



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 94

NEW YORK, N. Y., THURSDAY, NOVEMBER 11, 1937

FIVE CENTS

Call NAB Regional Meets

CHI. MOTOR CLUB USING 14 MIDWEST STATIONS

Chicago—Chicago Motor Club has expanded its radio activities to 14 midwestern stations with a total of 86 broadcasts a week, believed to be a record for a local concern. Club has a dramatized half hour, "On to Adventure," another 5-minute dramatization, "Voice of Carelessness," and "Motor Dramas" all on WBBM here. Transcriptions of these are used on a group of stations including WIND, Gary; WJBC, Bloomington; WMBD, Peoria; WROK, Rockford; WDZ, Tuscola; WHFB, Rock Island; WDWS, Champaign; WCLS, Joliet; WTAD, Quincy; WFAM and WSBT, South Bend; WTRC, Elkhart, and WWAE, Hammond. Account is handled by McJunkin agency with Vice-President Frank Steele in charge.

Network Commercial Originating at KOL

Seattle—KOL yesterday began originating its first series of network commercial programs, with Refrigeration & Air Conditioning Institute of Chicago as sponsor. The programs, titled "Modern Miracles," will be broadcast every Wednesday at 9:15-9:30 p.m. over the 26 stations

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Schlitz Beer Continuing Through Winter Season

Chicago—Schlitz Beer has decided to stay on the air through the winter with sports spot broadcasts on six stations, mostly in the south. McJunkin Agency handles the account.

The Frogs Have IT

Tulsa—Symbolizing its name, Frouge's Department Store here has two big frogs in the store front. Recently the store signed with KTUL for a five-day kid program. Show, called "Old Frougie," brings supposed bullfrog to the microphone, relating children's stories. Yarns concern adventure of the little frog, Big-eye. And as program fleup, giveaway is a frog good-luck charm, which children may obtain by coming to the store with their parents.

COAXIAL CABLE TEST TERMED SATISFACTORY

Tests made Tuesday by Bell Telephone Laboratories engineers in the transmission of visual entertainment from New York to Philadelphia via A. T. & T.'s experimental coaxial cable were described as very satisfactory yesterday by Dr. Frank B. Jewett and Dr. Herbert E. Ives of Bell Laboratories.

Movies were used for the program, which was sent from New York to a screen 6 x 8 inches placed on the wall in the Bourse Building, Philadelphia. The cable, which can ac-

(Continued on Page 2)

Special Session May Act On Gov't Radio Station

Washington Bureau, RADIO DAILY

Washington—As a result of recent bidding by both NBC and World Wide Broadcasting Co. for operation of the proposed \$750,000 government-owned radio station, action on the

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McNinch Planning Appeal To Industry and Public

Brit.-Amer. Productions Expands Its Activities

Expansion of activities by British American Productions Inc. is being effected by B. Charles-Dean, president, following appointment of representatives in Great Britain, Aus-

(Continued on Page 2)

AFM Situation and Many Other Topics to be Taken up at Conferences This Week in Columbus and Spokane

FIRST SONG TITLE LIST BEING SHIPPED BY ASCAP

First shipment of Ascap's list of 25,000 song titles most used in radio, copyrighted and non-copyrighted, with the name of the copyright owners given in the former instance, goes out today. Composition titles are printed on differently colored paper to denote copyrighted works, also the name of composer and author, copyright owner and address. Gummed stock is used for pasting each title on a card index system, 10 titles being on each perforated sheet. Some 2,000,000 individual sheets were printed.

To date, 236 Ascap licensed stations have applied for the index, which is free. Soon it is hoped to have a possible 25,000 additional titles of every description, whether copyrighted or in public domain with full information for the user. Eventually the list may total several hundred thousand titles.

Wheelock in Hollywood For "Hotel" Conference

West Coast Bureau, RADIO DAILY

Los Angeles—L. Ward Wheelock, president of F. Wallas Armstrong agency, has arrived here in an effort to iron out difficulties and compromise the \$5,000 weekly ultimatum of Louella Parsons for her continuation on "Hollywood Hotel" after

(Continued on Page 5)

Although it is expected that the AFM contracts will consume a considerable portion of the time, meetings called by two regional groups of broadcasters for tomorrow and Saturday will be guided by a wide, general agenda taking in numerous problems confronting the industry. Pacific Northwest Broadcasters' meeting will be held at Spokane on Saturday, and the Ohio Association of Broadcasters will meet in Columbus tomorrow and Saturday. Both groups

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2-IN-1 XMAS PROGRAM FOR CAMPBELL ON CBS

For its Christmas Day CBS program, Campbell Soup will combine Lionel Barrymore's "Christmas Carol" and the "Hollywood Hotel" programs into one consecutive show, boosting the station list to 78 outlets for this broadcast. "Hollywood Hotel," ordinarily heard on Friday nights, will be cancelled out on Dec. 24 and broad-

(Continued on Page 5)

NBC Gets Exclusive On Football Classics

NBC will broadcast a play-by-play description of the Pasadena "Rose Bowl" and New Orleans "Sugar Bowl" football classics on New Year's Day. Games have been signed exclusively by the network. New Orleans game takes the air first over the Blue network with the "Rose Bowl" game to follow around 5 p.m.

Aviation Stations

Havana—Establishment by governments of stations exclusively to aid aviation, also equipping of all aircraft with two-way radio, exchange of weather information by radio and monitor control in all types of radio stations has been ratified by the administrative committee of the Inter-American Radio Conference now in progress here.

No FCC Action

Washington Bur., RADIO DAILY

Washington—Although the FCC met en banc for its regular weekly conference yesterday, no decision on either the Segal-Smith case or the question of allocating Pan-American frequencies was reached, as far as could be learned last night. Hearings on both matters were held recently.

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FINANCIAL

(Wednesday, Nov. 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	151 3/4	150	151 1/4	+ 1 1/2
CBS A	20 1/2	20	20 1/2	+ 1/4
Crosley Radio	9 1/2	9 1/2	9 1/2	+ 1/4
Gen. Electric	43	40 1/4	43	+ 4 3/8
RCA Common	8 1/8	7 3/4	8 1/8	+ 7-16
RCA First Pfd.	56	55	56	+ 1/4
Stewart Warner	11 3/4	11 1/2	11 3/4	+ 1/4
Westinghouse	102	97 3/4	101 1/4	+ 6 1/2
Zenith Radio	22 1/2	21 1/2	22 1/4	+ 1/4

NEW YORK CURB EXCHANGE

Majestic	1 3/8	1 3/8	1 3/8
Nat. Union Radio	1	1	1

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	7 1/2	8

Brit.-Amer. Productions Expands Its Activities

(Continued from Page 1)

tralia and New Zealand. Facilities have now been set up for the handling of sales and promotion problems for advertisers through radio campaigns in these countries as well as in the U. S. and Latin-America.

Charles S. Pearsall, sales and merchandising executive, is now associated with B.A.P. as vice-president. Additional personnel starting this week includes Arthur R. Learey, recently executive with Tested Selling Inc., who will be in charge of broadcast-merchandising department, and Irving J. Henry advertising executive, as sales manager for radio campaigns.

