



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 99

NEW YORK, N. Y., THURSDAY, NOVEMBER 18, 1937

FIVE CENTS

RKO Set for Radio Show

EDUCATION COMMITTEE SOON TO SEEK AIR TIME

The Federal Radio in Education Committee, considered one of the most important factors in the educational drive for free time on the air, will become actively engaged in that quest within the next three weeks, it has been learned. The educators, in their initial serious attempt to force broadcast agencies to grant advantageous time, will have the whole support of the FREC when that body receives additional funds, raised

(Continued on Page 2)

Store Chain Is Using 5 Shows Daily on WIL

St. Louis—The S. & L. Credit Stores, locally owned chain doing business in the St. Louis trade area, has been using WIL for the past five years. Results from their first venture in radio were so great that they increased their time on the air and added electrical appliances and radios

(Continued on Page 8)

NBC Production Men Get "Director" Title

NBC's corps of production men, numbering 32, will hereafter be known as "directors," new title bestowed on them by the network in

(Continued on Page 8)

5-Hour New Year Show

CBS yesterday completed plans for a five-hour New Year's Eve broadcast at 11 p.m.-4 a.m., with pick-ups from New York, Chicago, Denver, Hollywood and Honolulu, and Paul Douglas describing Times Square, plus dance music by various orchestras.

Overworked

The most used joke on the air the past two weeks nearly ran into itself Tuesday night on CBS. It's this one: "A bachelor is a man who doesn't make the same mistake once." Edward Everett Horton told it on Al Jolson's program, and Al Pearce repeated it on his own show immediately following over the same network.

WEMP's Extremes

Chicago—While many stations are claiming the most youthful announcer, Gene Dyer, Chicago broadcaster who operated WEMP in Milwaukee, trots out a real veteran, 71-year-old Ben Wolff. He also has a juvenile candidate, Carl Zimmerman, who is 17.

7 OKLAHOMA STATIONS SIGN 100% WITH ARTA

Oklahoma City—Joseph Harris, ARTA organizer here, states that KBIX at Muskogee has been signed 100 per cent with his organization. All technicians, announcers and continuity men are under ARTA banner. J. H. Bixby, station manager, has informed Harris that he is ready to negotiate with him.

At the same time Harris announced that WBBZ, Ponca City; KVSO, Ardmore; KADA, Ada; KGFF, Shaw-

(Continued on Page 4)

J. Harold Ryan Heads Ohio Broadcasters Unit

Toledo—J. Harold Ryan, g.m. of WSPD here, is the new head of Ohio Association of Broadcasters Inc., succeeding John F. Patt of WGAR, Cleveland. Other officers elected at

(Continued on Page 4)

Gen. Mills Test Show

Chicago—General Mills is using the Helen Gahagan serial, "Love for a Day," in a test campaign on Corn-Mix over WTMJ, Milwaukee. Blackett-Sample-Hummert is the agency.

General Mills to Double Baseball Stations in '38

John Gihon Leaves KDKA To Join NBC in New York

Pittsburgh—Resignation of John Gihon as program manager of KDKA to assume production and television duties under John Royal in NBC's New York headquarters is announced by A. E. Nelson, manager of KDKA. Gihon came here from NBC in Chicago four years ago.

Full-Hour Program Expected to be Ready After First of Year With Milton Berle Heading the Cast

FREQUENCY ZONES FIXED BY HAVANA COMMITTEE

Havana—Definite limits on the northern, central and southern zones in which frequency allocations are to be made have been fixed in committee by delegates to the Pan-American Radio conference now in session here with the inclusion of Haiti and Santo Domingo in the northern zone. Others are the United States, Canada, Newfoundland, Mexico and Cuba. All south of these countries to the fifth parallel south

(Continued on Page 3)

New Salisbury Station Taking to the Air Soon

Salisbury, Md.—WSAL, new local station, goes on the air in a few days with J. Roy McLennan, local advertising man, as manager. Station will operate on 1200 kcs., 250 watts, 7 a.m. to sunset. There will be a staff of 12.

Opera Series Earlier

NBC will present the opera series three weeks earlier this year than in the past, it was learned yesterday. Starting date for the 1937-38 season is set for Dec. 4, with network as yet undetermined. If program is not sold prior to that date, RCA will assume cost.

The much rumored RKO radio show will become a reality by the first of the year, it was learned yesterday by RADIO DAILY. Present plans call for a full-hour presentation to be headed by Milton Berle, and will follow closely the pattern set by M-G-M and Warner Bros. in their radio programs which have already been sold commercially. In addition to Berle, RKO will draw on contract stars and players for weekly stints. Program is expected to be placed on the market shortly.

(Continued on Page 3)

NBC CHICAGO ACTIVITY REACHES ALL-TIME HIGH

Chicago—NBC activities here last month reached an all-time high both in number of broadcasts and in billings, and Niles Trammell, v.p., is elated that business is so good in contrast to the wails of industry in general. More than 2,000 programs originated here in October, and while New York complains about the trek

(Continued on Page 2)

Gerald Smith Program Going on All-Live Basis

Effective this Sunday, all future broadcasts of Gerald L. K. Smith will be live, with transcriptions definitely out, it was learned yesterday. Wires are now being installed in Smith's suite at a Washington Hotel.

(Continued on Page 2)

Cold Wave Coming

Kansas City, Kan.—KCKN's new "Swap Shop," with production manager Russ Davis acting as the shop keeper, had hardly completed the initial airing when a listener called in to swap three suits of BVD's for a suit of longs. Olaf Soward took the hint and predicted a cold wave on his next hourly newscast.

(Continued on Page 3)



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FINANCIAL

(Wednesday, Nov. 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	151	149 1/4	149 1/4	- 1/2
Gen. Electric	42 1/4	40 3/8	40 3/4	- 1/2
RCA Common	7 5/8	7 3/8	7 3/8	- 1/8
RCA First Pfd.	55	54	54	+ 1
Stewart Warner	11 1/2	11	11
Westinghouse	103	99	99	- 1 1/2
Zenith Radio	21 1/8	20 1/2	20 1/2	- 1/2

NEW YORK CURB EXCHANGE

Nat. Union Radio	1	1	1
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OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	7 5/8	8 3/8

FCC ACTIVITIES

APPLICATIONS RECEIVED

WCLE, Cleveland, Ohio. Special experimental authorization to operate facsimile station from 1-6 a.m.

Jonas Weiland, New Bern, N. C. CP for new station. 1370 kc., 100 watts, unlimited.

Howard Merrill Now Author

Howard Merrill, who was a child actor in the silent movie days and began radio work 11 years ago when he was only 10 years old, makes his debut as an author Sunday, when his first accepted radio script is aired over NBC-Blue in the "On Broadway" program for Diamond Crystal Salt. Merrill has a total of 3,000 broadcasts to his credit. He also has done newspaper work. In addition, he has been attending Columbia University, where he gets his B.A. degree next year.

Vaughn DeLeath Signs Pat Henry

Vaughn DeLeath, who is getting a new radio show together, has signed Pat Henry, who has been known in Philadelphia as Henry Patrick.

LUCILLE AND LANNY

LINWOOD GREY

"2 voices and a pianny"

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

Prolific Pair

Lucille and Lanny have figured it out that they are one of the hardest working teams on the air. They broadcast 12 times a week, requiring 38 hours of rehearsal and nine hours on the air. While broadcasting they sing an average of 43 songs a week and repeat a chorus of each, and while rehearsing they run through each selection 15 times to memorize it. This makes a total of 105,114 words and 505,580 notes weekly. Amount of energy used, in horsepower, would move Radio City three inches, Lanny thinks. "But," he adds sadly, "it has not yet moved the heart of a sponsor."

