



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 96

NEW YORK, N. Y., MONDAY, NOVEMBER 15, 1937

FIVE CENTS

FCC Hearings Are Opened to All

RADIO ENGINEERS MEET FEB. 7-19 IN COLUMBUS

Washington Bureau, RADIO DAILY
Washington—A broadcast engineers conference will be held at Ohio State University, Columbus, Feb. 7-19, with W. L. Everitt, professor of electrical engineering, in charge, the NAB announces.

Prominent speakers will cover such subjects as "Broadcast Antenna Design," "High Power Amplifiers," "Modulation and Distortion Measurements," "Studio Acoustics," and many

(Continued on Page 6)

Cleveland Stations Start Unique Promotion Contest

Cleveland — United Broadcasting Co. stations WHK and WCLE have started a unique radio promotional contest which is the first of its kind in the industry. It is called "Secret Celebrities." Advertisements in all three Cleveland dailies and spot announcements on both stations are being used to promote the contest.

One thousand dollars in cash prizes will be awarded on Christmas day

(Continued on Page 8)

Appleby & Appleby Inc. New Radio Engineer Firm

Atlantic City—Thomas Appleby, Lieut. Commander, U.S.N.R., inventor, and known as "the daddy of the radio compass," and William H. Appleby, commercial manager of WPG,

(Continued on Page 8)

Renew "Hello Peggy"

Cincinnati—"Hello Peggy," sponsored by the Drackett Products Co. for Drano and Windex, has renewed its spot radio contracts for 13 weeks on WLW, WFLA, WFAA, KOA, KFI, KGO and KOMO. The Ralph H. Jones Co. is the agency.

In Trade

West Coast Bur., RADIO DAILY
Los Angeles—Though Bing Crosby is drawing \$7,500 for his routine as guest star on tomorrow night's "Hollywood Mardis Gras," sponsored by Packard on NBC-Red, he has to take part of the honorarium in the form of a 1938 Packard car at the f.o.b. Detroit list price.

Educational Breakdown

Salt Lake City — An extensive educational service designed to co-ordinate radio listening with educational methods has just been prepared by Annabel Lee, KSL Traffic head. The service digested all KSL features into classifications for student audience of grammar, junior, and high school ages. Data went to hundreds of Western schools.

AFM CONTRACT FORMS ARE NOW BEING PRINTED

Contracts for the key stations and the license form of agreements for transcription and phonograph record companies are now being printed by the AFM and are expected to be ready for distribution early this week. Key station signatures are merely a matter of form, according

(Continued on Page 5)

Akerberg Finds South Showing Improvement

New Orleans — Radio activity in the south shows marked improvement, possibly a faster comparative pace than any other section of the country, according to H. V. Akerberg, CBS vice-president, who visited Managing Director Vincent Cal

(Continued on Page 7)

BBC Multi-Lingual

London — BBC is preparing to broadcast in foreign languages from Daventry. Programs will be straight news and not the propaganda that emanates from some European countries.

★ THE WEEK IN RADIO ★

... Cigaret Accounts Active

By M. H. SHAPIRO

WINTER months will find a full complement of the leading cigarette brands on various networks, with both Chesterfield and Lucky Strike making important departures from the usual routine...Luckies, through Lord & Thomas, concluded its deal with Warner Bros. and Transamerican whereby the account once again reverts to a full-hour program, with talent, of course, to be strictly Hollywood...Chesterfield signed Paul Whiteman for a half-

New Order by Frank McNinch Allows Testimony by Anyone Having Relevant Matter to Submit

McCLATCHY IN CONTROL OF CALIF. RADIO SYSTEM

San Francisco — Management of California Radio System has switched hands as a result of recent charges, with full control now vested in the McClatchy newspaper interests. Hearst Radio, formerly associated with McClatchy Broadcasting Co., has relinquished all its interests in the chain. Offices of CRS will be maintained here and in L. A., with operations headquarters in Sacra-

(Continued on Page 7)

WCKY Is Now Available To Both Red and Blue

Cincinnati—WCKY today becomes available to both NBC-Blue and Red network sponsors, it was announced by Powell Crosley Jr., president of Crosley Radio Corp., owners of WLW and WSAI. WCKY formerly

(Continued on Page 5)

WOL Strike Settled

Washington Bureau, RADIO DAILY
Washington — Dispute between WOL and technicians has been satisfactorily settled, according to William B. Dolph, g.m. of the station. Apprentices will get \$25 a week for first six months and \$27.50 the next six months. Regular men get \$30.50 first six months, \$35 the second six, then \$1.50 weekly increase every six months up to \$55.

Washington Bureau, RADIO DAILY

Washington—Under a new order, FCC hearings hereafter will be open to anyone who wishes to offer relevant and competent testimony on any case being heard by the Commission. Chairman Frank R. McNinch in explaining the order said, "no person shall be precluded from giving relevant, material and competent testimony at any hearing because he may lack a sufficient interest to justify his formal intervention as a party in a particular matter. The Commission represents the public and is a forum before which the public should have the right to appear at hearings and present testimony under the rules of evidence. It will, of course, be proper and necessary that hearsay testimony be excluded and that testimony offered be relevant, material and competent, but within these well recognized limitations the Commission will welcome testimony, whether by public officials or by private citizens."

In the past only those persons who had a direct interest in the case being heard were allowed to testify. Under the new set-up it will be dangerous for a person to offer any false testimony or use the name of a dum-

(Continued on Page 5)

Merchandising Service Is Instituted by WTMV

East St. Louis, Ill. — Thomas J. Connelly, former advertising manager of a St. Louis building supply concern and who once headed his own aviation publicity bureau, has joined WTMV as promotion director. He will specialize in a new service

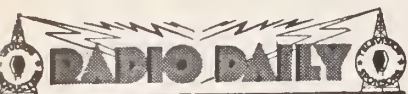
(Continued on Page 5)

1,500th Streetcast

Norfolk, Neb. — WJAG's "The Voice of the Street" celebrated its 1,500th broadcast a few days ago with Station Manager Art Thomas at the mike. Program was started Dec. 19, 1932, by Karl Stefan, then chief announcer, who was elected to Congress in 1934, and has been on the air every weekday since.

Procter & Gamble bringing four daytime periods each across the

(Continued on Page 6)



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JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL (Saturday, Nov. 13)

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

WJR Offers to Broadcast Johnson's Banned Talk

Detroit — Leo Fitzpatrick, vice-president and general manager of WJR, wired General Hugh S. Johnson last week offering the facilities of WJR to air his social disease talk which was barred by NBC.

