



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 100

NEW YORK, N. Y., FRIDAY, NOVEMBER 19, 1937

FIVE CENTS

Profit-Sharing for Hearst Group

Looking On ... AND LISTENING IN

KID PROGRAMS Agitation against the blood-and-thunder type of children's radio programs is getting stronger and emanating from more directions than ever before.

Educational organizations, civic groups, women's clubs and other bodies as well as individuals are taking up the cudgels.

The situation can no longer be ignored or explained away. It's like the movies' gangster story era, and will cause just as much trouble unless something is done in time. And while the doctors are about it, they might extend their attention to some of the adult dramatic fare that is similarly afflicted.

RADIO PREFERRED If there should be a wide-spread adoption of Judge Hugo Black's precedent in choosing radio for his talk, so the public would get his words without being subjected to distortions or omissions that usually happen in partisan newspapers, radio will find itself in a new and highly important phase of development.

Tennessee already has taken strongly to the sentiments of Judge Black, with WSM and its listeners getting the benefit.

And have you noticed how the political "fireside chat" idea is catching on?

SUSTAINING It is not always the question of price that keeps an unusually good sustaining program from finding a commercial sponsor.

More often, the reason is that the network or station lacks the salesmanship to market the show.

There is a strange hallucination in sales departments that when a program has run for a long time on a sustaining basis, the chances of selling it are nil.

Sponsors, it is argued, want something different. And so a lot of sponsors are paying for shows that aren't half as good as many sustainings. —D. C. G.

Trailer Studio Tour

Chicago—A tour of various larger cities in this area is planned by WBBM, which will record programs for airing later in salutes to the respective communities. Mayors and other leaders will be interviewed and industrial plants and points of interest will be described. Ken Ellington will be in charge of the productions.

2 CANADIAN RADIO FIRMS MERGED INTO ALL-CANADA

Important radio merger in Canada, bringing together two of the Dominion's leading radio firms, United Broadcast Sales and All-Canada Broadcasting, has been consummated, with H. R. Carson as general manager of the concern. Merged organizations are called All-Canada Radio Facilities Ltd. and will represent in

(Continued on Page 3)

FCC Again Holds Off Segal-Smith Decision

Washington Bureau, RADIO DAILY
Washington—Though FCC Chairman Frank R. McNinch had stated a decision in the Segal-Smith case was to be made known this week, announcement is being withheld until

(Continued on Page 3)

Warner-Luckies Show Adding More Stations

West Coast Bureau, RADIO DAILY
Los Angeles—"Your Hollywood Parade," the Warner Bros. talent show for Lucky Strike cigarettes, has had its debut postponed a week to Dec. 8, on NBC-Red, 10 p.m., to permit a

(Continued on Page 2)

WMAZ Signs With Devine

Macon, Ga.—WMAZ has signed a contract with J. J. Devine & Associates Inc. as its national representatives. The connection becomes effective Jan. 1, according to E. K. Cargill, president and manager of the 1,000-watter.

Sterling Products Starting Radio Activity in Canada

CBC Stations Permitted Own News Organizations

Montreal—Permission to set up their own news gathering organizations is granted to Canadian stations under clauses relating to the transmission of news by radio issued by the Canadian Broadcasting Corp. Stations are barred from transmitting news published in newspapers or collected by any paper or news agency except such news bulletin releases

(Continued on Page 2)

Elliott Roosevelt Reveals Plans for Divvy Among Employees in the Southwestern Stations

JOHN SWALLOW APPOINTED NBC COAST PROGRAM MGR.

West Coast Bureau, RADIO DAILY
Los Angeles—John Swallow, NBC studio manager, has been upped to a new berth as program manager of the western division by Donald E. Gilman, vice-president, who announces that increasing volume of production here necessitates added executive supervision. Swallow was the first network employee in Hollywood, joining the company in 1932

(Continued on Page 3)

1937 Radio Set Sales Running Below Year Ago

Due to consumer resistance to higher unit prices as a result of mark-ups throughout the industry, together with reduced consumer purchasing power because of generally higher prices, sales of radio sets this year will fall below 1936 in dollar

(Continued on Page 3)

KOMA Is Enlarging

Oklahoma City—KOMA has leased the entire 24th floor of the Biltmore Hotel here and is remodeling entire floor into new quarters. In past, station has been using half floor.

Oklahoma City—Elliott Roosevelt, director of Hearst Radio stations in the southwest, says the company is working on plans for a profit-split for employees. Scheme, not as yet fully worked out, will provide that as each station climbs deeper and deeper into black figures on ledger, bonus checks will be given employees involved in increased business of station. Roosevelt states more complete details will be announced within the next two weeks.