Gerald Smith Program Going on All-Live Basis

(Continued from Page 1)

after having been placed there temporarily for last Sunday's broadcast. Bill Dolph will be in Washington to study Smith's scripts prior to broadcasts.

Station list now carrying broadcasts numbers 44, with two airings scheduled each week, 4-4:30 p.m. and 6-6:30 p.m. Effective Jan. 2 all stations will carry Smith's talks at 4 p.m. Reason for double duty during rest of current year is that some stations now airing the broadcast have commercial commitments with professional football clubs, and will be unable to clear time at earlier hour. Also effective with Jan. 2, broadcast station list will be increased materially and program is set to be aired nationally. All programs in the future will originate from Hay-Adams Hotel, Washington. Transamerican will continue to handle the shows for the "Committee of One Million." Virgil Reiter handling the deal.

NBC Chicago Activity Reaches All-Time High

(Continued from Page 1)

to Hollywood, Chicago is still adding daytime shows.

Daytime advertisers, Trammell explained, have been most successful with low cost programs. When shows come from Hollywood, the costs skyrocket.

Starck Piano Back

Chicago—Starck Piano Co. is back on WBBM, also using WGN and spots in five other cities. The WBBM show is handled by Tom Kivlan of George Hartman agency.

Marek Weber for Carnation

Marek Weber, Continental conductor, has been signed by the Carnation Sales Co. (milk) to take the musical end of the program beginning Jan. 3, replacing Frank Black, who has been flying back and forth each week from New York to Chicago. Program is on Monday nights over NBC-Red. Weber will also do a guest shot on the RCA "Magic Key" program Nov. 28. Contract was signed through NBC in Chicago and CRA. Weber is currently appearing at the Stevens Hotel, Chicago.

Jimmy Jemail Returns

Jimmy Jemail, radio's pioneer inquiring reporter, absent from the air for two months due to throat trouble, has recovered and resumes on WHN next Monday at 6 p.m.

Education Committee Soon to Seek Air Time

(Continued from Page 1)

through various individual philanthropic organizations, and presents at least two new projects on a national scale.

The hesitancy of the FREC to become affiliated with the drive was revealed only recently when the noticeable lack of funds of the FREC forced considerable retrenchment by that group in the radio field. Although an undetermined amount of projects had been readied, only two were launched, with the rest temporarily shelved awaiting the outcome of the financial battle. It has now been learned, however, that the Committee expects to have started a majority of its projects by 1938.

It has also been learned that the appointment of the two new members to the FREC, to fill existing vacancies, will not be announced until the first of the year. Present number of members is 37. FREC is also undecided as to a successor to Dr. Cline M. Koon, with a possibility existing at present of abolishing the department formerly conducted by Dr. Koon.

WNEW to Broadcast Negro Theater Show

Opening of West End Theater, 125th St. and St. Nicholas Ave., will be aired tonight at 8:30-9 by WNEW, with Cab Calloway, Ethel Waters and W. C. Handy scheduled to appear. Starting next Tuesday, WNEW will broadcast an all-colored revue and amateur show from the theater at 11-12 midnight every Tuesday.

Skelly Show Shifting

Skelly Oil on Dec. 5 will shift "Skelly Court of Missing Heirs" on 16 CBS stations to 10:30-11 p.m. on Sundays. Program is now heard Mondays, 7-7:30 p.m.

Hirsch Addresses Amateurs

Cape Girardeau, Mo. — Oscar Hirsch, owner of KFVS, was a speaker at the first Convention of Radio Amateurs held here the other day. Meet attracted 82 "hams" representing four states.

THE MAGIC KITCHEN OF THE AIR

Monday thru Friday

Available for Food Accounts

WCOP BOSTON

COMING and GOING

CHARLES E. GREEN, president of CRA, returns to New York next Monday from Marion, O., where he attended funeral services for his father. CRA head cut short his Coast visit as a result. STAN ZUCKER, g.m. of CRA, returned yesterday from Cleveland, where, coincidentally, he attended the funeral of his father, who also died Sunday.

ROBERT BERGER of the Democratic National Committee is in town doing some radio work for the committee for celebrating President Roosevelt's birthday. He will divide his time, however, between here and Washington during the coming weeks.

HOWARD MEIGHAM of CBS radio sales in New York is visiting the Chicago offices.

HARRY HERSHFIELD returned from Hollywood yesterday after working for MGM there.

OSCAR LEVANT is back in town.

OTELLO CERONI, conductor, CARLO TAGLIABUE, baritone and NICOLA MOSONA, basso, of the Metropolitan Opera Company, arrive today from Europe aboard the Conte di Savoia.

HAL R. MAKELIN of WIND, Chicago, returns home today after a brief business trip to New York.

EDWIN SPENCE of WBAL, Baltimore, returned home last night after spending a few days in town.

C. A. RICHARDS, WJR executive, returns to Detroit tomorrow.

THOMAS L. STIX, vice-president of Henry Souvaine Inc., leaves town today for Smith College to arrange forthcoming Pontiac program.

GERALD L. K. SMITH, chairman of the Committee of One Million, entrained for Washington yesterday.

G. M. Concert from St. Louis

Next Sunday's General Motors Concert will be a "St. Louis Good Neighbor Concert," originating in St. Louis over NBC-Blue, with Vladimir Goldschmann conducting and Corinne Frederick as guest artist. Program returns to Carnegie Hall in New York the following Sunday.

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

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

Samples—\$3.00 each (deposit)

Write—Wire—Phone

Kasper-Gordon Studios, Inc.

141 Boylston St., Boston, Mass.

World-Wide Exclusive Distributors

RKO'S RADIO PROGRAM DUE EARLY NEXT YEAR

(Continued from Page 1)
with film company hopeful of going on a network as soon as possible. Officials are still hesitant about announcing the entrance of the third motion picture company in the radio field until a few more details are cleared up. One detail is the price to be tagged on the show. M-G-M is reported to be getting \$25,000 weekly from General Foods, while the Warner figure has not been learned. Players under contract to RKO include Fred Astaire, Ginger Rogers, Katharine Hepburn, Joe Penner, Harriet Hilliard, Jack Oakie, Anne Shirley, Miriam Hopkins, Barbara Stanwyck, Adolphe Menjou, Lily Pons, Smith Ballew and others.

Frequency Zones Fixed By Havana Committee

(Continued from Page 1)
are to be organized in the central zone and all south of the fifth parallel south in the southern zone. Primary action of committees included the allocation of the frequencies between 1,600 and 4,000 kcs. to fixed, mobile and amateur services in the northern and central zones. This is expected also to be accepted by the southern zone in the near future, but the Brazilian delegate requested it be tabled until he could be advised further by his government. It was also agreed that amateur bands between 1,715 and 2,000 kcs. would be moved up to between 1,750 and 2,050 kcs. in the north and central zones.

S.R.O. Sign Out at WHIP

Chicago—WHIP, new 5,000 watter in Hammond which blankets Chicago, already has the S.R.O. sign up on Sundays though it went on the air less than two months ago. Station has a waiting list for its Sunday schedule including several national advertisers. Under direction of Charles Garland, sales chief, former WBBM-CBS veteran, a flock of accounts have been snared for week-days also. Garland has added Harry Russing and Whitney Clements, formerly at WBBM, and Harry Penfield, ex-WCFL, to sales force. Frank Zolinski, formerly with Warner Brothers, has been placed in charge of foreign language programs. Dr. George V. Courrier is president of the Hammond-Calument Broadcasting Co., the owners. Doris Keane is manager.

