauff & Ryan, is on the coast for several days for huddles with "Tiny" Ruffner on agency accounts. Merritt W. Barnum accompanied McCarthy and will join the Hollywood staff as contact on the Jolson show.

CLARENCE A. RYERSON, formerly of BBDO, now has his own office at 10 West 47th St.

KENYON & ECKHARDT INC. has been appointed by Kellogg Co. to handle the Kellogg All-Bran campaign.

GEORGE BIJUR, INC. has taken additional space at 9 Rockefeller Plaza.

PHILIP E. WHITTEN, former account executive with U. S. Advertising Corp., has opened offices of his own at 30 Rockefeller Plaza.

GUY FRY has joined the staff of Jerome B. Gray and Co., Philadelphia advertising agency.

COLUMBUS

Gene Kent, lately of WGAL, Lancaster, Pa., has been added to the continuity staff of WCOL. Kent authored "Elihu Root" and "Mightier Than the Sword," carried on the NBC-Blue network from WLW.

Sadie Karnes of WHKC is recovering from a tonsilectomy. Mrs. John B. Moses, wife of WHKC's day studio supervisor, is the mother of a girl.

Life	Group Life
Trust Funds	Group Accident and Health
Annuities	Personal Effects
Automobile	floaters
Fire	Mus.c Libraries
Burglary	Fine Arts
late-Class	Water Damage
Jewelry and Fur	Sprinkler Leakage
floaters	Flood
Camera floaters	Forgery
Musical Instrument	Fidelity and Surety
floaters	Bonds
Compensation	Rain
Liability	Yacht
Aviation	Holdup
	Riot and Commotion

Jules Harberg
—INSURANCE—

John 4-2800 B Eekman 3-0375
80 JOHN ST., NEW YORK

PROGRAM REVIEWS

"DR. CHRISTIAN"

Chesebrough Mfg. Co. (Vaseline)
WABC-CBS Network, Sunday,
2:30-3 p.m.
McCann-Erickson Inc.

JEAN HERSHOLT IN A COUNTRY DOCTOR ROLE WITH ALL INGREDIENTS OF A SUCCESSFUL SCRIPT.

As Dr. Paul Christian, only physician in the village of River's End, Hersholt again creates the lovable character that endeared him to many in his picture, "The Country Doctor" (which featured the Dionne quintuplets), with the story somewhat similar. Virtually sure-fire in so far as the first program indicated. Highlight of the first show was an emergency operation for a ruptured appendix performed with utensils usually found in a fishing shack and the story spreads despite his effort to conceal his feat. Usual local color is there with the smart nurse in the office, the hypochondriac and the patients who can never meet their bills.

Vaseline products are plugged at different times and quite short. At the close, however, in introducing the cast in intimate style, each took time out to inject a personal endorsement. Good orchestra supplies incidental music on the program, which originates on coast and bids fair to be a favorite Sunday afternoon sketch.

"Fireside Recital"

Here is a program that does not take the usual three minutes of a quarter-hour show to plug its product. Sponsored by American Radiator, the show used only a minute and 45 seconds Sunday night for commercials and part of the first plug was tied-in with the American Red Cross drive which gets under way this week. Second plug asked listeners to visit its new showrooms when they are in New York. The first commercial was not delivered until ten minutes after the opening. Program is heard over NBC-Red network. Format of show is toward light classical music, with Sigurd Nilssen, bass; Helen Marshall, soprano, and Frank St. Leger, pianist-composer, as the talent.

Payne Back on Job

Washington Bureau, RADIO DAILY

Washington—Commissioner George Henry Payne returned to his desk at the FCC yesterday after a two-week illness. He was non-committal on reports that he would bring the matter of his disqualification in the Segal-Smith case before Congress.

LUCILLE AND LANNY

"2 voices and a pianny"
JUST COMPLETED FIFTH
RECORD-BREAKING APPEARANCE
with WALTER O'KEEFE—Town Hall
Arrangements by Lanny Grey
Management NBC Artists Service

ORCHESTRAS - MUSIC

CHUY PEREZ and his ork, one of the coast's finest rhumba crews, is now heard over KGER, Los Angeles and Long Beach, three nights weekly from the Zarape Inn. Perez was with Xavier Cugat at the Waldorf-Astoria for several years before organizing his own band.

Paul Kapp, independent talent booker, has made a deal with Bert Gervis of Consolidated Radio Artists, Chicago, whereby he will act as radio representative for their orchestras. Kapp is a brother of Jack and Dave Kapp, both of Decca records.

