



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 93

NEW YORK, N. Y., WEDNESDAY, NOVEMBER 10, 1937

FIVE CENTS

Bulova on 140 Stations

OKLA. SETS UP RULES FOR CLEAR RECEPTION

Oklahoma City—Growth of rural electrification forced the state Corporation Commission to adopt a new set of rules and regulations to be followed on all electrical, telegraph and telephone equipment installation, in order that there be a minimum of outside interference with radio receiving set reception.

Complaints originally arose from listeners in outlying districts who declared reception was getting less clear as many homes electrified kitchens, barns, and installed other equipment requiring electricity. All companies must follow specifications and rules set up by the Commission.

Plymouth Motors Extends Spot Announcement Series

Plymouth Motors, in an eleventh hour decision, has extended its one-minute spot announcement campaign on about 60 stations for another 13 days, ending Nov. 20. New schedule calls for two announcements a day. J. Stirling Getchell Inc., Detroit, placed the account.

U. S. Education Dept. Gives Radio Aid to Five States

The U. S. Department of Education will co-operate in a two-year period of broadcasting experimentation with at least five states, it has been learned. Studies of the broadcasting technique and programs will be held by individual states with entire facilities of broadcasting and educational groups in the states combining in experiments. Department of Education is sending one of its experts in the educational broadcasting field to

(Continued on Page 2)

Guaranteed Audience

Columbia, Mo.—When a station is privileged to air a service feature and knows that assembled groups in 65 counties in one state will be listening, it's "time well spent." KFRU will have such a program tomorrow when H. W. Becker speaks in behalf of Missouri Sunday School Council, with groups gathering in 65 of Missouri's counties to listen.

Little Ironies

Bridgeport, Conn.—Lois McLean, actress at WICC, had just completed doing a broadcasting stint on the subject of safety.

She walked out into the street, her pretty head all filled with traffic pointers—and met with a motor accident.

Damage was of a minor nature.

NBC, PATENTS GIVE RCA MAJOR PART OF PROFITS

NBC, and the patent licensing division of RCA are the two units responsible for the record RCA earnings reported last week. RCA Communications, Radiomarine and RCA Mfg. Co. have been running in the black all year, but the net of these

(Continued on Page 8)

O'Keefe Will Co-Star In "H'wood Mardi Gras"

Walter O'Keefe, who completes his "Town Hall" series tonight, has been signed by Packard to co-star with Lanny Ross in the "Hollywood Mardi

(Continued on Page 2)

No 20th-Fox Air Show

Twentieth Century-Fox has no plans at present for a studio-produced radio show, and present policy of permitting company's stars to appear on radio will not be changed for the present, according to Joseph M. Schenck, chairman.

Record Schedule of Time Signals Being Placed by Biow Agency—Contract With KNX Calls for 3,640 Signals

PROCTER & GAMBLE USING 85 STATIONS FOR DISKS

Procter & Gamble, through Pedlar & Ryan, between now and Dec. 15 will place WBS transcription announcements on about 85 stations in a nationwide "special offer" campaign on Camay soap. Each station will air 10 to 14 disks over a period of four days.

Starting date for each station varies

(Continued on Page 2)

Full Television Drama Being Broadcast by BBC

London—BBC will broadcast the longest and most ambitious television play yet attempted tomorrow night when "Journey's End" is put on. Dugout scene will be reproduced on the floor of the television studio, and war scenes will be taken from films. Laurence Olivier will play the lead.

Lottridge Joins KTUL

Tulsa, Okla.—Buryl Lottridge, former business manager of The Oklahoma Network of eight stations, has been named commercial manager of KTUL here, effective Nov. 15, according to William C. Gillespie, general manager.

Biggest schedule of time signals in radio history is being worked out by Reggie Schuebel, Bulova watch account executive of The Biow Co. It is expected that the stations and schedules will be completed by the end of this week, with an approximate list of 140 stations throughout the country. New contracts will be as of Jan. 1. Bulova has been an active buyer of time signals for 10 years and many contracts are now in force.

Indication of the type of campaign being worked out is in the KNX contract concluded by Miss Schuebel.

(Continued on Page 3)

PAUL WHITEMAN ON CBS IF COAST DATE MELTS

Deal which would put Paul Whiteman and orchestra on a coast-to-coast CBS network for Chesterfield cigarettes now hinges on ability of Whiteman to get out of a contract with the Ambassador Hotel, Los Angeles, where he is signed to open at the Cocomanut Grove on New Year's Eve.

(Continued on Page 2)

Havana Parley Upholds Rights to All Channels

Havana—A resolution recognizing the sovereign right of every country to make use of all broadcasting channels has been adopted by the administrative committee of the Inter-American Radio Conference, in session.

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Allotments of Monies Okayed By AFM Executive Committee

John T. Parkerson Joins Facsimile Organization

John T. Parkerson, business manager of Transradio Press, has joined Fultograph Inc., one of the pioneers in the facsimile field headed by Dr. O. Fulton. Parkerson is on a leave of absence from Transradio.

Fultograph plans to expand its facsimile broadcasting of both printed matter and pictures on a worldwide

(Continued on Page 8)

Allocation of monies to be spent by network affiliates independently owned for the hiring of musicians, additional and otherwise, has been fully approved by the Executive Committee of the AFM. Allotments were worked out by the IRNA Special Advisory Committee with the aid of its accountants, Ernst & Ernst, on the basis of 5½ per cent of gross sales, less commissions. Minor details only in a few stations remain to be ironed out. These allocations con-

(Continued on Page 2)

In the Fan Mail

CBS fan mail recently contained the following:

"The Uncle Eustace who now has the band on the Colonel Jack Major show is much better than Freddie Rich who used to have the orchestra on this program."

Uncle Eustace and Freddie Rich are the same guys.



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FINANCIAL (Tuesday, Nov. 9)

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Gen. Electric, RCA Common, RCA First Pfd., Stewart Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER, Stromberg Carlson. Includes High, Low, Close, Net Chg., Bid, Asked.

Willie Howard Producing Program With Old Timers

A full hour network show featuring famous oldtimers of stage and screen is being put together by Willie Howard, with a number of sponsors in sight. Among names slated for guest appearances are Francis X. Bushman Sr., Kitty Gordon, Eva Tanguay, Charles Ray, Alexander Carr, Walter C. Kelly and Jack Norworth.

WHN "Amateur Hour" Renewed

WHN "Original Amateur Hour," with Jay C. Flippen, has been renewed for another 26 weeks by Procter & Gamble for Oxydol. Show airs Tuesdays at 7-8 p.m. Blackett-Sample-Hummert Inc. is the agency.

Garnett Marks Quits WMCA

Garnett Marks, announcer, has resigned from the WMCA staff. He will reveal his future plans later.

WAKO ALBANY, N.Y. Under One Tent POWER MARKET POPULARITY Newly Equipped for Super Power

Allotments of Monies Okayed by AFM Group

(Continued from Page 1) cern the \$1,500,000 additional money to be spent by the affiliates above the current payroll. Stations above the 5 1/2 per cent, however, will not be allowed to reduce their musician payrolls. Contracts with the key stations involving an extra \$600,000 annually are yet to be signed, but the agreement is okay on both sides.