NEW PROGRAMS—IDEAS

Science Made Personal

Holding radio audiences with a scientific program of education character is the difficult task essayed by Jane White of Carnegie Museum in a new program over KDKA. Yet, aired in close cooperation with Station Manager A. E. Nelson, the show bids fair to cleave an important place on the airwaves. Straight talks, interviews, and dramatizations are the media selected for the broadcasts, with the object of developing the interest of non-scientific listeners, and at the same convincing them that the research, discovery, adventure and persistence of scientists is of personal value to them. First airing concerned museums, and another typical broadcast will be the story of a butterfly collector.

University Classroom Tours

With movies, books and magazines playing up the football-fraternity-rah-rah activities of college, KSTP of St. Paul and Minneapolis, with the help of the Minneapolis Junior Association of Commerce, is airing a new show to reveal the other side of university life. The program is aired for a half-hour on alternate Thursdays direct from the University of Minnesota. Tours of classrooms, laboratories, little-known departments are taken to reveal the real work of the University. The job is being done with the station's mobile unit and pack set. Donald Baer, president of the Junior A. C., is emcee, with George Putnam, KSTP staff announcer, as the guide.

WLW "School of Air" Comes to the Rescue

Cincinnati — Due to Cincinnati schools closing a week earlier than usual at Christmas, creating the longest holiday vacation in history, Powel Crosley Jr., president of the Crosley Radio Corp., announced that the "Nation's School of the Air" would provide, through WLW, instruction during the extra week's vacation. Lack of school funds makes the long holiday vacation necessary. Broadcast with the active cooperation of five states, the "Nation's School of the Air" is heard over WLW at 2 to 3 p.m. daily except Saturday and Sunday. Friday classes are devoted to music study.

KSTP School Bulletins

St. Paul—The Minneapolis department of education is now airing a five-minute daily school bulletin at 7:15 a.m. on KSTP, St. Paul-Minneapolis. Bulletin is designed for emergency use when it becomes necessary to call off school because of sub-zero weather. Thomas D. Rishworth, KSTP educational director, and the Minneapolis department of education also are readying a group of experimental educational programs which will be aired directly from the schools.

KUMA's Stunt

Yuma, Ariz.—KUMA, off the air for 90 days pending installation of vertical radiator, busts loose this week with a big opening stunt in which a human fly will light lights and hang by his eyebrows from the 170-ft. vertical while he broadcasts a "tower view" of Yuma from a mike installed on top of tower to pick up air buggies.

Plan Special Programs For New GE Short-Waver

In addition to offering selected features of the NBC Red and Blue networks, the new General Electric short-wave transmitter to be located at Belmont, Cal., will carry many programs designed especially for short wave, according to Chester H. Lang, GE broadcast manager in Schenectady. Building of the new transmitter will start at once, with completion expected late next year. It will be the first short-waver in the U. S. west of the Mississippi.

Margaret Speaks Touring

After appearing next Monday night on "Voice of Firestone" over NBC-Red, Margaret Speaks resumes her concert tour. Her next Firestone show will be Dec. 27. Richard Crooks, the program's tenor, will be heard next on Nov. 29.

GEN. MILLS TO DOUBLE BASEBALL STATION LIST

(Continued from Page 1)
throughout the country to sign up additional stations. It is also known that sponsor desires to broadcast from a major league park in New York next summer, and is at present offering all three clubs a tempting contract for the privilege, which at present is banned. Should General Mills succeed in breaking down the resistance of one of the major league clubs, a fourth station in the New York City area will be recruited. New Jersey Giants schedule will be bankrolled over WHN, Newark Bears over WNEW and the sponsor at present has a three-hour daily show over WMCA. General Mills had attempted, earlier this year, to enter the football field, but found Atlantic Refining and Kellogg had already tied up a majority of the more important schools. Additional funds will be included in the baseball budget next year instead it has been learned.

KVOO Bars CIO Speaker

Tulsa—Despite threatened legal action, Dave Fowler of Muskogee, regional director of the CIO, was denied use of KVOO on Sunday morning for a half-hour broadcast previously scheduled. Fowler appeared at the station with his attorney to demand right to use the time previously arranged for, but was barred from the studio.

Karol to Address Class

John J. Karol, director of sales research for CBS, will talk on various phases of radio research before the class taking the special radio course at Columbia University next Monday night.

RADIO — Advertising Agencies

Female secretary with 7 years experience desires change.
Box A-118, RADIO DAILY

"Holiday Greetings"

A NEW HIGH IN CONTINUITY!
A NEW LOW IN PRICE!
27 Scripts—\$20.00!
Sold to one station in a city
ORDER NOW!
Universal Radio Programs, Inc.
545 Fifth Ave. New York City

IVORY SOAP
It floats *

WHN
DIAL 1010
IT SELLS!

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

* Courtesy of PROCTER & GAMBLE.
Listen to this great P & G show on WHN — the Original WHN Amateur Hour with Colonel J. C. Flippenas Master of Ceremonies. Tuesdays at 7 P. M.

AGENCIES

BRUCE BARTON, now a Congressman, will retain his chairmanship in BBDO, any gossip to the contrary notwithstanding. That was all settled before he ran for Congress.

S. K. ELLIS, formerly associated with the Chicago offices of CBS, has joined the Chicago branch of Fletcher & Ellis Inc., advertising agency, in a research capacity.

PRESBA, FELLERS & PRESBA, Chicago, has placed early morning shows for Zanol Products, Cincinnati, on WLS and WLW.

WADE ADV. AGENCY, Chicago, is placing spots for Morton Salt Co., Chicago, in behalf of smoked salt used for meat curing. A quarter-hour of "Ole Opry" also is being used on WSM.

NEEDHAM, LOUIS & BRORBY, Chicago, is still auditioning for a new script show for Johnson Wax, to supplement Fibber McGee show.

GRANT ADVERTISING INC. of Dallas has opened a Chicago office with Joseph L. O'Connor in charge. Agency has the Mars Inc. (candy) account, Chicago, which has used radio extensively in the past. O'Connor formerly with Myer-Both Adv.

TOM REVERE, Benton & Bowles radio head, is in Hollywood checking up on agency shows and OO-ing things in general.

NORTON MOGGE, manager of the J. Walter Thompson office in Seattle, is in Hollywood for conferences with Danny Danker, vice-president in charge of the Hollywood office.

7 Oklahoma Stations Sign 100% With ARTA

(Continued from Page 1) nee; KOMA, Oklahoma City, and KFXR, Oklahoma City, had been signed 100 per cent.

Negotiations are now under way with KOMA and KFXR.

Harris left Tuesday night for Amarillo, where KGNC, having had technicians signed 100 per cent, is having difficulties over dismissal of two men. Immediate union action is to be taken in the case which Harris states will be in the form of picketing of the station or filing of charges with NLRB.

WELI, New Haven

Billy Fields and his Cowboys are back in a Friday afternoon spot. Station also has the Rocky Mountaineers on Sundays.

Arthur Hoyt and his New Haven chorus air their first two concerts Dec. 12 and 19.

Golly, the Roving Reporter, now does five sponsored "Man in the Street" broadcasts weekly.

HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music in a Modern Manner

MANAGEMENT ROCKWELL-O'KEEFE



Boake Carter bows off Philco Feb. 17—with the radio sponsor returning on the airwaves in August or September—five nites weekly—plus a "repeat" show for the west. Will Gabriel Heatter be Carter's successor?... Sheffield's "Billy and Betty" show is used on the coast for Safeway stores—and will also be recorded for sale... Jack Oakie-Camel Caravan is slated for some definite changes... Judy Starr will not lose her sight from latest reports. Only one eye was in danger... Movie star Loretta Young had one appointment with an advertising agency for a possible air show while in N. Y... Lucille Manners has been appointed chairman of the radio division to collect funds for tuberculosis work in N. Y... Jeff Sparks, announcer, celebrates his 12th year on the air this month... Jean Sablon is the only male in the Broadway play "The Women"—though he doesn't receive billing. His record, "Afraid to Dream," is used in the third act... Vitalis, with "For Men Only" show via the WLW line, is said to be moving the show over to NBC next month... Buddy Clark expects his wife, baby, nurse and car from the coast this week... Jerry Kruger made a new record with Duke Ellington's crew called "Watchin'"... A coffee program was so slow that it was necessary to add two extra coffee commercials to keep the audience awake!