Following a three months' absence from the phonograph record mart, the Hudson-De Lange orchestra reappears Nov. 13 on the Brunswick label with the current novelty tune, "Pop Corn Man," coupled with a new rhythm-a-jig, "Goin' Haywire." The "Pop Corn Man" number, which was arranged and co-authored by Will Hudson, was recorded earlier this season by Master Records, Irving Mills' producing unit for the American Record Corp., but was withheld pending a more suitable time for exploitation.

Billy Hays is now leading his own band at the College Inn and remoting over WIP, Philadelphia.

After a series of revisions the line up of Clarence Fuhrman's WIP staff orchestra is as follows: Morris Braun, solo violin; Milton Shatz, lead sax and clarinet; Alfred Hubbs, sax and clarinet; Penny Pendleton sax and

clarinet; Anthony DeSimone, accordion; Herman Scott, trumpet; Jack Gorodetzer, bass violin; Dave Apollonia, piano; James Tyson, drums.

Manny LaPorte, whose orchestra was formerly heard over WIP, is leaving shortly for New York with the band.

Ozzie Nelson observed his seventh air anniversary Sunday over the Bakers' Broadcast on NBC-Blue. Nelson made his radio debut over WMCA, New York, in 1930. He had just received his law degree, but his initial musical success decided him against the bar. Harriet Hilliard, his bride of two years, has been singing with Nelson and his band for the past five years.

The Epiphone Instrument Company has presented Jack Wright, who is featured with his orchestra at Nick Toce's Village Brewery cafe, with an electrical Hawaiian Guitar that was built especially for him. Wright, an American who was born in Hawaii, has an unusual technique of "swinging" on the Hawaiian Guitar and interpreting the saxophone, trombone and trumpet on this instrument.

The three winners of Eli Dantzig's talent quest will be presented to patrons in the Italian Village of the Hotel St. George Wednesday evening. The winners, Carol Horton, Nancy Ann Roger, and Maxine Dalton, will also be heard with Dantzig's orchestra on his Friday broadcast via WJZ.

SAN ANTONIO

KONO is offering evening newscasts in Spanish.

Louise Massey, vocalist, is a new addition to the KONO roster.

Lee Morse, appearing at the Olmos night club, warbled over KABC.

Larry Lee's ork also is airing over KABC.

"Ballroom" Expands

Martin Block's "Make-Believe Ballroom" on WNEW has been expanded to an hour and a half each morning, with time switched to 9:30-11 a.m. The afternoon session is at 5:30-7 p.m.

With the sale of three 15-minute periods weekly to Davis Baking Powder Co., the "Ballroom" time is entirely sold out, according to Herman Bess, sales manager of WNEW. The show has 15 participating sponsors.

WIBW's Ear-by-Ear Clicks

Topeka—The "ear-by-ear" broadcast of the entire National Corn Shucking Contest at Marshall, fed to 14 stations by WIBW, brought many favorable comments, and everybody is looking forward to future events. Allis-Chalmers sponsored the shuck. WIBW talent staff also furnished entertainment at the annual banquet. The afternoon "Kansas Roundup" sponsored by Drug Trade Products was partly rained out.

PHILADELPHIA

WFIL has bought a 26-acre tract on west side of Schuylkill River as a transmitter site. Work starts at once. WIP is now opening at 6:45 a.m. daily, continuing to 1:30.

WDAS has enlarged its educational programs to include all members of the family.

Though WIP has just built a new 320-ft. antenna, new survey is under way for a new transmitter-antenna site, if and when 5,000 watts are granted by FCC.

"Don Winslow" to Shift

"Don Winslow of the Navy," Iodent program on NBC-Red, will be heard an hour earlier, at 5:15 p.m., after Nov. 15.

ANICE IVES'

"EVERYWOMAN'S HOUR"
WMCA

Mon. thru' Fri., 11:15 to 11:45 A. M.

Current Sponsors

- The Alkine Company (Flemolyn)
- Enamelon, Wipe-on Corp.
- Nature's Friend Magic Birdfood Co.
- Weston Electrical Instrument Corp.
- The Oregon, Washington and California Pear Bureau (Bosc)
- Schattner's Conformal Shoes
- Carumso Capsules

"There's Nothing She Can't Sell"

PROMOTION

WTMV Exploration Trip

An oil exploration trip, sponsored by the St. Louis Chamber of Commerce and attended by 72 of the city's leading business men, was turned to the purpose of a novel broadcast and promotion by WTMV, utilizing a traveling recorder.