Text of Gen. Johnson's talk has been sent to all newspapers publishing the General's column. "Physical Culture" magazine has contracted to print the script intact in a forthcoming issue.

Washington—Reports were current here that the FCC would investigate the barring of Gen. Johnson's health talk by NBC last Wednesday night, but as yet no official complaint has been filed with the Commission.

Jean Colbert in Serial

Jean Colbert has joined the cast of "Life of Mary Sothorn," Lehn & Fink (Hinds Honey and Almond) dramatic serial on CBS and the WLW Line. Miss Colbert also is doing a new series of recordings for Astringsol through the Irwin-Wasey agency.

WAKO Albany, NY Under One Tent POWER MARKET POPULARITY Newly Equipped for Super Power

Horace Heidt Conducting Contest for New Talent

Both amateurs and professionals who have never had a break are being given a chance in a "Can You Pick a Star?" contest being conducted by Horace Heidt with participation of his listening audience.

Each night in the Biltmore's Bowman Room at the supper show, five of these aspirants for radio fame will display their wares with Heidt's Brigadiers. The winner of each night will be presented Sunday, and the winner of the semi-finals will appear the following evening on Heidt's Commercial and receive a cash prize.

The radio audience will then be asked the question: "Can You Pick a Star?" Interest in the contest is widespread, as shown by the volume of applications rolling daily into Heidt's office.

WTAM Holds Symposium On NBC Symphony Series

Cleveland — An unusual plan to further the study of symphonic music has been adopted by WTAM in connection with the weekly Saturday night broadcasts of the new NBC Symphony orchestra. Through the cooperation of leading educators in the schools and colleges, students of serious music are invited by ticket to attend Saturday night music symposiums preceding the network broadcast. Outstanding Cleveland musicians lead the discussions about the music to be heard in the 10-10:30 p.m. broadcast.

Vernon H. Pribble, manager of WTAM, introduced the idea and plans to continue the symposiums for the duration of the NBC concerts. Walter Logan, musical director of WTAM, led the first symposium last Saturday, and Dorothy Crandall, concert pianist and organist, played the themes of the music to follow in the broadcast.

Hi-Speed Cancels One

Detroit—Hi-Speed gas account, on WJR for the past nine years, reported as cancelling its program on the station as of Nov. 29. Cancellation is attributed to Hi-Speed retrenchment policy. Same account, however, will continue its "Fact Finder" program on WXYZ and the Michigan network. Oil company has been on these King-Trendle stations for the past two years.

Drug Trades' New Show

Chicago—Consolidated Drug Trades has cut its 75-minute "Lone Trail Opry House" on WGN to 15 minutes and is now piping in Charley Stookey's Ozark Minstrels from KWK, St. Louis, for a full hour on WGN. Benson & Dahl is the agency.

Voice of "Time" Unmasks

After seven years of nom-de-miking as Hugh Conrad, the man who says "Time Marches On" for radio and screen, has decided to go back to his real name, C. W. van Voorhis.

Lawyers' Group Starts Second Season on WBEN

Buffalo—Bar Association of Erie County and the Lawyers Club of Buffalo have started their second season on the airwaves with series of dramas over WBEN. Purpose of the series is to create good will and overcome the "sour feeling" that has grown up against lawyers. Playlets are intended to demonstrate need of lawyers, arising from time to time in all families, and are angled to show how lawyers often are "misunderstood." Series will be handled by Ellis Advertising Co., with Jerry Harris writing script.

ETs of last year's series stirred considerable interest when played before New York State Bar Association and at convention of National Bar. Project won favorable comment. Transcriptions will be made again this year and offered to other bar associations throughout United States. Plans are under direction of The Committee of Ten, headed by Evan Hollister, and Dave Diamond, chairman of Radio Publicity Committee.

Rug Sales Boosted 100% In KJR Show's Third Week

Seattle—The "Are You a Writer" radio contest-program in its third week over KJR brought a 100 per cent increase in rug department sales for its sponsor, Grunbaum Brothers Furniture Co.

The new program, based around the radio dramatization of scripts submitted in competition by authors in the state of Washington, also ties in with Paramount Pictures and United Air Lines. Its test here is being eyed for possible nationwide adaptation after breaking all KJR records for "listener appeal" of locally-produced shows of its type.

The third of the weekly program marked the first time that Grunbaum's had concentrated their commercials on a special department.

WTAM Program Expands

Cleveland — When Jane Weaver celebrates her first anniversary as a WTAM mikewoman today, she will be joined on her "Health and Home" program, heard six days a week at 8 a.m., by Stubby Gordon and His Orchestra.

The program also will be increased in length from 30 to 45 minutes. "Health and Home," a radio feature for the housewife, has been heard over WTAM for seven years. Recipes, household hints and helpful information for women are included in the program.

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

COMING and GOING

MRS. PAUL WHITEMAN leaves today for Chicago, where she will join the maestro, who opens another four-week engagement shortly at the Drake Hotel.

F. J. MILLER, secretary-treasurer of Augusta Broadcasting Co., WRDW, Augusta, Ga., is in New York on a business trip.

FRANCES LANGFORD has arrived in New York and begins an engagement at the New York Paramount on Wednesday.

H. ALLEN CAMPBELL, general manager of King-Trendle Broadcasting Corp., enroute back from New York to Detroit, is stopping over in Chicago.

JACK LAVIN arrives on the Coast today from New York.

JOHN BLAIR, president of John Blair & Co., was in Los Angeles and San Francisco late last week with Vice-President George Bolling, winding up contracts to represent the Don Lee Network after Jan. 1.

C. M. ROBERTSON, JR., radio executive of Ralph H. Jones Co., Cincinnati, and MRS. ROBERTSON were in town over the week-end to attend the Army-Notre Dame game.

CLARENCE WHEELER, vice-president of WHEC, Rochester, is in town.

SAM COOK, head of WFBL, Syracuse, is in New York.

RALPH J. CORBETT, of Ralph Corbett Inc., Cincinnati, is in town visiting the New York office.

COMMANDER E. F. McDONALD JR., president of Zenith Radio Corp., arrived in New York from Chicago late last week on business.

GLADYS SWARTHOUT goes to Seattle from Hollywood to sing tomorrow at the opening concert of the Cecilia Schultz series.

STAN ZUCKER of CRA has returned from Pittsburgh, where he attended the Hotel Men's Association convention.

PETE BARNUM and CAL McCARTHY, Ruthrauff & Ryan radio department execs, left Hollywood on Saturday for New York after a week of huddling with Tiny Ruffner on various accounts.