IRNA trade agreements are in the mail for the stations as sent out by the IRNA Committee and to the locals of the AFM as sent out by the latter. Local unions will add to the basic agreement working conditions and price scales in accordance with its own rules and regulations.

License form of agreements with the electrical transcription and phonograph record companies will be ready by the end of the week, according to the AFM, which is about to get back revised draft from its attorneys.

Paul Whiteman on CBS If Coast Date Melts

(Continued from Page 1) Liggett & Myers Tobacco Co. is also desirous of the band starting the new program series on New Year's Eve, but under no conditions will it originate the program anywhere but in New York.

Although under a long-term contract to NBC, which in turn has turned over the managerial details to Consolidated Radio Artists Inc. along with all other orchestras under its wing, Whiteman will be heard on CBS for the first time since the Old Gold program, his first commercial radio series, during the season of 1928-9. Chesterfield contract is for a half-hour, 26-week period, and was negotiated originally by Artists Management Inc. Up to the time of going to press, Charles E. Green, head of CRA now on the coast, was seeking to obtain a release on the Coconut Grove contract. Newell-Emmett Co. Inc. handles the Chesterfield account.

Padraic Colum on WQXR

Padraic Colum, noted Irish poet and president of the Poetry Society of America, will appear on Norman Corwin's "Poetic License" program over WQXR tonight at 9:45. Colum and Corwin will combine in a program of Sara Teasdale's poetry, made available to radio for the first time through special arrangement with the estate of the late poet.

Amsterdam on M-G-M Show

West Coast Bureau, RADIO DAILY Los Angeles—Maury Amsterdam, long associated with NBC in Chicago as emcee, has been added to the scripting staff of "Good News of 1938," the M-G-M show for Maxwell House Coffee.

CBS Part Holiday Tomorrow

CBS offices will be closed tomorrow, Armistice Day, except for a skeleton staff in some departments.

U. S. Education Dept. Gives Radio Aid to Five States

(Continued from Page 1) Madison, Wis., next week to work with the groups there in the studies which are set to get under way immediately. Texas has also completed plans for the extensive study, while three additional Rocky Mountain states are now in the process of forming nucleus for same experiments.

Anticipating action on the part of educational groups in regard to their demands for time on the air, the Department of Education has revealed that its radio department is now supplying 1,000 programs to independent broadcasters on a national scale. Additional special events programs, aired on an experimental basis, are also being contemplated, with lack of funds now limiting the department's activities. It is believed that the study and experiments conducted in various states will be used in further activities of the department.

O'Keefe Will Co-Star In "H'wood Mardi Gras"

(Continued from Page 1) "Gras" program on the NBC-Red, Tuesdays, 9:30-10:30 p.m. No date has been announced when O'Keefe joins the show. He sails for a short European vacation on Nov. 17.

Sponsor has signed a 52-week renewal for the Packard show, effective Dec. 7. Young & Rubicam Inc. has the account.

Procter-Gamble Using 85 Stations for Disks

(Continued from Page 1) according to the wishes of the local dealers concerned. A few of the stations on the list have already completed their schedules.

Lucille-Lanny Televising

Lucille and Lanny, young NBC song team, will sing two comic numbers in an experimental vaudeville television show to be broadcast at 4 p.m. today from the NBC television studio in Radio City. Tests made by the artists Monday showed they were very adaptable to iconoscope lens.

Hal Smith Popular

Utica, N. Y.—The offer of Hal Smith fan pictures to the first 500 admitted to last Sunday's Fairbanks-Morse "Afternoon Party" packed the Hotel Martin Ballroom and brought the sponsor's order for 500 more photos of the WIBX star next Sunday.

NOW YOU CAN BUY A COMPLETE PRESTO SOUND RECORDER FOR ONLY . . . \$149.00 PRESTO RECORDING CORP. 135 W. 19th St. New York - N. Y.

COMING and GOING

JOHN SCHULTZ, associate of Fanchon & Marco in the agency end of the firm, has arrived in Hollywood and will divide his time between here and New York in future. Plan is to set up a radio department within the Coast office patterned after the recently inaugurated department in New York.

GRACE GIBSON of 2GB, Sydney, Australia, is busy auditioning all available transcription shows in Hollywood before heading back to Sydney via New York and London. DR. R. L. PCWER, American representative of the station, is making the rounds with Miss Gibson. BCB COLLIER, "Tarzan" impresario, is around and functions again after being on the sick list for a couple of weeks.

GEORGE D. LOTTMAN leaves for Miami today to open a local office, the trip coinciding with his 20th year as a press agent.

DALE ROBERTSON, general manager of WIBX, Utica, is in town.

BISHOP S. Q. CANNON, KSL executive, is visiting New York.

SUE TOHRNER of Kass-Tohrner returned yesterday from Pensacola, Fla., where she was called a week ago owing to the illness of her father.

RUBY NEWMAN left for Boston yesterday to fulfill several commitments. He is expected back Monday.

VINCENT LOPEZ flew to New York on Sunday from Chicago and planed back yesterday.

WILLIAM H. BENTON, vice-president of the University of Chicago in charge of public relations and former head of Benton & Bowles, flew to New York from Chicago over the week-end.

JANE PICKENS has returned from a vaudeville appearance in Washington, D. C.

HOLLACE SHAW will return to the Coast for a concert series.

PAUL M. HAHN, vice-president and director of the American Tobacco Co., sails today aboard the Normandie for Europe.

DR. JOSEPH OPPENHEIMER, vice-president of Radio Patents Corp., sails today for Europe.

Wen Niles Permanent As C. & S. Announcer

West Coast Bureau, RADIO DAILY Los Angeles—Wen Niles, who relieved Carleton KaDell as announcer on the Chase & Sanborn show last Sunday, remains in the spot permanently, according to J. Walter Thompson Co. Reported friction came about through KaDell's objection to type of commercials handed him, the announcer feeling that the requested delivery conflicted with his usual style. KaDell has three other commercials.

New Nova Scotia Station

Sydney, Cape Breton Island, N. S. —A new station, with the call letters of CJCB, has gone on the air here.

WOR — MUTUAL IS PROUD TO PRESENT JOSEF CHERNIAVSKY "The Musical Cameraman" 8 P. M. EST. Thursdays COAST-TO-COAST

AGENCIES

MARGUERITE LYON of the Radio Dept. of Henri-Hurst & McDonald, Chicago, has opened classes in practical script writing at the Hewitt school of business. Many of the students are from ad agencies, and first instruction will embrace commercials.

BATTEN, BARTON, DURSTINE & OSBORNE INC. in Chicago has been given the account of the Murine Co., formerly handled by Vanderbie & Rubens.

CLIFF C. THOMAS, formerly associated with radio in Denver, now writing "Skelly Court of Missing Heirs" for Blackett - Sample - Hummert. Change in authors due to death of Thompson Buchanan.

LORIN COLLINS & ASSOCIATES named to handle Associated Consulting Engineers, Chicago, makers of amateur radio products.

WWRL-Theater Tieup

Beginning Nov. 24 at 8:30-9 p.m. and for a period of 13 weeks, WWRL will broadcast an amateur program from the stage of the RKO Flushing Theater. Amateurs competing for cash prizes will also have the opportunity of being heard and getting their start in a radio career. Program will be sponsored by the Roosevelt Avenue Merchants Association of Flushing, who have reserved right to renew contract. Bruce Henry will emcee the program.

