



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 97

NEW YORK, N. Y., TUESDAY, NOVEMBER 16, 1937

FIVE CENTS

Neb. Ascap Law Enjoined

Looking On ... AND LISTENING IN

WHITHER RADIO? That once familiar and eventually tiresome credit line, "By permission of the copyright owners," may soon have a successor known as "By permission of Hollywood."

For the film industry is by way of gobbling up the radio.

Besides the increasing number of shows being produced in the film capital and by movie studios, plus the growing quota of talent that is on the air "by courtesy of" one film company or another, here are just a few of the current radio programs whose titles plug and glorify and give importance to the movie city:

"Hollywood Hotel," "Hollywood Playhouse," "Hollywood Mardi Gras," "Hollywood Showcase," "Hollywood News-ree!" and "Hollywood News."

Another, "Hollywood Screenscoops," is just bowing in, while "Hollywood Parade" debuts Dec. 1, and "Hollywood Whispers" is still around somewhere.

All of the foregoing are network shows, blanketing the country several times over, and are in addition to the maze of local shows using "Hollywood" in their titles.

For years the movies have looked upon radio with fear.

That's because film folks are easily scared—not knowing their own strength. Actually, the movies have radio in the palms of their hands.

The talent situation is the main reason. Hollywood has become a magnet for artists with any talent at all that can be utilized in screen entertainment.

Radio makes 'em, and Hollywood takes 'em.

Then radio, which didn't have enough sense to tie up its discoveries by putting them under contract, has to go begging to Hollywood for the talent that it allowed to get away.

—D. C. G.

15-Yr.-Old Scripter

Baltimore—WBAL has a 15-year-old continuity writer, Warren Baker, who turns out the "A Little Helps" series heard over this station on Thursdays. Warren is declared to be the youngest radio scripter in the country. Another of his series is up for consideration by a commercial sponsor.

H. J. HEINZ COMPRESSING INTO HALF-HOUR WEEKLY

H. J. Heinz Co., sponsor of Heinz Magazine of the Air, currently heard five times weekly over CBS, on Dec. 2 will switch to one half-hour spot Thursdays, it has been learned. Program makeup is also expected to change, with new set-up composed of Channing Pollock, playwright, and Mark Warnow and his orchestra. Same network will be used. Maxon is the agency.

KCKN Sales Increase For 13 Months in Row

Kansas City, Kan.—KCKN, Capper Publications station, reports commercial sales for October were 19 per cent over same month last year. Deducing the 1936 political sales, increase this year was 55 per cent. This is the 13th consecutive month that KCKN has topped corresponding month a year ago.

NBC's 'Frisco Center Is Still Plenty Active

San Francisco—Despite impressions that NBC is curtailing activities here, Lloyd Yoder, local chief, has compiled records showing that each week 144 live shows are released over KPO and the Red network and 89 over KGO and the Blue web, making a total of 233 programs and 107½ hours weekly, compared to 104 shows and 42¾ hours for KSFO, the CBS link.

Quaker Oats Co. Places Campaign on NBC in East

James F. Fay Appointed Hearst New England Rep.

Hearst Radio has appointed James F. Fay as New England representative for all Hearst stations. Fay, who operates as an independent station representative, with offices in Statler Building, Boston, had been associated with Hearst newspapers

(Continued on Page 3)

Federal Court at Lincoln, in Issuing Order, Doubts Constitutionality of Recent State Legislation

Beat Him to It

Edwin C. Hill, on his Lucky Strike period over CBS yesterday at 12:15 p.m., gave a digest of President Roosevelt's message to Congress. The President's message wasn't delivered until 20 minutes later.

GERALD SMITH PROGRAM DEBUTS IN DIFFICULTIES

The much publicized Gerald L. K. Smith program under the auspices of the "Committee of One Million" had the radio boys on the run last week.

Program made its debut last Sunday, 4-4:30 p.m., over a special network of 35 stations with three airing disks at a later period. But, the originally announced network of 75

(Continued on Page 2)

Southern AFM Unions Take No Radio Action

New Orleans—No definitive action on any radio matters was taken by the 13 AFM unions comprising the Southern Conference which held bi-annual meetings at the Hotel Roosevelt. Observers believed that the

(Continued on Page 3)

Lincoln, Neb.—Federal Court, with three judges sitting, granted a temporary order enjoining state officers and county attorneys from enforcing the State law which would outlaw such organizations as Ascap. The order was sought by Ascap, more or less as a step toward attacking the constitutionality of the law.

Circuit Court judges, in a memorandum, said in part: "It appears that there is grave doubt of constitutionality of the act and plaintiffs have shown that it would inflict serious injury." Circuit Judge Gardner and District Judges Munger and Donohue, signed the order.

Injunction order is granted pending further decision and it is made conditional upon filing by Ascap of \$5,000 bond for payments to defendants of costs and damages incurred by any persons who may be found to have been wrongfully enjoined by the order. Under the decision, defendants are also enjoined until further order of the court, from bringing

(Continued on Page 3)

BOAKE CARTER REPORTED SIGNED BY GEN'L FOODS

Philadelphia—Boake Carter is understood to have been signed by General Foods for a series to begin in 1938. Carter is currently on CBS for Philco, and it is possible that he may remain on Columbia. Sayre M. Ramsdell of Philco was not in town yesterday, so could not be reached for a confirmation of the report.

Timely Tutors

Detroit—So his announcers would know how to pronounce the Chinese names appearing in news from the Far East front, Manager James F. Hopkins of WJBK sent to a local university for three Chinese students, all natives of Canton, China, and they are giving the WJBK mikers thrice-weekly instruction.