STEPHANIE DALE left Irvington, N. J., on Saturday by train for Hollywood, where she will sing with Roger Pryor's band.

RALPH WONDERS left for Philadelphia over the week-end and is back at his desk today.

MAURICE CLARKE, chief engineer of WHEC, Rochester, was in town over the week-end to attend the Army-Notre Dame game.

LARRY BURKE, NBC tenor, was in Montreal last week appearing in the Radio Broadcasting Room at the Produced-in-Canada Exhibition.

Russ Morgan Booked

Russ Morgan and His Orchestra have been booked by CRA to open at the Paramount Theater, New York, on Dec. 1, for two weeks, with options for additional time. This is Morgan's first theater engagement here.

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

THE HOUR OF CHARM

MUSIC THAT LINGERS ON



PHIL SPITALNY Residing at PARK CENTRAL HOTEL, NEW YORK

ORCHESTRAS MUSIC

MEREDITH WILLSON, coast maestro, has written a book with the self-explanatory title of "What Every Young Musician Should Know." Published by Jack Robbins, who acquired it when taking over Sherman-Clay music library, and due off the press shortly, the treatise by the NBC musical director is written in the language and slangage of the present-day crop of musicians and the rehearsal halls. Bach and Beethoven may do nip-ups in their graves, but the eminent writer treats music familiarly and drives home his lessons in harmony and counterpoint and all the other elements of musical composition in a sometimes facetious vein which will intrigue the interest of the triple-tonguing "hot trumpet" in a swing dance band as well as the concertmeister or first chair violin of the symphony. The book will make its appearance around the first of the year.

Louis Armstrong has finished musical chores in current Bing Crosby and Mae West pictures and has opened at the Vogue, downtown Hollywood nitery, on a four-week ticket.

Andrew Bieniek, leader of Bieniek's Orchestra, which broadcasts over WHOM and WHBI, and which plays at many Polish-American functions, died last week at his home in Elizabeth, N. J. Two sons are members of the orchestra and are expected to carry on the work initiated by their father.

KFOX on Calif. Network

Long Beach, Cal.—KFOX, the Hal Nichols station, has become affiliated with the California Radio System. Lawrence McDowell, commercial manager, was in San Francisco last week completing program and technical arrangements.

Obrist Joins Ralph H. Jones

Cincinnati—Edward C. Obrist, production manager and supervisor of commercial copy for WBEN, Buffalo, since 1930, and before that program director of WSYR, Syracuse, has joined the staff of the Ralph H. Jones Co., Cincinnati and New York advertising agency.

250th Broadcast

"Harlem Amateur Night" marks its 250th broadcast over WMCA on Wednesday, 11 p.m. to midnight. In its three years on the air, it is estimated that show has presented 4,000 amateurs.

JIMMY ALDIN

AND HIS ORCHESTRA

JUST COMPLETED

100 WEEKS ENGAGEMENT

BEN 6-4759



PETTY CASH VOUCHER Week ending Nov. 12th.

● ● ● Saturday... To Philly for a quiet week-end which is taken up with visiting the lavish studios of WCAU—a bit reminiscent of NBC's old Fifth Ave. establishment in the way of lay-out—but each studio has its own color scheme plus murals... Audiences are not permitted in the rooms—but watch from upper windows... We watch Jan Savitt conduct his "Top Hatters" show, fed to NBC... Later to Lew Tendler's restaurant, where the x-champ tells us the "inside" story of Benny Leonard's talking him out of the championship.

● ● ● Sunday... While still in the Quaker City and the dullness is interrupted with a few remarks about the gridiron game lost by Penn the afternoon before, a radio official tells us that down at KFRO, Longview, Tex., they are engaged in a drive for old toys which are picked up in trucks and brought to the fire dept. who repair them and present the toys to underprivileged children.

● ● ● Monday... Lunch at the Tavern with Josef Chemiavsky, Stan Zucker, general manager of Consolidated Radio Artists, and Moe Gale, who discuss "accents"... Late that nite for a bite at Lindy's, where Jack Bregman, just returned from the coast, Charlie Ross, Addy Britt, Benny Davis, Abe Lyman, Mack Davis, and a few boys discuss an opening they just attended.

● ● ● Tuesday at lunch someone whispers that the artist who designed WCAU's studios would do the job for WMCA in N. Y.... A wire from WMPs, Memphis, relates how two people who had been lost for 35 years were re-united through Paul Hodges' broadcast the nite previous... Seems that Paul interviewed a traveling salesman during his nitely show at Union Station there—his voice was recognized by a college sweetheart—who phoned every hotel until she located the fellow.

● ● ● Wednesday... Buddy Clark resents our writing that he sings like Bing Crosby. We listen attentively and decide that he's right. Crosby probably is happy... To see the "Babes in Arms" show after its long run with Mitzi Green, Ray Heatherton and Wynn Murray—and find that the lovely ditty, "Where or When," doesn't receive a worthy spot... Henny Youngman meets us at Dave's and tells us about the \$1700 car he just purchased and now he's looking for a colored boy who knows only how to say "Yawsah, Boss"... Ted Lewis in Lindy's as Cartoonist Milt Gross enters from Hollywood, where he'll reside permanently. He just finished work on the Jack Oakie show.

● ● ● Thursday... Jack Robbins lets us hear the score from "Love and Hisses" and we particularly like Gordon and Revel's "I Wanna Be in Winchell's Column"—a cutie... We watch the Armistice Day parade and a uniformed gent asks us if another war breaks out—would we go. "Yes, the three of us will go," we reply... Wanting to know who the others were—we stated "The two fellows who'll drag us there!"... We depart and find our pockets had been picked—and the suit torn by the thief in his attempt to get at our last dollar!... Visit the Kate Smith show where Stooze Charlie Cantor swipes the comedy spotlight while Ted Collins still portrays the No. 1 showman.

● ● ● Friday... Decide to spend another day in Philly and visit Mickey Alpert and Jane Pickens at the Earle there. TOTAL EXPENSES... \$19.50 for a new suit with 2 pair of trousers!

AUDITOR'S REMARKS: Request denied! Have zippers put on your pockets—so thieves wouldn't have so much trouble getting at your last buck!

AGENCIES

STUART SHERMAN, president of Benton & Bowles, Chicago, has appointed Carolyn Bonnesen as space buyer and office manager. Miss Bonnesen was space buyer at Ruthrauff & Ryan for years, and before that was with Kling-Gibson agency. Jane Scott, formerly secretary to H. Leslie Atlans, v.p. of CBS in Chicago, has been named general secretary of the new agency.

