



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 95

NEW YORK, N. Y., FRIDAY, NOVEMBER 12, 1937

FIVE CENTS

# Warner-Luckies Sign Deal

## Looking On ... AND LISTENING IN

**ART vs. BIZ** Sponsors who expect direct results from their radio advertising must give listeners not only a good show but the type of a show that is designed to bring those results.

An artistic success is a fine thing, but the big bulk of artistic successes only bore the majority of the population, so it is folly for a sponsor with a product or service of general appeal to attempt to sell it through a radio program of limited interest.

Latest case in point is the new Sealtest show, "Rising Musical Stars," on NBC-Red at 10 p.m. on Sundays.

Though Alexander Smallens is a gifted conductor and does a swell job with his crew of accomplished Philharmonic musicians and the chorus and guest stars, the style of the show and its late hour are heavily against it as far as listener interest is concerned.

James Melton's program, which formerly occupied the spot, may have suffered occasionally in material, but at least the idea was right and audience value was far greater.

**DEPT. STORES** The big success of the "Pengoo Day" department store sale recently promoted over WHBQ, Memphis, gives rise to the thought that there ought to be more department store business on the air.

Considering their volume of sales and constant relations with the whole community, stores should find it to their advantage to utilize radio more extensively.

Incidentally, the "Pengoo" (bargain day) idea, which was originated back in 1934 at WDSU, New Orleans, by E. J. Sperry, now at KFAC, Los Angeles, has plenty of possibilities—and Sperry is willing to supply the whole campaign without cost just to help the cause along.

### Allen's New Lineup

New features of "Town Hall Tonight" when Fred Allen resumes on the NBC-Red program next Wednesday, from the coast, will include the King's Men quartet, guest comedians starting with Lionel Stander, and a weekly interlude titled "People You Never Expected to Meet." Allen and the program return east around the first of the year.

## McNINCH OPENS FIRE IN "CLEANUP" OF FCC

By GEORGE W. MEHRTENS  
RADIO DAILY Staff Correspondent

Washington — Regular meeting of the full Commission at FCC headquarters this week was converted into nearly a three-hour lecture by Chairman Frank R. McNinch, demanding that "corruption and laxity" be rooted out of the FCC, it was learned following the closed conference. Reminding his colleagues that the President had drafted him from the Federal Power Commission chairmanship to direct the FCC destiny, McNinch inveighed against laxities  
(Continued on Page 2)

## NBC Revising Setup For 3 Cincy Stations

Cincinnati—Understood NBC station relations in New York within the next few days will announce a new set-up for its three local affiliates, WCKY, WLW and WSAI. Under present arrangement WSAI is the basic Red station, WCKY the ba-  
(Continued on Page 2)

## Allis-Chalmers Sponsors WLS Stockyards Series

Chicago—Allis-Chalmers Mfg. Co. (farm machinery), Milwaukee, will sponsor WLS' broadcasts from the International Livestock Exposition, Nov. 29-Dec. 3. Art Page will be at the mike. Bert Gittins is the agency.

## Whiteman-Chesterfield Set, With Show Coming From Coast

## Crusading Campaign Launched Over WTMJ

Milwaukee — When Milwaukee's critical tavern situation, resulting from a spectacular ministerial investigation of the city's night life, reached a climax, WTMJ, The Milwaukee Journal station, quickly threw open its facilities to leaders on both sides of the question.

The station management invited  
(Continued on Page 3)

## American Tobacco NBC Program, to be Produced by Studio, Transamerican and Lord & Thomas, Starts Dec. 1

## PAYNE LAUNCHING DRIVE ON JUVENILE PROGRAMS

Washington Bureau RADIO DAILY  
Washington—A "cleanup campaign" directed at radio programs for children will be launched by Commissioner George Henry Payne of the FCC next week, when he intends to present evidence demanding action by the full Commission.

Payne says "letters, telegrams, telephone calls and personal visits have  
(Continued on Page 3)

## Two Regional Meetings Being Held by AAAA

Regional meetings for the Eastern Seaboard members in New York and for Central States members in Chicago will be held this month by the American Association of Adver-  
(Continued on Page 2)

## Music Code to FTC

Washington Bureau, RADIO DAILY  
Washington—New music code of fair trade practice will go before the Federal Trade Commission in a week with recommendation of the commission's division of trade practice conferences, George McCorkle, director of the division, told RADIO DAILY yesterday.

Final arrangements whereby Warner Bros. Pictures, its affiliate Transamerican Broadcasting & Television Corp., and the Lord & Thomas agency will produce a series of 52 weekly shows for American Tobacco Co. (Lucky Strike cigarets) to start Dec. 1 at 10-11 p.m. over NBC-Red, were concluded yesterday. An audition recording of the proposed program, produced in Hollywood, was recently received in New York.

Dick Powell is emcee and princi-  
(Continued on Page 3)

## TECHNICIANS' STRIKE PUTS WOL OFF THE AIR

By MILTON F. LUNCH  
RADIO DAILY Staff Correspondent

Washington—Strike of technicians, members of American Communications Ass'n, CIO unit, put WOL off the air yesterday.

In an election under NLRB auspices recently, the ACA was chosen by the technicians as their bargaining agency. Contract was presented  
(Continued on Page 2)

## American Bankers Ass'n Preparing Disk Series

American Bankers Association is preparing a series of quarter-hour transcriptions for use by banks on their local stations. ABA has been working on this plan for some time. Last year a survey was made to ascertain how its membership felt  
(Continued on Page 2)

## Started Something

Memphis — When Justice Black picked radio instead of newspapers to give the world his K.K.K. statement, he started something. Abe Waldauer of the state election commission followed suit here by taking time on WSM to state his position on a headline controversy. The state's special session, called by radio, also is airing on WSM.

Refusal of the Ambassador Hotel, Los Angeles, to release Paul Whiteman from an engagement he contracted to play there beginning New Year's Eve has resulted in Liggett & Myers Tobacco Co., for Chesterfield cigarets, deciding to go ahead with its Whiteman plans by agreeing to let the new program series on CBS originate on the Coast. Whiteman's contract calls for four weeks at the Coconut Grove in the Ambassador Hotel, which is cur-  
(Continued on Page 2)



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NBC Revising Setup For 3 Cincy Stations

(Continued from Page 1) sic Blue and WLW optional on either the Red or Blue.

But due to inability to clear time satisfactorily under the present system, NBC has decided to make all three stations optional to both webs. Since WCKY increased its power to 10,000 watts, station has become second choice in Cincinnati with sponsors of network programs, but many a Red network sponsor, who could not obtain WLW, had to take WSAI because WCKY was only available to Blue network sponsors. WSAI is a 2,500 watt daytime, 1,000 at night.

As the Red has more sponsored programs, L. B. Wilson has found himself losing business because NBC regulations forbid him taking Red network commercials even if the sponsor desired WCKY in preference to WSAI, assuming WLW not to be available.

American Bankers Ass'n Preparing Disk Series

(Continued from Page 1) about radio as an advertising medium. The reaction was favorable and this disk library is the result.

Programs will cover every phase of banking interests. Script, mostly musical, will be purely educational with no direct selling.

Nathan Kroll's orchestra, Howard Claney, announcer, and "John Sterling", who will give talks on banking, are the featured talent.

Complete series will consist of 52 transcriptions with the suggestion that each bank broadcast the disks twice weekly.