WBIG *famed* for *Showmanship*
GREENSBORO N. C.
CRAIG & HOLLINGBERY, INC. Nat'l Reps

WJAS Service for Music Students

A service unique in radio was started last week by WJAS, Pittsburgh, with the broadcasting of a standard "A" tone of 440 cycles per second to enable music students to tune their instruments to an exact pitch. The service, according to Howard E. Clark, station manager, is intended to aid students who are learning to play an instrument in school and also those who employ private teachers. The tone also permits anyone having a piano to determine whether or not it is exactly in tune. Trueness of the pitch is not affected by condition or age of the radio receiver. Schedule of the broadcast is Monday through Friday at 4 p.m. and Saturdays at 11 a.m.

Network Commercial Originating at KOL

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of the Don Lee network on the Pacific Coast. Shows will be transcribed and released over 40 stations in all parts of the U. S. and Canada.

Schedule is being placed by J. R. Lunke & Associates of Chicago and Seattle. Gene Baker, Seattle manager, is supervising productions in conjunction with Weco, radio production unit of the Lunke firm. New series supports five-minute ETs which have been used for the past six months on 50 stations.

Coaxial Cable Test Termed Satisfactory

(Continued from Page 1)

commodate 240 simultaneous telephone conversations, transmits images of 240 lines, compared to the 441 lines which will probably become standard, so there was a slight flicker in the pictures projected.

Dr. Ives said there is no limit to the application of the new system, but it will be necessary to wait for the development of television. Dr. Jewett explained that the demonstration was not intended to show an improved television, but merely the possibilities of the new cable.

Starr to Salute Winchell

Martin Starr, on his Sunday night program over WMCA at 8:45-9, will salute Walter Winchell, who returns to the air that night over NBC-Blue at 9:30-9:45 after a vacation. Starr used to work with Winchell on the old New York Graphic.

Studin Back on Job

Daniel C. Studin, executive vice-president of Star Radio Programs, has returned to his office after a week's illness.

Hot Shots to Hollywood

Chicago — Hoosier Hot Shots of WLS and the National Barn Dance leave Saturday for Hollywood to make two pictures for Republic and to appear as guests on several western radio shows. In first picture, Max Terhune, formerly at WLS, will play the lead.

Princess Pat to Recess

Chicago—Princess Pat takes "Pat and Hank" serial off WMAQ from Thanksgiving to Jan. 1. Future plans indefinite. McJunkin is the agency.

Rates Are Set by NBC For New Canada Outlets

NBC rates set for the new Montreal outlets, CBF and CBM, will be \$300 per evening hour for the former and \$240 for the latter. When CBF is used in combination with either CBM or CFCF, the rate will be \$325. Stations join the web Sunday.

On Dec. 15, CRCT, the NBC Red and Blue affiliate in Toronto, will increase its wattage of 50 kw. Station's rate will be increased to \$300. At present it is a 5,000 watt with a rate of \$280.

Within the next few days CRCT will also change its call letters to CBL.

Special Session May Act On Gov't Radio Station

(Continued from Page 1)

Celler Bill calling for a pan-American station is considered likely at the special session of Congress starting Nov. 15. The interest of the War, State and Navy departments in having such a station established also gives impetus to the possibility of action.

Of various other impending and threatened radio legislation, there is still a likelihood of pressure for a probe of the FCC and the industry. Measures dealing with copyright, alien artists, wattage tax, stock ownership in radio corporations by FCC employees, etc., are not expected to be considered important enough for the special session.

R-M-A in Merger

West Coast Bureau, RADIO DAILY

Los Angeles—R-M-A Radio Productions, merged with Charles E. Kerlee & Associates, is now located at 4350 Beverly Blvd.

Henry and Jerome Celebrate

Topeka, Kan.—Henry and Jerome (Henry Peters and Jerome DeBord) today celebrate their ninth anniversary as a team of radio entertainers. They have appeared on stations throughout the country and are now at WIBW here.

THE MAGIC KITCHEN OF THE AIR

Monday thru Friday

Available for Food Accounts

WCOP

BOSTON

COMING and GOING

I. R. LOUNSBERRY, manager WGR-WKBW. Buffalo, is in town.

HARRY TRENNER, commercial manager of WNBK, Binghamton, was in town yesterday.

H. ALLEN CAMPBELL, manager of WXYZ, Detroit, is another New York visitor.

F. C. EIGHMEY, manager of KGLO, Mason City, came in from the west yesterday for a few days in town.

JANE FROMAN and STOOPNAGLE and BUDD will spend the coming week in Boston, appearing in person at the Metropolitan Theater, that city.

HELEN JOHNSON, conductor of the CBS "School of the Air," is in Chicago conferring on programs for schools there.

JANE PICKENS, continuing her tour of variety houses in the East, opens today at the Earl Theater, Philadelphia, for one week.

EMERY DEUTSCH flies in from Detroit to be guest of honor at Fordham University's Alumni Night program. Deutsch was a star member of the Ram's track team during undergraduate days.

GRAZIELLA PARRAGA, Cuba's top femme composer and entertainer, off the boat for indefinite stay in New York. Her South American broadcasts were sponsored by national advertisers from U. S.

FRED BATE, London representative of NBC, arrives today from Europe aboard the Washington.

MARION HARRIS arrives from England today on the Washington.

CLEMENT WATSON, vice-president of J. Walter Thompson, and MRS. WATSON, return from Europe today aboard the Washington.

G. RUSSELL CHAPMAN, secretary of the Advertising Association of Great Britain, arrives today from Europe.

MR. and MRS. OSCAR STRAUSS sail for Europe today.

MICKEY ALPERT and his orchestra, with JANE PICKENS and KATHRYN RAND, leave for Philadelphia today to open a theater engagement there.

CECIL MASTIN, manager of WNBK, Binghamton, is scheduled to arrive in town today.

"Lights Out" Moving

Chicago—"Lights Out," the Arch Oboler horror series, has been moved from WENR to WCFL because the RCA "Music As You Like It" series has been spotted on WENR six nights a week from 11:15 to midnight.

THE CLIMAX OF A

Good AD

... is a perfect engraving ... expertly made and promptly delivered.

CITY

PHOTO ENGRAVING CORP.

250 WEST 54th STREET, NEW YORK

Telephone COlumbus 5-6741

NAB REGIONAL PARLEYS IN COLUMBUS, SPOKANE

(Continued from Page 1)

are comprised of NAB membership. Agenda includes: Talks on 1937 Problems of a Broadcaster; Value of a State Organization; Resume of Copyright Problems; Sales Talk on NAB Bureau of Copyrights Transcription Library; AFM Contracts; Problems of a 50 Kilowatt Station; Problems of a 100 Watt Station; Sherman Anti-Trust Act and the FCC; Radio and Newspapers; What Should the NAB do for its Members, and similar questions.

It is also expected that the problems taken up will aid in the reorganization plans now being worked on by Phil Loucks, and that the Reorganization Committee will be in a position to call a membership meeting in January, as planned at the recent special convention here last month.

20,000 Fans Turn Out For WHEC Celebration

Rochester, N. Y.—WHEC spent a hectic but happy week in celebration of the completion of its expansion program. Some 20,000 enthusiastic WHEC fans came to the studios to be guided personally through the entirely new layout by members of the staff.

WHEC now possesses the very latest in equipment, some of the most beautiful studios in the country, and in fact everything the modern radio station requires.

Each day of the week's celebration was set aside as a salute to some different phase of Rochester life. Monday was set aside as a salute to the schools and high school students ran the whole works from presiding in the vice-president's chair to broadcasting everything throughout the entire day. Tuesday was a salute to Out-of-town Neighbors, with State Grange officials speaking and an amateur show with town talent exclusively. The remaining days of the week saluted Civic Organizations Business and Industry, Culture and Churches, with special programs on each day.