MARJORIE McPHERSON, radio director of the Izzard Co., Seattle agency, has returned to her office after a comprehensive study of radio stations and programs in the southern portion of the Pacific Coast.

DON STAUFFER, Young & Rubicam v.p. in charge of radio, went to Hollywood with Harry von Zell, Peter Van Steeden, William Rousseau and wife and John Brown, to ready the initial Fred Allen show from the coast. Rousseau is production assistant.

Unique KSL Broadcast

Salt Lake City — KSL, the CBS 50,000-watt affiliate here, came through with a remarkable sports broadcast and what was perhaps western radio's major 1937 production last week. On the networks for a full hour beginning at 8 a.m., the KSL crew (comprising eight engineers, an elaborate inter-communication shortwave system, and four announcers) caught the official attempt of Capt. George E. T. Eyston as he sped off on an assault on Sir Malcolm Campbell's 301.13 m.p.h. Broadcast was short-waved to BBC besides going coast-to-coast on CBS.

KSL engineers, under the supervision of Eugene Pack, handled the entire broadcast after having spent three months on the salt in preparation for the coverage. Glenn Shaw and Wally Sandack, KSL staff announcers, were the commentators. Network extended original time by quarter hour.

KNOW, Waco, Tex.

James W. Pate, g.m. of WACO, has also been made g.m. of KNOW, succeeding James W. Hagood, who resigned to go into his own business.

Paul Forchheimer, formerly of the sales staff, has been made production manager.

Besides recent improvements in its CBS program schedule, station facilities are to be further expanded, according to Elliott Roosevelt, southwestern director of Hearst Radio. Additional space, new equipment, more local coverage of events, etc., are planned. Walton Newton, program director, is conducting a wide search for new talent.

AL DONAHUE

and his orchestra
at the

RAINBOW ROOM

For Fall and Winter Season
Fourth Return Engagement

★ **F. C. C.** ★
ACTIVITIES

HEARINGS BEFORE EXAMINER
Today: Platt & Platt Inc., Poughkeepsie. CP for new station.
WDZ, Tuscola, Ill. CP for boost to 1 kw. Nov. 16: Citizens Broadcasting Corp., Schenectady. CP for new station.
Thomas J. Watson, Endicott, N. Y. CP for new station.
Hampden - Hampshire Corp., Holyoke, Mass. CP for new station.
Nov. 19: C. Bruce McConnell, Indianapolis. CP for new station.
APPLICATIONS RECEIVED
Peter J. Caldarone, Providence. CP for new station, 1270 kc., 250 watts, day.
University of Okla., Norman, Okla. CP for new experimental station, 8655 kc., 100 watts.
Pulitzer Publishing Co., St. Louis. License for new facsimile station, experimental, using equipment constructed for high frequency broadcast station.
KYOS, Merced, Cal. Voluntary assignment of license from Merced Star Publishing Co. to Merced Broadcasting Co.
KVOA, Tucson, Ariz. Transfer of control from Albert Steinfeld & Co. to KTAR Broadcasting Co.

WCKY Is Now Available To Both Red and Blue

(Continued from Page 1)
was available only to Blue network sponsors. Station is owned by L. B. Wilson.
It is also understood that WCKY will be available to the WLW Line and Mutual. WLW is, and has been, optional on either the Red or Blue webs with WSAI on the basic Red network.

Swor and Lubin Cartoon Strip

The blackface characters of Swor and Lubin, currently featured on NBC's "Bicycle Party" commercial, have been incorporated into a new comic strip series by R. L. Martin, syndicate cartoonist. Martin, known as the creator of "Rufus and Red," which appears in newspapers throughout the country, will call the new series "Bert and Lou," the first names of the two comics, and it will depict the adventures of the two in a broadcasting studio.

Lyn Murray Chorus Set

As a result of their satisfactory work on two recent Al Pearce programs, Lyn Murray's seven-voice chorus has been signed as a regular feature on this Tuesday CBS series. Incidentally, baritone Buddy Clark, who guest-starred on last Tuesday's program, will again appear on tomorrow's broadcast.

Award to Kate Smith

Philco's 10,000,000th radio set will be presented to Kate Smith on her broadcast next Thursday over CBS at 8 p.m. The award is in recognition of her outstanding radio achievement.

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

Merchandising Service Is Instituted by WTMV

(Continued from Page 1)
which WTMV offers as an additional aid to insure results for sponsors. The service, known as WTMV's Sponsored Program Service, includes the preparation of store and counter displays, ad material, direct mail stuff and general merchandising efforts.
Commenting on the new step, General Manager William H. West said: "It is our hope to be able to do a complete job for the advertiser. It so happens that many of our accounts are relatively small retailers who cannot afford expert advertising and merchandising service to back up their WTMV radio campaigns. Our Sponsored Program Service will give them that help."

Burt's Inc. Now Using 8 Hours Weekly on WCLE

Cleveland—L. O. Klivans, manager of Burt's Inc., announces that his firm has become the largest local purchaser of radio time with the signing of a new contract with C. A. McLaughlin, general sales manager of WCLE. Under the new contract, Burt's sponsors two separate shows on WCLE, one daily and one weekly. Total time purchased per week is eight hours.
The daily program is "Wake Up and Sing," featuring early morning music and fun, aired 7-8 a.m. Each Sunday, the jewelry firm sponsors the big Burt's Amateur Show, lasting two hours, in Cleveland's Masonic Auditorium, from 3-5 p.m.
Firm never signs for less than a year.

Auto Show Pickups

Chicago—For the first time several auto companies have been permitted to pick up broadcasts from the auto show. Dodge dealers used Doug Hope, who appears regularly on their Rhythm at Noon show on Sundays, to interview prospective customers in man-on-the-street style. No questions about motors, however, were permitted. Oldsmobile, which has the Bears football games on WIND, also put on a special show from the Olds booth.

Testimonial to Husing

Ted Husing, ace CBS sports announcer will be guest of honor at a testimonial banquet to be tendered him at the Downtown Athletic Club on Wednesday. Part of the proceedings will be broadcast on CBS Coast-to-Coast hookup, 10:30-10:45 p.m. Numerous well known newspapermen, sports figures, et al, are expected to attend.

Kaltenborn in Hospital

Cincinnati—H. V. Kaltenborn, CBS commentator, was taken to Good Samaritan Hospital on arriving here Friday, suffering from an acute liver ailment. His speaking engagement at the Women's Exposition was cancelled.

FCC Chairman Orders Hearings Open to All

(Continued from Page 1)
my corporation because the "facts" may be known by some one present at the hearing but not as a scheduled witness.