First Telepathic Guest

Chicago—J. Walter Thompson, on taking over Zenith Foundation telepathy series next Sunday at NBC, will present Carveth Wells, explorer and globe trotter, as first guest, narrating personal experiences in extrasensory perception. Wells to express view that transmission of news over long distances in Africa by natives may be explainable through telepathic sense. Each successive program to feature telepathic experiences of listeners to be chosen from unsolicited letters.

WWRL Artists in Person

WWRL, Woodside, L. I., will present its artists in person on the stage of the RKO Flushing Theater, Flushing, L. I., on Nov. 19. Talent to appear on program includes Maze Kay; Bruce Henry and his Irish entertainers; Meller & Winter, European comedy team in first American appearance; Udo Segerti, New York's only radio magician; Kay Gorhan's dancing demons; "Moonlight Reveries," featuring Percy Brooks and Alfred Rhodes, and Traffic Safety Stars, Patrolmen Hugh Tully and Pantuliano.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

NEW PROGRAMS—IDEAS

Xmas Doll Collection

A regular broadcast for the purpose of collecting dolls for the poorer children, will be undertaken shortly by WWL, when it starts Henry Dupre on its "Doll House" series. A new stunt for a street broadcast, Dupre will have doll house of "epic" proportions placed on Canal Street and will conduct his appeal and human interest broadcast for the more fortunate children to give their unneeded dolls to the poor.

D'Artega Expands Band For Eastern Stage Tour

D'Artega, musical director and bandsman, has formed his orchestra into a stage unit for a projected series of personal appearances throughout New York and the East. D'Artega will be making his debut with a stage unit, having confined his activities heretofore chiefly to radio. His 21 piece orchestra will be augmented to 27 for stage work and two vocalists are now being negotiated.

Christmas Series Sold

Boston—"The Life and Adventures of Santa Claus," 15 quarter-hour episodes for Christmas sponsorship with a book tieup, has been sold by Kasper-Gordon Studios, the producers, to Grow & Pitcher Broadcasting Agencies, Toronto, for distribution in Canada. Also to Denholm & McKay, Worcester, and The Shepard Stores, Providence.

Kasper-Gordon also has licensed "Adventures in Christmastree Grove", toy department promotion, to United Broadcast Sales, Toronto, for Canada.

The firm has been signed for the fifth year to build a Christmas show for Jordan Marsh Co. store, through Harry M. Frost agency.

Join Legit Show Cast

Edith Shayne has resigned from the WPA Federal Theater radio division to play the lead in the Chicago company of "The Women," stage hit. Two other WPA-ers, Augusta French and Virginia Barnell, also went along.

Shift Kate Smith Repeat

General Foods on Nov. 18 will shift the repeat broadcast of the Kate Smith CBS hour to the 11:30 p.m. spot, 15 minutes later than it is now heard. Young & Rubicam is the agency.

Columbia Games on WMCA

WMCA will broadcast the Columbia-Dartmouth and the Columbia-Stamford games on Nov. 20 and 27 following the conclusion of the Yale games series this Saturday, when Eli mcets Princeton. To be handled by Dick Fishell, special events director and sports commentator.

"Scavenger Hunt" Aids Needy

"Scavenger Hunt," over WBAL, Baltimore, in which listeners are asked to corral certain articles and report with them at studio for a prize, has added utility to its entertainment value. Hereafter articles called for will include some canned goods, to be given to the needy at Christmas, it is announced by Garry Morfit and Walter Linthicum, who handle show. First contestant in with completed list of items is winner.

Bulova Time Signals Going on 140 Stations

(Continued from Page 1)

who returned from the coast on Monday. KNX drew 3,640 time signals, 10 a day for one year. Considerable number of stations on the new schedule will be new to Bulova.

Lopez Starts Music Lectures

Vincent Lopez yesterday opened his lecture series on jazz music at the University Heights Center of N.Y.U. Many music notables attended. The band leader urged acceptance of "refined swing" music on a par with the best classical. With the help of Mrs. Osa Johnson, he sought to prove that the African native is not to blame for improperly interpreted modern American music.

Tuskegee Choir Extends

Originally scheduled for a series of four broadcasts over the NBC-Red, Tuskegee Institute's 100-voice choir under the direction of William L. Dawson will be heard indefinitely over the airways, says Dr. Frederick Douglas Patterson, president, after conferring with NBC. Program is heard Sundays at 1:30 p.m.

10th Year for Lawrence

Harry Lawrence, NBC Chicago script writer, on Nov. 11 will have completed 10 years in the radio script field. And during this period he has always had one or more shows on the air. He joined WENR on Nov. 11, 1927.

ROBERT THORNDIKE
(Thorndike Publishing Co.)

MIRIAM THORNDIKE
(His Wife)

JOAN ALLEN
(His Secretary)

JIMMIE WILSON
(Her Sweetheart)

Present a new and beautifully written version of the ever popular theme of WIFE versus SECRETARY.

in

"ONE WAY STREET"

Written by Bernard Dougall
Directed by Harold McGee

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

HENRY SOUVAINÉ

INCORPORATED

30 ROCKEFELLER PLAZA
NEW YORK CITY

Tel. Circle 7-5666

NORTHWEST'S LEADING RADIO STATION

KSTP

25,000 WATTS

OFFERS
LIFELIKE RECEPTION

NEW TRANSMITTER

INCREASED COVERAGE

BASIC RED NETWORK

MINNEAPOLIS SAINT PAUL

NEW BUSINESS

Signed by Stations

KFRU, Columbia, Mo.: Sendol, spots; Rea and Page Milling Co. (Maude-s Flour), spots.

WMAQ, Chicago: Foley's Honey and Tar Syrup, "The Children Speak," program, through Lawson and Solomon.

WIND, Chicago: California & Hawaiian Sugar Refining Corp., "Listen to Yourself," program; Chevrolet, announcements, through Campbell-Ewald.

WJJD, Chicago: Royal Toy Co. (Alley-Oop), station breaks, through Reiss Advertising; Vick Chemical, announcements, through Morse International.

KNX, Los Angeles: Bulova Watch Co., five daytime and five night-time signals daily, 52 weeks starting Dec. 1, through Biow Co. Inc.

KTHS, Hot Springs, Ark.: American Tobacco (El Roi Tan cigars), one-min. ETs and station breaks, through Lawrence C. Gumbinner Agency.

WELI, New Haven: General Baking Co., "Roving Reporter," thrice weekly broadcast from front of theater with free ticket tieup, through BBDO.

PHILADELPHIA

Howard Brown, WIP announcer, has been admitted to the New Jersey Bar.

Wayne Cody, rotund "Melody Man," returns to WFIL.

Carlie Kerr, known to radio fans back to the crystal days, is again heard in his own show over WCAU.

Harold Davis, program director of WDAS, is now sportcasting in addition to his other duties.

Dave Abrams makes his debut over WDAS with his piano ramblings.

Joe McCauley is the newest addition to WHAT's announcing staff.

Edward Wallis, WIP production director, celebrates another birthday shortly.