Program Director Woody Klose took personal charge of the stunt. With the apparatus in tow, he joined the cavalcade, recording activities as the party visited newly established oil fields of Flora, Ill. For the benefit of the program and visitors, drillers arranged to "bring in" a well—and they did, providing plenty of excitement, but less fortunately "oil-ing" Klose and his operator. As records were readied for broadcast, station notified all members of the party to be sure to listen in. Each of the 72 present heard his name on the record.

Newsmen vs. Radioers

So much was gained in a promotional way by the summer softball contest between radio station personalities and newspaper by-liners in Lincoln, Neb., that Jack Hanssen, KFAB-KFOR special eventer, challenged the newsmen to a spelling bee.

BOSTON

The "Starlight Revue," starring Adrian O'Brien, popular tenor; Bobby Norris with his violin and Francis Cronin at the console, is back on WNAC airwaves being heard nightly at 6:15 o'clock.

The Radio and School Institute programs in which the dramatic clubs of the various Junior High Schools of Greater Boston take part in plays written especially for the purpose, has started its 1937-38 series over WAAB, Monday, Thursday and Friday afternoons.



5 Strategically Located
Offices Manned By
Seasoned Radio Men

always ready to render instant service and information regarding eighteen progressive radio stations in eighteen leading U. S. Markets.

John Blair & Co.

CHICAGO NEW YORK DETROIT
SAN FRANCISCO LOS ANGELES



HARRY MAIZLISH and Bill Ray spent the week-end in Sacramento huddling with Ray Hamilton, general manager of the McClatchy stations, over the new set-up under the deal by which KFVB becomes a part of the California Radio System.

Edith Gwynn is a new femme commentator on KHJ, Sundays at 4:45-5 p.m.

Jack Sayers, CBS publicist, is honeymooning at Del Monte. Married to Gwendolyn Steele in Beverly Hills last Friday night.

The CBS network "Hollywood in Person," broadcast through use of a mobile unit visiting various movie lots and sponsored by General Mills, now is released locally by KFVB as well as KNX.

KMPK has another juvenile Sunday show on which 14-year old Betty Phillips does the comment on current pictures and interviews juvenile picture personalities. Logged as "Through the Eyes of Youth."

Ronald Drake has been set as announcer for George McCall "Screenscoops," initialing over CBS Nov. 16 for Old Gold.

Arthur Q. Bryan, radio writer for the past 14 years, resigned his berth at KHJ to make an agency connection. Bryan's assignments at the station will be taken over by Dean Markham.

Jack Kapp, Decca records, is in town for a month or so to set deals for new Decca artists.

Claude Sweeten, newly installed musical director at KEHE, inaugurates a new Monday night program of his own called "Sweeten Music" and featuring his own arrangements. His guests on the initial airing were Tommy Harris and Dorothy Studebaker, who returns to KEHE after an absence of several months.

Wrigley has renewed "Scattergood Baines" strip on KNX and the CBS Pacific Coast for another 52 weeks, continuing the present Monday through Friday schedule.

John Dolph off for Portland and points North to huddle with executives of CBS affiliates in that territory.

CBSites R. M. Heebner and George Abbey are in town to speed up construction work on the new studios.

Time Service

St. Louis—Macy Jewelry Co., newly opened credit jewelry house, using WIL will soon inaugurate a new idea to tie-in with their radio program—time service for customers. Persons will be able to get the correct time by calling Macy's phone number any time of the day or night. "Night and Day" is the theme song of their program.

NEW BUSINESS

WHN, New York: B. Max Mehl (rare coins), "Money and Music", program, over WLW line, through Guenther-Bradford & Co.

WBT, Charlotte: Brown & Williamson Tobacco, "Noveltees", program, through BBDO; M. L. Klein & Co. (Mentho-Mulion), announcements, through Rawson-Morrill Inc.; A. & O. Co. (cough medicine), announcements, through J. Carson Brantley Agency; Morton Salt Co., announcements, through Wade Advertising.

WBAL, Baltimore: Gardner Nursery; Best

Foods Inc.; Philadelphia & Reading Coal & Iron Co.

KWTO-KGBX, Springfield, Mo.: Mueller Bakery, programs; Barton & Co. (Dyan-shine), announcements.

WBAP, Fort Worth: Nash, ETs, through Geyer, Cornell & Newell; Procter & Gamble (Lava Soap), ETs, through Blackett-Sample-Hummert; United Drug, ETs, through Street & Finney; Vick Chemical, announcements, through Morse International.

KYW, Philadelphia: Pontiac Dealers, through McManus, John & Adams.