RADIO SALES TO BRITAIN UP SHARPLY SINCE 1929

Washington Bureau, RADIO DAILY
Washington—Exports of radio apparatus to Great Britain last year totaled \$2,901,000, compared with \$631,000 in 1929, the State Department said yesterday in connection with announcement by Secretary Cordell Hull that the U. S. plans negotiations for a reciprocal trade treaty with Great Britain.

A new treaty also is planned with Canada, which imported only \$2,-321,000 worth of radio apparatus last year, against \$10,784,000 in 1929.

Promotion for Milton Burgh

Milton Burgh of the NBC-Radio City news and special events department on Monday will be promoted to the post of news editor. Burgh has been acting in that capacity for several weeks.

Under his new assignment he will handle Sunoco, Esso and Press-Radio news reports plus the news commentator programs.

WSYR Scores Beat

Syracuse—Breaking into a commercial program, WSYR flashed to its listeners the story of the capture of kidnapers John Oley and Harold Crowley less than 15 minutes after catch was made, scoring a radio beat. Later WSYR announcers interviewed one of the arresting officers, James J. Heffer, a full hour ahead of opposition.

Sterling Products will start an intensive Canadian sales campaign over 11 Dominion outlets on Nov. 22, the products being Phillips Milk of Magnesia and Dr. Lyon's Tooth Powder. Contracts are for a 15-minute period five days weekly for 52 weeks. Deal was signed through Weed & Co., station representatives, and is the first time Sterling Products has used Canadian stations to advertise these two wares. Magnesia product will get the benefit of three

(Continued on Page 3)



Vol. 2, No. 100 Fri., Nov. 19, 1937 Price 5 Cts.

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Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Thursday, Nov. 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	149 1/4	147 1/2	148 1/4	- 1
CBS A	20 1/8	19 7/8	19 7/8	- 3/8
CBS B	19 1/4	19 1/4	19 1/4	- 3/4
Crosley Radio	9	9	9	- 7/8
Gen. Electric	41 1/8	39 1/2	39 7/8	- 7/8
RCA Common	7 3/8	7 1/8	7 3/8	- 1
RCA First Pfd.	53 3/8	52 5/8	53	- 1
Stewart Warner	10 3/4	10 3/4	10 3/4	- 1/4
Westinghouse	100	96 1/2	98	- 1
Zenith Radio	20 1/2	19 5/8	20	- 1/2

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	7 1/4	8 1/4

Godfrey in New Series

Washington Bureau, RADIO DAILY
Washington—Arthur Godfrey has been signed for a series of quarter-hour programs, 8-8:15 a.m., on WABC beginning Nov. 30, sponsored by three different products, Tuesdays through Thursdays, in this order: Tuesdays, Kreml; Wednesdays, Barbasol; Thursdays, Musterole and Zemo.

Godfrey will pipe his program to WABC from WJSV. Erwin, Wasey & Co. placed the account.

Three Cheers in New Series

San Francisco—The Three Cheers (Hale, Derry and Hanna), harmony singers, will be heard in a new series starting Nov. 22 at 7:15-7:30 p.m. over NBC-Blue coast-to-coast.

WNEW Religious Series

"God Behind the Headlines" starts at 9:45 tomorrow night as a new weekly series on WNEW. Program features Dr. B. M. Heald, traveler and minister of the Seventh Day Adventists.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

Radio Does Sell Groceries

Kansas City, Kan.—Following success of the Amateur Contest programs on behalf of 110 Kansas Service Grocers, who commissioned KCKN to attract crowds to a Food Fair held to celebrate the opening of their new warehouse, President W. W. Smith of the grocers' organization said: "The results were astonishing and prove conclusively that local radio can be used to sell groceries. I am frank to admit that I had no idea that there was such tremendous interest in radio programs."

The six-day fair attracted crowds totaling 35,000, and 50,000 ballots were distributed to listeners, who had the privilege of voting for the amateurs with each \$1 purchase.

CBC Stations Permitted Own News Organizations

(Continued from Page 1)
ed for broadcasting by various bureaus of Canadian Press, or gathered locally. Arrangements may be made with local newspapers for collection of local news.

Melton for Detroit Expo

Detroit—James Melton has been signed as the star attraction for the fourth annual Detroit and Michigan Exposition, to be held Jan. 21-30 in Convention Hall. Other stars are being booked by the exposition, which has become a major event here.

Melton drew big business at the RKO Palace, Cleveland, the past week, despite stiff opposition which included Dick Powell and Joan Blondell at the Auto Show.

Store's Anniversary Splurge

Shawnee, Okla. — All available spots on KGFF for a six-day period were bought by Mammoth Department Store, biggest department store here, to celebrate its 42nd anniversary. Store also used nearly nine pages in the News-Star, affiliated with the station. Mammoth has been using KGFF regularly since station opened seven years ago.