Lou Handman tossed a "Chili Con Carne" party at his home the other evening which brought out Vaughn DeLeath, Norman Cloutier, NBC musical director, and Walter Hirsch, among others. ... The four left their guests, went over to the piano and in ten minutes a new tune was born... The quartet titled it "Now They Call It Swing" and Hirsch and Handman are the publishers... WCCO, Minneapolis, had its first mike-fright death last week when six 4H Club youths appeared on Florence Lehmann's "Ladies First" show. A prize-winning duck came along for sound-effects—did swell in the studio before the airing—but as it approached the mike—Mr. Duck collapsed—dead!... It was very distressing to the whole shindig of the Minn. Junior Livestock Show in St. Paul.

Warner Brothers approached Vick Knight, director for Eddie Cantor, on the coast Thursday and offered him the directorial plum on the Lucky Strike show... Cantor, who holds Knight's contract, refused to part... Kelvin Keech is due for his renewal on the NBC Commercial next week... Tommy Rockwell's time in the east is taken up with Ralph Wonders... Bill Gartland, salesman for Star Radio, promises the announcement of something entirely new in radio programs in tomorrow's issue of RADIO DAILY... Benny Davis and J. Fred Coots have a humdinger of a tune in "Though She Said No, No, No, in November—in December She Said Yes"—publication here copyrights the title for the boys... Henny Youngman claims he's been appearing at so many benefits recently that he became hoarse—and had to cancel two weeks' work—while some one states that Charlie McCarthy should sing more on his program—because he has such a marvelous "timber-voice."

The "Echo," newspaper published at the Texas State Prison for its inmates, now is using mats and publicity from WBAP, Fort Worth, through the efforts of Elbert Haling, publicity director for the station... Previously, paper didn't use pictures because of expense—or radio publicity either. Likewise, this is the first time station has had such an outlet—and WBAP is probably the only station in that sector (or other) getting breaks in a prison paper... Evan Fry, veteran KCKN, Kansas City, announcer and continuity chief, has been spending nights away from home working, and his small daughter raised up in bed the other nite with this query to Mrs. Fry: "Mama, don't we have a papa any more?"

GUEST-ING

FLORENCE RICE, with Tyrone Power in "The Truth Game," Nov. 21 (NBC-Blue, 9 p.m.).

CHARLIE RUGGLES, WESLEY RUGGLES and MARJORIE WEAVER, on Feg Murray program, Nov. 21 (NBC-Blue, 7:30 p.m.).

KAY FRANCIS and VERREE TEASDALE, in "First Lady," on "Hollywood Hotel," Nov. 26 (CBS, 9 p.m.).

ANGELO PATRI, on "Magazine of the Air," Nov. 26 (CBS, 11 a.m.).

OSCAR SHAW, ARTHUR CARON, LILIAN LAWRENCE and DURELLE ALEXANDER, on "Hammerstein Music Hall," Nov. 26 (CBS, 8 p.m.).

RENE MAISON, tenor, on "Hit Parade," Nov. 24 (CBS, 10 p.m.).

GEORGE HOUSTON, Grand National film player, on "Hollywood Showcase," Nov. 28 (CBS, 10 p.m.).

GRETE STUECKGOLD, subbing for Lotte Lehmann who has throat trouble, on Andre Kostelanetz program, Nov. 24 (CBS, 9 p.m.).

J. Harold Ryan Heads Ohio Broadcasters Unit

(Continued from Page 1)

the Columbus meeting include Warren P. Williamson Jr., WKBN, Youngstown, vice-president, and C. Robert Thompson, g.m. of WCOL, Columbus, secretary-treasurer.

KSTP, St. Paul-Minneapolis

Bee Baxter, conductor of "Household Forum," has moved into the living-room. In addition to her kitchen show five days a week, she now is airing a weekly 15-minute program on living-room furniture. Show is known as "In the Looking Glass," and interprets modern furniture in the light of historical personalities who had their influence on modern interior decoration.

Mrs. Mary Hulst, formerly with Minneapolis Tribune advertising department, is now on the Minneapolis sales staff.

Gordon Johnson, former radio maintenance man for Northwest Airlines, has come down to earth. He's on the KSTP payroll as control operator.

Ruth Wentworth, original Martha Logan for Formay and formerly with KFRC in San Francisco, now acting as Polly the Shopper on KSTP. Edith Shedlove, former gabber on the show, now in Gotham.

For Those Vacations from 55 On—Make Reservations Now!

Jules Rosenberg - INSURANCE - John 4-2800 Beckman 3-0375 80 JOHN ST., NEW YORK

PROGRAM REVIEWS

"HOLLYWOOD SCREENSCOOPS"

with George McCall
P. Lorillard Co. (Old Gold cigarets)
WABC-CBS, Tuesdays, Thursdays,
7:15-7:30 p.m.
Lennen & Mitchell Inc.

ANOTHER HOLLYWOOD GOSSIP PROGRAM: INITIAL AIRING A DISAPPOINTMENT.

Debut airing of "Hollywood Screenscoops" with George McCall turned out to be much less than the title indicates. Script, in addition to using the "strong" title, used the word "exclusive" often, all of which led the listener to believe he was to hear some hot news.

Items that John Montague resigned from his Hollywood golf club, that Rudy Vallee is seen around town with Gloria Youngblood, that Jack Oakie paid \$250 to join the Screen Actors' Guild, that Eddie Cantor has opened his second antique shop, etc., could easily come from press agents.

Latter portion of show was given to a preview of "True Confession." McCall called it a bull's-eye and had sound effects to go along with the mention. But the sound effects man beat McCall to the punch. It sounded more like a demolition bomb.

McCall's voice is not the best for radio, but if he peeps up his material, listeners will overlook that. McCall also stumbled over his script and his throat clogged up a few times, but charge it off to nervousness.

Commercials again make you believe you are going to hear hot news. Opening plug was—"freshest Hollywood news by the freshest cigarets", and then went on to mention the double cellophane pack. Wendel Niles is the announcer.

KSTP's Novel Armistice Stunt

A novel stunt in connection with Armistice Day was broadcast by KSTP, Minneapolis-St. Paul. Instead of using the customary pause at 11 a.m. to denote the hour of the signing of the Armistice, station took its portable short-wave unit to the U. S. Veterans Hospital to show what had happened 19 years later. At the zero hour of 11 a.m., the disabled veterans opened the show with the singing of "There's A Long Long Trail," then went into a 15-minute yarn-swapping melee. Bob Murphy, announcer assigned to the job, handled only the opening and close. For the show, the vets passed the mike from wheel-chair to wheel-chair, telling about their adventures in the war. Show was highly effective, displaying gallantry, pathos, jollity and an occasional "What Price Glory" note of rough humor.

DON KERR

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

☆ **PROMOTION** ☆

Now They DO Wake Up

If they don't wake up when Big Ben calls them, or even after more urgent promptings, WTMV has proven that their announcer can do it. As a matter of fact, it's being done every morning on the East St. Louis station with the program "Wake Up and Live." As part of the show, six names, picked at random from the telephone directory, are mentioned over the airwaves. Listeners are given half an hour in which to call the station if their names were chosen. And four out of six last week responded, drawing a hosiery award!