NEW ORLEANS

Electrical equipment interests are dickering for free time on radio stations to put on local eye doctors during their campaign based around the slogan "Better light for better sight." The doctors' talks would be genuinely informative and non-commercial, but the whole idea behind the campaign is to sell more equipment, stronger lamps and more juice.

Louis Prima, who trumpets in the Louis Armstrong manner, will be back here for four days to play at the Shim Sham, club in which he has an interest. It will be old home week for his band, most of whom are local boys.

DALLAS

Robert Brooks, KRLD program director for several years, is leaving to go to New York.

Richard Jordan, formerly of the amusement staff of Dallas Morning News, is now publicity manager at WFAA.

WRR has added Southern Select Beer, through Jay Skinner Agency, and 7-Up, to its accounts. Also several local clients.

"Conversation"—and Just That

WNOX, Knoxville, is now running a show that is believed to be unique in radio programming. Called "Conversation," program is just what title infers. Station gets five townspeople to appear on air, gives them subject to start "Conversation" and then puts them on their own. Program has developed several unusual and interesting discussions. Has proved very good audience builder. Show broadcast each Monday night from 7:30 to 7:45 o'clock.

Son to Joe Boltons

Joseph R. Bolton Jr., who did the baseball announcing last summer at WHN, is the father of a boy. Mother and child are doing well at the Lenox Hill Hospital.

Two New Shows to WHN

Two new sustainers bowed in yesterday on WHN over the WLW line. "My Boy Matt," dramatic script concerning country boy, goes on Monday through Friday, 12-12:15 p.m. "Charlie's Singing School," a musical, airs Mondays 5:45-6 p.m.

KANSAS CITY

Arthur B. Church, KMBC prexy, back from New York, and J. Leslie Fox, director of sales, has returned from Chicago. Ray Moler, station's chief technician, went to Rochester for the I.R.A. convention.

Jack Grogan, WHB announcer and transcription production man, has been named to assist W. Zolly Lerner, director of the Resident Theater, operating a Workshop.

J. O. Young, prexy of the ad agency, back from Chicago.

Larry Proctor, KCMO announcer, had his appendix removed Saturday in Research Hospital.

Harry Clifford, KXBY manager, has been ordered to bed for two weeks by his doctor.

Bert Buhrman, KCMO musical director, is using the Mainstreet Theater pipe organ for a daily program.

Ruth Warrick, free lance radio artist, has gone to New York for a month.

Alene Hoyt has been added to the KCKN continuity staff, while Gertrude Wilkerson has been made staff assistant to handle women's features.

COMING EVENTS

Nov. 1-30: Inter-American Radio Conference, Havana. Now in session, may last beyond month.

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.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay (30 Car-rington Street, Sydney), Convention Sec'y.

Eddie Schoelwer Dead

Cincinnati — Eddie Schoelwer, pioneer radio singer and piano player, connected with WKRC, died last week. Station aired a special program in his honor.



WILLIAM MEREDITH taking over John M. Young's continuity duties while he works on Zenith program, which is shifting to CBS.

Phil Lord plays opposite Betty Lou Gerson in the new Campana "Grand Hotel" on NBC.

WLS and Prairie Farmer will air a flock of broadcasts from the International Livestock show at Union Stock Yards week of Nov. 29.

Biggie Levin, talent booker, is out of St. Luke's hospital after a ten-day stretch there, receiving X-ray treatments for a leg injury.

Bill Layden is a new announcer on WCFL. Major Holmes has left.

Personnel of "Arnold Grimm's Daughter" gave Margarete Shanna a surprise party in WBBM studios on her wedding morning. Jeanne Juvelier was hostess and others on hand were Ed Prentiss, Verne Smith, Don Merrifield, Guila Adams, Jean MacDonald, James Andelin, Orin Brandon, Gertrude Bonhill, Jenel Gibbs, Butler Mandeville, Bob Dyrenforth, Jay Sims, John Fuller and Urban Johnson.

"Doctor Dollar," series of success stories sponsored by Vocational Service Inc., is being aired over WMAQ Tuesday evenings. Material for the Horatio Alger-like yarns is adapted by William Meredith of NBC continuity dept. Cast includes Bob Guilbert, Murray Forbes, Arthur Kohl, Rupert LaBelle, Glen Ransom and Guila Adams.

Johnnie Johnson, swing guitarist and troubador, has replaced Clark Dennis as soloist on the NBC Breakfast Club.

Hilda Burke, Chicago Opera soprano, has a new song series on WIND plugging the opera.

Paul Raymer visiting the city. Reported he is planning to expand his operations here.