Quaker Oats Co., Chicago, (puffed wheat and puffed rice) through Fletcher & Ellis, has signed for an eastern portion of the NBC-Red network, 5-5:15 p.m., for a "Dick Tracy" series to begin Jan. 3. Program will be heard Mondays through Fridays over 12 stations.

Transcriptions will also be used on the same schedule on about 18

(Continued on Page 3)



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DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Monday, Nov. 15)

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

Table with columns: Majestic. Columns include Bid and Asked prices.

Table with columns: Stromberg, Carlson. Columns include Bid and Asked prices.

Standards of Practice

Milwaukee — A 30-page booklet titled "Standards of Practice," containing guidance for both new and old employees and covering all departments of station procedure, has been issued by WTMJ.

Waxing "Candle Light"

West Coast Bureau, RADIO DAILY

Los Angeles—"By Candle Light", currently on KEHE thrice-weekly, is being waxed by Irving Fogel Productions, with Sylvia Jones, Lewis TeeGarden and Ruby Floyd.

Gerald Smith Program Debuts in Difficulties

(Continued from Page 1)

stations was not used nor was the program handled by the Albert M. Ross agency which announced the series on Oct. 29.

Transamerican is placing the business with Virgil Reiter handling the deal, set for 26 weeks. Initial program was keyed from Washington and in the absence of a local outlet Smith spoke from a hotel room.

Albert M. Ross, head of the agency which was in on the program at the start told RADIO DAILY that he has a contract with Smith for the use of "certain stations." When asked if the report was true that he intended to sue Smith, Ross said, "I have no comment to make at present."

Network used included WHN, WFIL, WBAL, WCAE, WCKY, KWK, KMA, WCFL Michigan network, Iowa network, Mohawk Valley web and Colonial network. First three stations took Presto recordings off the line and aired the disks later in the evening.

WFIL Chi. Office Sales

Philadelphia—WFIL's newly opened Chicago office, which includes Detroit area, made gross sales of \$30,000 in the first two weeks of operation according to Donald Withycomb, g.m. of the station. Stuart Eggleston is Chi. manager. Sales Manager Jack Stewart now plans a coast office.

Queries McNinch on Payne

Washington Bureau, RADIO DAILY

Washington—First Special Session moves to investigate FCC came yesterday when Congressman W. S. McFarlane, sponsor of a pending resolution to investigate the Commission, wrote to Chairman McNinch and FCC as a group demanding its authority for barring Commissioner George Henry Payne from sitting in at the Segal-Smith hearing. MacFarlane also will press for insistence that Commissioner Payne be allowed to take his place with his fellow Commissioners in the final Segal-Smith decision.

WCNW Band Booked

Tex Baker and His Texas Ramblers, heard over WCNW, Brooklyn, for the past year, have been booked to appear at the Supreme Theater, Nov. 24, and the Rogers Theater, Dec. 1.

Deals are under negotiation for sponsorship of weekly stage shows from several Brooklyn theaters.

Sleininger to Furgason

Chicago—Cliff Sleininger, formerly with local office of Transamerican, has joined the staff of Furgason and Co., station reps.

Advertisement for WQXR featuring the text 'MORE for your RADIO DOLLAR INTERSTATE BROADCASTING CO. 730 Fifth Ave., New York'

Two New Radio Stations Start Construction Soon

Portland, Me.—Portland Broadcasting Co. starts work this month on the erection of a new radio station here, having been granted FCC permission.

Greenfield, Mass.—John W. Haigis, granted an FCC permit for a new station, will start work on it within 90 days. Studios will be in the Mansion House.

WRNL Makes Debut

Richmond, Va.—WRNL, newest local station, went on the air for the first time Sunday at 3 p.m. as successor to WPHR, Petersburg. Prominent state and city officials joined in a dedicatory program. John Stewart Bryan, publisher of the News Leader and principal owner of the new station, presided.

Operating staff includes Earl Sowers, managing director; Walter Selden, chief engineer; C. Alden Baker, sales manager; Miss Mary-nelle Gutridge, music director and staff accompanist; Blanche Moody, Wallace Stell, Edward Burch and Ned Williams.

Ohio Bar Ass'n on WHK

Cleveland — Sponsored by Ohio State Bar Ass'n, WHK has scheduled a weekly series of popular interest discussions, with a "blue book" list of speakers. Series leads off Saturday with Hon. Carl V. Weygandt, chief justice of Ohio Supreme Court.

WCOA Auto Show Goes Over

Pensacola, Fla. — The recently staged annual Pensacola Automobile Show, put on by WCOA in the San Carlos Hotel, was a big success, with more than 8,000 persons attending, according to Henry G. Wells, manager of WCOA. This is believed to be the first auto show sponsored by a radio station.

Roger Pryor on Dixie Net

Dallas — Roger Pryor, whose orchestra is playing at the Baker Hotel, will be guest on the Pepper-Upper program over the Dr. Pepper Dixie network next Sunday at 5:30-6:30 CST. Ann Sothern (Mrs. Pryor), who is vacationing from Hollywood, also may be on hand for a bow.

Douglas Kamp Joins WTMJ

Milwaukee—Douglas Kamp, late of the Catholic Herald-Citizen, has joined WTMJ continuity staff. Kamp was school classmate of "Betty" of "Betty and Bob" serial and golfing companion of "Singin' Sam." All three hail from Richmond, Ind.

Advertisement for School of RADIO TECHNIQUE featuring the text 'America's distinguished school of broadcasting for singers, actors, writers, speakers, announcers. Western Electric Recordings in our studios... programs taken off the air George Marshall Durante. Dir. R.K.O. Bldg., Radio City, New York'

COMING and GOING

HOWARD MEIGHAN of Radio Sales Inc. is in Chicago visiting WBBM.

HELEN OAKLEY, manager of Chick Webb, is in Chicago publicizing Webb, who is at the Palace Theater.