Greer Addresses Script Class

Saint Paul—Robert Greer, creator of the program "Lights and Shadows," appearing as a Sunday evening sustaining feature on Twin Cities radio stations for the past 11 months, told the classes in Radio Script Writing at the University of Minnesota some of the troubles of scripters at addresses last week on the campus and in Saint Paul. Greer, now in advertising work, was a member of the Script Writing Course last year. The classes are conducted by Luther Weaver, Twin Cities radio advertising man. "Lights and Shadows" now is heard on WTCN, all parts being taken by the voice of Charles Irving, assistant program director.

Singing Lady Records

A series of three phonograph records by Irene Wicker, the Kellogg Singing Lady, has just been released by Decca as the latest of their Children's Story Series.

M I C R O P H O N E

Repairs
Dynamic, Velocity, Etc.
Also New

Dynamics for Studio and Remotes
Write for Catalogue

AMERICAN MICROPHONE CO., INC.
Los Angeles, Calif.



● ● ● Thinking Out Loud (and sometimes talking out of turn!): About a fortnight ago Jimmie Fidler took a few flicker companies to task for permitting less-talented people to receive the plums and parts due "seasoned" stars who are farmed-out in Class B pictures—though still accepted and appreciated by the public....In following this practice, Fidler pointed out rather emphatically, the producers were flinging artists on the public whom the producers wanted—instead of supplying the demand of the public....Oddly enough, though a link is attempted between radio and pictures today—the same situation that exists in the flicker industry is found in radio....The sponsors, agencies and networks are constantly on the lookout for NEW talent in hope of gaining a larger audience. In so doing, they forget the number of stars who have gained both radio reputations and unfold fans in previous years—but were forced off the kilocycles because of various circumstances, mainly: sponsor decides to quit radio or the artist's rise necessitated a higher plane of living, thus requiring a larger compensation....The latter reason usually has the sponsor balking, feeling that he has given the star a break and was now being held up...."Well," he figures, "I'll make another star in the same way," and the quest for NEW talent begins again, leaving so many stars unemployed and too many listening fans hungry!

● ● ● *Frixample let's take the case of Ruth Etting, gifted with one of the world's most precious voices. She was a star before radio and then gave her all to the airwaves....In time the sponsors felt that she was being overpaid or they decided on a new policy. Whichever the case, Ruth was deprived to the listeners who adore her. Other talent has come and mostly gone—but Ruth Etting still retains her voice (which no one can take from her) and her "asking-price" which frightens many sponsors—who lose sight of the fact that Ruth has a following and would bring a prompt listening public to any product's spiel.*

● ● ● The list of those slighted by agencies and sponsors is an endless one, and includes Morton Downey and Fred Waring (outside of a few sustainers), among others, while artists like Ray Perkins, Al Roth, Jan Peerce, Josef Cherniavsky, Connie Boswell and a few others are given to the public in small doses via the "Class B" route or sustainers and occasional guestarrers....They are constantly under the scrutinizing eyes of some underling who with the aid of a pencil replaces their names on the airwaves. This is not what the public wants and the sponsors, agencies and networks should concentrate more on demands instead of pleasing personal desire or intuition....As the best example we cite this information gathered while down in Philly visiting WCAU, WFIL, WIP and KYW over the weekend: For some five years Ben Alley was starring on the CBS net five or more times weekly and then a shake-up left him on the outside looking in. A trouper, he fought the situation with plenty of "moxie" and is now heard commercially six times weekly via WCAU sponsored by a bill-payer of a large network show....We arrived there in time to see Alley collect his mail from fans—and we attest to the fact that he received more via WCAU than many a network star—plus having the assurance of his sponsor that his local show is outdrawing the network show—and newspaper advertising which is also done extensively....Why should Ben Alley be confined to WCAU when millions of others would want to hear him?

● ● ● Two sponsors, a big coffee firm and a large auto company, are dickering for the CBS "Tish" series produced by WPA Federal Theater radio division....Howard de Silva, who directed WPA's "Repertory of the Air" series, resigned and is now playing in Clifford Odets' stage hit, "Golden Boy"....Amount of time sold by WMCA to politicians in recent elections was \$13,500.

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED
Nov. 23: Allen B. Dumont Laboratories, Upper Montclair, N. J., permit for experimental television.

Church of Jesus Christ of Latter Day Saints, Nr. Salt Lake City, CP for new station.

KFBI, Wichita, Kan., CP for increase in power to 5 kw., 1050 kc.

Nov. 29: WSJS, Winston-Salem, CP for increase in power to 1 kw. night, 900 kc.

W. H. Hartman Co., pub. of Waterloo Daily Courier, Waterloo, Ia., CP for new station, 1400 kc., 500 watts.

Nov. 30: Union-Tribune Broadcasting Co., San Diego, Cal., CP for new station, 1480 kc., 5 kw.

Arlington Radio Service Inc., Arlington, Va., CP for new station, 1140 kc., 1 kw.

APPLICATIONS RECEIVED

Pontiac Broadcasting Co., Pontiac, Mich., CP for new station, 1100 kc., 1 kw., day.

S. B. Quigley, Mobile, Ala., CP for new station, 1200 kc., 100 watts, day.

WHBB, Selma Broadcasting Co., Selma, Ala., Authority to transfer control from G. W. Covington Jr., J. C. Hughes and J. S. Allen to H. A. Shuman and C. A. Cisler.

Woodruff Makes Zimmy Tieup

Columbus, Ga.—J. W. Woodruff Jr., manager of WRBL, has made arrangements with Charles Zimmy so that WRBL will carry his exclusive messages for the State of Georgia when he swims from Key West to Havana in December.

Zimmy's show, with a musical background built in, is being offered to a prominent national advertiser in Atlanta as the first of a series of WRBL exclusive package programs.

Zimmy recently swam down the Hudson River from Albany to New York. He is now making personal appearances in Pittsburgh vaudeville houses.

New Station for Malaya

Washington Bureau, RADIO DAILY

Washington — A new short-wave radio station in Singapore, powerful enough to cover all Malaya, is expected to be ready to go on the air early in 1938, according to word received at the Commerce Department.

Caruso Jr. to Sing

Enrico Caruso Jr., 32-year-old son of the late tenor, makes his radio debut as an operatic tenor on Robert L. Ripley's "Believe It or Not" program Nov. 13 at 8 p.m. over NBC-Red. Several weeks ago he appeared on the program in a dramatic bit dealing with his father's career.

Camera Series on WBNX

"Candidly Speaking," dealing with camera enthusiasts and their activities, starts Saturday at 8:45 p.m. over WBNX. William Robert McCue will conduct, and first speaker will be Alfred Eisenstadt, staff photographer of Life.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily

GUEST-ING

BORIS KARLOFF, WILLIAM S. HART, CAPP A BARRA and his harmonica octet, and NOVELLO BROTHERS, on Rudy Vallee program, Nov. 11 (NBC-Red, 8 p.m.).

ALEC TEMPLETON, on Alka-Seltzer "National Barn Dance," Nov. 13 (NBC-Blue, 9 p.m.).

NICK LUCAS, on Buddy Clark program, Nov. 11 (CBS, 10 p.m.).