Openly admitted as one of the biggest accomplishments in the station's history, the celebration not only created an unprecedented amount of invaluable publicity for the station, but, judged by letters of appreciation from listeners, resulted in profitable entertainment for WHEC's ever-increasing audience.

LUCILLE AND LANNY

"2 voices and a pianny"

Just Completed Fifth Record-Breaking Appearance with Walter O'Keefe—Town Hall

Arrangements by Lanny Grey

6 times w'kly WJZ-NBC Blue 8:45 A.M. EST

Management NBC Artists Service

NEW PROGRAMS—IDEAS

KDKA Western Dramas

"Under Western Skies" is the title of a new series of dramatic productions to be presented by KDKA, Pittsburgh, at 9 p.m. each Wednesday, bringing to radio listeners a new type of gripping, thrilling shows.

They will be presented under the personal direction of Derby Sproul, author and production expert, who came to KDKA from KOA, Denver, with A. E. Nelson, manager of KDKA, a few weeks ago. Derby wrote some of the plays that will be broadcast in this series. The others he adapted for radio. He will select and rehearse the casts and promises plenty of mystery and adventure.

For the first production, Sproul has selected "The Phantom Wolf," which deals with the adventures of a hunter for the United States Biological Survey, and his efforts to trap or shoot a huge killer wolf. The story has the super-natural angle, so common to stories dug out of the mountain country, which makes this true story stranger than fiction.

Each of the stories in the "Under Western Skies" series will be complete in itself. It is not a serial. The average cast will run about 10 people with two or three sound effects men, and this casting will open a new opportunity for Pittsburgh dramatic talent. Opening and closing musical selections, appropriate to the different stories, and numbers for the musical

curtains, will be furnished by a 15-piece orchestra.

Variety also will mark the series. They are definitely not revivals of old "meller drammers." Instead they will run from mystery to comedy, mining, railroad, forestry service, ranch life and kindred subjects.

Show Finds Work for 90%

Work has been found for 90 per cent of the jobless persons interviewed on Karl Zomar's "Love Thy Neighbor," over KWTO, Springfield, Mo., the station reports.

Special show for rural dwellers, featuring market, agricultural and general news, also has met with notable success. Signing on at 5 a.m., show is said to draw mail from all over the country.

Telephone Number Puzzler

Telephone numbers, "planted" in a puzzler program, are convincing skeptical prospects these days of a ready audience over KCMC, Texarkana, Texas. Occasionally, station selects number of such a prospect and "hides" it in the daily 30-min. airing which carries the stunt. Listeners must catch this number, and one turning in neatest, most complete and cleverest arrangement of numbers, and name of businesses to which numbers belong, gets cash prize. Program is on participation basis.

Seward Mentioned for Court

Washington Bureau, RADIO DAILY

Washington—Name of Judge T. W. Seward, an attorney for the past several years with the FCC, is being prominently mentioned as one likely to be appointed to one of the two vacancies in the U. S. Court of Appeals.

NBC Bans Gen. Johnson's "Social Disease" Broadcast

Three minutes before broadcast time last night, NBC turned thumbs down on General Hugh S. Johnson's Bromo-Quinine script which intended to discuss social diseases. Lenox R. Lohr, NBC president, gave the order which forced the General to cancel his Blue network, 10-10:15 p.m. program. Piano and orchestra was used as a fill-in.

The General later went on the air and said, "I came to the studio prepared with a speech in support of the U. S. Public Health Service crusade against social diseases. A few minutes before I was to go on the air, I was informed that the discussion was not in accord with the policies of NBC."

NBC statement later explained that they did not approve of the script, which discussed in detail the ravages of social diseases, early in the evening but could not locate Johnson before his arrival at the studio, too late for a substitute script to be prepared. NBC is in entire sympathy with the war on social diseases, but as yet has found no way for radio to contribute to this campaign without embarrassing the family group.

Text of talk was distributed to the press.

McNINCH PLANNING APPEAL TO INDUSTRY AND PUBLIC

(Continued from Page 1)

influences in the United States." This was revealed by the former Charlotte mayor in the course of a radio talk over WBT the other night when he made his first radio appearance since assuming the FCC chairmanship.

Arrangements for the talk were made by William A. Schudt Jr., general manager of the CBS outlet, and it was in the nature of a "welcome home" broadcast, with Mayor Ben E. Douglas interviewing the FCC head. McNinch spoke extemporaneously, showing no mike fright.

McNinch would not go into details about plans for changes in the FCC, declaring that he was still busily engaged in going over matters with his associates on the Commission. He stated, however, that the work would take a good deal longer than three months, and possibly more than six months, and consequently he does not expect to return to his Federal Power Commission post until at least the middle of next year.

He commended "a great deal of the programs now on the air," but said no progress is made when "we find ourselves satisfied with that which is."

Eldred on WTMJ Publicity

Milwaukee — Harry Eldred, for several years script writer-actor with WTMJ, The Milwaukee Journal station, has been appointed publicity director of that organization. Eldred was formerly in a similar capacity with Shubert Theater Corp. and was at one time with J. Walter Thompson Co.

Woolfe Leaves for Coast

Philadelphia—Leroy Woolfe, WDAS engineer will leave shortly for the coast and a new position with a western outfit.

IVORY SOAP
It floats *

WHN
DIAL 1010
IT SELLS!

Many national advertisers are using WHN to effectively reach the New York market. It pays off in sales! And it's wise showmanship that does it!

* Courtesy of PROCTER & GAMBLE. Listen to these 3 great P & G shows on WHN: The Original WHN Amateur Hour on Tuesdays at 7, Jerry Cooper singing on Mondays at 8:30 and "Tunes of Today" every day except Sunday at 11:30 and 1:30.

GUEST-ING

MARGE (Donna Damerl) of "Myrt and Marge," on "On Broadway," Nov. 14 (NBC-Blue, 3 p.m.)

MILTON HERTH, on Buddy Clark program, tonight (CBS, 10 p.m.)

ADELE ROWLAND, EDDIE NUGENT, BARTLETT SIMMONS and MILDRED HALLAN, on Chamberlain Brown program, Nov. 15. (WMCA, 1:15 p.m.)

EVELYNE VERNON of the dance team of Vernon and Vernon, on Glenna Strickland's "Kitchen Kapers," Nov. 12 (WNEW, 11 a.m.)

MARJORIE LAWRENCE, Metropolitan opera singer, on "Your Hit Parade," Nov. 20 (CBS, 10 p.m.)

ARTUR RUBINSTEIN, Polish pianist, makes debut as soloist with New York Philharmonic Symphony orchestra, Nov. 21 (CBS, 3 p.m.).

CHARLES KULLMAN, on Ford Sunday Evening Hour, Nov. 21 (CBS, 9 p.m.).

VAN CAMPEN HEILNER, ichthyologist, American Museum of Natural History, on "New Horizons," Nov. 22 (CBS, 6:15 p.m.).

Santa Claus Back on CKY

Santa Claus returns tomorrow to station CKY in Winnipeg. And the Manitoba Telephone System is getting ready for the avalanche. Last year, records show, Santa brought in a total of 77,890 telephone calls from listeners, voting for their favorite performers. In two hours on the evening of the final program, 27,000 calls were registered.