MARTIN BLOCK'S "Make-Believe Ballroom" A WNEW FEATURE 1250 Kc. 10 TO 11 A. M. 6 TO 7:30 P. M.

Whiteman Deal Is Set; Will Air From Coast

(Continued from Page 1) rently in the hands of receivers. Receivers wanted \$15,000 for a release of Whiteman when Chesterfield sought to have its show originate in New York.

Whiteman, who is an NBC artist, will open a 26-week half-hour series on New Year's Eve on the CBS network, and will be heard on this web for the first time in nearly 10 years. Bing Crosby, former member of the Whiteman organization and a protege of the maestro, will be heard as a guest star on the opening show, Crosby having offered his services as soon as he heard the contract was signed. It is presumed that other former Whiteman artists now on the coast will also be heard on subsequent programs, each Friday night. Newell-Emmett Co. Inc. has the Chesterfield account and holds options on the Whiteman band following the initial 26 weeks. Salary for the show is reported as the highest ever received by a band for a half-hour weekly stanza.

Technicians' Strike Puts WOL Off the Air

(Continued from Page 1) to William A. Dolphe, general manager of the station, an MBS outlet, calling for a scale of from \$49.50 to \$92 a week, the same as recently granted by CBS. Dolphe refused to sign, asking the operators to consider the size of the station and its relative small earning power.

John Kantt, spokesman for the operators and employes of the station for nine years, stated that a new contract was drawn up to meet Dolphe's objections, calling for a scale of \$37.50 to \$62.50, but Dolphe refused to sign.

A temporary truce last night put the station on the air under a "gentleman's agreement" until 10 a.m. today to allow both sides to discuss revised settlement proposal.

Two Regional Meetings Being Held by AAAA

(Continued from Page 1) tising Agencies. Both meetings will be for AAAA members only.

New York meeting will be held at the Hotel Roosevelt on Nov. 18; the Chicago meeting at the Medinah Club, Nov. 23. Programs are being built with special attention to interesting and informing agency junior executives, many of whom were unable to attend the recent national convention of the AAAA held in the spring.

WBS Temporary Coast Office West Coast Bureau, RADIO DAILY Los Angeles—World Broadcasting System's coast headquarters will be transferred tomorrow to temporary offices at 1,000 North Seward St., pending construction of new Hollywood studios and recording facilities for WBS. Pat Campbell is coast manager.

McNinch Opens Fire In "Cleanup" of FCC

(Continued from Page 1) and irregularities uncovered in the Commission. He absolved the other Commissioners of personal involvement, according to advices, but demanded they join with him in restoring probity in the lower ranks.

The Chairman in particular criticized some subordinate employes' relationships with attorneys representing applicants for and holders of radio broadcasting licenses, according to authoritative report.

McNinch to Stop "Leaks"

Announcing what is apparently designed to be a stop-gap on inside "leaks" within the FCC, McNinch at his press conference yesterday issued an order requiring that a complete report of Commission business including calls from congressmen, attorneys, or any one else requesting information pertaining to Commission business, be sent to all congressmen, governors of states, as well as utility commissions of such states. The report will be issued once a week, so that the business of the Commission in the future "will be like a glass house, open for anybody's inspection".

McNinch also revealed he "hoped" the Commission would reach a decision on Segal-Smith case about the middle of next week, at which time T. A. M. Craven is expected back from the Havana conference.

McNinch pointed out that the publication of all calls received by the Commission would tend to do away with the alleged practice of anyone contacting the Examiner or any members of the Commission in between the closing of hearings and the final decision.

Heading off possible criticism, Chairman McNinch, stated frankly that "this order is in no way given to avoid a Congressional investigation should there be one. There was no occasion for my having to read the 'riot act' yesterday afternoon but I will say that my job here is not nearly half completed yet."

Gracie Barrie Held Over

Chicago—Gracie Barrie has been held over for the third time at the Chez Paree. She was booked by Herman Bernie, who has returned to New York following a visit here.

147 RADIO STATIONS COAST-TO-COAST ARE USING OUR TRANSCRIPTIONS Let us show you why SOUND REPRODUCTIONS CORP. 17 W. 46th St., N. Y. C. BRyant 9-8265

COMING and GOING

JAMES C. WILSON, well known travel lecturer and author of "Three-Wheeling Through Africa," has arrived in New York to attend a meeting of the Explorers Club, of which he is a member. Wilson will also confer with Allan M. Wilson of Conquest Alliance Company regarding a series of dramatized travel programs. The two Wilsons are cousins.

HENRY NESTOR, the "singing cop" of Washington, D. C., is in New York for an appearance on the Major Bowes program tonight.

A. W. HOBLER, president of Benton & Bowles, and MRS. HOBLER, have left the Coast for New York after catching the premiere of "Good News of 1928." R. B. Bennett, handling the Maxwell account for General Foods, also en route East.

JOHN L. CLARK, prexy of Transamerican, and HERMAN STARR, v.p. of Warner Bros., leave New York today for Hollywood.

HERMAN BERNIE is back from a Chicago trip.

DICK POWELL has gone to Cleveland from the Coast to appear at the auto show. JOAN BLONDELL (Mrs. Powell) accompanied him east.

Short Wave in Hotel

Hotel Edison in New York has installed for the benefit of its guests the two latest developments in radio reception. The new short wave reception by directional antenna makes it possible to tune in on any short wave broadcast from here and abroad. The "high fidelity" system offers sound transmission with the minimum loss of the natural quality. Both these developments were installed under the direction of the Edison's radio engineer, Charles McFredrick.

New Solar Catalog

A new catalog, describing Solar Mfg. Company's line of transmitting capacitors, has just been issued and is available at offices of company, 599 Broadway, New York City.



JESSICA DRAGONETTE

Singing at the Academy of Music, Philadelphia, Pa. November 22nd. Management HAENSEL and JONES COLUMBIA CONCERTS CORP. 113 West 57th St., New York City

# WARNER-LUCKIES SIGN DEAL FOR NBC SERIES

(Continued from Page 1)  
 pal star of the series. Leo Forbstein, musical director of the Warner studios, will direct orchestral phases, while Dudley Chambers will handle choral numbers. Rosemary Lane, formerly with the Fred Waring aggregation and now a Warner contract player, will be featured in the broadcasts.

Entire resources of the Warner studios, including a long list of stars, directors, writers and composers, will be available for the shows, which will be "designed purely for entertainment." Programs will be musical, dramatic and topical in nature, including previews of forthcoming Warner films and guest stars of prominence in various fields.

Edward G. Robinson, Bette Davis, Kay Francis, Errol Flynn, Leslie Howard, Olivia de Havilland, Pat O'Brien, Claude Rains, Basil Rathbone, George Brent, Anita Louise, Hugh Herbert, Frank McHugh and Ian Hunter are among the Warner stars. Songwriters include Warren and Dubin, Rodgers and Hart, M. K. Jerome, Jack Scholl, Richard Whiting and Johnny Mercer.

Show will be titled "Your Hollywood Parade—Hollywood at Its Best." Tom McAvity, radio director of Lord & Thomas, will produce the show. Possibility that Bill Griffin, continuity writer, and Herbert Glover, publicity head, for Lord & Thomas may also go to the coast to work on the new show.