Program director Woody Klose acknowledges that this sounds rather difficult, but nevertheless the figures indicate that 60 per cent of the area's listeners are dialers to the station for this program, which is sponsored by Sears-Roebuck.

PHILADELPHIA

The Stewart sisters have joined WCAU and are heard twice weekly with Bob Golden and band.

Roy LaPlante of the WFIL production department recently married Myra Singer.

WCAU sportscaster Bill Dyer is arranging a schedule of Saturday afternoon basketball broadcasts.

Sam Serota, former 'Brother Bill' of WIP and present dramatic coach at WHAT, hopes it's a boy.

Marjorie Evans is now featured weekly over WIP in her own program, "Song Stories by Marjorie."

Anne Taylor, heard every morning over WFIL, is making a series of disks for out of town station use.

Lawrence Witte, heard over KYW in "Mike Notes," is shortly to be heard over the network.

Bill Ware, WCAU announcer, is to be married Dec. 4.

Betty Philson, former member of the Uncle WIP hour, is now in Hollywood.

Dick Thomas, heard over WIP, formerly sang under the name of Dick Goldbahn.

Gerald "Jerry" Moore has resigned as director of WFIL sales promotion to join the newly organized Continental News Service.

Andy Acari is now heard regularly over KYW with his accordion. Taylor Grant, announcer at WCAU, has several songs that will be published shortly.

New director of women's programs over WDAS is Phyllis Foster.

Boake Carter has created a new game called "News" which is having quite a sale.

Ruth Webb is now heard over WIP.

Frances Carroll, WIP songstress, is now heard nightly over the station.

John Paul Weber is the latest addition to the WIP announcing staff.

Hal Simonds, WFIL sports commentator, has been given a one year renewal by his sponsors.

Radio Autograph Party

Book department of Auerbach Co., Salt Lake City, brought in the book-folk recently with a radio autograph party, airing over KSL. Stunt invited readers and autograph-seekers to visit book department and meet Don Blanding, noted Hawaiian lore poet, whose stuff is featured on station's Night Boat Show.

"Lucky Thirteen" on WCNW

WCNW, Brooklyn, airing daily shots for 13 Century Circuit Theaters, has worked interesting tie-up in form of "mystery" record, played during the fifteen-minute program. First 13 listeners to call up while record is still being played, receive passes for one of the thirteen theaters.

KANSAS CITY

Fred Edwards, new KMBC announcer, marries Doris Stauffer, New York radio singer, Dec. 6.

Jerry Burns, KXBY program director, lost his mother a few days ago.

Jimmie Johnson has resigned from KCMO sales staff.

Harry Clifford, KXBY station manager, back on the job after an illness.

Fred L. Edwards of Dallas has joined the KMBC announcing staff.

Dorothy Cooper Brient has succeeded Carmen Fry, who will be married, as secretary to Don Davis, WHB president.

Gene Moore is featured at the organ in a new Gorman Furniture Co. program on WHB, making three commercials for the firm. Gene Crum, free lance announcer, has been signed for the three daily broadcasts.

John Dillon, formerly at KGNO, Dodge City, Kan., and KFH, Wichita, has joined the KCKN announcing staff.

Paul Henning, KMBC announcer and continuity man, has resigned to join continuity staff of Needham, Louis & Brorby agency, Chicago.

Tom Kelly, recently on WIBW as sports announcer, has been named KCMO news announcer to succeed Frank Cooley, who resigned to go to Colorado.

Tom Kelly and Moreland Murphy will conduct a new KCMO sponsored "Man on the Street" from lobby of Newman Theater.

A. F. Schliecker, KCMO sales manager, is preparing a series of brochures on the station's features.

KCKN is opening an hour earlier every week day to broadcast a new time signal and musical ET request program, "The Crack o' Dawn," with Russ Davis as pilot and John Larkin as co-pilot.

ORCHESTRAS MUSIC

LOUIS PRIMA, whose hot swing band was the first to hit the airwaves as the result of his initial success two years ago at the Famous Door in New York, has returned from Hollywood picture work to open at the new Famous Door, which premieres Thanksgiving night. Prima's swing will have a coast-to-coast outlet from the night spot.

Edward B. Marks Music Corp.'s popular music department is rolling along full steam under the able direction of Sid Lorraine, professional manager. Lorraine returned recently from a midwest trip, visiting branches in Chicago, Cleveland, Detroit and St. Louis, and reports widespread interest in "Tears in My Heart" and "The Snake Charmer," both written by Teddy Powell and Leonard Whitcup. The Larry Clinton arrangement of latter number has made a hit. Marks is now issuing "You Started Something," melodic fox-trot by Emery Deutsch and Jimmy Rogan. The Lucuona waltz, "It's No Secret That I Love You," also is reported catching on.

Henry Busse winds up a run of more than three years at Chicago's Chez Paree this weekend and Maurice Stein, who has run relief band, takes over with an expanded orchestra in his place and on NBC pickups. Gracie Barrie becomes emcee, taking over for Don Huston. Benny Fields stays on.

Victor Arden has been renewed for the third time as the director of Musical Moments, the transcribed series formerly conducted by Rubin-off (sponsored by Chevrolet) and now heard over 350 stations from coast-to-coast. The program features Victor Arden, the Songsmiths quartet, Graham McNamee and guest stars.

Ernesto Lucuona, noted Latin-American composer, arrives in this country soon after Thanksgiving for an extended visit. Edward B. Marks Music Corp., which publishes most of his works, is arranging to have him as guest star on several radio programs.

Ozzie Nelson and his orchestra will be heard in a twice-a-week late-hour sustaining program from the Coast beginning Nov. 24, when he opens at the smart Beverly Hills Victor Hugo supper club. These broadcasts will supplement Nelson's regular commercial program heard Sunday nights.

D'ARTEGA

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



TOM WALLACE becomes producer of "Hollywood in Person," with which he has been connected in various capacities, succeeding Clay Osborne, resigned, on the CBS trans-continental program for General Mills.

Vyola Vonn gets a term ticket with Eddie Cantor after appearing as "Fifi" a time or two for Texaco.

Bill Bacher and his radio staff move into new bungalow quarters at M-G-M, concentrating scattered personnel under one roof.

Mark Kelly, onetime sports editor of the Examiner and now a movie scenarist, is going on the air with a weekly sportscast over KNX and the CBS Pacific Coast net each Wednesday night.

KMPC now has a "Better Music Hour" of recorded music from 12 midnite to 1:00 a.m. for the benefit of those who prefer the classics to dance bands.

Irving Fogel Radio Productions, holders of the foreign rights to the "Charlie Chan" series, closed a deal with Pan-American Radio Productions for its release in the Latin American countries. Episodes will be translated and recorded in Spanish. Australasian rights have gone to Broadcasting Service Association Ltd. of Sydney.

Associated Cinema Studios is completely re-equipping the plant with General Communication Products equipment. The added facilities and newest developments in recording being installed will make Associated still more important in the field. General Manager Frank Purkett flew back to Chicago with some of the new waxes in his luggage.

KEHE has set two new transcribed shows. "Stars Over Hollywood," with Lila Lee, Duane Thompson, Frederick Shields, Charles Carroll, Joseph Kearns, Verne Fulton and John Gibson, and written by the late Gene Carman, is on a Monday-Wednesday Friday schedule at 11 a.m., and "The House of MacGregor," with Norman Field, Barbara Luddy, Frederick MacKaye, Bruce Paine, Beatrice Benaderet, Edwin Max, Frank Nelson, Alvia Allman and Charlie Lung in the cast, is aired Monday through Friday at 7:45 p.m.