8 Virginia Stations Air Dedication of Carillon

Harrisonburg, Va. — Dedication of the \$150,000 Northcutt Carillon at Luray, Va., was aired Saturday over eight Virginia stations, with the staff of WSVa here handling most of the details of the program. U. S. Senator Harry F. Byrd was principal speaker, and other stations carrying the ceremonies were WCHV, WBTV, WLVA, WGH, WRNL, WHPR and WDBJ.
The 47 bells in the carillon were brought from England and assembled in the 113-ft. tower of native sandstone.

KSL, Salt Lake City

Roy Drushall, announcer, was selected as emcee of Salt Lake Auto Show last week.
Earl J. Glade, managing director, heads local Community Chest Speakers Bureau drive.
Onetime voted KSL's most popular local, the Utah Buckaroos returned in a new Saturday show for Gardner Nurseries. Talent also features Richard Keddington as Old Gardner and Rampton Barlow soloist.
Byron Ray and Stan Reese, staff members, vacationing in California.
Barton Howell, KSL Press Bureau co-editor, takes over University of Utah Chronicle editorship. Bart is sophomore.
Pheasant luck is reported by Frank McLatchy, Dan Vincent, Eugene Pack, and Lee Taylor. All bagged limits.

Dog Is Star of Talent Search

Visalia, Cal.—Pat came on the air and said "mamma"—which wasn't much of a contribution, except that Pat is a dog. So he was something of a sensation on KTKC's "Search for Talent" program. Of course, Pat can do a lot more besides—he can add and subtract and make a bow and such things—but most of his canine accomplishments must wait for television, while under present limitations he "woofs" a few times and calls out "mamma"—as clearly as any child can do it.

Sells Christmas Program

Universal Radio Programs Inc. has signed seven stations as subscribers to its Christmas release, "Holiday Greetings," according to L. N. Marks, v.p. Firm also signed nine contracts last week for its Commercial Announcement Service.

NAT BRUSILOFF
MUSICAL DIRECTOR
New York's Own Station
WMCA
"AT THE TOP OF THE DIAL"
1697 BROADWAY CI 6-2200

NEW BUSINESS Signed by Stations

WLS, Chicago: Consolidated Drug Trades, "Musical Roundup" and "Merrygoround," through Benson and Dahl.
KCMO, Kansas City, Mo.: Canada Dry. "Today and Tomorrow," through J. M. Mathes.
KMOX, St. Louis: Lamont Corliss & Co. (Dany's Cream Hand Lotion), announcements.
WBAP, Fort Worth: Beaumont Laboratories, ETs, through H. W. Kastor & Sons; Emerson Drug, announcements, through J. Walter Thompson; Gillette Rubber Company, ETs, through Cramer-Krassalt; Oldsmobile, ETs, through D. P. Brothers, Detroit.
WGN, Chicago: Sunkist Oranges of Calif., half-hour morning show of WBS transcriptions, with Ken Carpenter, through Lord & Thomas.
KSL, Salt Lake City: Zenith Radio, Chesebrough, Old Golds, all through CBS; Gardner Nurseries.

AFM Contract Forms Are Now Being Printed

(Continued from Page 1)
to Joseph N. Weber, AFM president, who pointed out that there are no questions involved that remain unsettled.

Andrews on Maxwell Script

West Coast Bureau, RADIO DAILY
Los Angeles — Bob Andrews has been signed by Bill Bacher to work with Harry Kronman on the Metro-Maxwell House scripts. Andrews formerly was scripter on "Show Boat." The M-G-M picture, "Navy Blue and Gold," with Florence Rice, James Stewart, Lionel Barrymore and Billie Burke, will be "pre-viewed" on the November 18 airing.

Hiram Higsby's 15th Year

Memphis—Hiram Higsby was presented with an 18-inch cake by the staff of WMPS last week on the occasion of his 15th year in radio. He started in Topeka as half of the team of "Hiram and Henry."

Bess Johnson's Successor

Chicago — Sunda Love has been chosen to supplant Bess Johnson in the role of Frances Matthews in Pillsbury "Today's Children." Miss Johnson went to New York to star in "Hilltop House."

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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.



CLIFF NAZARRO, double-talking comic, joined Joe Penner's cast with Sunday's airing.

Lal Chand Mehra will break a precedent on his "At Home" program tonight over KMPC by having only one guest participate in the extemporaneous discussion devoted to the crisis in Asia. Manly P. Hall, noted author and lecturer, has been chosen by Mr. Mehra for the assignment.

Orchids to Joe Penner and his entire cast for doing an Armistice Day show at the Veteran's Hospital in Sawtelle.

Matthew Murray, "Ambassador of the Air," returns to KMPC with a Monday and Thursday program at 2 p.m.

Gaylord Carter, organist, and Vicki Joyce, vocalist, are heard nightly over KMTR from 12 midnite to 12:15 a.m. from "Slapsie Maxie" Rosenbloom's new nitery on Beverly Boulevard.

Grace Jones, formerly of KMBC, Kansas City, has been added to the secretarial staff at CBS, assigned to the office of Lud Gluskin, musical director.

Joe Morrison of "Last Roundup" fame has been added to the growing list of Harty-Kelton clients.

"Romance of the Air," new KMPC show, features John Lambert, baritone, and Virginia Dawn, coloratura, with Mona Content as accompanist. All have had solo periods previously but the combination is new and will be heard regularly each Friday at 2:30 p.m.

GUEST-ING

LUISE RAINER, Allan Jones (emcee), Robert Young, James Stewart, Tom Brown, Florence Rice, Judy Garland, Betty Jaynes, Igor Gorin, Ted Healy and Stooges, and Jack Dawn, MGM makeup expert, also preview of "Navy Blue and Gold," on "Good News of 1938," Nov. 18 (NBC-Red, 9 p.m.).

LOTTE LEHMAN, with Andre Kostelanetz orchestra, Nov. 24 (CBS, 9 p.m.).

GRETTA PALMER, on "Magazine of the Air," Nov. 24 (CBS, 11 a.m.).

BUDDY CLARK, on Al Pearce show, Nov. 16 (CBS, 9 p.m.).

MARGARET SULLAVAN and HERBERT MARSHALL, on Lux Radio Theater, Nov. 22. (CBS 9-10 p.m.)

TYRONE POWER, on Hollywood Hotel, Nov. 19. (CBS 9-10 p.m.)

NED SPARKS, on "Town Hall Tonight," Nov. 24 (NBC-Red, 9 p.m.)

CLARK DENNIS, on "Fun in Music," tomorrow (NBC-Red, 2 p.m.)