J. L. RAWLINSON, handling the Vick's account for Morse International, is in Hollywood arranging substitutes for Jeanette MacDonald on her Sunday nite series via CBS.

KATHRYN CRAVENS, Pontiac news reporter, is in Chicago for the auto show.

CLARENCE ELDRIDGE, vice-president of Young & Rubicam, arrived in Hollywood yesterday to sit in with Tom Harrington on launching the new Fred Allen series, which begins tomorrow.

RUDY VALLEE, after two more shows from the Coast, returns to New York for six weeks. He returns to Hollywood on Jan. 13 to begin work on a picture for Warners.

DOUGLAS COULTER, CBS assistant program director on the staff of Bill Lewis, planned back to New York from the Coast after a two-week stay there.

C. H. ABBE of the CBS architectural staff, is in Hollywood regarding the new building.

ERIC J. T. INGRAM-MOORE and MRS. MARTIN JOHNSON arrived in New York yesterday aboard the Queen Mary. Mrs. Johnson is back from her latest African movie-making exploration trip.

C. A. RICHARDS, head of WJR, Detroit, is in New York.

RALPH WEIL, WISN sales manager, and EDWIN SPENCE, general manager of WBA, are in town.

St. Louisians Must Tune WCKY for "Town Meeting"

Cincinnati—Because other commitments prevent the NBC stations in St. Louis from carrying "America's Town Meeting of the Air", classes at the Y.M.C.A. in that city listen to the program from WCKY here. L. B. Wilson, chief of WCKY, considers the program so important that he refuses to sell the time commercially.

Homer Griffiths to KFJB

Chicago—Homer Griffiths, writer-producer, known on air as "Friendly Philosopher", and his wife, Irene W. Griffiths, have left for Marshalltown, Ia., where they become station manager and program director, respectively, at KFJB. Griffiths will commute to Chicago on Fridays for his Mantle Lamp program and for confabs with Howard H. Wilson Co., station rep.

Advertisement for KVOO featuring the text 'Another Way to Tell the KVOO Story! KVOO, Tulsa, is the most powerful station between St. Louis, Dallas and Denver. covering the heart of the Triangle. More pop. and more spendable in- ulition. more radio sets come than any other Okla. home station! 25,000 wds. N. B. C. Edward Perry and Co., Rep.'

Advertisement for NFA Radio Newsfeatures featuring the text 'Available to only one radio station in each city Details on Request Represented exclusively by Stephen Slesinger, Inc. 250 Park Avenue New York'

NEBRASKA ASCAP LAW IS ENJOINED BY COURT

(Continued from Page 1)

ing directly or indirectly, or permitting to be brought, proceedings for the purpose of enforcing the act in question. Defendants are also enjoined temporarily from requiring, as the law states, that copies of copyrighted compositions of complainants and others similarly situated be filed with the Secretary of State. Order also bars actions to adjudicate ownership of copyright, or take steps to appoint a receiver, or from interfering with any and all existing contracts heretofore entered into between complainants (Ascap, et al) and residents, and from threatening to enforce the penalties contained in the statute, etc.

Ascap officials stated that the temporary injunction fulfilled its attempt to have the law found unconstitutional, and that whether the Nebraska statute is or is not constitutional will have to be shown by the state officials who may now have to prove that the law is constitutional, rather than Ascap proving that it isn't.

KSO-WMT Air Johnson Talk

Des Moines—Gen. Hugh Johnson's social diseases talk, barred by NBC last week, was aired over KSO-WMT of the Iowa Network by Benedict Hardman, KSO-KRNT news editor. Script was obtained from Johnson by Bill Quarton, WMT commercial manager.

On invitation of Major Lenox R. Lohr, Dr. Morris Fishbein of Chicago, editor of the Journal of American Medical Ass'n, will talk over NBC-Blue at 10:30 tonight on social diseases.

WBAL Airing Clippers' Debut

Baltimore—WBAL will air the official departure of the Bermuda Clipper, Pan-American Airways, and the Cavalier, Imperial Airways of Great Britain, when they open their regular passenger and mail service between Baltimore and Bermuda tomorrow.

New WOL Drama Series

"The Yarnspinner", new series of dramatizations created by Ronald Dawson, who also will produce and direct, takes the air Nov. 23 at 9-9:30 p.m. Already set for the series are Arthur Westover, Norman Rose, Dorothy O'Donnell, Arthur Isler and Gene Prince.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Nov. 13, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
I Still Love to Kiss You Goodnight (Leo Feist Inc.)		29
You Can't Stop Me From Dreaming (Remick Music Corp.)		28
If It's the Last Thing I Do (Crawford Music Corp.)		27
Farewell My Love (Harms Inc.)		26
Getting Some Fun Out of Life (Donaldson Douglas and Gumble)		25
Remember Me (Witmark and Son)		25
Blossoms on Broadway (Famous Music Corp.)		24
Once in a While (Miller Music Inc.)		24
Nice Work If You Can Get It (Chappell & Co.)		23
Vieni Vieni (Witmark and Son)		23
You and I know (Robbins Music Corp.)		22
That Old Feeling (Leo Feist Inc.)		21
When the Organ Played Oh Promise Me (Joe Morris Music Co.)		20
Moon Got in My Eyes (Select Music Co.)		19
Ebb Tide (Paramount Music Corp.)		17
Roses in December (Irving Berlin Inc.)		17
So Many Memories (Shapiro-Bernstein Inc.)		17
Harbor Lights (Marlo Music Co.)		15
Have You Got Any Castles Baby (Harms Inc.)		15
She's Tall, She's Tan, She's Terrific (Mills Music Inc.)		15

Southern AFM Unions Take No Radio Action

(Continued from Page 1)

conference was more or less satisfied with the progress AFM is making in radio, transcription and phonograph fields and that future action concerning radio would be largely confined to standardizing wage scales and working conditions.