The program will originate at KFVB, the Warner station in Hollywood, and will be carried by this outlet as well as by the NBC station in Hollywood. The show will be 15 minutes longer than the present NBC "Hit Parade."

## Starr and Clark Go West On Warner-Luckies Setup

Herman Starr, vice-president of Warner Bros., and John L. Clark, president of Transamerican, Warner subsidiary, leave today for the Coast to confer with company officials on details, and to set up executive machinery for the Lucky Strike program just set for 52 weeks on NBC.

### Don Clark Joins Agency

West Coast Bureau, RADIO DAILY, Los Angeles—Don Clark, KFI-KECA program director, has resigned to join the H. N. Swanson agency in charge of the radio department. The agency heretofore has specialized in handling picture story material and writers exclusively.

# NEW PROGRAMS—IDEAS

## Air Student Activities

A new series of programs, acquainting Fall River citizens with extra-curricular activities at Durfee High School, has been inaugurated by WSAR in cooperation with school officials and the Students' Activities Association. The broadcasts were arranged by Francis J. McLaughlin Jr., production manager of the station and a graduate of the school, from which he went to Providence College. As a member of the Durfee debating team, Mr. McLaughlin had ample opportunity to measure the value of extra-curricular work, and the object of the shows is to stimulate an appreciation of such projects. School officials, enthusiastic over the plan, maintain that these student activities make for better sportsmanship, develop the proper school spirit, bring teachers and students in closer cooperation, and tend toward better scholarship.

## Payne Launching Drive On Juvenile Programs

(Continued from Page 1)  
 indicated that people from every section of the country are aroused over the character of the blood and thunder programs that are influencing children at the cost of their nerves, sleep and health."

Stations and networks should take the initiative in working reforms, Payne stated, but under Chairman McNinch's plan of FCC reorganization every detail of broadcasting becomes the business of each and every Commissioner. He added that in New York a committee of distinguished physicians, including Dr. Bernard Sachs, president of the New York Academy of Medicine, Dr. C. Ward Crampton and Dr. Foster Kennedy, psychiatrist at Cornell Medical School, have joined a voluntary study group to make plans for the program reform.

It is also understood on reliable authority that, if Capitol Hill does not take steps to authorize a Congressional probe of the FCC shortly after the special session opens next week, Payne is prepared to demand that such a probe be made.

## Defends Children's Shows

Children's radio programs should be judged on the same basis as children's literature, in the opinion of Russell Pratt, veteran producer of juvenile shows and now putting on "The Adventures of Tommy Thatcher" over Michigan stations. "Boys and girls are discriminating when it comes to radio fare," says Pratt. "They want adventure, but there is a definite line of demarcation between adventure and thrills. Every right thinking parent agrees that horror and gruesome details should never appear in children's programs."

## Kid Show Sells Shoes

Nine weeks on the air with an all-time high in sales following each broadcast and the necessity of two changes to larger locations due to increase in business is the story of Trippett's Pied Piper Shoe Store of Tulsa. They sponsor a 15-minute children's amateur program over KTUL every Saturday at 9:15 a.m., and the program has been so popular that it has created an increased interest in health shoes for children throughout Tulsa. KTUL now also has two other programs advertising health shoes for children.

## "Radio Book Club"

KEHE, Los Angeles, has a new program in cooperation with the Los Angeles Public Library which dramatizes stories of books for children. Logged as "The Radio Book Club," it will be heard every Friday at 6:30-6:45 p.m.

## Crusading Campaign Launched Over WTMJ

(Continued from Page 1)  
 representatives of groups which had expressed concern over the ministers' sensational discoveries, offering them an opportunity to discuss the issue in public debate over WTMJ.

Among those invited, and several of whom have already arranged to join in the debate, were the Rev. Raymond H. Ewing, chairman of the ministerial vice investigating committee; District Attorney Herbert J. Steffes; City Attorney Walter J. Matison; Chief of Police Joseph T. Kluchesky, and many others.

To handle the air debate, WTMJ cleared its program schedule to permit eight 15-minute periods during the week. The series will continue so long as speakers wish to avail themselves of it. Speakers were required to submit copies of their talks to the WTMJ office.

Since Milwaukee's tavern sensation is attracting national attention, WTMJ officials regard themselves fortunate in choosing it as the opening gun in a series of important crusading programs.

Large newspaper space was given to the debate and following the first announcement many listeners called to congratulate WTMJ.

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

Advertising agencies are cordially invited to arrange appointments to hear recordings of the first three episodes.

# HENRY SOUVAINÉ

INCORPORATED

30 ROCKEFELLER PLAZA  
 NEW YORK CITY  
 Tel. Circle 7-5666

## HARRY SALTER

RETURNS TO CONDUCT

## Your Lucky Strike Hit Parade

Beginning Saturday, Nov. 13th  
 OVER CBS  
 10-10:30 E.S.T.

More Power for Your Job!

WABY  
 NEW EQUIPMENT...  
 NEW PUNCH!  
 ALBANY, N.Y.

## PROGRAM REVIEWS

**"Your Hit Parade"**

With Leo Reisman taking over the baton, and Louise Massey and Her Westerners injecting a slightly different note in the vocal end, Wednesday night's "Hit Parade" over NBC-Red was a highly enjoyable affair. Reisman set a spirited pace right at the opening of the program with the most lilting version of "Vieni, Vieni" that these ears have heard—and they have heard a mess of 'em. Then on through the parade of current favorites, plus a special or two, including one of those rhumbas which Reisman also handles very adeptly. Vocalists, besides the Massey troupe, included Buddy Clark and Freddie Gibson, all doing nicely.

**"Town Hall Tonight"**

Walter O'Keefe, who concluded his pinch-hitting for Fred Allen on "Town Hall Tonight" last Wednesday night over NBC-Red, rates a salute and a few bouquets for the excellent job he did. There are only a few comedians, emcees or even showmen who can pilot a full-hour show for a series of weeks and maintain its entertainment value on a high plane, but O'Keefe is one of them. Incidentally, the Merry Macs, who guest-starred on several of the last "Town Hall" programs, provided some very bright entertainment.

## AGENCIES

THOMAS LANE has joined the radio department of Young & Rubicam.

EDGAR KOBAK, v.p. of Lord & Thomas, will be one of the speakers at the marketing conference of the American Management Ass'n, Nov. 18-19, in the Hotel Pennsylvania.

**Get Australian Program**

"Heroes of Civilization," awarded the Australian Cup for Outstanding Radio Appeal in 1937 by the Australian Radio Forum, has been brought to New York in transcribed form by Michelson & Sternberg, importers, who are now auditioning the show.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31			

**Greetings from Radio Daily**

November 12  
Pat Patterson

November 13  
Conrad Thibault Harold Fair

November 14  
Martin Alexander  
Laurence Alexander  
Jack Oakie Dick Powell  
Bud Hallick Morton Downey



● ● ● Little Shots About Big Shots: This is nominated for the best story of the year which actually happened... Lester Lee is of Jewish descent while his wife is Gentile. Last week one of Lester's youthful relatives was being confirmed at Fall River, Mass... Being too busy to go to the ceremonies, he asked his wife to purchase the kid a gift which would be long remembered... A practical woman, Mrs. Lee went to Macy's and purchased a duffle-bag and ordered the kid's monograms engraved with directions where to deliver... She departed, figuring that her gift will go with the boy through his camping days and into college—it was so practical, doncha know?... Reaching the street level, she reconsidered her purchase and let out a scream. "Ohmigosh—I'll never be forgiven," she said as she rushed up the escalators, attracting the attention of sales-folks, etc.... On reaching her destination, Mrs. Lee asked to speak with a Jewish person who might inform her on customs, etc.... After raising a turmoil she was told that it was quite all right—"that a PIGSKIN bag is permissible in Jewish homes"!