Greetings from Radio Daily

November 18

Sue Tohrner

Jean Ellington

STATIONS OF AMERICA

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

KCRC—Enid, Okla.

1,350 Kc.—250 Watts

CRAIG CAMPBELL, Manager
RALPH ROGERS, Program Director

KKCRC, owned by The Enid Morning News and Enid Daily Eagle, Enid, Okla., is located in a prosperous milling town which is the center of a \$20,000,000 wheat area. It has developed from a part-time station to its present full-time status. A new vertical Blaw-Knox radiator installation is its latest addition to equipment.

Since its inception it has developed a number of outstanding local programs, including Forrest Warren's news broadcasts twice daily now in its fourth year; Ivan Harrington, who is completing his sixth year at the studio organ; Aunt Summy "Housekeepers Chats" by Mabel Waken, in its eighth year, and remote control broadcasts of sports events.

Station is affiliated with the Oklahoma Network and the Mutual Broadcasting System.

Ralph Rogers is program director with Craig Campbell as manager.

WMFF, Plattsburg, N. Y.

Plattsburg's radio station, "The North Country's Own Station," operated by Plattsburg Broadcasting Corp., has the call letters of WMFF: the outlet was inadvertently designated as WMNF in recent writeup.

Since its construction permit was granted in 1935, Plattsburg Broadcasting Corp. has had the following officers: E. H. Bragg, president; L. F. Bragg, vice-president, and George F. Bissell, secretary-treasurer. The foregoing and B. W. Bissell are stockholders of the corporation.

Incorporation actually took place in 1932, with E. H. Bragg, L. F. Bragg, A. H. Marshall and J. C. Agnew as the incorporators.

SAN ANTONIO

Johnny Boyer has been made chief announcer at KTSA, according to Tommy Hudson. Tol Ware leaves for Dallas to join Interstate Circuit of theaters.

Joe (Uncle Bob) Luther is back on KABC, wordslinging for Joske Bros. Co., representing Santa Claus and Toyland.

KONO is airing a series of English recordings under the caption of "Britain Swings It."

WLBC, Muncie, Ind.

Ken Williams and Henry Marks, announcers, were selected to handle the special 11th Anniversary program of WLBC.

Don Russell, local salesman, busy booking talent for personal appearances.

Bill Craig, commercial manager, working hard for Lions Club Milk Fund Drive.

E. Pierre deMiller, news editor, devising a new program for women.

Ottis Roush, chief announcer, gave basketball fans treat by broadcasting the opening practice session of the Muncie H. S. squad.

WBAL, Baltimore

Broughton Tall has written a series titled "Treasures from Trees," now being sponsored by Minch & Eisenbrey, furniture house.

Edwin M. Spence, station head, sent a message to all staff members thanking them for their support in Community Fund Drive. Spence is chairman of the broadcast division.

LOUISVILLE

Ray Hunt, emcee on WHAS Kentucky Play Party, WHAS Saturday night hillbilly show, joined local station after announcing at WGN and KMOX.

Bill Sherman, WGRC chief announcer, manned the mike for Armistice Day parade, and played part of auctioneer in YMCA drive.

Mother of Bill Bond, WAVE announcer, underwent operation. Ford Bond, NBC spieler, in town for few days until his mother is out of danger.

George Patterson and Burton Blackwell, WAVE announcers, now sponsored by local coffee concern with their "Man on the Street."

Cousin Emmy, formerly with Georgia Wildcats, now airing her own hillbilly band over WHAS.

Louisville Civic Theater airing dramatic sketches over WGRC each Sunday afternoon.

Bob Atcher back on WHAS after summer tour under canvas with Hank Keene's Gang.

KIUL, Garden City, Kan.

The past month set a new record in the station's history for sponsored time and spots.

In addition, KIUL has extended its good neighbor policy to Scott City, Kan., for an hour's sponsored program every Friday afternoon, and as soon as arrangements can be made other cities will join this "Remote Program Service."

Station is carrying all home games for the football season, with more than 40 merchants sponsoring.

The "Barn Dance" is still packing the Ritz Theater every Wednesday night.



CHANGES in Fibber McGee show lineup, Clark Dennis going in for Ted Weems' Perry Como, due to plans to shift show to west coast. Idea is to build a permanent company.

Manuel & Williamson Harpsichord ensemble, lopped off during recent economy move, are to be restored to schedule shortly after first of year.

Bruce Kamman, Professor Kaltenmeyer, has made the down payment on a trailer which he intends to use to transport the Kindergarten company on personal appearance tours.

Paul Dowty, CBS announcer, will be m.c. for the Northwestern University Purple Ball to be held by alumni at the Drake Hotel tomorrow.

The Maple City Four, rural ballad singers of the WLS National Barn Dance, headed for Hollywood where they will make a movie featuring Gene Autry.

Don McNeill, emcee of the NBC Breakfast club, went to St. Louis for a special radio appearance.

Gardner (Mike) Cowles, Des Moines publisher and broadcaster, in Chicago looking after interests of Look. No decision yet on a network show for the magazine.

Frank Falknor, WBBM chief engineer, and Jack L. Van Volkenburg, assistant to H. Leslie Atlass, CBS v.p., off to northern Michigan on a duck hunting trip.

Hal O'Halloran, former chief announcer at WLS, later at WCFL, has joined the CKLW staff at Detroit-Windsor.

Songstress Gale Page to make an appearance at Casino club tomorrow for Lumbermen's Mutual Casualty.

Sylvia Clark and Gene Arnold of NBC to appear at Racine, Wis. for Kiwanis on Nov. 30.

Bob Dyrenforth of "Arnold Grimm's Daughter" has just returned from a "movie location." He made a picture for a tractor concern at Lebanon, Ind.

E. O. Fay has been upped to advertising manager at the Rudolph Wurlitzer Co., which uses radio on various stations.

Edward L. Foersch, president of Radiad Service, Chicago, and Miss Betty Sahn are newlyweds.

Expansion

Announcer Ben Grauer's sign-off line for the "Magic Key of RCA" program on NBC-Blue each Sunday afternoon, which formerly read, "In radio, it's RCA all the way," has been amplified to, "In radio and television, it's RCA all the way."

NEW BUSINESS

Signed by Stations

WNAC, Boston: Quaker Oats, ETs; Best Foods, announcements, through Benton & Bowles; Chrysler, announcements, through J. Stirling Getchell.

WBZ-WBZA, Boston: RCA Mfg.; Philadelphia & Reading Coal Co., announcements, through McKee & Albright; Gordon Mfg. Co., announcements, through Ad-Craft Service; Refrigeration & Air Conditioning Institute, through James R. Lunke & Associates; Bosco Co., announcements, through Kenyon & Eckhardt.

KSFO, San Francisco: Van Camp Pork and Beans, "Charlie Chan," ETs, through Raymond R. Morgan.

KJBS, San Francisco: Alka-Seltzer, spots, through Walter Biddick.

WFIL, Philadelphia: Lever Bros. (Spry), spots, through Ruthrauff & Ryan; Brown & Williamson Tobacco Co., comments, through BBD&O; Procter & Gamble (Lava Soap), spots, through Blackett - Sample - Hummert; B. C. Remedy, talk, through Harvey, Messangle Co.; John C. Baker Co. (cod liver oil), ETs, through Carter Thompson; Colgate - Palmolive - Peet (Supersuds), spots, through Benton & Bowles; American Oil Co., spots, through Joseph Katz; Chevrolet, ETs, through Campbell-Ewald; Taylor Provision Co., ETs, through Carter Thompson Agency; A. Schoenhut Co., interviews, through Carter Thompson Co.

WBAP, Fort Worth: Rit Products, ETs, through Earle Ludgin; Stuffelbeme Bros., announcements; Swift & Co., announcements, through J. Walter Thompson; Penick & Ford Co., ETs, through J. Walter Thompson.