Irving Rubine Resigns

Irving Rubine, former assistant to Robert Taplinger in the latter's New York publicity offices, has resigned from the Tom Fizdale organization to join Warner Bros. publicity department under Taplinger on the west coast. No replacement as yet named.

Courtney in New Series

Alan Courtney of the "Joymakers" daily program on WNEW will be heard in a new weekly group of night programs over the station starting Nov. 24 at 9:30 p.m. New show, titled "Show-window", will originate from the stage of the New Casino Theater, Brooklyn.

Frances Langford Heads Poll

West Coast Bureau, RADIO DAILY
Los Angeles—A poll conducted by the Santa Barbara News-Press placed Frances Langford at the top of the list of radio's popular singers. In the operatic field, Jeanette MacDonald and Lily Pons ran 1 and 2.

Cowboy Tom Back on WINS

"Cowboy Tom's Roundup" returns to WINS on Monday at 4:30-4:45 p.m. as a daily feature.

Warner-Luckies Show Adding More Stations

(Continued from Page 1)
larger list of stations to carry the broadcast.

John Clark, president of Trans-american, together with Don Becker, production chief, and Herman Starr, Warner v.p., have arrived from the east in connection with the program.

D.A.R. Allegiance Campaign

Dorothea Lawrence, the singer, in behalf of the D.A.R., of which she is a member, launches a "Pledge of Allegiance" radio campaign next week in Chicago. She will open the broadcast with a pledge of allegiance to the American flag in which she'll be followed by all in the studio and on the program.

1,500th for Dorothy Dix

Philadelphia—The 1,500th broadcast of the Dorothy Dix column will take place shortly over WHAT, giving the program the longest unbroken run of any series of daily complete radio dramas. Scripts are prepared by Anne Lawler and Laura Scharff, with Sam Serota as director and Milt McLaughlin handling production.

Gov. Hoffman on WBIL

Governor Harold G. Hoffman of New Jersey will be heard over WBIL on Sunday at 4-4:30 p.m., discussing "Which Way Republican" on the station's Public Service Forum. Charles H. Ingersoll will introduce him.

Seebeck Joins WGAL

Charles E. Seebeck, who recently resigned from WCBA-WSAN, Allentown, to join the staff of WLEU, Erie, has taken up new duties at WGAL, Lancaster, Pa.

Harry Conn Signed by CBS

Harry Conn, radio script writer who will appear as star of his own show, "Earaches of 1938", beginning Nov. 28 over CBS network, 8-8:30 p.m., has been signed under management of Columbia Artists, Inc.

COMING and GOING

F. E. FITZIMONDS, manager of KFYZ, is in town for the rest of the week.

DON SEARLE, manager of WIBW, Topeka, and KMMJ, Clay Center, Kansas, is in Hollywood vacationing and browsing about.

FENTON JEFFERS, station manager of KTUL, Tulsa, left for Chicago a few days ago and will be there until Dec. 1. This is an oft-postponed vacation.

F. C. EIGHMEY, manager of KGLO, Mason City, Ia., visiting agencies and reps in Chicago.

HERSCHELL HART, conductor of the "Air Gossip" column for the Detroit News, is in Hollywood for a three weeks' material gathering stay.

PETER VAN STEEDEN JR., JOHN BROWN and RICHARD COSTELLO, all Fred Allenites, have arrived on the Coast.

JIM W. WOODRUFF JR., general manager of WRBL, Columbus, Ga., and his wife return to Columbus today after spending several days in Washington and New York.

KATHRYN CRAVENS flies to Texas tonight.

JAMES MELTON returns to New York today from a personal concert tour.

BENAY VENUTA has returned from a three month vacation, mostly in Tahiti, and will resume broadcasting Nov. 29.

ROY CAMPBELL AMBASSADORS leave Altoona, Pa., tomorrow and go to Cincinnati for two week engagement.

RUDY VALLEE leaves Hollywood by plane Thanksgiving day for New York, where he will remain for six weeks before returning west.

Heinz's New Setup

Under the new CBS set-up which goes into effect Nov. 29, Heinz will use the 11:15-11:30 a.m. period, Mondays through Fridays, and a half-hour on Thursdays, 3:30-4 p.m. beginning Dec. 2.

Channing Pollock and Mark Warnow and his orchestra go into the latter spot. Heinz is dropping a quarter-hour period on Wednesdays and Fridays.

Adrian on Zenith Music

Chicago—When Zenith's telepathy series shifts to CBS on Dec. 5, Lou Adrian will provide musical settings. Adrian is director of Chicago Theater symphonic orchestra and was used last season on Bowman Milk's "Fireside Theater," also handled by J. Walter Thompson.