DEL CASINO, on Major Bowes Capitol Family, Nov. 14 (CBS, 11:30 a.m.).

SMITH BALLEW, on "Hollywood Showcase," Nov. 14 (CBS, 10 p.m.).

JASCHA HEIFETZ, on Andre Kostelanetz program, Nov. 18 (CBS, 9 p.m.).

LOTTE LEHMAN, interviewed by Muriel Draper, on "Let's Talk It Over," Nov. 15 (NBC-Blue, 2:30 p.m.).

LILIAN KNOWLES, contralto; KATHLEEN KIRSTING, soprano, and HAROLD HAUGH, tenor, on Metropolitan Auditions of the Air, Nov. 14 (NBC-Blue, 5 p.m.).

LEO CARRILLO, JEAN PARKER, JAMES ELLISON and OTTO KRUGER, in scenes from "The Barrier," on "Hollywood in Person," Nov. 12 (CBS, 1:45 p.m.).

CROSBY GAIGE on "Magazine of the Air," Nov. 19 (CBS, 11 a.m.).

JANE PICKENS on "Your Hit Parade," Nov. 20 (CBS, 10 p.m.).

EDWARD ARNOLD, ANNE SHIRLEY, LEW AYRES, WALTER BRENNAN, MARY NASH and MADY CHRISTIANS in Edna Ferber's "Come and Get It," on Radio Theater, Nov. 15 (CBS, 9 p.m.).

EDWARD EVERETT HORTON, on Al Jolson show, Nov. 16 (CBS, 8:30 p.m.).

KDYL, Salt Lake City

Al Priddy, announcer, back from honeymoon.

S. S. Fox, president and gen'l mgr., and Myron Fox, special events man, back from Coast.

George Provol, manager of KFKA, Greeley, visiting at KDYL.

Emanuel Drucker, salesman, recently discovered himself related to fame. Seems that Drucker's maternal line has direct connection with famed Alfred Dreyfus, whose dramatic story is told in Paramount's "Life of Emile Zola."

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT
CLARK H. GETTS, INC.
WALDORF-ASTORIA

ORCHESTRAS - MUSIC

KENT SISSON, who has complete charge of the gargantuan program, "Canada, 1937," which Imperial Tobacco Co. Ltd. is airing in Canada, will be recalled as the chap who helped many orchestral virtuosos of the baton achieve success by writing their arrangements. Among the Sisson clients who benefited from his services are Andre Kostelanetz, Ben Bernie, Paul Whiteman and Al Goodman. Almost every big name bandleader has used a Sisson arrangement at some time or other. Sisson was the arranger for the Canadian program last Spring and did such an outstanding job they gave him the conducting assignment this season. His last air show here in the States, until he left for Canada a few weeks ago, was as conductor for the Mary Small program. The new Canadian show will have a 30-piece orchestra and a chorus of 16 voices.

Paul Whiteman plays a one-night stand for the Katz Drug Co.'s annual party in the Municipal Auditorium, Kansas City, on Saturday night.

Paul Pendarvis is playing for a week at the Hotel Muehlebach, Kansas City. Carlos Molina's crew follows.

Lou Martin and his Music Makers have been renewed by Leon & Eddie and will continue indefinitely at the West 52nd St. rendezvous.

Orchestration of Benny Goodman's latest swing opus, "Music Hall Rag," which was published in September by Exclusive Publications, has gone into its fourth printing with more than 7,500 orchestrations marketed during the last six weeks.

Lyn Murray's "New Yorkers," are scheduled to return to the airwaves on a new program set-up which includes comedian Oliver Wakefield and Freddy Rich's orchestra.

Several of the arrangements which Oscar Bradley's orchestra features on the Phil Baker broadcasts are created by Bradley's son John, a student at Yale.

Victor Bay has postponed his "Esays in Music" program for tomorrow over CBS in order to contribute his services as conductor of the Red Cross Roll Call, which will be broadcast at 10:30 p.m. over CBS. Bay's program, which was to have been dedicated to the subject of transportation, will be heard instead on Nov. 18.

Mark Warnow has engaged Wendell Adams as librarian to supervise his extensive collection of musical arrangements and recordings. Warnow has had each one of his programs in the past three years recorded.

The University of Iowans succeed Bob Sylvester and his orchestra at the Seven Gables Inn on the Milford Turnpike.

Biltmore Boys and their orchestra, currently at the Rice Hotel, Houston, have had their contract extended starting Nov. 19.

Reggie Childs and his orchestra play a date at the Greystone Ballroom, Dayton, Ohio, on November 20th, for CRA.

Duke Ellington and his orchestra play the Douglas Casino, Indianapolis, for CRA on Dec. 3.

PROMOTION

Urges "Home Visits"

"Flash," the news letter of KFRO, Longview, Texas, has a punchful statistical message in its issue of Nov. 1. Piece urges advertisers to "visit the homes of your customers," suggesting that next best to personal call is radio. Points out that four out of every U. S. homes have radios, with receivers in 98.6 per cent of those with incomes over \$5,000, and 90 per cent in those having incomes over \$2,000.

Free Plugs for Advertisers

Regular advertisers over KMAC, San Antonio, are now afforded an opportunity to get extra stints on the airwaves at no extra cost. Nightly quiz program, with prizes, makes deal possible. Mentions are open to all regular users of station, without even having to contribute prizes. Station Manager Howard W. Davis, who originated stunt, says it will be syndicated shortly.

Another Spot for Joan Brooks

Joan Brooks has been given another spot on NBC. New one is at 10:15 p.m. Wednesdays on Blue net, starting Nov. 17. Her Saturday broadcast will come directly from the Syracuse Auto Show through NBC.

ADVERTISING AGENCIES

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WALTER JOHNSON has added another "angle" to the MCA-KHJ "Tune Twisters" by cutting in his air audience for cash awards in addition to the prizes handed out each week to the studio audience. Best suggestion for tunes to be twisted, with reasons therefor, draws a \$5 prize. Johnson advises primary credit should be given Lou Bring, musical director, for the tune twisting idea.

Louella Parsons will preview Republic's "Lady Misbehaves" on "Hollywood Hotel" November 19, with Sally Eilers, Joseph Schildkraut, Neil Hamilton and Marcia Jones appearing. The following week brings Fred McMurray and Carole Lombard in Paramount's "True Confessions." With Warner and MGM now having radio affiliations of their own, Miss Parsons will have fewer pictures available for "previewing."

KMPC has a new audience show called "Behind the Scenes in Radio," during which the visitors will be permitted to take voice tests, play transcriptions, ask ad lib questions, and generally find out what makes the wheels go 'round.

"Listen, Ladies," the KEHE hardy perennial, has been cut from a full hour to 30 minutes.

The KFAC Players will present a special Armistice Day radio playlet titled "Carry On," Wednesday at 2 p.m. Cast is headed by Robert Swan, and Betty Lynton, John Kenneth, Francesca Rand, Tom Pilkington, Marc Brenneman and Jerry Lynton appear in support.

All of the staff announcers at KMPC participate in the 11 p.m. to midnight Saturday "Grab Bag" show on that station. Don Martin, formerly of KXBY, Kansas City; Ted Steele from WAPI, Birmingham, and Eddy Lyon, late of KTUL, Tulsa, all bring in unannounced guests and rib one another and themselves on this more or less ad lib session.