Fashion Tele Broadcast

A demonstration of RCA television featuring apparel, accessories, coiffure and makeup will be presented by NBC on Thursday for a group of fashion experts.

NBC Woman's Program

"The Woman of Tomorrow", new cooperative service program for women, conducted by Alice Maslin, debuts Nov. 18 over WJZ-NBC-Blue, 11-11:30 a.m. Civic problems, buying, careers, etc., will be discussed.

Start Television Tests

Kansas City—W9XAL, television station of the First National Television School, went into operation yesterday for daily equipment tests authorized by the FCC.

Tacoma Firm Chartered

Tacoma—Charter has been granted to Tacoma Broadcasters, formed to engage in commercial broadcasting, with C. C. Cavanaugh, E. M. Hayden and Harold A. Allen as incorporators.

James F. Fay Appointed Hearst New England Rep.

(Continued from Page 1)

prior to entering radio field. Stations to be handled by Fay include: WINS, WBAL, WCAE, WISN, KOMA, WACO, KNOW, KTSA, KYA and KEHE.

QUAKER OATS CO. PLACES CAMPAIGN IN THE EAST

(Continued from Page 1)

stations located in the south, mid-west and on the Pacific coast. Ogden Kniffin is the account executive, with Lawrence Holcomb supervising production.

George Besse Seriously Ill

Chicago — George Besse, head of the Joseph Hershey McGillivra office, seriously ill as the result of a motor accident months ago, has been moved to Ravenswood Hospital for further X-ray treatment. George Roessler, who formerly had his own rep firm and foreign language service which he sold to Van Cronkhite Associates, recently joined the McGillivra firm and is temporarily in charge of the office.

Floyd O. Spicer Buried

Newark, N. J.—Funeral services were held yesterday for Floyd O. Spicer, WNEW night manager, who died Friday. He was 38 and had been connected with radio for 15 years. His widow and daughter survive.

Carol Bruce Held Over

Boston — Carol Bruce, vocalist, is being held over for an additional two weeks at the Normandie here.

A few of the lasting stars who were coached, directed and helped up the "ladder of fame" by Ned Wayburn

- Evelyn Law
- Al Jolson
- Marilyn Miller
- Fred and Adele Astaire
- Eddie Cantor
- Mae West
- Will Rogers
- Grace Moore
- Ed Wynn
- Fannie Brice
- Jeanette MacDonald
- W. C. Fields
- Charles Butterworth
- Charlotte Greenwood
- Clifford Webb
- Marion Davies
- Oscar Shaw
- Ann Pennington
- Harry Richman
- Ina Claire
- Willie and Eugene Howard
- Norma Terris
- Hal LeRoy
- Gilda Gray
- Jack Whiting
- Gertrude Niessen
- Nick Long, Jr.
- Lina Basquette
- George Murphy
- June O'Dea
- Carl Randall
- Patricia Ellis
- Georgie Tapps
- Grace Bradley
- Medrano and Donna
- Melissa Mason
- Pierce and Roland
- Virginia Bacon
- Walter Tetley
- Virginia MacNaughton
- Buddy Raymond
- Florence Rice
- Don Costello
- Gloria Young
- The Five Relllys
- Paulette Goddard

and
Hundreds of Others

NED WAYBURN'S DANCING, SINGING and DRAMATIC SCHOOL

Class or Private Instruction For Preparing Adults and Children For RADIO CAREERS

ADULTS (Men and women over 16): Every type of Stage and Ballroom Dancing—Acting—Singing . . . Opportunities to appear in public performances. Morning, afternoon and evening courses—Mondays to Fridays.

CHILDREN (Boys and girls ages 3 to 16). Develop grace, poise, charm and good health. Classes meet Saturdays and after-school week days.

Instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who In the Theatre" for part of his brilliant record.

Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio Broadcasting studio.

FREE AUDITIONS and TRYOUTS will gladly be arranged. Free consultation and courses individually planned without obligation.
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Except Sundays. Close Saturdays
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In Atlanta
THEY LISTEN TO
WATL





108 NORTH STARS



Each is a guide for those who listen—each is a guide *to* those who listen. They are the pole-stars of their communities—magnetic with the world's voice, its drama, music, and wit. Together, they pull irresistibly on the lives within their reach. They are the 108 stations of the Columbia Broadcasting System, the world's largest radio network.

AGENCIES

BRACE BEEMER INC., Detroit, has been appointed advertising counsel for the Overhaul Sales Co. of Michigan. R. H. Edsall is account executive. Plans for radio include spot announcements, some of which have already been placed on the air.

ROWLAND BROILES Advertising Agency, Fort Worth, is now handling the radio advertising of the Burrus Mill & Elevator Co. of that city. Company has the Light Crust Doughboys daily on the Texas Quality Network, and ET's of the Doughboys on three Arkansas stations—KARK, Little Rock; KFPW, Fort Smith; and KBTM, Jonesboro.

MARK TUTELMAN, formerly of Philip Klein Advertising Agency, Philadelphia, has become associated with Barnes & Aaron Advertising Agency as an account executive.

EDWIN M. PHILLIPS & CO. is handling the account of Northwestern Turkey Growers Ass'n, Salt Lake City, representing 12,500 growers, who have started to use radio in a small way.

H. W. KASTOR & SONS, Chicago, is placing spots for Booth Fisheries.

A. D. LASKER, president of Lord & Thomas, has reached Tokio in his round the world excursion.

NATE TUFTS, producer of the Joe Penner show for Ruthrauff & Ryan, is crowing over the 7½-pound boy presented to him by Mrs. Tufts.

DANNY DANKER, vice-president of J. Walter Thompson, is another new Hollywood papa.