ERIC BLORE, MISCHA AUER, HEDDA HOPPER, YAHBUT and CHEERILY, on Rudy Valle program, Nov. 18 (NBC-Red, 8 p.m.)

CLAIRE TREVOR, interviewed by Elza Schallbert, Nov. 18 (NBC-Blue, 11:15 p.m.)

★ THE WEEK IN RADIO ★

... Cigaret Accounts Active

(Continued from Page 1)

board is another CBS event...P. & G. also will use a transcribed show on 85 outlets for a special Camay soap campaign...Record-breaking series of time signals being placed by The Biow Co. for Bulova watches, with 140 or more stations in line for such contracts...American Bankers Association preparing a series of quarter-hour disks...

In Washington, Chairman McNinch of the FCC opened fire in another step of his "cleanup campaign"... Commissioner Payne announced a campaign to "clean up" children's programs...

Technicians' strike by members of the ACA kept WOL, Washington, off the air last Thursday...ACA, using its former name ARTA, through one of its vice-presidents, sent a cable to Arturo Toscanini telling him that his forthcoming appearance here on NBC is the cause of many people being discharged...this, of course, was promptly denied by President Lohr of NBC, who assured the maestro that the accusation was absolutely false and, on the contrary, 55 additional musicians were being put to work as a result of the Toscanini concerts...Gen. Hugh S. Johnson's script was turned down by NBC last Wed. night the subject of

the General's talk on social diseases not being in keeping with the policy of NBC...

Annual meeting of the Ohio Association of Broadcasters was held Friday and Saturday in Columbus... while the Northwestern Broadcasters met on Saturday, both organizations comprised of NAB members... Coaxial cable test for television was found satisfactory, according to ATT engineers...ASCAP sent out first batch of its 25,000 songs titles most used in radio, with names of writers and copyright owners, if any... NBC again revising its Cincinnati station setup...same web will add two more Canadian outlets to the fold, one for the Red network and the other optional for either Red or Blue...CBS added two Minnesota outlets...AFM okays the allocations of additional expenditures for musicians as worked out by the IRNA...FTC gets busy again on the proposed code of fair trade practices for the pop music industry...Pan-American radio parley still in session in Havana...plans for a world radio convention in Sydney, Australia, next spring, being worked out by Sir Ernest Fiske, president of the Australian Institute of Radio Engineers.

WHK-WCLE, Cleveland

J. P. Garvey, formerly of the John S. King agency, has joined the staff of WHK and WCLE as a general production man. He was also associated with Procter & Collier Co., Cincinnati, and Hanff-Metzger Co., New York.

Robert F. Monroe, formerly of WBNS, Columbus, has joined the continuity staff of WHK-WCLE.

OKLAHOMA CITY

M. H. Bonebrake, advertising manager of WKY, attending annual homecoming celebration at his alma mater, University of Missouri.

Board of Directors of Oklahoma Network met here last week to lay plans for fall activities of the network.

Neal Barrett, g.m. at KOMA, also district governor of Advertising Federation of America, attended district convention at San Antonio.

Earl Hull, WKY chief engineer, had 92 solicitations from salesmen for new mobile transmitter automobile unit.

Book Reviews on WMCA

WMCA today inaugurates a book-review-of-the-air series to be heard weekly on Mondays conducted by Harry Pascoe. Program will be at 2:15-2:30 p.m.

Walton with Pathe

Sidney Walton, former staff announcer of WHN and now emcee of "You Don't Say" over WMCA, has joined Pathe News as a commentator.

Radio Engineers Meet Feb. 7-19 in Columbus

(Continued from Page 1)

other subjects dealing with broadcast station design and maintenance. In addition, preparatory lectures and demonstrations will be given by members of the University staff before the outside lecturers appear on the program.

COLUMBUS

Geer Parkinson, staff organist at WBNS, is celebrating his fourth year with this station.

Roc Lee, formerly of WALR, Zanesville, is a new announcer at WHKC.

Lehman Otis, takes over the post of radio editor at the Columbus Citizen, vacated by Virginia Lehman, resigned. The Citizen has dropped its "Uncle Jack Reads the Funnies" program over WHKC in place of new daily broadcasts featuring various members of their editorial staff whose columns are followed by Central Ohio readers.

WQXR Women's Program

WQXR tomorrow will present its first program aimed specifically at women. Titled "Woman's World," with Ruth Morgan discussing beauty, fashions, home topics, careers, etc., program will be heard Tuesdays at 3:30-4 p.m.

Buddy Manners to Wed

Buddy Manners, WHN vocalist heard with Don Albert's and Irving Aaronson's orchestra, has set the wedding date. She will take on a spouse Dec. 12.



HENRY WEBER, WGN musical director, will conduct the Chicago Opera orchestra in nine more productions this season. One of these, "Der Rosenkavalier" on Dec. 18, will star his wife, Marion Claire.

J. C. Stein, president of MCA, has moved his family to Hollywood. W. H. Stein, v. p., has gone to New York.

Morrey Lipsey, who handles radio for MCA, removed from Edgewater Hospital to his home for further recovery from stomach ailment. Expects to return to work in about a month.

Anson Weeks to open at the Aragon ballroom Dec. 9, when Freddy Martin leaves for three months on the coast. Dick Jurgens replaces Ted Weems at the Trianon at the same time and will be followed a few weeks later by Bill Carlson.

A. J. Kendrick, v. p. of World Broadcasting System, expected back at his desk today after a month in New York on AFM conferences.

Vivian Della Chiesa, NBC soprano, to sing role of Marguerite in "Faust" at Chicago Opera on Nov. 18.

Virginia Jones and Bret Morrison added to cast of "Romance of Helen Trent."

Dick Post, formerly with WCCO, Minneapolis, is a new announcer at WBBM-CBS.

Josh Higgins of Finchville, who has been on NBC afternoons, takes over a morning spot at 11:15 a.m. EST on the Blue starting today.

SAN FRANCISCO

Set for a series on KFRC, Duncan MacPherson moved his "Golf Clinic" show to KYA at the last moment.

Gertrude Wright Moore, NBC secretary to the sales manager, went to Hollywood last week for the funeral of her husband, Dinty Moore, of NBC there.

Les Malloy, KGGC announcer, vacationing in Mexico, plans to be back this week.

KGGC now airing news broadcasts from the stage of the President Theater here every night except Sunday. Harry Leroy, station announcer, gives the flashes for a 10-minute period with Theater Manager Rene La Marr reading the "headlines."

Talented artists uncovered on Benny Walker's amateur hour get their first pro opportunity on the new Monday "Blue Chasers" program over Pacific Coast NBC Red net.