Bud Ernst is corralling a flock of important personages for his interviews on KMTR's 20th Century-International Radio Newsreel. Among recent ones were: Countess Dicarpenetto, James A. Farley, Senator McAdoo and Elliott Roosevelt.

The CBS Pacific Coast program, "White Fires," reached its first anniversary milestone on Monday. Jon

STATIONS OF AMERICA

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

WABY—Albany, N. Y.

1370 Kilocycles—100 Watts.

HAROLD E. SMITH, President and General Manager

WABY, Strand Theater Building, Albany, is a favorite with many radio listeners not only because it features many characteristically local programs but similarly due to its four network affiliations which bring a complete variety to Albany and the capital district.

WABY is tied up with NBC-Blue network, MBS, WMCA (Transamerican) and New York State hook-ups and through this quartet is enabled to bring its listeners highclass entertainment.

Back in 1934, the station was located in Hudson Falls, N. Y., and was known at that time as WGLC. The Adirondack Broadcasting Co., headed by Harold E. Smith, bought the station in that year, moving it to Albany and locating transmitter and studios in the Strand Theater building within the shadows of the State Capitol.

Under the deft handling and coaching of Smith, who is also general manager of WABY's sister station, WOKO, the outlet has rendered excellent service to the community.

While only a 100 watter in power, WABY ranks in popularity with WOKO. Two years ago the transmitter was moved to Colonie and housed in a completely modern building with the newest equipment, including vertical antenna. This antenna is located less than a thousand feet from that of WOKO and a problem was thus set up that many radio engineers felt could not be solved.

However, operators of WABY succeeded in solving the problem so that now both antennas function perfectly, throwing off clear signals with interference to neither.

Slott does the scripts.

Alfred Leonard, music critic and commentator, has inaugurated "Concert Previews" on KHJ-Don Lee, and will discuss current musical events and interview musical celebs each Monday. Also conducts the "Symphony of the Stars" program, daily except Friday, on KMPC.

Josephine Starr, seven-year-old child prodigy discovered by George Jessel and appearing with him on "30 Minutes in Hollywood" over Mutual, gets a citation and statuette award from Gene Inge on his KFWE "Take the Air" program.

KFAC has a new Sunday program featuring the Famous Meglin Kiddies under the billing of "Stars of Tomorrow." Bernice Benton handles the show, with Jack Retlaw as commentator.

First of a new series of DX broadcasts which KFI arranges for listeners in Australia, New Zealand and way stations was presented Saturday night. Gene and Glenn, Wesley Tourtellotte, Phil Lerner, Al Gayle, Nell Larson, Milton Slosser and Johnny Marvin all participated.

Gay Seabrooke may be looked for on Joe Penner's program more or less regularly from now on. Gay was the revived "Susabelle" on last week's show and did such a swell job of it that she is likely to become a regular.

Jimmy Vandiver and his "Meet Some People" are safely ensconced and functioning at KFI, where Jimmy now answers when anyone asks for "the director of special events."

Ken Niles is duly cheery over the safe arrival of Naida Dennison Niles, net weight 6 pounds and $\frac{3}{4}$ ounce.

Floyd Wetteland, NBC studio engineer, is another proud poppa. Future-dial-twister Robert Allen Wetteland arrived November 2.

Both Al Span, head of CBS sound effects, and Jon Slott, author of "White Fires," have been nominated

for inclusion in the forthcoming issue of "America's Young Men," annual "who's who" of the younger generation.

Ray Morgan back in town after his swing around the circle of 20-odd CBS stations to get the "Charlie Chan" series off to a flying start.

KMTR has a new variety show, produced by Ida May Tipple, with Lou Warren as emcee and George Groman and Kay Ellis featured, airing at 8:15-8:30 Wednesday nights.

General Hugh Johnson now is heard on the Coast via KECA and the McClatchy stations. Two of the four weekly broadcasts by the militant Johnson have been extended to NBC's Blue in the Mountain and Pacific divisions, with the Coast Blue getting the Tuesday and Wednesday programs, and McClatchy picking up Tuesday only.

Lyons, McCormick and Lyons agented Kitty Carlisle into a 26 weeks renewal with Coca Cola.

ALBANY

Herb Gordon and his ork are now playing the Ten Eyck Hotel with a WOKO wire. Ethel Barrett vocalizes for the group.

Lester Taylor 13-year-old pianist, is being featured in Cluett & Co.'s Sunday afternoon program from WOKO's Troy studios.

WPA Albany Concert Orchestra, conducted by Ole Windingstad, heard over WABY, will give a series of six Sunday concerts in the Albany Institute of History and Art.

"Screenscoops" Rebroadcast

George McCall's "Hollywood Screenscoops," Old Gold show starting on CBS Nov. 16 at 7:15-7:30 p.m., will be rebroadcast to the west and south at 11:15-11:30 p.m.



SYLVIA CLARK, NBC monologist, back on her NBC air schedule after a theater tour of eastern states.

Skyland Scotty (Wiseman), who with his wife Lulu Belle is starred on Alkaseltzer's National Barn Dance, given a 28th birthday party by friends at Radio Club Saturday evening.

Margarette Shanna and Elliott Woodruff, who were married last week-end, decided on a wedding trip after all and went to French Lick for a week. She's been written out of "Arnold Grimm's Daughter."

Mento Everett (Jenny Peabody) at Grand Rapids over the weekend.

Merrill Meyers of CBS continuity staff is the lad who writes those original poems for the Wrigley Poetic Melodies show.

Charles Lyon has replaced Bill Hay temporarily as announcer on the Amos 'n' Andy broadcasts. He is cut in from Chicago.

Alice Sherrie Gootkin, who plays Mary Jane in WLS "Big Chief Gumbo," is sweet 16 this week and has been playing in radio 12 years.

Madeleine Chase, Chicago free lance actress, has supplanted Anne Seymour as chairman of the committee planning Chicago radio costume ball and award of statuettes for best local radio performances of the year on Nov. 27.

Tom Fisdale arrived here Monday from his west coast office.

"Hollywood in Person" for General Mills has been renewed through Russell Seeds agency for 13 more weeks.

National Barn Dance Trio (Verne, Lee and Mary) making a series of commercial recordings in St. Louis.

"The Old Kitchen Kettle," program for homemakers, is warming up on WLS. Show will be a daily feature at 8:30-8:45 a.m. giving shoppers tips, household hints, recipes, home decoration ideas and songs by Don and Helen.

KANSAS CITY

Jimmie McConnell, in charge of KMBC artist bureau, has been laid up by sinus trouble.

Pat Dunn, WDAF vocalist on the Showalter Shoe Co. series, is making a concert tour of smaller towns in Missouri and Kansas.

Ruth Royal, KCKN musical director, has revived her "Frivolities" show, writing and producing the 30-minute daily variety show besides appearing in musical specialties.

P. E. Lindsay, formerly in radio work at KWTO, but now with White King Soap Co. here, is serving as Major "G," emcee of the amateur contest aired by Kansas Service Grocers over KCKN.