Adkins Joins WOPI

Bristol, Tenn.—Roscoe Ray Adkins, formerly with WSIX, Nashville, has been made manager of the WOPI studios in Kingsport. Four regular daily schedules are maintained from there daily.

147 RADIO STATIONS COAST-TO-COAST

ARE USING OUR TRANSCRIPTIONS

Let us show you why

SOUND REPRODUCTIONS CORP.
17 W. 46th St., N. Y. C. BRyant 9-8265

**1937 Radio Set Sales
Running Below Year Ago**

(Continued from Page 1)
volume as well as number, says Sayre M. Ramsdell, v.p. in charge of sales for Philco Radio & Television, after a study of the industry.

Philco will sell more sets this year due to large auto contracts, but dollar volume will be lower, Ramsdell stated. Last year the company marketed 1,600,000 sets.

Ramsdell predicts that Christmas business this year will pick up in contrast to 1936, when the stimulus occurred in the summer and fall as a result of the bonus and elections.

**FCC Again Holds Off
Segal-Smith Decision**

(Continued from Page 1)
a written opinion is handed down, it was learned yesterday. FCC is in possession of all the facts in the case, dealing with alleged unethical practices by the lawyers, but decision may not be made public until return of Commissioner T. A. M. Craven from the Havana conference.

**2 Canadian Radio Firms
Merged Into All-Canada**

(Continued from Page 1)
Canada many large stations on an exclusive basis. Main offices are located in Toronto, with branches in Calgary, Montreal, Winnipeg and Vancouver.

Weed & Co. is American representative.

Glenn Litten Quits KFSD

San Diego—Glenn Litten, manager of KFSD, NBC affiliate, has resigned, effective Nov. 30. No successor announced as yet by Tom Sharp, owner of the station.

NEW BUSINESS

KTUL, Tulsa: White King Soap, programs, through Barnes Chase Co.; Plymouth, spots, through J. Stirling Getchell; Cranberry Canneries, spots, through Harry M. Frost Co.; Pine Balm, spots, through Stuhlman & Zahndt; Dayton McClaren Tire Co., spots; Baume Bengue, spots, through Wm. Esty Co.

WAGM, Presque Isle, Me.: Blackstone Products, spots; L. F. Neuweiler's Sons (beer), spots; Pillsbury Flour Mills, program; Crosley Dealers, news.

WFBC, Greenville, S. C.: A. and O. Co., through J. Carson Brantley Adv. Agency; Best Foods, Inc., through Benton & Bowles; Claussen's Bakery, through Nachman Rhodes; Nash, through Geyer, Cornell & Newell; Procter & Gamble, through Pedlar & Ryan; Quaker Oats, through Mitchell Faust; Stanback Co., through J. Carson Brantley; Swift & Co., through J. Walter Thompson; United Drug, through Spot Broadcasting; Vick Chemical, through Morse International; Zerbst Pharmacal Co., through Barrons Adv.; Packard, NBC renewal; American Tobacco Co., renewal and addition of 15 mins. on NBC show; General Foods, NBC; Kraft Phoenix, NBC; Pepperell Mfg. Co., NBC.

**RADIO —
Advertising Agencies**

Female secretary with 7 years experience desires change.

Box A-118, RADIO DAILY

NEW PROGRAMS—IDEAS

Radio to Schools

As another public service, the Voice of Akron, WJW, is co-operating with the public schools in arranging a double-edged school program series.

Program Director Art Graham, who fathered the idea, has scheduled lessons to be broadcast Tuesdays and Thursdays at 9:45 a.m., these to be picked up in the schools and routed to PA speakers in the classrooms.

On Friday morning at the same time, follow-up program sends WJW's mobile unit W8XOA to the schools, where the class recitations will be picked up and relayed, thus bringing the "folks at home" in closer in touch with what is going on at school.

It is planned to follow this plan through the winter season.

"The Country Edition"

Bill Haley's KFRU hillbilly gang and Sunrise Rounduppers on the air over the Columbia, Mo., station each morning except Sunday at 6 o'clock are originating a new quarter-hour program idea they call, "The Country Edition." The broadcast features Editor Bill Haley in facts and figures concerning a different Missouri County on each program, designed to let early risers in the Showme State know pertinent facts concerning their locality such as number of people living in counties, number of families, names of county officials, outstanding agricultural activities, etc. Ed Mason, KFRU Farm Activity Director, presents his editorial each morning, and Hazel, soprano of the program's girl-duo, Texas Blue Bonnets, has her page of interest for the farm women.