● ● ● Earl Harper was broadcasting the Walter Johnson testimonial dinner from Washington via WNEW and announced that a show would soon go on at the Mayflower hotel—but that the station would be forced to cancel the broadcast because no arrangements had been made to clear musical compositions for this show... Gene Buck, prexy of Ascap, was tuned to the show in his Long Island home. On hearing the announcement, he phoned Harper in Washington and granted blanket permission to air any Ascap number performed at the dinner... Leo B. Tyson, manager of KMPC, Beverly Hills is proud of the Certificate of Merit awarded the station by the National Research Bureau for "real service to music lovers."

● ● ● A nite club guest had arisen to the bandstand and offered a piano selection for the customers... An onlooker sat entranced and then came over to the ivory-pounder and said, "You're a fine musician. I can do a lot for you. Here's my card—come up to see me"... The musician smiled and pocketed the card... He is Jack Rosenberg, prexy of Local 802, AFM... Claire Sherman, CBS contralto, never goes to a beauty parlor—in fact she detests the places. The other day the publicity dept. had her pose for pictures which she was told were for fashion mags. The locale?—you guessed it—a Beauty Parlor!

● ● ● Little Jack Little was scheduled to air a show from WJW, Akron, while doing a personal at a local theater... The last minute word reached Art Graham, head of the program dept. there that Jack had an attack of sciatica which necessitated his cancelling the broadcast... Having promised the listeners Little Jack Little. Art delivered him via a remote from the stage of the theater... Recent recordings of their sound effects library by Speedy-Q required a "crying-baby" effect. This was obtained after the local hospital officials agreed to the recordings—with microphones thoroughly sterilized.

● ● ● Frances Langford who begins a vaudeville engagement at the Paramount Theater Wednesday—will still be heard on "Hollywood Hotel" the two Fridays she's here. Frances will be piped into the show on the coast from the CBS Studios in New York... Estelle Taylor appears on next Sunday's Benny Davis show, which will also be aired through CBC. As guest on "Star Dust Revue," Miss Taylor's most famous Canadian fan, Mama Dionne, will be able to hear the flicker star dedicate a song to her called "Vieni Vieni".

## GUEST-ING

ALEXANDER WOOLCOTT, on "Heinz Magazine of the Air," Nov. 17 (CBS, 11 a.m.).

ALFRED BINGHAM, editor of "Common Sense," on "Exploring the Arts and Sciences," tonight (WQXR, 9:45-10 p.m.).

CLIFFORD MENZ, tenor, on "Rising Musical Stars," Nov. 21 (NBC-Red, 10 p.m.).

LUCIA GRAESER, lyric soprano; ABRASHA ROBOFSKY, baritone, and EVELYN MacGREGOR, contralto, on "Metropolitan Opera Auditions of the Air," Nov. 21 (NBC-Blue, 5 p.m.).

EDWINA EUSTIS, contralto, on Radio City Music Hall program, conducted by Mischa Violin, Nov. 21 (NBC-Blue, 12:30 p.m.).

VITO MUSSO, saxophonist, and HARRY JAMES, trumpet, both of Benny Goodman's band, and MAXINE SULLIVAN, vocalist, and WIL-LIE the LION, pianist, along with MILTON HERTH, on "Sunday Swing Concert," Nov. 14 (WNEW, 11 a.m.).

**Classified Ads on WJW**

Akron—WJW has created a "Classified Advertising" program which is presented 15 minutes daily. Brevity and conciseness are the keynotes, and by volume sales at low cost the idea is proving a boon to smaller advertisers as well as to the big fellow with a flash special.

**COMING EVENTS**

Nov. 18: American Association of Advertising Agencies, Regional Meeting, Hotel Roosevelt, New York.

Nov. 23: American Association of Advertising Agencies, Regional Meeting, Medinah Club, Chicago.

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

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

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

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

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

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

**7 YEARS LEGAL EXPERIENCE**

with  
**GOVERNMENT SERVICE and CONGRESSIONAL COMMITTEES**

Able female Legal Assistant for busy executive in RADIO ADVERTISING AGENCY—MOTION PICTURES—Write or Phone Box A-117, RADIO DAILY, 1501 Broadway, New York City.



**S**YLVESTER GROSS has been added to the staff at KEHE in a producer-announcer berth, and Reid Kilpatrick has been upped to supervisor of evening programs. Incidentally, KEHE has taken on new billing as "The Personality Station."

Hal Chambers, KFVB announcer, has been appointed commercial copy chief of the station.

ALFRED E. SMITH, theatrical press agent who exploited such figures as Houdini, Thurston, Gilda Gray, Valentino and many others, is slated to appear in search of a job on Hal Styles' "Help Thy Neighbor" program over KHJ Sunday.

Joseph Henry Blake, "The Magazine Man," switches from his former spot on KFI at 4:15 Thursdays to a 10:30 p.m. groove on the same day.

Harrison Holliday, the KFI-KECA general manager who doubles as reviewer-commentator on his own network and other programs, launches his "Society for the Suppression of Excessive Palm Walloping" on his "Listener-Inner" program this week.

Igor Gorin has been set for the next five Metro-Maxwell shows in a row, after which he leaves on a concert tour of the country. Ted Healy, Betty Jaynes and Judy Garland will be on the next two at least.

Anne Jamison, "Hollywood Hotel," makes her American concert debut in San Diego on Nov. 28.

Elwin Hughes, KFVB auditor, returned this week from a flying trip to New York and the Warner Bros. eastern offices.

**Genevieve Rowe in Concert**

Genevieve Rowe, soprano on both Philip Morris "Johnny Presents" shows, will make a concert appearance in Dayton, O., on Nov. 23 under the auspices of the Federated Music Clubs of America. Miss Rowe is also heard as soprano on the N. Y. Edison "New York on Parade" series and has been prominently cast in the new American opera to be presented by the Juilliard School of Music, where she is studying under a Fellowship awarded after her Town Hall concert recital.

**Raoul Marlo on His Own**

Raoul Marlo, program impresario, formerly at WABC, has formed his own company with headquarters in the RKO Building, Radio City. He plans a dramatic network show as his first offering.

For a successful drive for special holiday sponsors, order

**"The CHRISTMAS TREE OF 1937"**

Complete in 25 Scripts  
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**ORCHESTRAS - MUSIC**

**H**ARMS INC. will publish five songs from the score of "Hollywood Hotel," the First National picture featuring Dick Powell, Benny Goodman and his Orchestra and many others. The score, considered one of the season's finest, was written by Johnny Mercer and Richard A. Whiting, who wrote the hit songs from "Varsity Show." The tunes to be published are: "I've Hitched My Wagon To A Star," "Let That Be A Lesson To You," "Silhouetted In The Moonlight," "Can't Teach My Old Heart New Tricks" and "I'm Like A Fish Out Of Water." Dick Powell, Benny Goodman, Louella Parsons, Frances Langford, Jerry Cooper, Ken Niles, Duane Thompson and Raymond Paige and his Orchestra are among the headliners in the cast of the "Hollywood Hotel" film.