G. B. McDERMOTT, who left NBC sales force in Chicago a month ago, has joined Kirtland-Engel agency, that city, as radio director.

KVOD, Denver

Vincent Corbett returns after an absence of five years, taking over the sound effects department and a control room shift.

Ben Stanton has been making transcriptions.

Freddie and Freida are being groomed for a commercial.

"Famous Fires of History," which has been building quite an audience, dramatized the New London, Tex., school disaster as its latest presentation.

Deems Taylor With Whiteman

When the Paul Whiteman-Chesterfield show on CBS moves east the first week in February, Deems Taylor will be added to the program as commentator.



● ● ● Shell Oil which bowed off last spring with the Joe Cook show will return to the air. (Is that the "oil" show Ben Bernie is said to have signed for over the week-end?)... Frances Langford will not broadcast on "Hollywood Hotel" while east but will be replaced by Loretta Lee, who is signed for three shots—with options... Ronald Drake will be the word-slinger on Old Golds gossip show starting tonite from the coast called "Hollywood Screenscoops"... Ruby Mercer continues in the femme vocal spot on Packard's "Hollywood Mardi Gras" for an indefinite period... Lum and Abner will finally do their guesster for Al Jolson Nov. 23... Columbia Pictures bought Phil Baker's song, "My Heaven on Earth," so he introduces a new one this week, "You're Twice as Nice"... Charlie Cantor will continue to stooge for Henny Youngman on the Kate Smith series... "Fifi," the French girl on the Eddie Cantor show, is Viola Vonn, former kid star in "Our Gang"... Eddie Davis is now scripting the Jack Haley show for Log Cabin... Hannah Williams is working "on her notice" in the Ed Wynn show, as is Kay Thompson. Yesterday Rochelle Hudson, flicker star, auditioned for the Williams role—and got it. Jack Whiting will play opposite... Fred Allen says General Grant's heirs are going to sue the Marx Bros. for wearing whiskers!

● ● ● At the Harry Salter party Sunday in Leon & Eddie's, Jack Robbins entertained Herbie Kay while Henry Spitzer had to listen to Buddy Clark. Henny Youngman was never funnier in his life... From Lord & Thomas came Monie Hellinger with James Saphier. Maxie Rosenbloom couldn't be persuaded to do his "Harry Richman." Liebert Lombardo bowed in late with the frau, while Rochelle Hudson seemed to be amused by Edward Dowling and applauded for Margot Grahame. Billy K. Wells took a bow for his "Rain" satire—a gem. J. C. Flippen coughed—but didn't say a word. The Rooneys, papa and son, were there, while announcer Don Kerr walked about hunting for someone. Shaw Newton of Morse agency was amused by the "waist-bows" of celebrities. It was all a very merry shindig, especially when Salter introduced George Stone, dialectician, who stole the show.

● ● ● Lucille Ball has been signed to continue on the Gulf Oil show... Union trouble may deprive Herbie Kay from a network wire from the Arcadia in Philly... Abe Lyman follows Joe Rines into the French Casino in December... Irving "Lazy Dan" Kaufman is contemplating going on the network plugging a drug product of which he is part-owner... Lynn Martin is the secret bride of the sax-player in Woody Herman's crew for the past two months. Bridegroom will quit tooting to manager his wife... Phil Rapp is now writing "Betty Lou" for the Vallee show which comes east Dec. 2... Eddie Cantor has abandoned plans for his eastward trek... Eddie Quillan's brother, Joe, and Izzy Ellinson left for the coast after finishing their writing chores for Walter O'Keefe to scribble for Cantor with Bob Ross, who has had his option lifted after four weeks... Johnny Hyman, Ken Murray's gag-man, had all his molars yanked last week... Why is Bob Hope frantically phoning east from the coast for writers?... Al Donahue is dinking a half-hour show featuring Durelle Alexander, String Choir, Glee Club and Jack Kelly's piano-pounding... Alois Havrilla will be the "voice" behind the Bethlehem Steel's flicker, "Building the Golden Gate Bridge"... Jimmie Davis says one of the comics slipped so fast in the surveys lately—that he pulled the whole system out of line!

● ● ● Kenneth H. Berkeley, general manager of WRC and WMAL, Washington, will install ping-pong tables for the staff's diversion this week—because a steno said that appeared to be the only thing lacking in the new offices.

GUEST-ING

JACK PEARL and SHEILA BARRETT, on Major Bowes Capitol Family program, Nov. 21 (CBS, 11:30 a.m.).

STOOPNAGLE and BUDD, on "Hollywood Mardi Gras," Nov. 23 (NBC-Red, 9:30 p.m.).

MISCHA VIOLIN, interviewed by Clifford Adams on "Theater Guide," today (WINS, 11:30 a.m.).

NICHOLAS MASSUE, tenor, JOY HODGES and TINY WOLF on Hammerstein Music Hall, Nov. 19 (CBS, 8 p.m.).

BOBBY BREEN, on "Hollywood Showcase," Nov. 21 (CBS, 10 p.m.).

CAROLE LOMBARD and FRED MacMURRAY in "True Confession," Nov. 26 on Hollywood Hotel (CBS, 9 p.m.).

WCPO's "Hahn Reporter"

WCPO, Cincinnati, did a bang-up job of broadcasting the Hahn trial. During the entire trial Bill Gold, head of WCPO's News Bureau, practically lived at the court house, leaving it only when the jury had a recess. Every hour Bill telephoned the latest news, which WCPO put on as a news flash. In addition, Gold wrote a 15-minute program giving the highlights of the trial for the day, which Bob Bentley, as the "Hahn Reporter" put on in a dramatic way. Climax came when the jury retired to reach a verdict. Then WCPO slipped a mike into the court house, and with Ken Wright, news-writer, and technicians Glenn Davis and Ralph Jordan, with Bob Bentley waiting at the mike, the stage was set. Gold arranged for a system of signals with flashlights, from the corridor outside the court room to Bentley, stationed at the mike on the floor above, across a wide area-way. But the verdict was not reached that night. Instead, it came the next noon, when the WCPO live wires used arm signals instead of flashlights, and the verdict was on the air over WCPO 15 seconds after the jury turned it in.