Edna Smith de Nunzio, KYA song star, departs for Europe in February with Madame Gina Cigna, Met opera star and her manager, Signor Attilio Lamponi. They heard Edna sing at a musicale here and Lamponi immediately placed her under contract to his Milan agency.

PROGRAM REVIEWS

JOSEF CHERNIAVSKY

Sustaining

WOR-Mutual, Thursdays, 8-8:30 p.m.
"MUSICAL CAMERA" IN COLORFUL AR-
RAY OF SONG TABLEAUX.

Josef Cherniavsky brought his "Musical Camera" to the air Thursday night in a new series that not only is off the beaten path but is excellent entertainment as well. With Jack Arthur as emcee and baritone, Sylvia Froos and Emily Earle holding up the feminine vocal end in fine style, and the Charioteers quartet adding their singing talents to the setup, the program painted a panorama of melody that was international in flavor.

Sentimental stuff, rhythm, a Cuban rhumba, a nautical number, a waltz and finally a stirring Armistice specialty gave the show both diversity and color. The principal songs were given a musical camera background, a sort of dramatization, that proved very effective.

Through it all, the musicianly hand of Cherniavsky held sway, knitting the cameos together with his dexterous baton.

"Good News of 1938"

Second edition of the M-G-M-produced Maxwell House Coffee show, over NBC-Red last Thursday night, was quite an improvement over the initial program. It appears that the producers took quick steps to correct their opening night errors, and are now on the right track.

Some attention was paid to comedy, bringing Ted Healy and his stooges for a sequence that was very enjoyable and can be amplified in future shows. Betty Jaynes, a young miss with an excellent voice, and Gilbert Russell, English singer making his debut here, did fine vocal bits. Igor Gorin also was heard in a number, and Mickey Rooney, the film youngster, did an amusing song of his own.

Joan Crawford and Spencer Tracy performed satisfactorily in a preview of "Mannequin," and Robert Young handled the emcee spot well, though the script didn't give him much chance. Meredith Willson's music was good.

Show still is a little too impersonal and diffused. To get a solid audience hold, it needs to project some personalities more strongly and more intimately.

Kate Smith Hour

Week in and week out, the Kate Smith program on CBS holds to a standard high plane. With the Kate Smith voice and personality dominating, the hour always comes out well above the passing mark even when the dramatic portion of the show is a letdown.

Last Thursday night's skit, "The Informer," with James Barton in the Victor McLaglen film role and Betty Garde in the Margot Grahame part, came over the air well enough, all things considered. But the new note

Akerberg Finds South Showing Improvement

(Continued from Page 1)

lahan of WWL here while on his way from Dallas to New York.

Asked if national chains might set up regional networks and produce shows especially suited for sectional listeners, Akerberg said this might be done by stations and stage groups, but that networks dealing in national accounts could not do it.

Gov. Bibb Fireside Chats Over Alabama Network

Montgomery, Ala.—Borrowing an idea of the nation's Chief Executive, Governor Bibb Graves of Alabama is in the midst of a series of fireside talks, heard over an Alabama network composed of WAPI and WSGN, Birmingham; WSFA, Montgomery; WALA, Mobile; WJBY, Gadsden, and WBHP, Huntsville. Governor Graves delivered the first talk in the series from the studios of WALA, and the remainder will originate in the studios of WSFA here.

WTMV, East St. Louis

Paul R. Reetz, former continuity man and announcer at WSUN, has joined here as writer handling special accounts. He has a fluent command of German and will be used on new German show planned.

Irene Virginia Miller, staff actress heard on Sears-Roebuck morning show, will be married Nov. 17 to Thomas Atwood of St. Louis, Annapolis graduate.

A series designed to bring surrounding communities into closer touch with the station will be started Wednesday night.

Eddie Stephens, cowboy singer, becomes central figure in a permanent half-hour morning show starting this week when he is joined by The Oklahoma Wranglers band. Announcer Jim Hennessy will work with the show.

of interest in the program was the introduction of a stooge for comedian Henry Youngman. Charles Cantor was the boy, and he did a swell job of complementing Youngman's laugh-making efforts.

Richard Brooks

While nearly all other stations took advantage of Armistice Day to air specialties about peace, Richard Brooks, in his "Little Things In Life" program on WNEW, took the other end of the picture—war. He gave a word picture of President Wilson taking the step that put the U. S. in the big conflict, the war which was supposed to end all wars, then brought the story down to the Ethiopian, Spanish and Sino-Japanese incidents, and finally gave the recitation a strong closing punch by designating the speaker as "The German Unknown Soldier." It showed originality and ingenuity on the part of a commentator who has a more fertile mind than most of his contemporaries.

McClatchy in Control Of Calif. Radio System

(Continued from Page 1)

mento. Howard Lane, business manager of McClatchy Broadcasting, will supervise.

KYA here remains a major link in the web, while KFVB, the Warner Bros. station in Hollywood, replaced KEHE, Hearst outlet, as the southern key station. Transamerican will represent the network, which also has KFBK, Sacramento; KMJ, Fresno; KWG, Stockton, and KERN, Bakersfield.

Fifth Coast Station Gets Alka-Seltzer Italian Show

West Coast Bureau, RADIO DAILY

Los Angeles—KMTR is the fifth station in California to get the all-Italian program, "Corriere del Aria," sponsored by Alka-Seltzer. Series has been running on four Northern California stations for the past several years, originated and still produced by Messrs. de Nunzio and Grento, with the latter acting as announcer and commentator. Will be heard on KMTR at 7-7:30 p.m. Mondays through Fridays.

WBT, Charlotte

Grady Cole, commentator, will undergo a tonsil operation.

Charles Crutchfield, program director, subbing for Cole meanwhile.

Mr. and Mrs. Jake Powell of Honolulu visited the station and reported that they can get WBT clearly out on the island. They attended the "Midnight Dancing Party" broadcast and presented a lei to Announcer Bill Bivens.

WWL, New Orleans

With elimination of Capt. A. L. Pritchard as assistant managing director, the post apparently will remain unfilled, though James Willson, program director, is reported moving into his office.

A skit called "Top Sergeant McQuade," written by Russell McGuire, was enacted over here with Henry Dupre in all parts as an Armistice Day celebration.

WJW, Akron

Henrietta Yost, head of the book-keeping and auditing department, is taking a belated vacation southward.

"Bud" Bates, announcer, had never seen a wrestling match until a couple of weeks ago when he was called upon to cover a weekly grunfest sponsored by Goodrich Local No. 5. But he's a veteran already.