Harry Owens and his orchestra go into the St. Francis Drake Hotel in San Francisco for a four weeks engagement starting Nov. 25. Band is set for a nightly broadcast, using as a theme Owens' "Hawaii Calls," which he wrote for the Bobby Breen picture of the same title.

Val Ernie and his Continentals, American and Latin dance orchestra featured recently at Ben Marden's Riviera, have been engaged by Sam Salvin, cusine-director at the Riviera, for Salvin's own night club in Palm Beach, the Patio. Ernie, who alternates between Palm Beach in winter and the Riviera in summer, appeared at Salvin's other spot, the Colony Club, last year. The Con-

tinental will open the Patio on Dec. 12 in anticipation of an early Florida resort season this year.

Joe Hembrees and his orchestra will continue at Bill Bertolotti's in the Village and alternating with Angelo's Rhumba band. Marque Houston is the singer.

Charles Murray and his orchestra have had their engagement extended indefinitely at the society spot, the Mon Paris. Oscar Calvet will continue to play for rhumba dancers.

Noble Sissle and his orchestra are now heard in New York via WHN. Their program comes through the WLW Line from Cincinnati.

Joe Rines and his orchestra, featured on the Gruen-sponsored "Time of Your Life" Sunday program, have just recorded "Have Met Miss Jones" and "You're A Sweetheart" for Brunswick.

Bob Stanley, although only 35, celebrates his 25th anniversary as a musician on Saturday. Stanley made his debut as a concert violinist at the age of 10 and at 15 was conducting his own orchestra.

Victor Bay is now conducting dinner music over WABC on Fridays at 7:30 p.m. He is using a concert orchestra.

Bunny Berigan will play for a charity dance at the Hotel Riverside Plaza on Dec. 4.

**Tele Set Owners View Tense Armistice Scene**

London—Tense scene which occurred at the armistice day observance here yesterday, when a deranged demonstrator broke through the naval guard protecting King George, was caught by the British Broadcasting Company in a television broadcast. The camera had just been focused on the war memorial, when the man broke through, shouting "Hypocrisy!" Hundreds of British tele set owners saw as well as heard the entire incident—the first of its kind in history to be reported by television. The man was taken by police.

**Ten Million for Ida Bailey Allen**

Mrs. Ida Bailey Allen, conductor of WHN's "Homemakers of the Air," has been appointed food fashion editor of Simplicity Pattern Magazine, which has a circulation of more than 8,000,000 in the U. S. Together with its circulation in Canada and England, the total number of readers is well over 10,000,000. This is said to give Ida Bailey Allen the greatest reading public of any food column. Her department is entitled "Food Fashion Flashes."

**Better Programs Move Launched in Seattle**

Seattle—Local stations, civic organizations and the newly formed Radio Department of the Cornish School are organizing to better local programs. First airing of a show under new set-up will be half hour over KVI on Sunday evening at 7:30. Participating organizations are the Seattle Symphony Orchestra, the cast of Noel Coward's "Tonight at 8:30", appearing at the Metropolitan Theater, the Olympic Hotel, KVI, and the Cornish School.

**New WHN Commentator**

George H. Combs Jr., former congressman and magazine author, debuts on WHN at 7-7:15 p.m. Monday for a thrice weekly commenting series titled "The Editorial Slant on the News."

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**G**EORGE H. INCLEDON, who recently embarked on new activities of promotion, publicity and personal management with offices in the Congress Hotel, has Paul Shahin, authority on ballroom dancing, under his personal management. Shahin has been commentating on "Rhumba Beat" over WAAF for the past eight weeks. Programs consist of Latin music, many of them written by Shahin, and are waxed on Columbia and Decca records by Carlos Molina and Al Kavelin orchestras. Program has taken hold very nicely and will run indefinitely on WAAF.

Judge J. M. Braude, formerly of the Boys' Court and now presiding in the Safety Court, who believes that on the highways "Death Begins at Fifty" will be interviewed by Eddie and Fannie Cavanaugh over WBBM at 2 p.m. today. Through the facilities of WJJD, the Safety Court proceedings are broadcast each morning at 11:30 a.m. except Saturday and Sunday.

**Bruce Robertson at WIND**

Chicago—Bruce Robertson, former chief announcer of a Kansas City station, paid a visit to Chicago last week and took over the honors as a guest on WIND's famous "Night Watch" program in the wee small hours of the morning. The ever watchful Hal R. Makelim, sales manager of WIND, was tuned in—recognized the voice of his old chief announcer, phoned the station and Bruce is now a member of the staff.

Robertson originated many popular shows while at Kansas City, including the famous "Spook Breakfast." Previous to that time, the new WIND mickster was a production man and writer for WMBH, Joplin, and also acted as emcee for the popular "Fiddler's Contest."

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# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## Velvet Television Screen Patented by Farnsworth

A patent granted to Philo T. Farnsworth of San Francisco covers the invention of a velvet television screen on which telecast pictures are "painted" by rapidly moving beams of electrons. Bernard C. Gardner of Philadelphia is co-inventor.

Pictures on screen are said to be so brilliant that they cannot be viewed directly. They are two to four times as bright as ordinary home movies, Farnsworth claims. Light is pure white, unlike greenish and bluish images on fluorescent type screens. By use of suitable lens, pictures can be projected from the velvet to ordinary motion picture screen as large as five feet square.

Sharper and distinct images are made possible because velvet keeps the incandescent spots that make up tele pictures from spreading and blurring. Finely woven rayon velvet is starting material in making the screen. It is dipped in solution of thorium and uranium salts until thoroughly impregnated. Then it is dried and "burnt off." Original fabric disappears and oxidized velvet takes its place. This forms the new screen in the cathode ray tube which takes the electrical impulses representing the images and converts them into pictures. This is done by means of electron gun which shoots pencil beam of electrons into screen.

The new screen, the inventors say, has been operated satisfactorily to display pictures having a detail corresponding to 400 lines.

## New Antenna Expands KDKA Coverage Area

Pittsburgh — Improved reception and increased coverage, predicted upon the dedication of its new 718-ft. antenna, are confirmed in reports from listeners to KDKA here. Letters have been received from Louisiana, New York, Connecticut and other points, relating to programs aired from station.

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## NEW PATENTS Radio and Television

Compiled by JOHN B. BRADY, Attorney  
Washington, D. C.

2,098,217—Electronic Apparatus. Fred B. Aubert and Jerome Rosetti, Chicago, Ill., assignors, by direct and mesne assignments to Super Sensitive Controls Corp.

2,098,231—Cathode Ray Device. Allen B. Du Mont, Upper Montclair, N. J., assignor to Allen B. Du Mont Laboratories Inc.

2,098,281—Wireless Direction Finding System. Harry M. Dowsett, Winchmore Hill, London, and Louis E. W. Walker, Maids Vale, London, England, assignors to RCA.

2,098,286—Transmission Control in Signaling Systems. Owen R. Garfield, Floral Park, N. Y., assignor to Bell Telephone Laboratories Inc.

2,098,301—Glow Discharge Device. Hallam E. Mendenhall, Summit, N. J., assignor to Bell Telephone Laboratories Inc.