School Interviews

"Young America Speaks," a program consisting of interviews with school children, is a new five-weekly soon to be scheduled by KSD, St. Louis. Interviews will be devoted to one school each day. Shots will be short-waved to station, which has arranged hook-up to cutting head of the recording apparatus to make instantaneous transcription for broadcast later.

WFBL, Syracuse

Concentrating on late-evening hours for local commercials, WFBL has added another weekly half-hour sponsored by Syracuse Savings Bank.

WFBL sponsors a Sunday night bowling league and carries a quarter-hour broadcast from the alleys, giving commercial names of the teams.

HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music in a Modern Manner

MANAGEMENT
ROCKWELL-O'KEEFE



● ● ● Phillips H. Lord will throw in the "sponge" as a radio personality around the first of the year—and stick to owning shows besides attempting a stab at flickers... Paul Specht, former bandleader, will join CRA as a salesman... George Price will pack up his bag of radio tricks before Dec. 1... Phil Regan has commissioned Curtis & Allen to go out and get some "p.a.'s" for him pronto... Leon Navara's crew remains at the Hollywood and Helen Morgan has a two-week contract with options there... After his clickereroo on Tuesday's CBS show, Barry Wood was signed for some Chevrolet transcriptions... "Swing Session," with Leith Stevens beating it out on the baton, booked into Loew's State Dec. 9... "Tales of Tin Pan Alley," featuring J. Fred Coots, will take the air via WMCA in Jan... Harry Salter, because he takes the "Hit Parade" baton Sat. for the fourth time, will be feted at Leon & Eddie's Sunday nite... Harry Davies and Ed Wiener will handle accounts jointly beginning today... Swor and Lubin are set for a shot on the NBC television experiment show Monday... Richard Humber does an RCA-Victor show next week... Dorothy Howe is now singing with Eddie Lane's band at the Hotel Governor Clinton... Tommy Dorsey will do two pictures when he reaches the coast—with the Kool show emanating from there... Asked to name 10 great men in the world, John Canning, Jr., wrote: "Chicago Cubs, 9—Charlie McCarthy, 1!"... Well, it's clean, anyway.

● ● ● Wally Porterfield, who handles four of KFRU's seven daily newscasts from the Columbia, Mo., studios, is proud of the fact he's been an honest-to-goodness "bum" for three months of each of the past five years... While at college, he spent his summers studying the life of the Hobo, riding freight trains, washing his clothes in country creeks and sleeping under the stars... From his observation in life, he's written a play about one of his best hobo friends, called "Jesus Jones".

● ● ● Eddy Duchin quits his Kopper's Coke commercial on expiration of 13-week period to concentrate on the Elizabeth Arden show, which has been renewed... Adele Miller has resigned from Jean V. Grombach to handle "Dear Teacher" Madeline Gray... Crawford publishes the first song in many years written by De Sylva, Brown and Henderson, called "Just a Sweet Old Gent and a Quaint Old Lady"... Mickey Alpert and his band with Jane Pickens and Kathryn Rand open a vaudeville engagement tomorrow at the Earle in Philly, which will be followed by five more weeks of vaudeville for Alpert... Vicki Joyce, Zeke Manners' kid sister, is appearing at Maxie Rosenbloom's cafe on the coast... Ann Brae who had the "Mr. and Mrs." script show on the air ten years ago, is reviving it with Art Dickson handling the male lead... WINS inaugurates a "Treasure Hunt" Sunday which will feature Elsa Maxwell, who will give the rules for the scavengers... Lester Lee plans producing a play called "His Honor, The Judge"... Mrs. F.D.R. sent a letter of praise to Warden Lewis E. Lawes for his swell air show... Replacements in the Ed Wynn show will be settled tomorrow with Hannah Williams and Kay Thompson said to be ready to depart... Henry Spitzer denies the story that Irene Gallagher is business head of Crawford.

● ● ● Announcer Ed Schaughency of KDKA, Pittsburgh, gives fans trouble with his monicker. Letters arrive addressed to him as: Schauncy, Chauncy, Shonsy, Shantsy, Shontz, Shantsy, Shaughnessy, Shatze, Chonsy, Jonsee, Shunsy, Chaunchey and Chuncie... Pity the linotyper for his job on this... Alan Courtney, WNEW emcee, was presented with a bundle of boy Tuesday. Will be called "Nyles Barry" even if he gets a commercial in years to come.

AGENCIES

McJUNKIN ADVERTISING AGENCY, Chicago, has landed the Lowden Packing Co. account (Doggy Dinner). Radio under consideration after first of year.

CHARLES W. HOYT CO. has been appointed to handle the account of Phillips & Benjamin Co., Waterbury, Conn. (Stera-Kleen a denture cleaner and Staze for holding false teeth).

WADSWORTH & WALKER INC. is the agency for Pride of the Farm, Bridgeton, N. J., makers of tomato ketchups, who plan a test newspaper campaign after a lapse of nearly ten years.

EMIL BRISACHER, San Francisco, has been reappointed to handle the advertising of Cadaco Ltd., Oakland, makers of games.

WESG, Elmira, N. Y.

Six contests for which both merchandise and cash prizes are being given to listeners of WESG are under sponsorship of Bern & Co. (furniture), Rotizol (gasoline), Kobaker (furniture), Sheehan-Dean (department store), Columbia Broadcasting Co. (poetry) and Atlantic Refining Co.

Almost 700 student announcers at Cornell University took audition tests for the new American Tobacco Co. newscast which is now being carried by WESG, one of two stations testing the new Lucky Strike show. Fifteen voices were selected, transcribed and sent to the final judges in New York.

With exception of the Dartmouth game at Hanover, N. H., and the U. of P. game at Philadelphia, WESG originates all of the Cornell University football games being carried over a wide net by Atlantic Refining.

A new commercial program with wide civic interest, broadcast every Sunday afternoon, is the Elmira Civic Choral Society composed of 150 voices, aired from a local church.

WFMB, Indianapolis

John Holtman, recent grad of WFMB, returns to announce Secretary of Agriculture Henry A. Wallace's portion of broadcast for NBC's "National Farm & Home Hour," from Tomlinson Hall.

Arthur Jordan Conservatory of Music broadcasts weekly series over WFMB using talented students for entertainment. Programs are directed by Walter Hickman.

Is Your Family Worth the Price of an Old Car?

Jules Warburg
- INSURANCE -
John 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK

PROMOTION

Operate Transcription Booth

Only station displaying at recent St. Louis Food Show, KMOX provided one of the most talked-about features at the affair with a booth plugging station's clients and drawing in the crowds with portable recording demonstration. Page in uniform distributed cards to visitors asking them to fill in their names, with other information. Twice daily, five of these cards were selected, and the owners interviewed for three minutes for 12" record. Record was played back, and given to person interviewed in a handsome cellophane envelope on which his name was inscribed.

List New Attractions

Emmons Carlson, promotion manager of WENR, NBC-Blue outlet in Chicago, recently issued a graphic folder for station titled "Latchstrings Are Always Out at WENR." Attractive job listed station's main offerings but suffered by loss of Ben Bernie and Zenith Radio attractions, both scratched right after folder was printed.

Adventure Club Sells Milk

A juvenile radio Adventure Club, sponsored three times weekly for supper-time play-off by Salt Lake Milk Producers Association over KSL, Salt Lake City, is drawing record response. Produced by Stevens & Wallis Agency, show features Frank Farrell's Adventures. Saturday parties and other special events are also part of program, in which local theaters, sporting arenas, and youth leaders cooperate. Parties have attracted 25,000 in Salt Lake City. Milk bottle caps for admission.