Americanization committee of local district American Legion starts

WATR, Norfolk

Ralph Hatcher, sales promotion director, back at his desk after a 10-day trip to Chicago.

John W. New, commercial manager, attended the Virginia state sales representatives' banquet in Richmond.

Due to great demand for morning spot announcements on the "Time Service Program," station has opened up new time from 8:30 to 9 a.m.

John Carl Morgan, announcer, is directing a series of bi-weekly radio playlets for boy scout council.

Two local choirs are being groomed for early airing.

First alliance between station and Norfolk Division of College of William and Mary will bring a Tuesday educational series to WTAR listeners.

Staff Changes at WRJN

Racine, Wis.—Richard Shireman has resigned as commercial manager of WRJN to join WOMT, Manitowish, Wis. Bob Venn, formerly with NBC in Chicago, has been added to WRJN's commercial department.

new patriotic series Dec. 5 over WIBG, Glenside, Pa. Spot, logged as "Your Land and My Land," and dedicated to ideals of good citizenship, will be directed by Calvin R. Fagley, radio chairman, and Dr. Charles E. Sohl, chairman of the Americanization committee.

"A Case of Books"

Weekly half-hour airing on KIRO, Seattle, takes front-rank spot among book-review programs under title "A Case of Books." Show, now in sixth year, is under guidance of Dr. L. Wendell Fifield, minister of Plymouth Church. During year, some thirty-six publishers send this reviewer some 400 books for his summarizations. He finds time to speak on about 150.

"School of the Air"

"Fort Wayne School of the Air," weekly over WGL in that city, acquaints public with work of the Fort Wayne public schools. Scripts by teachers are enacted by students. Typical shot presented downtown tour by school class, with teacher spotting architectural niceties.

Philosophic Interludes

Reflective listeners get new break in philosophic "A Glimpse at the Stars," sustainer of WTAR, Norfolk. Embellished with modern concert music, show features Jeff Baker in thoughtful quotes and reflections.

How Kids Like Toys

New Christmas slant, in which kids are interviewed on their reactions to toys, on display in sponsoring ZCMI department store, is now going over KDYL, Salt Lake City, with toy department manager conducting interviews. Store also sponsors "S.S. Santa" half-hour programs.

WJW, Akron

Station recently celebrated its fifth anniversary in its present location and soon will celebrate its twelfth year as a broadcast licensee.

A series of talks given at the Monday luncheon meetings of the Akron Board of Real Estate is being aired by the station in cooperation with the Chamber of Commerce.

Summit County Medical Society's series of scheduled talks for the winter season will include a number of discussions of social diseases. Station Manager Sam Townsend believes it is a public service.

REPRODUCTIONS



**Sterling Products Signs
On 11 Canadian Stations**

(Continued from Page 1)

days weekly and the tooth powder two days weekly.

Program will be a transcribed dramatic show based on the novel "Stella Dallas." Stations signed include CKWX, Vancouver; CJAT, Trail; CFAC, Calgary; CKY, Winnipeg; CFCF, Montreal; CJKL, Kirkland Lake; CFCY, Charlottetown; CFRB, Toronto; CHNS, Halifax; CKCO, Ottawa, and CHSJ, St. John.

Sterling Products account is handled by Blackett-Sample-Hummert.

**John Swallow Appointed
NBC Coast Program Mgr.**

(Continued from Page 1)

and handling at that time "Hollywood on the Air," first regular NBC network program to originate in the film capital.

Femme Bowling Classes Click

Baltimore—WFBR's newest innovation, free bowling classes for feminine listeners, seems to be a huge success. A professional, associated with Baltimore's largest bowling center, has taught more than 300 ladies the finer points of this ageless art during the past month and has over five hundred on the waiting list.

Socony's Yale Serenade

Socony-Vacuum this Saturday will sponsor a half-hour program, 12 noon to 12:30 p.m., on 13 Yankee network stations for a Yale University band serenade in honor of the 56th annual Yale-Harvard football classic. Bill Slater will be the announcer. Socony-Vacuum is also sponsoring all Yale home games this fall. J. Stirling Getchell Inc. placed the account.

WMCA's Colored Comic Show

WMCA sales department is negotiating with National Colored Comic Weekly, a syndicated feature, to present new musical show over WMCA with possibility of branching out to Inter-City network after test period. Prospective sponsor distributes syndicate to negro newspapers nationally.

A SERIES THAT WILL OUTDO
THE AMATEUR AND QUIZ
CRAZE!

"BONERS"

Sensationally New and Different!

13 Scripts \$10.

STAR RADIO PROGRAMS INC.
250 Park Ave. New York City

AGENCIES

TOM WALLACE, veteran member of the "Hollywood in Person" broadcasts, has been named general manager of the west coast office of Russell M. Seeds agency, which has headquarters in Chicago. Under a reorganized setup following resignation of Clay Osborne, Wallace also is executive producer of the show. Calvert Haws handles the script.