2,098,307—Single Side Band Transmission. Ellison S. Purington, Gloucester, Mass., assignor to John Hays Hammond.

2,098,310—Circuit for Space Discharge Devices. George H. Rockwood, Jr., Orange, N. J., assignor to Bell Telephone Laboratories Inc.

2,098,331—Automatic Station Selector for Radio Receivers. William John Bowman, Kitchener, Ontario.

2,098,373—Antenna Circuit Modulation. George H. Brown, Haddonfield, N. J., assignor to RCA.

2,098,380—Gas Discharge Device. Alfred Engelmann and Gunther Wolf, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,098,384—Protective System. Robert R. Goodrich, Camden, N. J., assignor to RCA.

2,098,386—Oscillation Generator. Clarence W. Hansell, Port Jefferson, N. Y., assignor to RCA.

2,098,388—Deflectable Antenna. Leo J. Hruska, Merchantville, N. J., assignor to RCA.

2,098,393—Coupling Arrangement. Ernst Klotz and Erich Zepfer, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,098,403—High Frequency Coupling Element. Herre Rinia and Theodor A. Spoor, Eindhoven, Netherlands, assignors to RCA.

2,098,587—Automatic Operation of Plurality of Radio Receivers. Jesse Markowitz, New York.

2,098,597—Variable Condenser. Franz Saar, Berlin Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,098,598—Synchronizing System. Fritz Schroter, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,098,698—Radio Transmitting System. Edwin H. Armstrong, New York.

2,098,746—Arrangement in Condensers. Bror Hansson, Soockholm, Sweden, assignor to Allmanna Svenska Elektriska Aktiebolaget.

2,098,756—Directive Wireless System. Josef Plebanski, Warsaw, Poland, assignor to Radio Patents Corp.

2,098,807—Electrical Discharge Apparatus. Johan L. H. Jonker and Karel M. Van Gessel, Eindhoven, Netherlands, assignors to RCA.

## Station Improvements

Wilmington—WDEL has applied to the FCC for permit to install a vertical antenna and move transmitter from 9th and Market Streets to new site along N. E. Blvd.

Oklahoma City—KOMA, the Hearst Radio Station here, has drawn plans for the installation of new equipment and a vertical radiator. Application for improvement is before the FCC, with request for power boost from 5 kw. to 10 kw., 1480 kc., unlimited time.

Buffalo—Power boost from 5 KW to 10 kw., 1480 kc., 5 kw. unlimited, is pending before the FCC in behalf of WKBW here.

Rochester, Minn.—Installation of new equipment and directional antenna system for night-time use is planned by KROC. Station has asked FCC for permission to make changes and move transmitter, with frequency shift from 1310 kc. to 920 kc. and power jump from 100 w. night, 250 w. day, to 1 KW day, 500 watts night, unlimited time.

Chatanooga—WAPQ has applied to the FCC for permit to install new

equipment and directional antenna system. Station seeks frequency change from 1420 to 1120 kc.; increase in power from 100 w. night, 250 w. day, to 500 w. night, using directional antenna system, 1 KW day.

Des Moines—Changes in transmitting equipment and permit to install directional antenna system are sought by KSO, with boost in night power from 500 watts to 1 KW, day power from 2½ KW to 5 KW, employing directional antenna system for night use.

Santa Rosa, Cal.—KSRO here has applied to the FCC for modification of license to increase power and time of operation from 250 w. daytime only, to 100 watts night, 250 w. day, unlimited time.

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## Combination of Pick-ups In Telephone Program

Bridgeport, Conn.—One of the most unusual combinations of broadcast pick-ups was used by WICC staff engineers when six microphones handled by three announcers and a corps of operators, broadcast the Southern New England Telephone Co.'s "Open House" on Nov. 9 direct from the company's building at John and Courtlandt Streets, Bridgeport.

Joseph Lopez, WICC supervisor introduced the program from the main information desk from which control was switched to several different points throughout building. Features included were pick-ups from the voice-mirror operating room, test-board, and switch room, with a special demonstration of police car call by Superintendent of Police Charles Wheeler.

## Trap Midget Waves

Midget (ultra-short) radio waves, only a few millimeters long, have been successfully produced and guided in closed tubes, it was reported at the American Institute of Physics by Prof. Neil H. Williams of the U. of Michigan and G. C. Southworth of the Bell Telephone Laboratory. Speech and music were transmitted with the waves, which were used by Dr. Williams to discover how molecules of ammonia gas were put together. He predicted that as directed beams they may play a role in solving the problem of seeing through fog.

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☆ F. C. C. ☆  
ACTIVITIES

EXAMINERS' REPORTS

Colonial Network, Providence, CP for new station; be denied.  
Geraldine Alberghane, Pawtucket, CP for new station; be denied.  
Galesburg Broadcasting Co., Galesburg, Ill., CP for new station; be granted.  
Leon M. Eisfeld, Burlington, Ia., CP for new station; be denied.  
Standard Life Ins. Co. of the South, Jackson, Miss., CP for new station; be granted.  
Arthur Lucas, Savannah, CP for new station; be granted.  
Centennial Broadcasting Corp., CP for new station; be granted on condition that applications of Dallas Broadcasting Co. and Richard S. Gozzaldi and A. L. Chilton are denied.  
Birmingham News Co., Birmingham, CP for new station; be granted.

ACTION ON EXAM. REPORTS

Arthur H. Croghan, Minneapolis, CP for new station; denied.  
Charles Porter and Edward T. Eversole, Festus, Mo., CP for new station; denied.  
General Electric Co., Nr. Belmont, Cal., CP for new international broadcast station; granted.  
Kenneth Baker, Hartwell Gaus, V. A. Bernier, Key City Broadcasting Co., Kankakee, Ill., CP for new station; denied.  
Robert Raymond McCulla, Oak Park, Ill., CP for new station; denied.  
Don M. Lidenton and A. L. McCarthy, Poplar Bluff, Mo., CP for new station; granted.  
John W. Haigis, Greenfield, Mass., CP for new station; granted.

ORAL ARGUMENTS GRANTED

Dr. Wm. States Jacobs Broadcasting Co., Houston, new station.  
Grate Lakes Broadcasting Corp., Cleveland, new station.  
Fall River Herald News Publishing Co., Fall River, new station.

APPLICATIONS DISMISSED

Mittle Franklin Moble, Anniston, Ala., CP for new station.

Hunters' Roundup on WWJ

Detroit—From WWJ, Detroit News station, announcers Bob Stanton and Charles Gussman, producer Wellington Granzow, and three WWJ engineers will trek to Alpena, Mich., today with the Detroit News Mobile Unit No. 1, to be on hand for the annual "Hunters' Round-Up." At 9:30 Saturday night, these WWJ staff men will produce a broadcast in the midst of the "Round-Up" and send it through the mobile unit to the WWJ transmitter in Detroit, where it will be re-broadcast. Stanton and Gussman will interview some of the 2,500 hunters, a Clown Band of Alpena residents will play, and Stanton will lead the crowd in community singing.

WTMV Redecorates

East St. Louis—WTMV is redecorating its lobby and reception hall. Linoleum, matching woodwork, is being laid, with call letters of station inlaid at head of stairs. Celebration is planned on job's completion.