WDAS-Ledger Swap Deal

Philadelphia—WDAS and the Evening Public Ledger have made a deal involving swap of time for space.

Brenner on Street

Paul Brenner, who recently joined WNEW, is now handling the "Man in the Street" broadcast at 1:15 in the afternoons.

Colonel Jack Major

Tuesdays 3-3:30 P.M. E.S.T.

WABC-COLUMBIA NETWORK

Plan Your Life Insurance as
You Would Plan Your Home

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—INSURANCE—

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Program ☆
Reviews

NBC Symphony Orchestra

Inaugural program of the first full-sized, full-time symphony orchestra to be established by and for radio in this country was heard Saturday, 10-11:30 p.m., over the combined NBC Red and Blue networks. Pierre Monteux, distinguished French conductor, wielded the baton.

Selections by the orchestra were Mozart's "Haffner" symphony, Cesar Franck's "Psyche", Richard Strauss's "Till Eulenspiegel", three movements of Debussy's "Iberia", and the Bach-Respighi transcription of the C minor organ passacaglia. Taking all things into consideration, NBC has assembled a remarkably fine organization individually and collectively, with a very evident effort on the part of the orchestra to contribute its utmost musically.

Monteux revealed himself both as a fine technical conductor who lacked nothing in brilliance when the occasion demanded and a leader who always had control without room for doubt. As the orchestra warmed up, it was apparent that it was out to play second fiddle to no other organization if it could help it, and Monteux virtually outdid himself on at least two occasions. The concluding selection, "Iberia," may easily be conceded as a reading on the part of Monteux that leaves no question as to his ability.

NBC has well earned a bow in putting over its own symphony orchestra.

Harry Salter

Returning to Lucky Strike's "Hit Parade" on CBS last Saturday at 10-10:45 p.m., Harry Salter again reveals rich interpretations of the popular tunes of the day, plus the usual old favorite here and there. Despite the sponsor's restrictions on so-called fancy arrangements, Salter manages to inject enough of his own particular brand of dance rhythm to make his renditions stand out head and shoulders on an evening when any number of other bands on the ether are also playing pop dance tunes, from various nighteries, etc.

Usual formula was followed as to the rest of the show, with Billy Gaxton, the guest, talking, doing a song and offering a personal testimonial. Fact that Gaxton did not happen to sing any too well on this particular occasion probably did not detract from the "name" angle and theatrical tieup. Vocalists on the program otherwise were okay. Formerly a distinct novelty, the chant of the tobacco auctioneer now seems to be overdone by Luckies and putting him on less often will no doubt make him more valuable when he is heard.

Walter Winchell

The slow-moving Sunday night stanzas that flow in after the evening run of comedians have had their fling again get a snappy interlude

RADIO PERSONALITIES

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

FRANK J. MILLER SR.

FRANK J. MILLER, SR., secretary-treasurer of Augusta Broadcasting Co., operators of WRDW, Augusta, Ga., is a veteran showman whose thorough experience in the theater field has been one of his assets in forging out the progress that WRDW has made under his dynamic leadership.



Theater-radio showman, strong for civic service

Among Miller's other assets, aside from innate business ability, is a keen interest in civic affairs, which is one reason why WRDW has become an important factor in community service. Rotary, of which he is a past president, and Boy Scout activities also have received much of his attention, while the churches of his city likewise have derived much benefit from his policy of being a useful citizen.

In addition, Miller was once drafted as a public official, serving for a term on the civil service commission, and he is given credit for placing the morale of the police and fire departments on a high plane.

When WRDW joined CBS a fortnight ago, the Augusta newspapers ran big special inserts on the station, its big advancement under Miller's guidance, the excellent facilities now in use, able personnel, etc.

And just before Miller left for New York late last week on a business trip, the Augusta Amusements Inc., theater firm of which he is president, announced plans for a new \$250,000 theater

with the return of this inimitable columnist and his fast method of selling his wares. After a lapse of many weeks, Jergens hand lotion steps up its NBC-Blue network quarter-hour period, 9:30-9:45 p.m., with Winchell's columns in the N. Y. Daily Mirror and other papers resuming at the same time. Columnist was rarin' to go, clipping his words and sentences at the fastest pace yet, but managing to avoid any slips nevertheless. George Fischer, who had batted for Winchell from Hollywood, naturally did not attempt to compete or ape the boss, and received a tribute at the close of Winchell's broadcast. Wide variety of newsy items filled the period, the broadcast originating in New York studios. Hand lotion credits ran mainly to dramatized bits.

Briefly

Those Stroud Twins on the Chase & Sanborn Hour, Sundays at 8 over NBC-Red, are beginning to give Ed-

gar Bergen and Charles McCarthy quite a run for comedy honors. And the dramatic interludes on this program are still its one letdown.

The "Ave Maria Hour" over WMCA concluded its series produced by Charles LaTorre last Sunday evening with a high standard dramatization of "Florence Nightingale," as a Red Cross salute. Doris Batson played the title role beautifully, and there was a topnotch supporting cast including Leslie Barrie, Richard Temple, Louis Tanno, Jean Talcott and LaTorre.

Only trouble with those Woodbury dramatic offerings starring Tyrone Power on NBC-Blue, Sunday nights, is that the capable and likeable young Power sounds like he is being overworked, what with radio and films.