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 10

Al Simon

Jane Froman

Ray McDermott

Program
 ☆
 Reviews

Colonel Jack Major

The Colonel from Kentucky—Jack Major of Paducah—has brought a new comedy possibility to the air in Evelyn Oaks, a comedienne who is best described as a “harelip Gracie Allen.” Besides spouting dizzy chatter of the Gracie type, Miss Oaks does a harelip, which makes almost all of her remarks funny. With a little more practice, she should be able to build the stunt into big laugh proportions.

Yesterday's program, on CBS at 3-3:30 p.m., also had some delightful vocalizing by Jeannine, who sang “These Foolish Things” with plenty of stuff, and a fine rendition of “An Old Flame Never Dies” by Jack Shannon. The Dalton Boys also were there with their always-enjoyable harmonies and fooleries, and the musical background provided by Uncle Eustace and His Paducah Swing Band was lively and tuneful. (Freddie Rich is the Uncle Eustace.)

We still don't know why some sponsor doesn't grab Colonel Major.

Tom Terriss

Good prose in poetic presentation by Tom Terriss, produced interesting 15-minute interlude for opener Sunday morning of NBC's new series, “Letters from Abroad.” First “letter” came from Versailles with Terriss airing script of some romantic altitude on the famous old chateau, often called “the little universe” of Louis XIV. Word pictures were those of a present-day vagabond, who, by flight of fancy, beholds Versailles and those who made it, visiting and sighing for its past and present. Organ background helped effective presentation. Show airs at 9:30-9:45 a.m.

Jules Verne Serial

New Jules Verne serial on WHN, over the WLW line, though it got off to a slow start Sunday, gave promise of developing excitement. Show, produced in New York by radio division of Federal Theater Project, presents air adaptation of Verne's “Trip to the Center of the Earth.” But trip didn't manage to start in first episode. Professor Von Hardwigg (Philip White) barely contrived to decipher a cryptograph, which points the way for the journey. On at 5-5:30 p.m.

“Tarzan”

With 26-episode script completed, waxings of the first and tenth in Kass-Tohrner's “Tarzan” transcription series were previewed yesterday. Starter introduced Edgar Rice Burroughs, famed creator of the Tarzan character, and whose work was adapted for radio by Rob Thompson with Fred MacKaye playing title role. The two episodes, only ones now on disks, are in the true Burroughs tradition. Blood-curdling yells, with striking music balance, usher in Tarzan's

RADIO PERSONALITIES

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

JOSEPH W. LEE

JOSEPH W. LEE, general manager of KTOK, Oklahoma City, at 29 is directing one of the most promising young stations in the country. Lee took over management of KTOK, which is owned by Harold V. Hough of Fort Worth, on July 15, 1937, and from that day things have been humming.



Hustling young g.m. of a bustling young station...

He has a personal belief that the possibilities of radio haven't been scratched; that radio as developed in the future will prove to be the greatest influence upon civilization and the daily lives of people that history has known. Keeping that thought in mind he and his staff have developed a new property not only into a sound station commercially, but into one that is rapidly winning a top-flight name for itself in a city where competition is tough.

His first venture in radio in 1934, was as program director of KADA, a position he held for a year-and-a-half. Then followed a year-and-a-half as manager of the same station, from which position he went to KTOK. Previously he had graduated with the highest ranking honors and a Phi Beta Kappa Key from the University of Oklahoma in 1931—was a candidate for the Rhodes Scholarship in 1930, being runner-up.

At the university he held an assistantship in the Psychology department two years and later served a short time as an associate to Joseph A. Brandt, director of the Oklahoma University Press.

He was born in Donnellson, Ill., July 3, 1908, and had a year of study at Grinnell College under his hat when he came to Oklahoma to attend the University of Oklahoma.

Under his leadership KTOK has further developed its policy of numerous special events and sports programs. KTOK originates many features for the Oklahoma Network, of which it is key station. As one instance, the network has placed a microphone in the governor's office for the use of any governor of Oklahoma at any time.

adventures with the wild things of the jungle. The shows, well-acted and produced, should entertain audiences of all ages.

Barry Wood

Backed by Lyn Murray's orchestra, Barry Wood started a new WABC-CBS series at 6:15-6:30 p.m. yesterday. A baritone with a voice that has both ample volume and smoothness, Wood warbled a quartet of numbers, doing particularly well with “Lover, Come Back to Me,” “Moon Was in My Eyes” and “The Natural Thing to Do.” The music provided by Lyn Murray was satisfactory. As a whole, the program made very pleasant dinner-time listening.

“Grand Hotel”

Giving up “Vanity Fair” and returning to “Grand Hotel,” Campana presented “Second Honeymoon” on Monday at 8:30-9 p.m. over NBC-Blue network, with Betty Lou Gerson and Bob Griffin playing the leads in the first offering of the new series. It was a good performance, the script being an entertaining romantic comedy, and the work of Miss Gerson and Griffin rated applause.

Sharbutt on “We, the People”

Dell Sharbutt, CBS announcer, takes over the “We, the People” assignment with the departure of Harry von Zell for the coast.

WISN, Milwaukee

Ann Leslie's Scrapbook, popular women's feature, is now being sponsored by Milwaukee Fresh Fruit and Vegetable Advertising Council. Mary Ann LeMay conducts the program.

Neil Searles, production manager, went east last week to act as commentator for the Marquette-Villanova game in Philadelphia. Then he visited New York. Don Weller, chief engineer, accompanied Searles to Philly.

WIBG, Glenside, Pa.

John Parson is conducting a new series of street interviews direct from Lancaster Ave., Ardmore, every morning at 9:45.

Larry Thomas, baritone, and Peggy Gale, pianist, will be heard on the “Voice of Jenkintown” on Friday.

Keystone Mountaineers, directed by Bud Robinson, are offering a novel musical program every Saturday.

Ben Hawthorne on CBS

Ben Hawthorne, for the past four years author and producer of the sponsored “Morning Watch” on WTIC, Hartford, has been signed by Columbia Artists and will make his initial CBS appearance in a variety show now being prepared for Nov. 18 at 3-3:30 p.m. Following this single shot, plan is to ready series featuring Hawthorne and his bovine “stooage,” Bessie.



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“A TEST
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AND
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AS CLOSE
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NBC, Patents Give RCA Major Part of Profits

(Continued from Page 1)

units has not been large in comparison to the total net.

NBC is enjoying its biggest year. It is reported that its net profit for the year will total over \$3,000,000. Billings are running 15 per cent ahead of last year with the final yearly receipts estimated to be around \$36,000,000. Weak link in the NBC setup is the unavailability of supplements to go with the Blue network. Web recently lost an account because southeastern coverage could not be delivered with the Blue period.

RCA Manufacturing Co. which has been running in the red for a number of years came on to the right side of the ledger around the first of the year and has been making money since. Sales of RCA-Victor records and phonographs have been increasing steadily.

Black spots on the horizon which will tend to hold down the RCA earnings this year, and possibly be more vital next year, are the increased wages at the RCA plant in Camden, television experimental costs, and the recent decision in the Philco-RCA royalty fee case.

In this case RCA contended they were entitled to royalties based on the price for which Philco sells its radio sets, not on the price the licensee, Philadelphia Storage Battery, receives from Philco for the sets.