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☆ Programs That Have Made History ☆

"The Sunday Players"

MERTENS and PRICE Inc. of Los Angeles, program creators and counselors, have an unusually colorful and popular feature in "The Sunday Players." The cast of comparative youngsters, all of them well under 30 and a majority of them still in their teens, started as a little theater group under the tutelage of Boardman Robinson and other intelligentsia, in Colorado Springs on Christmas Eve, 1931, when they broadcast their story of the first Christmas, "A Child Is Born," over KVOR.

Since then they have been on the air continuously—a year in Denver, five years with hardly a break in Hollywood, show shop of the world; three years consecutively in El Paso, with a third year coming up in Baltimore, and a run of 104 weeks or more in Kansas City, Toledo, and other centers. They have been heard on upwards of 100 important American, Canadian and Australian stations, and their vast Sabbath audience now covers more than half the earth's surface, with new sales coming in from Europe, Asia and Africa.

These kids form one of the few radio stock companies. They incorporated in Denver, back in 1932, sold stock in themselves, bought two or three used cars, and headed for the setting sun. They caught up with said orb when they walked into KFI and sold themselves for 26 weeks. By the end of that engagement, they were placed under a three-year contract to transcribe their half-hour Bible stories, and since then have become world-famous as "The Oberammergau of the Air."

During the six years which will end this coming Christmas Eve, Bible dramas have ebbed and flowed over the national nets, both as sustainers and with very fine national sponsors. All of these, however, have folded, after a relatively short period, while The Sunday Players show signs of going on forever.

The last two or three years, The Players have been instrumental in distributing around 500,000 "Baby Bibles," containing a child's life of Jesus, to very young children who might otherwise not learn the story at such an early age. They have been the inspiration for the organization of Sunday Players' clubs among young people in various parts of the country.

When The Players opened in the Twin Cities, with the Minneapolis Federation of Churches as co-sponsors, the boards of education permitted the distribution of 175,000 announcement folders in the public schools, and 150,000 announcement folders were placed in church pews. In Los Angeles, 250,000 announcement folders were placed in church pews with the cooperation of the Los Angeles Federation of Churches, which is co-sponsoring.

Jew and Gentile, Catholic and Protestant, Christian Scientist, Ox-

ford Group, Latter Day Saint, Four Square Gospelites have been equally enthusiastic in their endorsement of this series of 52 "Immortal Stories from the Book of Books."

Oddly enough, it was not, in the beginning, a professional job. The Players were all amateurs. The playwright, Chase Varney, was and is a trouble-shooter for Postal-Telegraph in the Colorado Springs sector, where there is plenty of trouble. He dreams out his Bible dramas as he plods along on horseback with one eye on the wires and the other on a rocky trail which fades away to a sheer drop of a half-mile or more. Vicky Vola, lovely leading lady of The Players, was a 17-year-old Denver high school kid when she started; Bartlett Robinson, son of Boardman; Andy Anderson, now production manager and chief announcer for KOA, in Denver; Sadie Crockett, Art Heinemann, now with the Walt Disney studios, all were relative youngsters, when they started.

Most of The Players have gone places since they produced the Sunday Players Bible dramas—Lew Merrill, Ted Osborne, Frank Nelson, Charles Carroll, Don Wilson, Eric Snowden and other members of the cast have continued to climb in big league radio work in Hollywood; Brett Morrison is making a new name for himself in Chicago; Buzz Robinson is doing quite well on Broadway; Vicky Vola has captured the firmament in the Bay City region; Glan Heisch, who directed the players, is now production manager at KFI.

And The Players' "Immortal Stories from the Book of Books" are more in demand today than ever before.

KANSAS CITY

George Couper, in charge of KXBY sales, has been named assistant station manager and will take over the duties of Station Manager Harry Clifford during latter's illness.

James Fern, leader of the Fern Vested Choir and featured vocalist on several radio stations, is in Providence Hospital, Kansas City, Kan., recovering from an appendix operation.

Bruce Robertson, KXBY announcer has resigned to join the staff of WIND, Gary, Ind.

WDAF will originate an hour program of the Kansas City Philharmonic Orchestra, Nov. 17, at 10 CST, for NBC-Red.

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PROMOTION

KYOS' Birthday Campaign

KYOS, Merced, Cal., had a birthday. But that's no longer special news. After all it was the station's first anniversary—and so as the big event drew near, the boys at KYOS got busy. First, letters were mailed to all sponsors, inviting them to attend an "Open House" Party. Then bumper signs went on the staff cars. Soon local papers were carrying items, and Manager Woodling went around giving talks. That was a starter; it was still early—one week before the event. A series of spot announcements was started, prominent neighbors were invited to speak, and a letter-writing contest was initiated. When the day dawned, every station break acclaimed it. Throughout the morning, five-minute speeches were given, and the contest letters were read. In the afternoon, a two and a half hour variety show brought to the station's microphone almost every artist who ever appeared there. When it was all over, a birthday sign-off announcement pledged the station to another year of civic service.

COLUMBUS

Jack Price, program director of WBNS, and Ed Bronson of WCOL, authored the story of Neal Bowman, presented on "Gang Busters," Nov. 10.

Jane Coffman, local soprano who was formerly a member of the Humming Bird Trio, is reported singing with an NBC chorus in New York.

"Let's Dance," presented over WHKC and directed and sponsored by Jimmy Rawlins before a live audience at the Rawlins' studios, is getting a big hand, both from the public and blase radio critics.

THE LIFE & ADVENTURES OF SANTA CLAUS and ADVENTURES IN CHRISTMAS — TREE GROVE

The two greatest Christmas programs in the country—ready to smash sales records for sponsors. Get them on your station and win a department store as a constant account. 15 quarter-hour transcriptions in each series for three-a-week starting November 22nd—or daily Mondays through Fridays starting December 6th. Complete merchandising plans included. Delivery guaranteed—can ship by air express to meet starting dates.

Samples—\$3.00 each (deposit)

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## KFWB Starts Feeding Shows to McClatchy Net

West Coast Bureau, RADIO DAILY  
Los Angeles — KFWB has started feeding the McClatchy stations of the California Radio System several shows, including Norman Spencer's "Can You Write a Song", Gene Inge's "Take the Air" and Owen Crump's "Let's Go Hollywood." Harry Maizlish also has contracted Percy Westmore for a series on make-up hints, already sold to the City of Paris. San Francisco department store, for KYA, San Francisco, and has found another department store sponsor in the local Boston Store for a new one labeled "Discoveries of 1938", set for a Thursday night 45-minute spot at 8:45, and initialing November 18. KFWB automatically took a Class A, or network rating with the new hookup, which ups the musicians' scale considerably and adds otherwise to the overhead at the Warner plant.

### KTUL, Tulsa

Frank Bignell and Cecil Hubbard are recent additions to the announcing staff.

Nancy Hurd, continuity writer, is also announcing in the mornings. Nate Wilcox, chief engineer, is back from a week's visit to Jackson, Miss., where he inspected the new RCA 5-D air-cooled transmitter, installed at WJDX.

### Bob Murray in New Show

Bob Murray, baritone, will appear in "Ten Best Sellers," new 2:30 p.m. Friday program over WHN and the WLW Line. Don Albert's orchestra provides the musical background. Murray also will be heard in a spot of his own at 1:45 p.m. Sunday.