WLBC Announcers Vie For Anniversary Honor

Muncie, Ind.—Keen competition has developed among the announcing staff of WLBC as preparations are made for the observance of the Eleventh Anniversary broadcast of the station. Two announcers are to be selected to represent the entire personnel of the station on the anniversary program "WLBC Marches On" to be broadcast tomorrow night. Ottis Roush, chief announcer, has been selected to write and direct the program. Program will vary from usual run of anniversary programs as appreciation will be stressed of listeners that have been loyal to the station, and musical portion will include types for all members of the family who are regular listeners.

ALBANY

WABY and Fabian's Grand Theater are cooperating on a weekly amateur program to be aired from the stage starting tomorrow night, with Saul's Butler Store as sponsor. Patterned after Major Bowes' show, idea of Harold E. Smith, g.m. of WABY, and Larry Cowan, manager of Grand, is to find new radio talent. Forrest Willis is the emcee.

Doc Rand, WOKO announcer, is at the mike for the bowling program.

Forrest Willis did a one-night announcing bit for WMCA, New York, several days ago.

As a result of recent reorg at KYA, brought on by change of California Mgrs. for the Hearst chain, Karl Barron now doing only part-time work. George Tolin, newest member of staff, first to go but has 1-hour disk spinning stint for a sponsor.

WJW, Akron

Sam Townsend, manager, recently expressed his views on television in an interview in the Akron Times-Press. Townsend says it's still far away.

The Times-Press, incidentally, in an editorial, lauded the quality of announcers developed at WJW. Bill Griffiths' baseball airings were mentioned in particular.

Chief announcer Len Taylor displayed considerable ingenuity in covering local elections, keeping as much as 20 precincts ahead of competition.

WTMV, East St. Louis

William H. West, v.p. and g.m., and Mrs. West week-ended with friends in Hot Springs, Ark.

Woody Klose, program director, has turned candid camera fan, principal subject being five-months-old son.

Rev. E. F. Suerig, pastor of Maplewood Congregational Church, St. Louis, starts a daily morning series of Bible lessons this week.

WICC, Bridgeport

Ruth Ferry starts her broadcast schedules tomorrow at 5 p.m., with Bob Lancraft's Chamber of Commerce spot switching to Thursday.

Robert Lennon and Robert Maguire are among those birthday-ing this month.

Station has arranged with state officials whereby WICC will sponsor the champion girls' bowling team of Conn. this season.

WKRC, Cincinnati

Paul Carlisle, from KWKH, Shreveport, is the newest member of the announcing staff.

Bill Williamson, sales manager, spent the week in Chicago on business.

John McCormick, g.m., arranged for airing of the fall and winter series of Children's Concerts of the Cincy Symphony Orchestra over CBS through facilities of WKRC.

NEW PROGRAMS—IDEAS

"Prof. Quiz" for Children

The wee little folk get a chance to answer questions, instead of asking them, in a new nightly quiz over KFOX, Long Beach, Cal. Hal Nichols, in the role of teacher, puts the problems to his miniature studio audience in the program "Bad Pennies." Nursery rhymes and first-grade classics form the basis of the questions. When a wrong answer is given, Nichols solicits correction from kids in the listening audience, with suggestion they phone. As many as 150 calls have been registered within 15 minutes, coming not only from Long Beach, but Los Angeles, San Pedro, Fullerton, Santa Ana and Bellflower as well.

Local Stores Use Radio

Retail buyer drift from big city centers to community stores suggested new "neighborhood" program to Baltimore's WFBR, affording small district store tie-up. Show, called "Community News and Views," devotes each day of week to different community, with music, local news,

MIAMI

WKAT, new 100-watter at Miami Beach, opened its service with a five-hour show including Chick Endor, Charlie Farrell, Jack Nelson, Bill Jordan, Antonio Lopez ork, and others. Station is now on the air 7 a.m. to midnight.

American Bakeries has placed "Speed Gibson" on WIOD.

KWTO-KGBX, Springfield, Mo.

Charles Glenn, former announcer at WNAX, Yankton, S. D., has joined the staff here. He will handle two daily news broadcasts in addition to commercial announcing.

Lonnie McAdams, baritone - announcer formerly on the NBC music staff in New York, is another staff addition.

George Earle Wilson, program director, is back at work after a three-week illness.

Odie Thompson, cowboy artist, on the sick list.

Buck Weaver entered seven dogs and won six prizes in a recent Kennel Club show. Carl Harmon also had a prize-winner.