KSL, Salt Lake City: Auerbach Co. (toys); Chicago Engineering Works.

KVOD, Denver: Grove Lab.; Brown & Williamson.

KXBY, Kansas City: Gerald L. K. Smith, talks; Hoyland Milling Co., "Frank Farrel," ETs, through Russel C. Comer Agency.

KTSM, El Paso: Rexall; Log Cabin Syrup, spots; Magnolia Petroleum, spots; Omega Oil, spots; White King Soap, programs.

WGN, Chicago: Smith Bros. (cough drops) Quin Ryan's News Commentary, through Brown & Tacher, Inc.; URE Druggists, Inc., announcements in "Musical Mail Box," through C. Wendel Muench & Co.

WMAQ, Chicago: Chrysler, Railway Express Agency, weather reports; Hill Cold tablets, announcements.

WENR, Chicago: RCA-Victor, ETs.

KMBC, Kansas City: Aines Dairy, "Terry and the Pirates," ETs, through Stack-Goble; Madonna Tomato Paste, Zeke Manners, ETs, through Klinger Advertising Agency.

WHO, Des Moines: Morton Salt Co., "Morton's Time Service," through Wade Advertising Agency.

WHBF, Rock Island

Ralph Childs, in charge of news, is producing and broadcasting a new show, "Pressroom Echoes," three nights weekly. Material is taken from old newspaper files, with news items and local gossip given in a friendly and informal manner by Childs and Forrest Cooke.

Moline's municipal high school has built a special broadcasting booth in its football stadium, so WHBF's men don't need to worry about the weather now when airing from there. Ernie Gray, WHBF chief engineer, helped design the booth.

RADIO PERSONALITIES

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

ALBERT W. MARLIN

ALBERT W. MARLIN, manager of WMAS, Springfield, Mass., a CBS affiliated station, has had a varied career in radio. He studied for the concert stage for six years, as well as majoring in economics at Washburn College, Topeka. Left in his last year to serve two years as Deputy County Clerk of Crawford County, Kan. Decided politics was no game for him, and went back to college studying voice. Sang with the male quartet and was active in dramatic work. Bill Fay, manager of WHAM, Rochester, first interested him in radio.



Trailed by his first love, singing.....

In 1929 he followed Fay's advice by joining WHEC in Rochester as an announcer and later took charge of the continuity department. He stayed a year and then went to WOKO in Albany as chief announcer and studio director, leaving three months later to go to Boston as an announcer with the Yankee Network. He worked his way up to production supervisor in charge of announcers at WNAC.

In 1933 he went to Springfield as station manager for WMAS, then less than a year old. Aided in the growth of the station to one of the foremost in the Columbia chain. Recently supervised the moving of the station to new and larger quarters.

Is married, has twin sons (but hopes they won't be radio announcers), interested in civic work and is thinking of going back to singing.

WTMJ, Milwaukee

Myrtle Spangenburg, soprano, is back on "Morning Melodies" following a severe cold. Ditto George Comte, announcer.

Don Chase, night operator, has his non-commercial pilot's license.

Heinie and His Grenadiers, invading Cicero, Ill., were greeted with an S.R.O. sign at Olympic ballroom.

Russ Winnie, ace sportscaster and all-around mike man, did five diversified "special" shows, most of them at remote points, the other day, taxi-cabbing from spot to spot.

Bill Evans, announcer, chosen to emcee the new early morning "Top O' the Morning," is infanticipating.

Harry Eldred, publicity director, is papa again. Another girl.

Russ Leddy, actor, is doing special stage promotions for Fox-Wisconsin neighborhood theaters.

Bill Evans, gifted ad libber, will emcee the new morning program, "Top o' the Morning."

Eddie Thompson welcomes as guests on his "Behind the Mike" shows, Deborah Keith, acting star of "Junior Nurse Corps," Jack Fulton of "Poetic Melodies" and Paul Skinner, WTMJ tenor star.

Jean O'Day, comedienne, is doing series of one-minute dramatized commercials while waiting to step into another variety show.

Larry Teich and Jack Martin are busy with appearances of "Our Club" all-stars, composed of young hopefuls possessing air buildup.

WSPD, Toledo

Otis Taylor, 11-year-old accordionist, will be featured with the Trick Brothers Accordion Band in a new Saturday program.

Reta Ray, swing singer, is recovering from an operation. Alma Cooley is pinch-hitting.

WCLE, Cleveland

Wanda Furniture Co. has contracted for the daily 8:45 a.m. spot to air a new musical show to be titled "Polish Memories."

Wayne West, 224-pound artist, is recovering from a minor auto accident. He was struck while walking on the street.

Don Dewhirst, baritone, has been engaged by the Lima Bach Choral Society to sing the Christmas oratorio in the Lima auditorium, Dec. 26.

Carl Mark, announcer, is in New York this week on a week's vacation, visiting friends.

Announcer Guy Wallace takes the WHK-WCLE mobile unit to Cleveland dine and dance spots for vox pop interviews sponsored by Movie-land Fur Studio over WHK. Theater tickets are given to persons interviewed on the show. Same firm airs a boy-and-girl act, Tom and Sally, over WCLE daily.

WSPR, Springfield, Mass.

The Radio Workshop class of Commerce High School has begun its 1937-38 series.

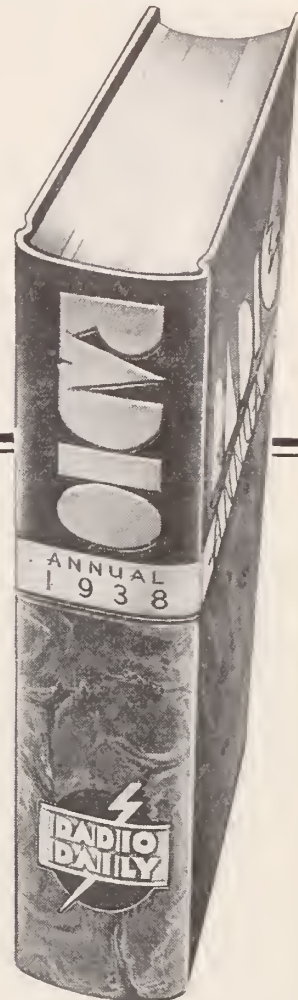
Billy Fields and his Radio Cowboys, airing over the station, are swamped with engagements.

The new Holyoke Hour, a participation program for the merchants of Holyoke, Mass., has gone over with a bang—the merchants have taken more time.

JOHN B. HATCH ASSOCIATES

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

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



If you are in radio you will find the coming 1938 RADIO ANNUAL indispensable as an informative and statistical Guide throughout 1938.

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

PITTSBURGH

George Fischer, "Hollywood Whispers" gossip mikeman, staying here at the Palace Hotel while visiting friends.

Harry B. Smith's "Sport Headliners" show moves back an hour to 9 p.m. on Thursdays.

KFRCapers: The KFRC Players are working evenings at the Titan Recording studios to satisfy demand for the program "25 Years Ago" on various stations throughout the country. Producer Max Graff has to keep several disks ahead . . . Ben Harkins is writing, directing and playing the male lead in "Jack and Adele," musical comedy show heard on the net thrice weekly. He also has his "Irish Minstrel" program, interviews dozens who have new ideas for radio, and helps produce "The Phantom Pilot" program.

Orel Phillips of Chico has joined the KJBS staff as announcer-producer.

With promotion of Vann Connors to production manager at KQW, San Jose, Dick de Angelis has taken over the KJBS newscasts.

Walter Rudolph's ork on KYA has been augmented to 20 pieces for his "Chez Rudolph" program over CRS.