### Military Commentator

Dayton, O.—Dut to the great interest in the Sino-Japanese war and the Spanish struggle, WHIO will present a military commentator each Friday evening in the person of Lieutenant Colonel Young, who will explain in layman's language the technical military terms.

## ONE MINUTE INTERVIEW

### SEYMOUR SIMONS

"The majority of listeners still appreciate the more sedate rhythms. There is no over-emphasis on arrangement, no blare and noise in what has been referred to as my 'satin-smooth' music. I mix my numbers . . . popular hits of today and memory songs of the past . . . and present them as originally written by the composer with very few embellishments. Pure, unadulterated melody has always been a winning formula in music and it still has its potent power to lure listeners and invite dancing."

# ★ Coast-to-Coast ★

Alice Cornett, rhythm singer on the Coca-Cola "Song Shop" program piloted by Frank Crumit over CBS, has changed her mind about changing her name. Fans wrote in urging her not to do it. Miss Cornett, by the way, has been signed for another 13 weeks on the program, effective Dec. 10.

Dave Rubinoff soon will be a father-in-law. His daughter, Ruby, and Bob Clayman, the Pittsburgh violinist and band leader, have applied for a wedding license. All they need is father Rubinoff's consent, as Ruby isn't 21 yet.

Norma Talmadge, who appears with hubby George Jessel on the air, is resting comfortably following an appendix operation Wednesday night in St. Vincent's Hospital, Hollywood.

Jack and Loretta Clemens, who recently wound up a CBS commercial series for Kirkman's Soap and are now on NBC-Blue three times weekly at 1:45 p.m., start work the first week in December in a three-reel musical comedy film to be made at the Warner-Vitaphone studios in Brooklyn.

"Men of Art Series" presented by the WPA Federal Theater Radio Division over WHN, will hereafter be heard Wednesdays at 8:30-9 p.m. Edward B. Latimer, former program director of WBNF, Binghamton, directs the series. Lee Hillery is in charge of production.

Akron, a fertile field for juvenile and amateur programs, is now going

heavy for the newly-inaugurated "Parade of Schoolday Stars," sponsored by a local furniture company, and carried by WJW. The program has been a station sustainer for over three years under the title "Birthday Party Lady," and the original Birthday Party Lady, Mrs. Phyllis Koker, of the Akron Institute of Music, is continuing as director. Spotted for 45 minutes Saturday afternoons, the feature invites all juvenile talent in the city.

Sunday's inaugural Atlantic passenger flight of the Pan-American and British Imperial Airways will receive the felicitations of Baltimore as the first luxury amphibian enters the Chesapeake Bay. WFBR will have a plane ready for take-off as soon as the "Bermuda Clipper" nears the Atlantic coast and a short-wave broadcast of greetings will emanate from the escorting plane as Major Charles A. Masson flies up the bay with the clipper. Arriving at Logan Field airport the official dedicatory program will originate from WFBR's two mobile units. Stewart Kennard, special events director, arranged the broadcasts.

Sigmund Spaeth, tune detective, will be heard over WHN on Nov. 19 at 12:45-1 p.m. over the WLW Line from Cincinnati.

Alice Breeze will share vocal honors with Al Bowlly when the two appear on Irving Aaronson's dance program on WHN next Sunday evening (November 14) from 7:00 to 7:30 p.m.

## ST. LOUIS

Annamary Dickey, municipal opera star, has joined KMOX talent staff and will be featured on several shows.

Merle S. Jones, who succeeds James D. Shouse at KMOX when the latter leaves for WLW on Nov. 15, was here several days rehearsing for his new managerial job.

Alex Buchan, WEW sportscaster and news commentator, is only 20 years old but has quite a background.

## WPG, Atlantic City

Jane and Jimmie Cullen, song team heard every Wednesday evening, are a mother and son combination.

William Madden, violinist-director of the Hotel Traymore orchestra, has bought a vast musical library from a midwest museum.

Nick Nickerson, in "Songs at the Piano", is being sponsored Sunday afternoons by Soltz Paint Co.

## Wallace Ford at KFRO

Longview, Tex.—Wallace Ford, formerly of WKBW, Buffalo, KYA, San Francisco, and CKLW, Windsor, has joined KFRO here as production manager and news editor.

## OKLAHOMA CITY

Oklahoma Network, through key station KTOK, will air the First Annual Student Legislative Assembly to be held in Oklahoma City Nov. 17-19. From three to five students in each senior and junior college over the state are selected to attend and hold a "practice" legislative session.

KOMA has been granted a hearing on a power increase from 5,000 to 10,000 watts with unlimited time.

## KFRO, Longview, Tex.

President James R. Curtis has appointed John H. Reagin of Atlanta to serve as station representative for the south-eastern section of the U. S. John Young, formerly of the announcing staff, has left to free lance in Shreveport, La.

## KFRU, Columbia, Mo.

Program staff of KFRU, in association with Barry Holloway, NBC special events director, and a Stephens College faculty committee will arrange the Maude Adams broadcast scheduled for Nov. 20.

Sally and Sue, "Sweethearts of the Ozarks," are on the air every afternoon for Sendol.

## Cornish School Forms Bureau for Speakers

Seattle—The radio department of the Cornish School has organized a speakers' bureau, under the direction of George Jennings, to bring celebrities visiting the school before the microphones of Seattle stations. First speaker was Adolph Bolm, noted ballet dancer, producer and teacher, who was heard over KJR in an interview and later described selections from ballet music over KVI. Other speakers already signed are Mrs. Charles Ross, novelist and art critic from New York, and Marion Kerby, singer of southern folk songs.

Student enrollment in the radio courses with Jennings as instructor has necessitated holding evening classes. Cornish School has its own studios with lines to Seattle outlets.

## WBRY, New Haven

The Alderman Furniture-sponsored Friday "Open House" variety program which gives several prizes each week for telephone answers to word games, questions, etc., has had a tremendous response, necessitating the employment of four telephone operators.

Tying in with National Book Week, members of library and education boards of the city have requested Arthur Hart Batchelder to repeat his regular Tuesday afternoon "Streamlined Book Reviews" on Wednesday at 9:30 a.m. Program will be broadcast into those New Haven schools equipped with radio.

Ralph Della Selva, who has been combing the town for special feature presentations and has introduced several Yale notables, will present Dr. William Lyon Phelps next week.

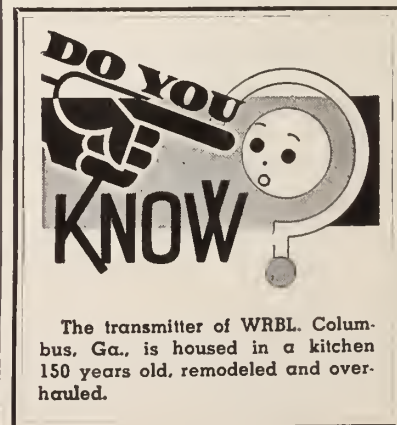
## WCSC, Charleston, S. C.

Francis Fitzgerald, announcer, is promoted to program director. He replaces, George Gunn, who is now in Washington with NBC.

Edmund Bunker, announcer, has rejoined staff, returning from WTOG, Savannah.

In addition to football games, Bill Mayhew, has drawn assignment for daily sports revue and all special sport events.

Latest attachment to personnel is Robert Estes, announcer.



The transmitter of WRBL, Columbus, Ga., is housed in a kitchen 150 years old, remodeled and overhauled.