Nadine Conner did fine vocal work on Sunday night in the "Vick's Open House" CBS spot, pinch-hitting for Jeanette MacDonald.

FORT WORTH

Roy George, KTAT program director, has a new daughter, Ann.

Bill Potts is now handling Star-Telegram radio column formerly handled by John Lawson, who went to Hollywood.

Gene Baugh, WBAP music director, is back from a trip to Mexico.

Mrs. Della West Decker is writing a new juvenile series designed for pre-Christmas use in one of the local retail stores. Mrs. Decker's serial, "Helen's Home," is being used by Lehn & Fink, and she also has "Your Home Town" on the air, through J. Walter Thompson. "Helen's Home," aired over WBAP, draws about 500 fan letters weekly.

KANSAS CITY

Lester E. Cox, KCMO vice-president, was here late last week for a brief visit.

Norm Souther, v.p. of Midland Television, was on the sick list for a couple of days; sinus trouble.

Bill Hazell has returned to the KCMO artists' staff.

Paul Terry, formerly at WSAI, has joined KXBY as special events man and news announcer.

J. R. Duncan, chief engineer for Midland Television, his assistant Karl Martin, and Bernard Brink of the lab staff, are back from the IRA convention in Rochester.

ORCHESTRAS MUSIC

SHEP FIELDS and his crew will follow Wayne King at the Empire Room of the Palmer House, Chicago.

From Philly: Jan Savitt and his Top Hatters, heard daily over KYW, making a new series of Victor disks . . . Paul Specht, lately heard over WIP, has started a southern tour, after which he quits batoning to join CRA.

Recently arrived in this country to study American radio methods, also to fulfill conductorial guest engagements, is George Sebastian, General Musical Director of all radio in Soviet Russia, and famous symphonic and operatic conductor. Young Sebastian, Hungarian born, is responsible for the great advance of radio in Russia during the past seven years of his position as Musical Director. He has conducted symphony and opera in very nearly every civilized center on four continents, has organized choral societies, founded a school for directors. He appeared first in America at the age of 19 when he was assistant conductor with the Metropolitan Opera Company under Artur Bodansky.

Harry Owens and his orchestra go into the Paramount picture, "Night Spot."

KMTR remotes Louis Armstrong and his crew from Los Angeles' Vogue Cafe nightly on a variable schedule. Featured vocalists are: Luis Russell, Henry Allen, Bobbie Caston and Sonny Woods.

Jimmy Livingston and his orchestra, now in Charlotte for an indefinite engagement at the Hotel Charlotte, will broadcast over WBT four times weekly by remote control from the dining room.

Benny Goodman and his orchestra will be presented at Krueger's Auditorium, Newark, N. J., Nov. 28 in the first of a series of Sunday night dances sponsored by the Dreamland Sporting Club.

WSPR, Springfield, Mass.

Lee Authier, leader of the station orch, is passing the cigars. It's a boy.

Ed Tacy, chief announcer, is now running the Double E Ranch, a western nite club in West Springfield.

Irma Serra has added another appearance to her weekly sked. She is heard four times a week now.

LUCILLE AND LANNY

LINWOOD GREY

"2 voices and a pianny"

Arrangements by Lanny Grey
6 times w'kly WJZ-NBC Blue 8:45 A.M. EST
Management NBC Artists Service



LOUELLA PARSONS compromised her demand for five grand weekly on "Hollywood Hotel" by agreeing to continue at the presently-operative scale of \$2,250 until expiration of the existing contract in October, 1938.

Kelly Anthony has been appointed program director and John Edwards has been made production manager of KFI-KECA by General Manager Harrison Holliday. Appointments fill the vacancies created by recent resignations of Don Clark and Glan Heisch. Clark joined H. N. Swanson agency, while Heisch went with C. C. Pyle's Radio Transcription Co. as writer-producer.

Dean Markham, ex-Angeleno who deserted scenario writing to go East and become an NBC producer, has returned to Los Angeles to take charge of continuity and production at KHJ.

Tiny Ruffner has been confined to his home by one of those innocuous California colds which slip up on "foreigners" until they become acclimated.

Arthur M. Sutton, former production manager at CKLW, has been appointed program director of KMPC.

Arthur Q. Bryan, who recently resigned his writing berth at KHJ, has returned to KFVB, where he was connected formerly, in a combination writing-producing capacity.

Benny Rubin, emceeing the KHJ-Mutual "Tune Twisters," jointly produced by KHJ and Music Corporation of America, has bowed off the show. Understood that minor production disagreements occasioned the move on the part of the comedian, Benny preferring to try for a seven in a spot where he can roll 'em himself. Cast otherwise remains intact, with new emcee not selected as yet.

John Carroll, RKO singer, auditioned for a vocal spot on Fred Allen program, despite one of those California colds.

Earl Carroll is readying an audition script aimed at a cosmetic account which incorporates a "Miss America of the Air" contest running through 39 weeks. Carroll himself goes with the script if the right bidder is found.

ONE MINUTE INTERVIEW

FRANK R. McNINCH

"I am glad to commend a great deal of the programs now on the air, but we lack the ability to make progress, whenever, in any situation, we find ourselves satisfied with that which is. Always, ahead of us, there should be some higher level toward which we aspire, and which we have the courage to hope to attain."

☆ Coast-to-Coast ☆

WCSG, Charleston, S. C., in airing the Armistice Day speech of General Charles P. Summerall, former chief of staff of the U. S. Army, and now president of The Citadel, also fed the talk to WIS, Columbia.

Ursula Hunt, soprano, and Helen Schafmeister, pianist, both well known in the concert and radio fields, will be heard in the opening of the eighth annual series of Candle-Light Musicales in the Le Perroquette Suite of the Waldorf-Astoria tomorrow evening at 9. Both are under management of Dorothy Worthington.