KLO, Ogden

Paul R. Heitmeyer, v.p. and g.m., and D'Orr Cozzens, chief engineer, have gone to Washington for FCC hearings Wednesday on the station's application for power boost to 5,000 watts day and 1,000 night, with directional antenna. Clarence C. Dill and James W. Gum are KLO's Washington attorneys, with William Foss as consulting engineer.

Testimony of some 30 witnesses from various points in Utah will support the station's application for power increase.

Station gave an hour and a half to dedication ceremonies of the new million-dollar high school here.

and guest speaker airing. Communities thus served are: Waverly, Catonsville, Hamilton, Pimlico, Highlandtown, and Sparrows Point. Merchants in those districts for the first time have been enabled to use radio advertising without waste circulation, and are signing rapidly for participating sponsorship, 17 having gone on the air already.

Teaching Golf by Radio

KYA, San Francisco, has inaugurated an airing of golf tips and instruction, handled by Duncan MacPherson, well-known golf pro. Twice weekly show incorporates golf news, oddities of the game, interviews with outstanding players, and a re-creation of some famous tournament. Lessons start from scratch.

MacPherson has aired show in Chicago for four years, mostly under sponsorship. In the West Coast spot, his program theme is: "It Don't Mean a Thing If You Ain't Got That Swing"—which sounds golfy enough for anyone.

CINCINNATI

L. B. Wilson, president of WCKY, is preparing to leave for southern waters to spend the winter on his yacht.

Elmer Dressman, continuity and publicity chief at WCKY, and Joseph Reis, educational director of WLW, will represent Cincinnati at the International Radio Party in Miami and Havana.

Sidney Mason, narrator on "Moon River" program, is the latest to quit WLW. Resignation resulted from differences over proposed publication of "Moon River Anthology," collection of poems read on the midnight program by Mason. Mason leaves for New York with a view to obtaining a network spot for a program along "Moon River" lines gratis to work up a book deal.

WCCO, Minneapolis

Earl H. Gammons, g.m., speaks before the U. of Minn. journalism department today on "Adventures in Radio Advertising."

A special program, commemorating the start of new WCCO studios, was aired last week from the site of the new broadcasting center. E. H. Gammons, Hugh S. McCartney, chief engineer, and C. R. Jacobs, CBS manager of construction, were among speakers.

KARK, Little Rock

Closing stock market, cotton and grain quotations have been added to the daily schedule.

Troy Watkins, after spending about six months developing his orchestra here, is getting many favorable comments on the quality of the crew's music.

A job-finding program has been started in cooperation with the U. S. Employment Service.

OKLAHOMA CITY

Leo Morton, singer, has been signed by WKY and begins a sustaining series Nov. 18, with commercial due in January.

Standard Theaters, in heavy local promotion of "Stella Dallas," used disks on KOMA and KFXX, and spot announcements on WKY and KTOK.

Fall and winter bookings of radio time are picking up, stations report. Renewals are general throughout the state.

Edgar T. Bell, g.m. of WKY, and Mrs. Bell have left for San Francisco, where they will see their newlywed daughter board the China Clipper on honeymoon.

Neal Barrett, KOMA manager, declined nomination as Kiwanis Club prexy, because he's out of town too much. So he was placed for v.p.

WAIR, Winston-Salem

Station's first "Community Sing," aired from the stage of the Colonial Theater, was sold to R. C. Cola by Pat Moseley and the commercial department without an audition.

Happy Gadd Johnson, leader of the Rough Riding Rangers band, now has a right to that name. His sponsor, Dr. Pepper Bottling Co., has ordered new outfits for the gang.

The Bob and Lynne Show will be kept on the air for another month, in response to many letters.

Anita Hayworth is doing a vocal "Swing Session" every Friday, going to town with favorite ballads of yesterday.

WHBC, Canton

Fred Freeland is writing and producing the "Hollywood Hour" and Italian program for the city's largest Italian store. Tom McClowry is announcing latter program.

Vic Decker is back with the station, handling football broadcasts and a Bond Bread commercial.

Wade Barnes, chief announcer, and Dale Mayers, new program director, are readying a new series of two piano concerts.

George Beebout, program director, is ill and will be absent from his duties for some time.

Daughter for Gaffney

Maury Gaffney, CBS director of trade news, is the father of a daughter, Katherine, born Saturday at Cornell Medical Center. This is his second child.

Ticking Head on KGFF

Shawnee, Okla.—KGFF created unusual interest and crashed the front pages with the broadcast last week of a man's head that ticks like a clock. Possessor of the ticking head is Charles W. Hester, this city, and the affliction dates back to an explosion while he was serving in the trenches in France in 1918. The ticking is as loud as that of an alarm clock and as frequent as a pulse beat. When a car or train passes, the ticking gets much louder. Red Cross officials are cooperating with veteran officials in an attempt to interest specialists in the case.