ARTHUR KUDNER INC. has been appointed by two General Motors divisions, Electro-Motive Corp., of La-Grange, Ill., largest builders of Diesel locomotives, and Winton Engine Corp., Cleveland, Diesel motor builder. Appointment is preliminary to expansion of G.M. program in Diesel field. Probability seen of national advertising within next 12 months.

BASIL LOUGHRANE, director of Lord & Thomas radio production department, Chicago, announces the appointment of Guilbert Gibbons to the production staff. Gibbons was formerly an announcer in Cleveland. Prior to that he conducted his own orchestra and played in stock.

TOM JONES PARRY, head of the Seattle agency of that name, has announced an enlarged advertising campaign for Columbia Breweries, Tacoma, during 1938.

STEPHEN N. DICK, of East Orange, N. J., formerly of the copy staff of the Chas. Dallas Reach Co., Newark agency, has been appointed director of advertising and sales promotion of the International Division of Carrier Corporation, Syracuse, N. Y. Dick succeeds Vincent J. Butler, who has returned to the magazine publishing field.

JAMES S. ROGERS, Lord & Thomas account executive on Lucky Strike, is due in Hollywood next Monday for huddles on the new Lucky program, "Your Hollywood Parade," initialing Dec. 8.

WCKY, Oklahoma City

The Arkansawyers, morning hill-billy band, have drawn 2,800 letters in their fan mail during the last two weeks.

"Patent Pending" new Sunday afternoon program over WKY directed by Hal Scher is pulling in the letters and filling studio for show and exhibit of local inventors' brain-children after each broadcast.

Nancy Trent, Erma Jones and Freida Fant new stars plucked by WKY from its amateur hunt, to be given Sunday spot.

CARL BIXBY

Creator, author, director or producer of successful network radio programs—

 DANGEROUS PARADISE
 CLUB ROMANCE
 GRACE MOORE'S OPEN HOUSE
 BIG SISTER
 HELEN MENKEN'S "SECOND HUSBAND"
P. O. Box 84, Manhasset, L. I., N. Y.



● ● ● Little Shots About Big Shots:—Henny Youngman was having a bit of trouble about getting laughs on his air show—and he felt that maybe it was high time he got some "religion" into his soul, so he went to visit a rabbi. . . . However, the gentleman was busy in his private office discussing a matter with someone else while Henny waited in the small ante-room. The transom was opened and from the other room these sentences flowed into Youngman's ears: "I'll give you \$20,000." "No!" "\$30,000." "No" again from the rabbi. "\$40,000." Another negative reply. "Well, \$50,000 is my highest price." Apparently the rabbi refused this offer because the gentleman hastily walked from the room. . . . Henny walked in, explained to the rabbi that he simply couldn't help overhearing the conversation—and that his curiosity prompted him to inquire why this other person wanted to pay \$50,000. . . . "Well," began the rabbi, "he wanted that I should finish every one of my sermons his way. Instead of saying the customary 'Amen'—he wanted I should say 'Coca-Cola!'"

● ● ● Bernarr Cooper, radio and stage actor, practiced all summer for the role of messenger in the short-lived Tallulah Bankhead stage production of "Antony and Cleopatra"—and was turned down at the last moment because of his youth. . . . Later he heard that NBC was doing a radio version. He went over, told his story, was promptly cast for the messenger role—and stole the show! . . . Hilary Denley Kuhl, an English born actress who has wandered around the entire world to settle down in Fort Wayne, Ind., plays the part of an English girl in WGL's test revival of "Arabesque" for Morris Plan.

● ● ● Fred Bate, NBC London representative, despite the agreement that no one was to accompany the Duke of Windsor to America, sailed on the Manhattan just ahead of the Duke's scheduled sailing on the Bremen. . . . But before Bate was out of sight of land he received a radiogram announcing the Duke's cancellation. . . . Fred disembarked at Cobh—a few hundred miles from his starting point. United States Lines publicity release stated Bate would arrive in N. Y. Nov. 11—and that's why "darkies are born!"

● ● ● In Yuma, Ariz., KUMA presents a show called "Bing Crosby and His Shadow"—a trick of D. E. Bennett, commercial manager. . . . Program features the Almighty Bing singing DUETS—with the "shadow" of Bing doing much better than the McCoy. . . . Trick is accomplished by two pick-ups of the same record which gives an echo effect, sounding like two voices! . . . One of the places which always attracts visitors to KFVS, Cape Girardeau, Mo., is the large bulletin board seen before entering the studios. . . . The entire board is covered with clippings about the station taken from RADIO DAILY since we bowed into the radio world.