Helen Johnson to Retire

Chicago—Helen Johnson, for eight years director of CBS "American School of the Air," said here last week that she plans to retire.

HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music in a Modern Manner

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 OF THE
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Appleby & Appleby Inc. New Radio Engineer Firm

(Continued from Page 1)

have formed a new firm of consulting radio engineers with laboratories and offices at Jasper and Winchester avenues here.

Thomas Appleby, president of the firm, has been in wireless work 38 years. He is a member of the Institute of Radio Engineers and has a long period of service in government radio work, designing transmitters, supervising construction and operation of the first high power radio-telephone stations, conducting anti-static research, etc.

His inventions include the present system of television using cathode ray tube scanning for transmission and reception, underground directional reception and multiple radio transmission and reception, variable grid leak and other devices.

As vice-president, William Appleby, who has had years of experience in newspaper and radio advertising, will head a service known as the Commercial Radio Analysis Division, offering stations a service of management and sales analysis.

Witte Planning Crusade For More Radio Gossip

Philadelphia—Lawrence Witte, who writes a syndicated radio column and also has a weekly series titled "Mike Notes" over KYW, wants to launch a crusade for more radio programs devoted to gossip about radio people. He thinks movie folk get too much mention on the air, while radio personalities are neglected.

WJR Staff Goes Hunting

Detroit — WJR's staff is depleted this week as almost a dozen are pursuing the elusive stag in Michigan's north woods. M. R. Mitchell, chief engineer, has a log cabin with sleeping room for about a score, located in the midst of an estate of several hundred acres. Eric Howlett, program manager and "Fran" Jennings, "Chuck" Thornton and Walt Workman, engineers, are there now and will be joined later by Leo Fitzpatrick, general manager; P. M. Thomas, secretary and treasurer, and Neal Tomy, publicity director. Duncan Moore, special events man, and Colin MacClellan, engineer, are at Mac's camp in the Upper Peninsula.

ONE MINUTE INTERVIEW

H. K. CARPENTER

"The man who wants to progress must study. There is no room at the top for the fellow who rests on past achievement. Constant application to the task of keeping up with the times makes men eligible for the high ranks in radio or any other profession."

★ Coast-to-Coast ★

BILL SUTHERLAND, announcer at KDKA, Pittsburgh, has been elected director of the Kiwanis Club of Pittsburgh for a three-year term. He has been program chairman for the past year.

The "Quizzer Court" on KCKN, Kansas City, Kan., brought in 255 questions in the past week, which Ellis Atteberry, g.m., considers a definite indication of the increasing popularity of the broadcast.

Herb Hyman, motion picture promotion man, recently associated with Columbia Pictures on the coast, has joined Radio Events Inc. as account executive. He will also work with Gladys Miller and Service Programs Inc. on her "Movie Room Cues."

Joseph Boley of the WOV-WBIL announcing staff does a little side work as commentator in Paramount Newsreels.

A dramatic reconstruction of the Universities of Florida and Georgia freshman football game was aired over WRUF, Gainesville, Fla., on Friday at 1-1:30 p.m. The contest was played Thursday night in Savannah. George Walsh and Dan Daniels, ace sports announcers of the station, viewed the game, took notes and returned to Gainesville to prepare the broadcast for Friday. Maj. Garland Powell, director of WRUF, said the broadcast was prepared for the benefit of the football fans who would like to hear a recounting of the highlights of the game. Restriction of broadcast of the night game is due to the station sign-off period at 6:45 p.m.

Dr. George Khieralla, head of the Moslem Brotherhood of the United States, will be interviewed over WNYC by the Observer of Good Will next Sunday at 2:45 p.m.

Ruby Rolland, KFOX actress, was honored by being selected as a judge for the mammoth Fun and Dress Parade which was a highlight of the twenty-seventh annual Supreme Pyramid gathering of the Order of Scots in Long Beach, Cal.

In "The Jewish Hour," new program over WKAT, Miami Beach, Fla., all the Jewish congregations in the greater Miami area will participate in rotation. The aim is to show the place of Judaism in the life of today.

Merv Robertson of the commercial staff of WADC, Akron, recently became the father of a boy.

Charles Lake has joined the staff of WLW, Cincinnati. He formerly announced at WLW and also was with WBNS, Columbus.

Philip White, character actor, recently played a Syrian priest in "Tish" on CBS. Last Saturday he portrayed an Indian priest in the "Kit Carson" airing on WHN, while tomorrow he'll be heard on the same station as a Chinese adventurer in the Literary Forum's "Seven Who Fleed." All programs are put on by the WPA Federal Theater radio division.

The Rhythm Rogues are back on WELI, New Haven, with a Tuesday afternoon spot.

Herb Mann, Jr., member of the announcing staff at WRJN, Racine, Wis., is the daddy of a girl.

"Alley Rumbblings," is a new 15-minute broadcast being aired each Wednesday evening over WHBL, Sheboygan, Wis., with Wade Patterson as announcer. Bowling alley activities are discussed.

WINS "Voice of Mirror"

WINS today becomes the "Voice of the New York Mirror." Station, owned by Hearst, as is the Mirror, has successively been the voice of the New York American and the New York Journal.

Cleveland Stations Start Unique Promotion Contest

(Continued from Page 1)

to WHK and WCLE listeners who succeed in correctly identifying the 61 prominent Clevelanders who broadcast anonymously on the two stations. Two broadcasts will be heard daily on each outlet for 31 days.

Daily newspaper ads listing the names of 12 Secret Celebrities will be used in conjunction with the broadcasts to help contestants ferret out identities of the four celebrities heard each day.

Secret Celebrity programs will be five minutes in length and will feature public officials, judges, civic leaders, musicians, educators, clergymen, financiers, sportsmen, and WHK-WCLE artists.

Judges of the contest will be Robert Stephan, Cleveland Plain Dealer Radio Editor; Norman Siegel, Cleveland Press Radio Editor; and Elmore Bacon, Cleveland News Radio Editor. They will choose the celebrities to broadcast as well as judge letters which must be submitted with entries. Objectives are listener interest and dialing habit promotion.

LaTorre for New Play

Charles LaTorre, producer of the "Ave Maria Hour" over WMCA for the past few months, left the program yesterday and is joining "Between the Devil," forthcoming Broadway play.

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"Via Commercial" to Europe and the Orient. "Via All America" to Central and South America and the West Indies.

RADIOGRAMS

"Via Mackay Radio" to Europe, South America and the Orient, principal cities in the United States and to ships at sea.

*In Canada by the Canadian Pacific Telegraphs.

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