Procter & Gamble Signs 5 Hours Weekly on CBS

(Continued from Page 1)

various P. & G. accounts which will use the CBS time.

Periods signed for are: 9:30-9:45 a.m. for Chipso; 10:45-11 a.m. for Ivory in the east and Oxydol in the west; 2:15-2:30 p.m. for Oxydol in the east and Dreft in the west; 4:30-4:45 p.m. for Naptha.

Time contract on CBS is a result of P. & G. expansion program and marks the first time CBS has carried any of the soap manufacturer's radio programs in some time. P. & G. has been an NBC exclusive contract for several years using mostly daytime radio periods.

WFAS Takes In \$1,500 On Political Time Sales

White Plains, N. Y.—WFAS experienced the greatest demands in its history for use of its facilities in the recent elections, with the result that station grossed about \$1,500 from political time sales.

Bruno Klohoker, director-announcer of German programs, found an enthusiastic user of the German Broadcast Hours in the Republican City Committee. Klohoker signed a contract with them for a series of five-minute campaign talks in German.

Demands for early returns on election night tied up the WFAS lines. The station beat the newspapers' election extras on the results.

Movie Cartoons for Radio

West Coast Bureau, RADIO DAILY

Los Angeles—A deal involving the use of Leon Schlesinger's "Looney Tunes" and "Merrie Melodies," and their characters, on the air is now in negotiation between M. D. Howe and representatives of the movie cartoon producer. Howard Bruce, an associate of Howe in the agency business, is slated to produce, with Dave Weber as his assistant, and Frank Robinson Brown will be the commentator. Several agencies handling network accounts are reported interested in the proposed show.

Dale Mayers to WHBC

Canton—Dale Mayers, formerly of WJR, Detroit, and WKBN, Youngstown, is now program director at WHBC here, taking the place of George Beebout, who is ill.

ONE MINUTE INTERVIEW

JOE GLOVER

"Like a fashion designer whose originations are indispensable to the sale of clothes, the arrangers' brain children—unique orchestrations—are the basic stock in trade of orchestras. But unlike the fashion designer, whose repute spreads throughout the world, the arranger remains virtually unknown as far as the public is concerned. In time, undoubtedly, this oversight will be corrected and arrangers will win well-earned glory."

★ Coast-to-Coast ★

OCCUPANTS of police squad cars were surprised the other day when out of their speakers came a program rebroadcast from WMPS, in Memphis. The program presented Hiram Higsby and Igor Ivan in a short safety message to all citizens and police in Memphis. More than fifty calls tied up the police switchboard and 100 on station's board, which would indicate a tremendous audience on the "Mid-South Dinner Time" program whence the safety program originated. The stunt proved so novel that plans are being made to broadcast one such program every week from WMPS studios on the "Mid-South Dinner Time" program, and rebroadcast it to the squad cars via police radio station WPEC.

Charley Stookey, who has been heard at 6 a.m. with his *Early Birds* over KWK, St. Louis, is getting a network commercial.

Bob Bowman and Hal Bennett have been added to the announcing staff of WHIO, Dayton, O.

Sigmund Spaeth, the "tune detective," will be heard over WLW, Cincinnati, at 2:15 p.m. Nov. 22 on "The Art of Enjoying Music," and on "Creating Listeners Through Participation in Music." On Nov. 19, Spaeth will deliver "Music for Everybody" over WSAI.

Don Cordray, announcer, who has been at WLW, Cincinnati, WTAM, Cleveland, and WHBC, Canton, is now with WMAC in New York.

KELA, new station which recently hit the air in Western Washington—located between Centralia and Chehalis—will broadcast 17 hours daily, 7 a.m. to midnight. J. Elroy McCaw is g.m.

Recent reference to WFBR, Baltimore, having the highest transmitter tower brings a note from that station, whose chief engineer gallantly points out that the honor belongs to WFMD, Frederick, by a few feet.

Joan Edwards, piano - playing rhythm singer, has added a Tuesday

evening program via WEAJ to her two other sustaining spots.

Ray Block's Swing Fourteen vocal group, a feature of the Phillip Morris programs, is being groomed for a screen test.

Leo Froechte, 46, conductor of the weekly *German Hour* over WHBL, Sheboygan, for more than two years, died last week.

WRJN, Racine, Wis., has opened a studio in Burlington, Wis., with O. C. Hulett airing a daily feature, except Sundays, "Burlington on the Air," from 9:30-10 a.m.