NEW BUSINESS

WMCA: Horowitz & Margaret (Matzohs), "Songs of Israel," program, through Advertisers Broadcasting; Procter & Gamble (Camay), spots, through Pedlar & Ryan; Carol Pharmaceutical Co., Anice Ives, program, through C. Frederick Bell.

WNEW, New York: Nostane Products (Minervite), "Make Believe Ballroom," through Schillin Adv. Corp.

WHO, Des Moines: Pioneer Hi-Bred Corn Co., weekly news review, through R. J. Potts Co.

KLS, Salt Lake City: Zenith Radio; Vaseline Products; Old Gold; Gardner Nurseries.

Building New Station

Delta, Utah—Burnston & Kurhe Construction Co. has been awarded contract for a federal radio station here. Completion is expected in 60 days.

YALE GAMES

(Socony-Vacuum)

Placed by J. Stirling Getchell
over WFAS

The Definite Gateway to
WESTCHESTER

ORCHESTRAS - MUSIC

SHEP FIELDS and his orchestra are concentrating on Texas and the South in their current tour of one-nighters. Tonight they will play at the Palm Isle Club, Longview, Tex.; Friday at the Baker Hotel, Dallas; Saturday at the University of Texas, Austin, and Sunday at the Oklahoma University Club, Oklahoma City.

Under Abe Lyman's direction, his staff has just completed orchestrations of more than 100 selections never before heard on the air as waltzes. Some have never been played for radio audiences in any form, but have lain in dusty files since the turn of the century. The Lyman staff has resurrected these numbers for introduction on the NBC "Waltz Time" series.

Dave Rubinoff broke his usual rule against talking on the air when he was in Des Moines the other day.

He spoke to an audience over WHO. Rubinoff was in Des Moines for a concert, in which Margaret Daum and the piano team of Fray and Braggiotti also took part.

Rita Rio and her all-girl orchestra have been set by Stan Zucker, general manager of CRA, to play the RKO Palace Theater, Cleveland, week of Nov. 19, with the Oriental Theater, Chicago, to follow. Zucker reports an increasing demand for "name" radio orchestras as stage attractions. Barney Rapp and his New Englanders play a week at Keith's Theater, Indianapolis, starting Nov. 12, and Jack Denny's orchestra plays a night at the Criterion Theater, Oklahoma City, Nov. 15.

Milton Herth will be heard again this Sunday at 11 a.m. with WNEW's "Sunday Swing Concert" conducted by Martin Block from the Criterion Theater, with Merle Pitt's band and guest talent.

2-in-1 Xmas Program For Campbell on CBS

(Continued from Page 1)
cast the following afternoon, 4-5:45 p.m.

"Hotel" takes the first hour, with Lionel Barrymore taking the remaining 45-minutes for a dramatization of Scrooge. This will make the third consecutive season Campbell has sponsored Barrymore in the role. He has a contract with Campbell for five years. F. Wallis Armstrong, Philadelphia, has the account.

KSL, Salt Lake City

Earl J. Glade Jr., managing director, was regional victor in a recent nationwide Kodak snapshot contest. His subject was "Kiddies' Kapers in a Kitchen."

In addition to 18 spots weekly, Boyle Furniture winter schedule includes three quarter-hour shows a week using "Friendly Philosopher," Gus Farney at the organ, and the "Pinto Pete" series. Campaign will be tied in with Bigelow-Weavers Producers.

Gene Halliday, musical director at KSL, Salt Lake City, has set the following winter's sustaining schedule: "Peggy and Her Pals," produced by Fred G. Taylor Jr.; "Everlasting Melodies," with William Post, baritone, produced by Frances Osborne; "Bob Saunders Music," remotes handled by Russell Stewart; "The Death Watch Series," produced by Josephine Goff, and "Sunday Evening on Temple Square," from historic Mormon Tabernacle.

WICC, Bridgeport

Howard W. Ferrin, usual conductor of the "Dudley Radio Carollers" on the Yankee Network, presents a special program for WICC production Sunday at 8 a.m., with Musical Director F. Carleton Booth assisting, and the Brown Sisters—Ethel, Dorothy and Lorraine.

Wheelock in Hollywood For "Hotel" Conference

(Continued from Page 1)
Jan. 1. Currently drawing \$2,250 and recruiting picture talent from various studios gratis, Miss Parsons is reported asking upped stipend to be able to reimburse actors with more than a case of Campbell's soup, and present arrangement gives sponsor cheapest possible big time show which will be difficult to continue with talent from two major studios now unavailable because of direct radio affiliations.

Roberts as Actor-Announcer

Kenneth Roberts, CBS staff announcer, who has made guest appearances on Al Pearce's "Watch the Fun Go By," has been set by Columbia Artists for a permanent spot on the show in dual role of actor-announcer. Lyn Murray's Chorus, twice guest-starred, also gets weekly spot in the program, both assignments starting Nov. 16. Show goes on Tuesdays at 9 p.m.

Columbia Artists Signs 2

Management contracts with Columbia Artists have been signed by Buddy Clark, baritone, heard on "Your Hit Parade" and "Buddy Clark Entertains," and Nan Wynn, heard on Ray Block's "Varieties" and "Metropolitan Parade."

Dyer Gets RCA Post

Walter H. Dyer has been appointed manager of the auto radio division of RCA Manufacturing Co.

JOHN B. HATCH ASSOCIATES

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

(Send for booklet)
581 Boylston Street, Boston, Mass.
Commonwealth 0466

☆ F. C. C. ☆ ACTIVITIES

APPLICATIONS GRANTED

WDRC Inc., mobile, area of Hartford, Conn., CP for new relay station, 15 watts.
Mason City Globe-Gazette, mobile, area of Mason City, Ia., CP for relay station, 125 watts; also CP for new relay station, 2 watts.
National Life & Accident Insurance Co., Nashville, CP for new experimental broadcast station, 300,000, 330,000 and 360,000 kc., 15 watts; also license for same.

SET FOR HEARING

Y. W. Scarborough and J. W. Orvin, Charleston, S. C., amended CP for new station.

Amarillo Broadcasting Co., Amarillo, Tex., CP for new station.

WKEU, Griffin, Ga., authority to move station to Macon and make equipment changes.

Fred B. Fitch, Thumb Broadcasting Co., Sandusky, Mich., CP for new station.

Mountain Top Trans Radio Corp., Denver, CP for new station.

Pinellas Broadcasting Co., St. Petersburg, Fla., CP for new station.

Colonial Broadcasting Corp., Norfolk, CP for new station.

Fla. West Coast Broadcasting Co., Clearwater, Fla., CP for new station.

Joe L. Smith Jr., Beckley, W. Va., CP for new station.

Madison Broadcasting Co., Madison, Wis., CP for new station.

Sam Klaver and Nathan Belzer, Great Western Broadcasting Co., Omaha, CP, amended, for new station.

Brenau College, Gainesville, Ga., CP, amended, for new station.

E. DeVore Andres and Mrs. Annie L. Andrews, Greater Greenwood Broadcasting Station, Greenwood, S. C., CP for new station.

Southern Broadcasting Co., Covington, La., CP, amended, for new station.

Piedmont Broadcasting Corp., Salisbury, N. C., CP for new station.

Constitution Publishing Co., Atlanta, CP for new station.

L. B. McCormick, Greenville, N. C., CP for new station.

State Broadcasting Corp., Gretna, La., CP for new station.