● ● ● A songplugger approached Leo Reisman yesterday during the Schaefer Revue rehearsal in the hope of getting a tune on the air. He told Leo that he looked rather tired and worn-out, which was confirmed by the maestro, who said that he'd rather fall down than listen to more songs. . . . This, however, did not stump the song plugger, who told Leo to remove his coat and lie down. Reisman did and in ten minutes he felt swell. It turned out that the "contact man" was a graduate chiropractor. "I ought to get paid for this," he said, "but we'll call it square if you'll play two songs for me." Reisman did. . . . Reminds us of Elmo White who sent Charlie Ross over to see George Hall and get a fast "No!"

GUEST-ING

VIRGINIA REA, MARGALO GILLMORE, ROBERT WALLSTEN, ERNST VICTOR WOLFF, and MARTHA GELLHORN, correspondent in Madrid, on "Magic Key of RCA", Nov. 21 (NBC-Blue, 2 p.m.).

ED McCONNELL, on "National Barn Dance", Nov. 20 (NBC-Blue, 9 p.m.).

BILLIE BURKE, on Chase & Sanborn Hour, Nov. 21 (NBC-Red, 8 p.m.).

ELIZABETH PATTERSON, interviewed by Elza Schallert, Nov. 25 (NBC-Blue, 11:15 p.m.).

LUCIA GRAESER, ABRASHA ROBOFSKY and EVELYN MacGREGOR, on "Metropolitan Opera Auditions of the Air", Nov. 21 (NBC-Blue, 5:30 p.m.).

MARION DAVIES and BRIAN AHERNE, in "Peg O' My Heart" on Lux Radio Theater Nov. 29 (CBS, 9 p.m.).

JIMMY SHIELDS, on Al Pearce program Nov. 23 (CBS, 9 p.m.).

LARRY CLINTON, VI MELE, LONA WEBSTER, ANDREWS SISTERS and EMILIO CACARES and his trio, on Martin Block's "Sunday Swing Concert", Nov. 21 (WNEW, 11 a.m.).

WLBC, Muncie, Ind.

Maurice Crain, chief engineer, now designing new remote rig which he claims will weigh only 12 lbs.

Henry "Harpo" Marks, announcer, now writing the Lewis Crediteers show.

Ken Williams, announcer, back after trip to Cincinnati.

Bill Craig, commercial manager, winding up Lions Club Milk Fund Drive.

Donald Burton, owner, scheduled for 117 basketball play-by-play broadcasts.

Fred Packhorse Ayer, merchandising director, reported ready to do a movie gossip sustainer.

Ottis Roush, chief announcer, has devised a new style for continuity which is receiving praise from staff announcers. New style of writing commercial copy makes for much easier reading and less chance of reading errors. Style eliminates any chance of duplication of continuity lines.

HARRY SALTER

CONDUCTS

Your Lucky Strike
Hit Parade

Every Saturday Night

OVER CBS

10-10:30 E.S.T.

**ORCHESTRAS
MUSIC**

THE Abe Lyman office is arranging a Fall series of theatrical and night club engagements for Lyman and his Californians.

Harriet Hilliard will not be able to join Ozzie Nelson and his orchestra for his personal engagement at Victor Hugo's, Beverly Hills. Her picture schedule conflicts. Nelson is booked there for six weeks from Nov. 24.

Shep Fields winds up his current west-to-east tour of one-nighters next week. Today he and his orchestra play in Lincoln, Nebraska; tomorrow, St. Joseph, Mo.; 21st, Sioux City, Ia.; 22nd, Sioux Falls, South Dakota; 23rd, Storm Lake, Iowa; 24th, Omaha, Nebraska; and 25th, Des Moines. He will arrive in New York on the 27th.

Peter de Rose, featured with May Singhi Breen as NBC's "Sweethearts of the Air," will be feted by his Tin Pan Alley and Radio Row colleagues on Saturday in the Hotel Piccadilly's Georgian Room, in celebration of his new song hit, "In the Mission by the Sea," written in collaboration with Billy Hill. Jenö Bartal will be musical director for the occasion.

"Memories of Poland" and Memories of Sweden" have been added to the Edward B. Marks Music Co. international albums. The firm also will publish the next two operettas to be written by Oscar Straus, noted Viennese composer. Deal was closed before Straus sailed last week for Europe.

Emery Deutsch returns to the air tonight with a CBS wire from the Book-Cadillac Hotel, Detroit.

KONO, San Antonio

A daughter was born recently to Gerald Morgan, program director.

Ted Brown, studio organist, signed with Brunswick Records as recording artist.

Plans are afoot to purchase a new transmitter site.