Harry Eldred, new publicity director for WTMJ, Milwaukee, is the proud daddy of a baby girl.

KTUL, Tulsa, maintains permanent lines at its own expense to Drumright and Claremore, Oklahoma, in order to broadcast weekly programs by the Drumright High School Band and the Oklahoma Military Academy Band. Both of these bands have won state-wide recognition for their outstanding work. The Drumright High School Band was chosen to represent the State of Oklahoma at the National Lions Convention held in Chicago. KTUL plans to go into some of the other towns in its trade territory with the same plan of publicizing the town and its schools.

Dorothea Lawrence, the radio-opera singer, who gives a recital at the *Studebaker Theater* in Chicago on Nov. 28, will also make a guest appearance over CBS in that city.

WPTF in Raleigh is conducting a Search for Talent. Announcements are made from the studios frequently each day, inviting interested entertainers to appear at their convenience for auditions, and successful applicants are immediately assigned to a new program, heard every Tuesday night at 10:15, on which they are presented to the public for the first time. All college editors in the WPTF area have been contacted and invitations will be issued through college publications to students.

WREC Women's Program

A new program at WREC, Memphis, entitled "Women in the News," invites listeners to write their own nominations of women whose activities are interesting and unusual and deserving of recognition. Writers of letters offering most unusual and interesting nominations are awarded hand bags and other prizes by the sponsor, Levy's Ladies Toggery. Theory of the program is that "every woman has a story to tell" concerning meritorious activities of sisters, mothers or neighbors.

Program is aired at 10:45 Wednesday mornings, with Emmett McMurray as commentator and Malcolm Todd as special announcer.

Music and Poetry

A program of sweet music and poetic classics—known as "The Port of Poets," has been inaugurated at KVOO Tulsa, and is presented every Friday night at 11:30 o'clock.

The reader of the poetry is Richard Mansfield Dickinson, director of the Little Theater, and teacher of dramatic arts. Dickinson presents his carefully selected poetry to a background of organ, harp and violin.

"We believe the psychology of signing the station off with a half hour of sweet music, and soft words, has built a real audience, and has gained wide appeal," declares Jack Mitchell, program director.

ARTA Cables Toscanini On Dismissals by NBC

(Continued from Page 1)

ARTA's union activities within WABC as well as the rest of the country.

Lenox R. Lohr, NBC president, immediately upon hearing of the ARTA protest, which was not until yesterday, sent a cable denying all of the accusations. Lohr also pointed out that the engagement of the Maestro was directly responsible for the hiring of an additional 55 union musicians.

Paul Kesten, CBS vice-president, was taken by surprise when told of the Davis cable to the conductor. He said that "CBS has declined to bargain with the ARTA on the grounds that they do not represent a majority of the CBS employees and that a case between CBS and the ARTA is now pending before the National Labor Relations Board." And with this fact on record, Kesten could not understand how anyone could see a CBS connection between the ARTA cable and the disassociated fact that Davis is a WABC employee.

ARTA cable to Toscanini follows:

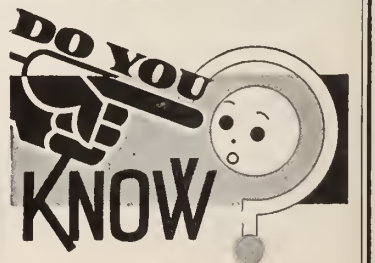
"NBC discharging numerous employees citing cost of your engagement necessitates budget slash. This organization confident that you as an artist and a liberal will not tolerate this misuse of your name and urges that you take immediate steps to force NBC to admit these discharges part of vicious open shop policy and stop attempting to conceal anti-labor activities under the cloak of the expenses due your engagement."

Lohr's cable to the Maestro said:

"Cable to you from Kendall E. Davis has come to our attention. The statements are entirely false. The ARTA are members of the CIO and their message seems to be motivated by some inter-union controversy as the musicians belong to the AFL. NBC has not cited your engagement as reason for discharging anyone but to the contrary your engagement has resulted in employment of 55 additional union musicians. Few people released some weeks ago were in no way connected with your engagement but were due to readjustment of departments motivated by sound business practice. That there were any anti-labor activities involved in this is preposterous and we deplore this unjustifiable annoyance to you."

Dawson Admits Audience

Washington—Ronald Dawson, dramatic director at WOL, after nine years of refusing to admit a studio audience at his shows, has finally given in. Hereafter all Northern Dramatic Co. broadcasts will be given in front of a live audience.



M. H. H. ("Your Unseen Friend") Joachim has a score of medals for his rifle marksmanship.