Conn. State College, Storrs, Conn., CP for new high freq. station.

RICHMOND

C. T. Lucy, g.m. of WRVA, gave a brief talk on Tuesday night's 12th anniversary program of the station. Lucy has been with WRVA the entire 12 years.

James Whitely of the Joe Brown "Opportunity Night" program on WMBG is mourning the death of his mother.

University of Richmond Radio Guild has started a weekly religious series over WRTD. Guild also has a Friday variety show.

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BR yant 9-9746

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



J JEANETTE MacDONALD's fan mail shows a 60 per cent preference for light opera and musical romances, 10 per cent for Gilbert & Sullivan melodies—and not a single request for swing or syncopated rhythms.

Miss MacDonald, busy with picture work, will be missing on next Sunday's "Vick's Open House." Nadine Conner will be in her place, with Wilbur Evans singing opposite.

Josef Pasternack, musical conductor for the Vick show, has a new technique in accompanying radio singers. He plays the piano standing up.

Howard Swart, author of "The Newlyweds," is taking scripting jobs for delivery in 1955 by the writing team of Swart and Swart. Howard, Jr., weighed in last week at 6 lbs. and 11 oz., but is confining his present activities to the sound effects department.

The Inglewood Evening High School Radio Guild returns to the air via KEHE in a new dramatic series written by Elizabeth Goudy and Wilson Power. Program, sponsored by A. R. Clifton, superintendent of county schools, is heard on Saturday nights at 7:15-7:30.

KFRU, Columbia, Mo.

Program Director George Guyan is establishing regular correspondence with hundreds of foreign missionaries to obtain material for a weekly worldwide travelog program.

Texas Ranger, who started a new commercial from here recently, spent three days writing postcards to friends and fans about his new show.

When Wallace Mosier, continuity chief, has to explain why continuities are handed in late for deadlines, he must explain to Mrs. Mosier, who is traffic manager of the station.

WHN Opens Air Debates

First of a weekly series of radio debates will be broadcast Sunday at 10-10:30 a.m. over WHN, with New York University and the University of Cincinnati arguing the N.E.A. proposition on unicameral legislation. N.Y.U. debaters will be in WHN studios, while their opponents will speak from the Cincinnati studios of WLW.



Greetings from Radio Daily

November 11
Joe Penner
Henry Brown
Henry Shope

★ Programs That Have Made History ★

KVOO's "Sunday Afternoon Social"

ON Sunday afternoons in Oklahoma—if it's radio—it's the "Sunday Afternoon Social."

This program, which is written and produced in the studios of KVOO, Tulsa, has been on the air for more than a year, and during this time has built an enviable audience. Carried as a sustainer on Saturday nights, under the title of "Saturday Night Social," the show was recently sold to an automobile supply concern. The sponsor demanded that it be presented on Sunday afternoons, with the result that it has gained an even greater audience than that held on Saturday nights. The show is now produced at KVOO, and fed to WKY

at Oklahoma City, with the sponsor considering the addition of several other Oklahoma outlets.

The musical comedy and variety show is written and produced by Announcer Trafton Robertson, who is assisted by Toby Nevius, a former stage comedian. The program is typically old-fashioned and of the country social type. Twenty-seven persons make up the cast for the production, with guest artists on various occasions.

Pictures and large signs advertising the show were recently displayed in the sponsor's fifty-six stores in Oklahoma.

ST. LOUIS

Paul Phillips, KMOX continuity chief, is back at the station after a six-month leave.

Due to heavy commercial schedule, KMOX has extended sign-off to 12:30 a.m., an extra quarter-hour.

Co-sponsorship of all local football games through WEW is proving profitable to both sponsors and station. Sponsors are Hamlin Mfg. Co. (Saf-T-Shav), Adam Hat Stores and Old Vienna Products Co.

R. V. MacDonald, local appliance sales manager for Gen'l Electric, has been shifted to Dallas, with B. C. Bowe, district manager of radio sales, succeeding him here.

KSD has resumed airing its Washington University series of informative talks by faculty members.

SAN FRANCISCO

Another break for young maestro Paul Martin of NBC is the series of 5 t. c. shows arranged for him at 7-7:30 p.m. (PST) over the Blue net starting last Friday. "The Three Cheers" handled the vocal assignment.

Beryl Cameron, NBC contralto, has started a course of dramatic lessons. Dude Martin, KSFO cowboy star and bandleader, has moved his home to Oakland.

Elsie Robinson, well known newspaper syndicate columnist, makes her bow as guest author on "I Want A Divorce," next Sunday over Pacific Coast NBC-Red Network.

WDNC, Durham, N. C.

Al Harding has left to join WCCO, Minneapolis. He recently married a Minneapolis girl.

Jack Payton and his xylophone and vibraharp, with Art Dowling at the piano, are being featured on the "Melody Magic" thrice weekly morning program for Durham Public Service Co.

"Bing Time", popular Sunday show sponsored by Scars-Roebuck the past season, is now being sponsored by Elkins Motor Sales Co. Transcribed voice of Ted Husing delivers the commercials.

NEW ORLEANS

First meeting of the Southern Conference—a group of southern unions belonging to the AFM—will be held here Sunday, with A. M. Lessem, secretary of the Memphis Local, presiding. Problems confronting locals in the south, such as wage differentials, will be taken up, with most of the attention expected to be devoted to night clubs and radio.

Jimmie Willson is readying a half hour show to be entitled "Deep South." It will feature negro spirituals and a negro parson and is to be disked shortly to offer ad agencies as a commercial.

Henry Dupre will take to the scaffold (painter's) shortly to interview workers on a hotel remodeling job here over WWL.

LOUISVILLE

Sam, Gil and Louie, vocal trio, have left WHAS after airing for six years over station. They appeared on Renfro Valley Barn Dance over WLW last Saturday.

Bill Sherman has been appointed chief announcer of WGRC, New Albany, and heads the mike staff at the Louisville studios.

"The Jewel Box," a Sunday afternoon feature over WAVE, began new 13-week series, for the fourth successive year. Featured vocalist is Doris Grisanti, contralto.

Clifford Shaw, WAVE pianist and assistant program director, has turned composer. Two of his compositions are in the hands of a prominent concert accompanist, and will be heard shortly on a major network.

Ford Bond, NBC announcer, spent a few days vacation visiting his brother Bill (WAVE announcer) and his parents.

Margaret Daum Resumes Series

Margaret Daum, Metropolitan opera soprano, returns to CBS on Nov. 19 at 6-6:30 p.m. to resume her series of weekly concerts which was interrupted when she went to St. Louis and other cities to appear with Rubinoﬀ.



CECIL UNDERWOOD, producer of Fibber McGee and Molly, flew to Hollywood on business Tuesday. Expects to return Sunday in time to handle the next show.

Joan Blaine arrived from New York and is recording several auditions at RCA for a Lord & Thomas prospect.

Jay Sims, announcer of "Arnold Grimm's Daughter" received a broken shoulder in a motor crash and is confined to Illinois Masonic hospital.

Cecil Roy of "Kaltenmeyer's Kindergarten" passing out chocolates she received from a fan, Joan Crawford of Hollywood. Miss Crawford complimented her on her impersonations.

"Today's Children" will originate in New York tomorrow. Gale Page and Irna Phillips, two headliners of the show, are going to New York shopping this week-end.

Vivian della Chiesa, NBC soprano, sings at Hammond, Nov. 22; Burlington, Ia., Dec. 8, and Janesville, Dec. 13.