NBC's Washington stations, WMAL and WRC, were called upon the

WNBF, Binghamton, N. Y.

Local rate card has been upped 11 per cent.

Kenneth Eccleston and Charles Hall joined the announcing staff; Jack Hand of the Binghamton Sun is a new sports announcer, and Tom McMahon has been elevated to sports editor.

Raymond Kaplan is a new member of engineering staff.

Tom Pritchard, formerly of Syracuse U, is now handling promotion here, and plenty busy with Major Bowes to salute city Dec. 16.

Dick Willard, formerly of local staff, now handling Martha Deane show in New York, while Bob Stevenson, another ex-Binghamton miker, is at WHN.

Don Bennett and Dorothy Yeomans up to their ears in production, with station airing 62 local live talent commercials weekly.

WICC, Bridgeport

Joseph Lopez for the fourth year went 'up in the air' Armistice Day to cast flowers from a plane on the city's graves.

Frank Foti conducts the Bridgeport Symphony next Sunday night.

Robert Maguire had a birthday Sunday.

Bon Bons quartet off the schedules for a short vacation.

Chandler Cowles and Edward Lantz have been added to the dramatic staff.

W3XEY on Its Own

Baltimore—W3XEY, the ultra high frequency experimental station in the monumental city is being programmed independently in order to build its own listening audience on the seldom used band. Programs are under the supervision of Bert Hanauer with Henry Blanc handling the inaugural planned program.

New Queens Radio Firm

Queens Radio Laboratories Inc., Queens Borough, N. Y. C., has been chartered to engage in broadcasting. Incorporators are Lee Friedman, Isaac Clayman and Moe R. Feinsod.

other day to tell rural readers of the Washington Evening Star that they would get no copies of the Star that day because of a strike of rural carriers.

The featherweight championship bout between Henry Armstrong, new champ, and Billy Beauhuld will be reported blow-by-blow from Madison Square Garden on Friday at 10 p.m. over NBC-Blue network.

Norman Corwin, 20th Century-Fox radio man, will be interviewed by Doris Smith on the "Two Around Town" program over WNEW today at 2:30 p.m. Interview will plug "In Old Chicago," 20th-Fox's biggest production of the year.

WFAS, Montgomery, Ala.

A feature of the station's winter schedule is a half-hour broadcast every Friday night direct from the campus of Huntingdon College, in Montgomery. Student talent is featured on the programs.

Among the activities of the Montgomery Little Theater this year is a half-hour radio drama each week, heard on Friday nights over WSFA. Programs are produced under the direction of John R. Woodruff, formerly director of the Cleveland Playhouse, now directing the Montgomery Little Theater.

Station recently lost a veteran announcer when Louis Farrior, chief announcer for several years, left for New York to reside. Farrior was replaced by Earl Caton Jr., formerly with WAIM, Anderson, S. C.

Pep Up Sponsor's Employees

Sensing the necessity for store-wide interest and cooperation to make the daily quarter-hour "Women In Today's News" a pronounced success for its sponsor, Malcom Brock Co., leading Bakersfield, Cal., department store, KPMC's commercial manager, Ed McCaffrey, leaves no stone unturned in a program of merchandising.

Meetings are called for store buyers and department managers with McCaffrey giving talks on the pulling power of radio advertising, station's coverage and pointers on how department heads can get more out of the program. The program has been on the air continuously for over a year and has produced exceptional results for the sponsor. Material is taken from United Press leased wire with commercials cleverly woven into the script by Lois Burke, commentator, and headlines done by Ken Owens, announcer.

Philco Exports Rise

Philadelphia—Philco radio exports last week jumped 100 per cent, the company reports. More than half of all auto radios sold in Canada in the past year were Philcos, while sales to the British Isles were much higher, the report shows.



MMARTIN KRAUSS, former WIND announcer, has gone to WKY, Oklahoma City.

Columbia Artists service has taken options on Actresses Patricia Dunlap and Janet Logan with a view of getting picture work for them.

Ralph Atlans, president of WJJD and WIND, bought a fancy new Lincoln Zephyr at the auto show.

Gale Blocki, Jr., salesman for John Blair & Co., made a trip to Kansas City over the weekend.

Leo Edgely, author of NBC's "There Was a Woman," is father of a boy, Michael, born Armistice day at Swedish Covenant Hospital.

Paul Luther, WBBM Musical Clock announcer, is taking vocal lessons from tenor Wayne Van Dine.

Harry Kopf, NBC salesman, is in Cincinnati contacting several accounts.

Wendell Hall, back from New York, went to Cincinnati over weekend to look into a prospect.

Gale Page, Chicago songstress visiting New York, did a guest appearance with Norman Cloutier's NBC crew.

Tom Fizdale spending some time at Grand Rapids.

Cecil Underwood due in Sunday from the coast after a quick trip to inspect his new house there.

A lavish one-hour variety show, using 70 artists before a studio audience, started yesterday on WGN-MBS.

Lloyd G. (Bucky) Harris went to New York last Thursday to produce "Today's Children" there.

Fort Pearson to Birmingham to report the Alabama-Carnegie Tech football game.

Ralph G. Maddux, NBC production director, on temporary crippled list.

Niles Trammell, NBC v. p., to New York last week in connection with NBC's AFM problem.

John Harrington and Lee Hanley went to Minneapolis to handle the Northwestern - Minnesota game for WBBM.

Mercedes McCambridge of "Guiding Light" and "Lights Out" casts flew to New York Friday for the Army-Notre Dame game.

Harry Creighton, sports announcer, has taken over Wood Holden's duties at WAAF. Holden went to Hollywood.

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	28	29	30

Greetings from Radio Daily

Carol Bruce
Lawrence Tibbett
Ma Pickard

Jim Jordan
Al Grobe
Louise Starkey