Elton McGeen, harmonica player with Dude Martin on KSFO, is teaching mouth-organ pupils at Sherman-Clay Music Co. store.

CINCINNATI

Al Bland, pilot of "Dow's Dawn Patrol" over WKRC, stayed on the job despite doctor's orders that he remain in bed after an attack of food poisoning.

Santa Claus gets off to a flying start over WCKY on Dec. 1, with Larry Kitchell as Santa in a nightly broadcast sponsored by Alms & Doepeke store.

Frankly Stewart is singing hymns in a twice-weekly program for Kentucky Sales & Service Co. over WCKY.

"News for Executives" is a new WCKY program sponsored by Charles E. Smith & Sons, men's furnishings.

ONE MINUTE INTERVIEW

RUSSELL PRATT

"Children's radio programs should be judged on the same basis as children's literature. Criticism, to be effective, should be specific, and the recent criticisms made should offer something to supplant that which is condemned. An organization which criticized the prevailing type of children's serials not so long ago, was invited by a large station to create the ideal type of serial. The program was written and produced once, which seemed to be sufficient."



Coast-to-Coast



NADINE CONNER and Wilbur Evans again team their vocal talents next Sunday night on Vick's "Open House" over CBS. Jeanette MacDonald is still busy on her film.

Gladys Swarthout will interrupt her movie-making to appear on the Ford Sunday Evening Hour over CBS on Nov. 28. Miss Swarthout's forthcoming film is "Romance in the Dark," with John Boles and John Barrymore.

Nancy Wicker, 11-year-old daughter of the Singing Lady, will make her radio debut in her mother's program next Sunday. James Meighan, Charles Warburton and Teresa Keane also will be in the play, "The Magic Fishbone."

Jerry Lawrence, CBS wordslinger, is often heard rushing through the CBS corridors calling "Clear the way! The Junior G-Men are coming!" If anyone stops him, Jerry flashes the "Junior G-Man" badge he received while announcing the show.

Al Angel, brother of Mountain Pete, maestro of the WXYZ (Detroit) Mountaineers, and Billie Hudson, model, are engaged.

Alec Templeton, blind British pianist, jumped from the WLS "National Barn Dance" in Chicago last Saturday to the swanky Rainbow Room in New York. Manager Stanley Worth accompanied him by plane.

Martin Starr, on his WMCA "Gangplank" program yesterday, interviewed Walter O'Keefe, who is en route to Europe for a vacation before starting on the Packard show.

NBC Production Men Get "Director" Title

(Continued from Page 1)
recognition of their importance. Group is headed by William S. Rainey and other prominent members include Charles Warburton, Lester Vail, James Church, Joseph Bell, Carlo Edwards, Edwin Dunham, Harry MacFayden and others.

KOH, Reno

Thirty University of Nevada students have formed a Radio Guild for the purpose of producing all-collegiate shows on KOH, McClatchy-owned station. The group will receive instructions in microphone technique and script writing from Emerson Smith, production manager, under the arrangement effected between Wally Warren, KOH manager, and Walter Clark, president of Nevada U. Station jointly sponsors the weekly "Nevada Unlimited Is On the Air" with the State of Nevada. Program dramatizes the colorful history of the state and is heard each Thursday night at 7:30.

O'Keefe said he will stay away from radio mikes entirely while abroad.

"Little Known Facts about Red Cross," being aired by the Factfinder on his broadcast at 6:15 tonight over WXYZ and the Michigan Radio Network, will be broadcast by special arrangement the following night over WGAR, Cleveland; WJW, Akron; WHBC, Canton, Ohio, and WKBM, Youngstown.

"Arabesque," recently revived over WGL, Fort Wayne, by Fort Wayne Morris Plan, in a test prior to return of the feature to the networks, had its premiere before "the largest studio audience ever attending a locally originating program," according to the Fort Wayne Journal-Gazette. Radio Events Inc. handles the script.

Tyrone Power's appearance for Woodbury's "Hollywood Playhouse" next Sunday night over NBC will be in "The Truth Game," romantic comedy by Ivor Novello.

"How Wives Share Their Husbands' Careers" is the title of a new series of programs which will be given over WHN under the auspices of the Advanced School of Education of Teachers' College of Columbia University, starting tomorrow at 11-11:15 a.m.

Doris Jenkins, a Roy Campbell soloist, is currently vocalizing at "The Place" in Hempstead, L. I.

William S. Cherry, owner of WPRO, Providence, is donating some unused transmitting equipment to the Rhode Island State Police for its proposed new station. WPRO recently installed new facilities.

Store Chain Is Using 5 Shows Daily on WIL

(Continued from Page 1)
to their original stock of tires and auto accessories. S. & L.'s latest expansion includes men's clothing. Their advertising budget has increased proportionately and now they are using five programs daily on WIL.

KDYL, Salt Lake City

Al Priddy, announcer, recently married, already searching about for new hobby—and found it, in philately.

Ted Kimball, announcer, for years identified with children's programs, now "Matey Ted" on S. S. Santa show.

John Blair of John Blair & Co., George Boling, in charge of the New York office, and Lindsay Spight, John Blair's San Francisco exec., all in visiting KDYL, which station they represent nationally.

Frank Austin, sports commentator, on flying trip to Denver.

Jack Gregson, announcer, spending week-ends rabbit shooting.

PITTSBURGH

Ed Rowland, advertising manager of W. W. Lawrence Paint Co. and who advertises himself as "America's No. 1 Autograph Collector," has been signed by a food account to start on KDKA around Dec. 1. An orchestra of 16 pieces plus a dramatic cast will highlight some of Rowland's adventures in obtaining autographs.

Another trio has been added to Victor Brewing Co. production on WCAE, Wednesday nights, bringing the cast in this show to 37. Called "A Night at the Inn" and featuring Earl Truxell's Orchestra, The Three Little Maids, Tom Tarshis, Bob Carter and Announcer Cliff Daniels heading a dramatic troupe, roster is the biggest ever used on a local show outside of Pittsburgh Symphony network programs last year. Virginia Dahlman coaches the voices. Program is the pet production of W. Earl Bothwell.

Fred Waring's stooge, Art MacFarland, has created a sensation with his heckling on the Stanley Theater stage and Fred has included him in coming radio auditions.

Victor Saudek, radio's first orchestral conductor, originator of the "Little Symphony" idea on KDKA in 1920, was starred on the Pittsburgh Symphony program this week, playing Ravel's "Bolero" under the direction of Mexicano Chavez.

NEW ORLEANS

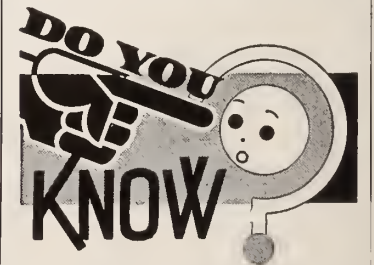
Merwin (Dutch) Andrews, who toots a trumpet, has entered the night club field taking an owner's interest in the Roxy, while he conducts the band and airs over WDSU. This makes the third of the local maestros to own interests in their spots and prompts the comment from others that it is a certain way of holding a long engagement.

Edwina Shields, soprano of WWL here, is back on sustaining after a commercial signed off.

KIRO, Seattle

Johnny Forrest, "The Man from Wyoming," has passed his 5,000th news broadcast.

"KIRO Louie," who takes to the air at 6 a.m. every week day for 45 minutes of "Hits, Misses and Hisses," sense and nonsense plus music, has attracted quite an audience. He is assisted by Carl Christopher, announcer, and Dave Fields, technician.



Dr. Karl Reiland is the only clergyman with network sponsorship by an industrial corporation. Pepperell Mfg. Co.