Everett Mitchell, senior NBC announcer, to emcee Travel Club meeting at Stevens Hotel on Nov. 28.

WHO, Des Moines

Reed Snyder, engineer, has been passing out cigars and candy. It's a girl.

Al Clauser, manager of the cowboy band, is another recent papa, the newcomer being a boy.

Mrs. Marguerite Moody is the latest addition to the office force.

"Headlines of the News," summary of the week's important events, is being presented by H. R. Gross, news editor, sponsored by Pioneer Hi-Bred Corn Co.

Louisiana Lou and Jerry Smith are now heard daily at 5 p.m. on the "Sunset Corners Opry," sponsored by Drug Trades.

WBAL Plugs "Our Baltimore"

Baltimore—WBAL, Baltimore, is using a full page advertisement in Baltimore, official Association of Commerce publication, to boost its "Our Baltimore" program, stressing its use in connection with holiday business. Programs consist of informal tours of plants and other establishments with a WBAL microphone. The advertisement includes a long list of the companies that have made use of the program.

AL DONAHUE

and his orchestra

at the

RAINBOW ROOM

For Fall and Winter Season
Fourth Return Engagement

Program ☆
Reviews ☆

"The Literary Forum"

New series presented by the Radio Division of the WPA Federal Theater in cooperation with New York University over WHN and the WLW Line on Tuesdays at 9-9:30 p.m., is a very intelligent dramatized review of a best-seller. The latter has been doing this type of show for short periods each season for the past three years, but this inaugurates the current series on WHN and its affiliated WLW Line. Program consists of discussions of new books and dramatizations of the most typical episodes by Federal Theater actors. Opening show held a discussion between Prof. Homer A. Watt, chairman of the English Department of N.Y.U.'s Washington Square College, and Dr. Younghill Kang, on the latter's current best seller, "East Goes West," and dramatizations in which Dr. Kang played the part of Dr. Kang, the book being of autobiographical content. Sub-title of the book is, "The Making of An Oriental Yankee," and the story readily reveals the wherefore of its popularity. There are ample episodes of humor and human interest throughout, and as presented and discussed intermittently, there is every reason why the average listener would want to buy the book and learn more about it. Dr. Kang appears to be a find as a clever actor—if that may be construed as a compliment to him.

As in all WPA productions, the direction and the artists are tops. Charles Crumpton of the Federal Theater, directs the program, with Donald Barrie in charge of production. On subsequent shows, various other N.Y.U. professors will take part, in cooperation with Prof. H. M. Partridge, program director of the N.Y.U. Radio Committee.

Radie Harris

The usual movie chatter is dispensed in the new "Hollywood News-reel" weekly program initiated by Radie Harris at 6:45-7 p.m. yesterday over WOR-Mutual. Domestic and romantic bits, expose of a supposed film publicity stunt (which might just well have been left unexposed as far as everybody is concerned), a sketchy preview of a new film, and finally the presentation of

STATIONS OF AMERICA

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

KTOK—Oklahoma City

1370 kilocycles—100 watts

HAROLD V. HOUGH, President

JOSEPH W. LEE, General Manager

K TOK, Oklahoma City's newest radio outlet, owned by Oklahoma Broadcasting Co., Inc., has already established a name for itself as an enterprising station. But its history has plenty of complications. It was first established as KGFG and shared time with KCRC on 1370 kilocycles. Then KCRC moved to another frequency and KGFG became sole holder of the spot, still on a part-time basis. Harold Hough, treasurer of the Fort Worth Star-Telegram and general manager of the Star-Telegram's stations, WBAP and KGKO, bought KTOK for his own, November 4, 1936. It inaugurated full-time service with the new call letters in March, 1937, from new studios in its own new building at 1800 West Main in Oklahoma City. The studios are completely modern in every detail, using a new RCA transmitter and 210 foot Lehigh vertical antenna which is located near the KTOK building.

KTOK's primary coverage embraces seven Oklahoma counties on .5m/m contour, wherein 15.38 per cent of the State's population is concentrated. The Primarea market of the station includes 24.09 per cent of the state's retail sales and \$219,104,000 effective buying income. There are 305,340 potential radio listeners in 72,700 radio families. This embraces a large percentage of the 94,290 families in the area.

As key station of the Oklahoma Network of eight stations, also affiliated with MBS, KTOK has presented many unusual programs, one among these being regular weekly programs from the governor's office with the governor at the microphone, the mike having been placed in the office for the use of whomever may be governor from year to year. KTOK and other network stations brought listeners for eight successive days from all points of the state. The conferences between Senator Elmer Thomas and farmers in the area, are an innovation in radio. Special events and sports are principal features of the schedule, and the station has a name for going out and getting anything of interest by remote that it may not be able to bring to its studios.

Harold Hough is owner of the station; Joseph W. Lee, general manager; Tom Johnson, commercial manager; Paul Buening, program director; Bruce Howard, chief engineer, and Harold Shreve, continuity director.

☆ ☆ ☆ **QUOTES** ☆ ☆ ☆

MICKEY ALPERT: "Just as a newspaperman is constrained to stick closely to the facts, so, I believe, an orchestra leader should confine himself to his music. Especially is this true in air broadcasts. People listen to a radio band for its music, and all idle chatter or prolonged song announcements represent to them so much wasted time. For this reason, I limit my song announcements to the simple title—and if time is needed to get the band set, I offer the name of the vocalist. I feel that this is what my listeners prefer."

BERT SWOR and LOU LUBIN: "The public, which has long grown surfeited with radio comedy scripts that are replete with good but old jokes and situations, will applaud any attempts made at topical humor even if it does not quite score a 'bull's-eye.' Any reference made to

the news of the day or the interests of the hour is appreciated immediately because of its obvious originality and invention. The better script writers are reading their papers and magazines instead of their Joe Millers."

AL GOODMAN: "There isn't much difference conducting for the radio than there is in leading a pit band at a revue or musical comedy. Both call for an orchestra skilled in conducting vocal accompaniments. Both allow time for straight orchestral numbers, without vocals—although in radio work this is featured more than in theatrical work. True, a radio orchestra plays many more different tunes, which advantage is offset by the fact that a theater band can experiment with the old ones; theater bands are responsible for many new arranging tricks."

Gertrude Lawrence as guest star, made up the program.

Miss Lawrence, of course, was the highlight of the show. She also sang Johnny Green's "Body and Soul," with Green at the piano. Miss Harris is an adept hand at this type of program and should have no trouble making it interesting.

D'ARTEGA

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

DON KERR

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



Radio Annual has been a full year in the making and will be ready for distribution shortly after the first of the year.



... distributed complimentary to Radio Daily subscribers as part of Radio Daily service.

LINCOLN

Jack Wells, KFOR's romantic singer, has been signed by Anson Weeks, orchestra leader. Wells joins him at the Trianon, Chicago, in early December.

Lyle DeMoss, KFAB program director, always takes a small radio set with earphones to the football games. That way he can find out who has the ball and what's going on while watching.

Jettabee Ann Hopkins, WOW, Omaha, and John Shafer, KFOR program director, are busy denying reports that they're married, or are going to get married.

Radio announcers—nine of them—will take on the nine newspaper columnists here in a spelling bee on KFOR.

WBT, Charlotte

Grady Cole, commentator-philosopher, confined to his home by a cold.

Clair Shadwell, the Old Shepherd, is limping; sprained his ankle at the Carolina-Davidson football game.