Because of this adverse decision, RCA is slated to lose a large chunk of its licensee fees. Philco is the largest radio set manufacturer in the country, having built its 10,000,000 radio sets this month.

It is also possible that other radio set manufacturers may duplicate Philco's setup and thereby reduce their royalty fees. It is understood that in every radio receiver made there are over 20 RCA patents on which royalties accrue.

KDKA Talent Search

Pittsburgh—Regular audition periods for new talent have been scheduled by KDKA for every Monday and for the first Friday evening of each month. A. E. Nelson, manager of the station, plans an intensive search for radio material hereabouts.

ONE MINUTE INTERVIEW

A. W. ROBERTSON

"In America we have a variety of interesting programs from which one may choose his favorite, whereas in other countries he takes what is offered by the government and has no choice. In other words, American radio is served a la carte in a variety ranging from the humblest performance to a supreme artist. Radio has brought us up to the minute in world affairs. Everyone now knows the same things at the same time. It is the great educator."

★ Coast-to-Coast ★

TYRONE POWER's next "Hollywood Playhouse" vehicle on the Woodbury program over NBC-Blue Sunday night will be "Panama Nocturne," from a short story of the same name by David Garth. Gail Patrick will appear opposite Power.

WNEW made a pickup all the way from Washington, D. C., to air the dinner to Walter Johnson, veteran baseball star, last Saturday night.

"The Novelteers," 15-minute show over WBT, Charlotte, is now under sponsorship of Brown & Williamson Tobacco Co. Show features Mary Hobbs Curtis, with Announcer Bill Bivens as emcee. The four instrumentalists (Pete Martin, Thorpe Westerfield, Bill Davis and Jack Phipps) also are in the lineup.

Lucy Gillman of the "Junior Nurse Corps," NBC-Blue network program, is one of Chicago's busiest 12-year-olds. She puts in a full day at school, getting there at 8 a.m. so she can leave half an hour early for her daily rehearsal and broadcast as Dorothy Hart, the role she has been playing since the "Corps" started three years ago.

Keeping up to the "Varsity Show" record of finding sparkling collegiate talent, for the weekly half hour on NBC-Blue, Director Gordon Whyte has found Ed Osborn, a "hot" organist, and Kathryn Freeman, a gal accordionist, among others, at Michigan State College. This week's show goes on the air from the campus at East Lansing.

Dick Pack who conducts "The Play's the Thing" over WBNX Friday at 3:15 p.m., announces for Friday, November 12th, the appearance of Curt Conway, new leading man of the comedy hit, "Having a Wonderful Time."

Vi Mele, billed as "The Pianistic Personality" at the Hotel New Yorker's Terrace Room, is currently making a series of electrical transcriptions. She also is scheduled to do several repeat guest appearances on the CBS "Swing Session" soon.

Mrs. Ralph T. Edwards, radio editor of Parents' Magazine, talked about the United Hospitals Campaign on WNEW yesterday.

The Sealtest Committee of Awards for "Rising Musical Star," Sunday program on NBC-Red, has developed a new policy in the interest of fair play for the final artist appearing in each cycle. Hereafter, the announcements and awards of each completed three-week cycle will be made on the fourth week and three competitors only, instead of four, as

originally planned, will appear on each cycle.

Success story on KCKN's new "Quizzer Court" broadcast which is sponsored by six non-competitive firms:—The day following the first broadcast, one of the six sponsors, RCA Radio Dealer, reported a direct sale of an RCA Radio as a result of the program. Two Kansas City, Kan., firms called the station following the first broadcast and asked to be included on the deal.

Thomas Morgan, author of "A Reporter at the Papal Court," will be interviewed by David Lowe, the "New York Reporter," over WINS tomorrow at 4:45 p.m.

Through a "hook-up" made by Captain Ozie, genial leader of the musical Colorado Rangers, KLZ in Denver, in addition to serving the Mountain Region's farm and ranch folk during the early-morning "Rocky Mountain Round-up," now plans to aid peace officers throughout the area. A program of cooperation with officers and State Courtesy Patrolmen has been added as a new service feature of the program, broadcast by KLZ at 6 o'clock each morning. The recently-added "law enforcement" division of the Round-up is a direct result of the growth of cattle rustling throughout Colorado and adjoining states.

"Lasses and Honey, old favorites on the Pepper Upper program, will again fill the guest spot over the Dr. Pepper-Dixie Network, next Sunday. These black-faced comedians have been playing to capacity crowds nightly in the immense tent theater with which they have been touring the South. The South's funnyman No. 1, Jimmie Jefferies, and voice-juggler Roy Cowan, with Sugah as the romantic interest, also will be heard, along with Alexander Keese and the Pepper Upper orchestra.

In cooperation with Standard Radio Parts of Dayton, WHIO presented John F. Rider, authority on radio service and author of many radio service books, to the general public at the Engineers Club. Rider's subject was "Present and Future Education of the Service Industry."

For the first time, WOW, Omaha, was given a confidential release on the identity of the King and Queen of Ak-Sar-Ben, prior to the coronation, highlight of the Omaha social season, an affair attended by more than 10,000 persons.

Jean Ellington, vocalist who is heard twice weekly over the NBC networks, has instituted a new vogue among singers. She is devoting a moment's salute to her coach and accompanist, Walter Fleischer, on each of her Thursday, NBC-Red network programs.

Havana Parley Upholds Rights to All Channels

(Continued from Page 1)

sion here. It was pointed out, however, that regional agreements are necessary to avoid interference. The right of governments to allocate any frequency that does not cause interference also was upheld.

In times of catastrophe, emergency communication may be carried on by any station, it was decided.

Regional agreements on problems of interference are expected to be expedited by the action of the conference here.

John T. Parkerson Joins Facsimile Organization

(Continued from Page 1)

scale. Tests were recently conducted in Canada over a 1,500-mile wire network and clear reproductions were obtained. Fultograph claims that their system can be relayed over any wave length from the air to wire or from wire to air, with the same results.

Plans now in operation call for large scale production which will make it possible for anyone owning a radio set to have a facsimile receiver on it.

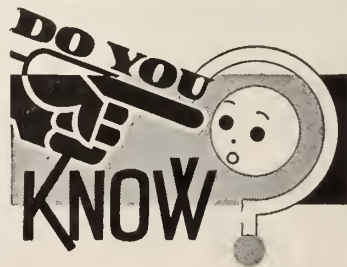
Parkerson will become the business head of Fultograph interests. He has been with Transradio practically from the beginning.

WNEW Loses Plea in Suit

State Supreme Justice Charles C. McLaughlin yesterday denied a motion by defendants to dismiss the suit brought by Barney's Clothes Inc. against WBO Broadcasting Corp'n. operators of WNEW. Suit is for alleged failure of broadcasting company to carry out contract stipulations in sale of time to the clothign concern, which asks \$105,000.

WATL Backstage Program

Atlanta—Maurice C. Coleman, manager of WATL, has arranged a new Wednesday evening series in which Ken Keese as emcee will interview various members of the announcing staff and outstanding talent appearing regularly over WATL. Bill Shannon, ace staff announcer and vocalist, will be the first "guest."



Claude Sweeten made his own violin while studying in Boston and has played on it continually since 1915.