Governor Olin Johnston of South Carolina has asked WBT to allot him air time for at least one "Fireside Chat" monthly.

When Mayor Ben Douglas is unable to come to the WBT studios for his weekly "Welcome Stranger" program, the studio goes to him. The other night he was aired from the Hotel Charlotte ballroom, where hizzoner was presiding over a Community Chest victory dinner.

WSYR, Syracuse

Pieplant Pete and Bashful Joe, heard weekday mornings at 6 o'clock, are booking a series of personal appearances in central New York. They are also bringing out a book of cowboy songs soon. Pontiac "Varsity Show" will originate from here Nov. 26.

Ruth Chilton has a new women's program, "Stay-at-Home Club," on Tuesday and Thursday afternoons for a half-hour.

Fred Ripley, station vice-president, billed as the "Mine Boss" in "Romance of Coal," twice-weekly fuel dealer's program.

★ Coast-to-Coast ★

DONALD PETERSON, producer of "Junior G-Men," recently tried to straighten out the social security accounts of some of his actors and actresses. He started to investigate and finally ended up at the Social Security Bureau at 45 Broadway, where he was taken care of by a young lady, who cautioned him not to hire any actor unless he has a social security number.

Alice Reddington, secretary to FCC Commissioner George Henry Payne, was honored by her fellow workers last week when they presented her with gifts at a party in her honor prior to her leaving for Puerto Rico to spend two years.

Lyn Murray's newest choral group, "The Four Clubmen," are now heard regularly via CBS every Friday afternoon. Murray currently has three other choruses on the air besides the "Clubmen."

Rolf de Mare, founder of the Swedish Ballet, will make his only radio appearance in America on Irving Deakin's "Music and Ballet" program over WQXR at 9:15-9:45 tonight.

A short wave program to the Latin-American countries by the students at the Rensselaer Polytechnic Institute in Troy, N. Y., who come from Central and South America, will be broadcast, Sunday evening 6-7, over General Electric's powerful short wave stations, W2XAD and W2XAF, Schenectady.

A re-broadcast of President Roosevelt's Fireside Chat on the Unemployment Census on Sunday will be given by WMCA at 11:45 to midnight.

"Household Chats" program on WGY, Schenectady, conducted by Betty Lennox, 1:45 p.m. Monday through Friday, now has nine participating sponsors (three on a program), some of them using three of the periods weekly. Program drew 10,389 pieces of mail in 1934 and 24,154 in 1936. American Molasses has been participating in the program for nine consecutive years.

Chefs as Guest Stars

Prominent chefs and other masters of the culinary arts are guesting these days on "The Home-Makers' Hour," morning woman's program on KLZ, Denver. New slant is the idea of Howard Chamberlain, production chief, and has stepped up the show considerably. Initial shots brought hotel chef and air stewardess to the microphone, giving their angles on food preparation.

while Durkee-Mower has been on five years and Good Luck Food Co. three. Endorsements by Miss Lennox and photos, etc., have also been used in newspaper tie-ins.

Len Miller, advertising man, is a new member of the sales staff at WELI, New Haven.

Bill Blatchley and Jack Henry will handle a new twice-weekly street broadcast for Salco Oil Co. over WBRY, Waterbury.

Alois Havrilla supplies the voice for the new Paramount Pictorial short film on skiing, "Skiheil," just completed.

CKY, Winnipeg, is among the stations that gets quick action when an appeal for blood donors is broadcast. Some 300 responded to a recent call.

Sidney Howard's play, "The Silver Chord," will be offered by the Radio Playhouse Acting Co. over WNYC on Sunday at 12-1 p.m. Ted Cott adapted it, and cast will include Cott, Lorene Scott, Jane Hoffman, Betty Garrett and Melvin Meisel.

Royden N. (Doc) Rand, who returned recently to WOKO, Albany, after a seven-week illness, has had a slight relapse. His son, Greenfell, is again pinch-hitting as announcer and sports commentator.

CHAB, Moose Jaw, Saskatchewan, has signed for Star Radio's "Good Morning, Neighbor" program. Another Canadian station, CKPR, has signed for the commercials. Latest station to order the "Christmas Tree of 1937" is KCKN.

Judge J. M. Brande, former Boys' Court Judge now on WJJD with "Traffic Court," will be interviewed sometime next week by Eddie and Fannie Cavanaugh, who have been sponsored in a gossip program on WBBM for nearly four years. Judge Brande used to appear on "Big City Parade" in person, when episodes from his Boys' Court were dramatized.

Employers on Job Program

Employers are now being interviewed on the job-seekers program over KDYL, Salt Lake City, airing under title "Wanted, A Job." The bosses detail personnel qualifications in their organizations. Heretofore show interviewed only job-seekers. sent up by National Reemployment. Conservative estimates say 80% is the average of successful placements since the show was started one year ago.

PHILADELPHIA

Harry Balkin, "Success Doctor," begins a new series on WFIL.

Jack Adams is preparing a series of comedy programs for KYW.

Joe Schreiberman, WDAS musical director, is readying a choir of sixty voices to be heard shortly.

KYW starts a new series of programs called "The Theater of the Air," featuring three one act plays written by Norman Sickle of the staff.

Robert Grover, a new voice to WCAU listeners, is heard weekly.

Carles and Ralph Borrelli are in charge of the Italian shows at WPEN.

Betty Shaffer of WIP program department is to be married to Richard Bechtel.

Dr. John Nason, commentator, will conduct a new series over KYW.

John Facenda, WIP night supervisor, was recently married.

Jean Shaw, soprano, introduces a new WCAU series assisted by Esther Goff at the organ.

Murray Arnold, WIP director of public relations, who also broadcasts as Tom Rodcap, was recently introduced as Murray Tomcat.

C. W. Ogelsbye is announcing the hockey games from the Arena over WHAT.

Frances Carroll, WIP songstress, doubling at one of the nite spots.

Prexy Samuel Rosenbaum of WFIL doubled as an announcer and reporter in order to get the election returns on the air.

Pat Stanton of WDAS leaves for a short trip to Ireland soon.

Erna Sack, soprano, and Jussi Bjorling, tenor, are featured on WIP's Symphony hour.

George Haggerty, studio engineer at KYW, was recently married.

Major Thomas Coulson starts a new series over WCAU.

Gene Edwards, newest addition to WDAS announcing staff, is a camera addict.

Polly Willis, WFIL soprano star, returns to the airlines after an absence of several months.

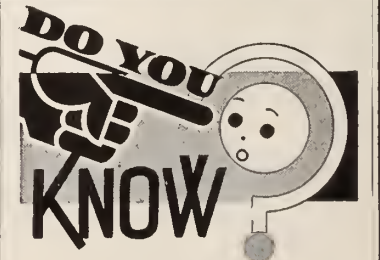
Jan Savitt and the KYW Top Hatters start a new series of programs for RCA Victor dealers.

George "Stoney" McLinn, WIP director of sport broadcasts, celebrates another birthday.

ONE MINUTE INTERVIEW

BOB HOPE

"Radio through its comedy has given America a sense of humor that should be the envy of the rest of the world. We are fortunate, when tuning in our sets, that we frequently have something funny to listen to, in contrast to the nationalistic propaganda that is characteristic of some European countries. A happy, contented listener, typical of the radio public in the United States, is a much more useful citizen than a chap who goes about with a musket on his shoulder."



Jane Pickens learned to sing by listening to the Negroes working on her father's plantation in Georgia.