The studio has another new RCA turntable and Station Manager Gene Roth is building a new control console at his home workshop.

KIRO, Seattle

"The Wanderer," featuring Gene Baker, now in third year, became an afternoon feature this week.

Weather forecasts will be carried at 8:25 a.m. daily except Sunday hereafter, coming by remote control direct from the weather bureau.

**TRANSCRIPTION & RECORDING
SPECIALISTS**

INTERNATIONAL PRODUCTION STUDIOS
33 W. 60th St., N.Y.C. COL. 5-7366-7

FOTOTONE SOUND SYSTEM

☆ **PROMOTION** ☆

Heidt Offers Prize for Slogan

On his Wednesday night network program from the Biltmore Hotel, Horace Heidt is running a rhyming contest for the best slogan in rhyme that represents the music of his Brigadiers. He offers a \$5 prize for the best slogan submitted each week by the radio audience. Featured bandmen and vocalists also present rhymes and at the end of the program the winner of the previous week's contest is announced and the winning rhyme read by Heidt.

The idea of the contest arose spontaneously as a result of a game played by the Band during intermission.

OKLAHOMA CITY

Ken Wright, WKY organist, taking flying lessons. Needs but three hours before he can solo.

Walter Kronkite, WKY football announcer, becomes a newscaster Dec. 1.

Wayman Ramsay of KOMA is in San Antonio.

Lee Norton, new WKY vocalist, now on air twice each week for Associated Laundries. Firm also sponsors program three other days of week. Norton is assisted by Ken Wright at the organ.

Wayman Ramsay, program director, and Neal Barrett, general manager of KOMA, back from business trip to San Antonio.

WAGM, Presque Isle, Me.

L. E. Hughes, commercial manager, and R. W. MacIntosh, general manager and treasurer, are now in the electrical appliance business, handling the Crosley line. Acceptance of the products was so well built up by the past 26 weeks of Transradio News that they snapped up the franchise for this section.

Each person connected with WAGM is an active radio amateur. In the past six years the following men have worked at the following jobs: L. E. Hughes, transmitter operator, control operator, engineer, announcer, sales, newscaster and commercial manager; Ted Coffin, control operator, announcer, chief announcer, local newscaster, program director; R. W. MacIntosh, transmitter operator, announcer, chief engineer, general manager and treasurer.

KABC, San Antonio

Pearl Sohn is the new continuity editor, replacing Mrs. Doris McLain, resigned.

Walton K. Blanton, formerly of KABC, is now on the KMAC announcing staff.

Studio Manager Gene Cagle is on a deer hunting expedition. Charles Belfi is acting skipper pro tem.

Jo and Jody are a new team on the air.

Theater Party Draws S.R.O.

More than 1,900 boys packed into the 1,750-seat Orpheum Theater in Des Moines for a theater party staged by the Iowa Network as a send-off for "Adventure Bound," a new serial plugging Mother Hubbard's Energy Cereal (Hubbard Milling Co.) over KRNT and WMT.

The show, with Program Director Ranny Daly as emcee, featured station talent, including The North-westerners, Uncle Twid, and Betty Jean and Freddie, movie shorts and explanation to the youngsters of the merchandising tie-up in connection with the radio program, such as club memberships and premiums.

Agency on the account is McCord Co., Minneapolis, with Ralph Hobbs handling the radio.

PITTSBURGH

Derby Sproul, who was brought here by A. E. Nelson, new KDKA manager, is acting program manager of the station following departure of Jack Gihon who is now in the NBC, New York, production and television department.

WCAE goes on the air 15 minutes earlier than usual starting Monday at 6:45 a.m. to accommodate an ET series for Sunkist Oranges.

Jessie Wheatley, whose vocalizing with a Hammond organ at the Seventh Avenue Hotel has night-goers nodding approval, has been signed as a sustaining artist by WCAE. Cliff Daniel, program manager, will introduce her to radio with Earl Truxell's Orchestra, next week.

Al Helfer will feel right at home Saturday when he announces the Carnegie Tech-Holy Cross game from Worcester, Mass., for KDKA, WEEL, WDRC, WMAS, WORC, WPRO. Helfer announced many Tech games while on the staff of WWSW in Pittsburgh.

"Wilkins Amateur Hour" enters its third year on WJAS this Sunday but will not celebrate the anniversary until Dec. 19 due to a \$1,000 Cash Prize Contest now in progress.

Walt Framer now broadcasting his "Radio Swaps" program (WWSW) from three theater lobbies—Enright, Warner and Loew's Penn.

Ollie O'Toole's new program sponsored by Shanahan Furniture Department had a swell reception on WWSW the other night.

"First Nighter" Is Seven

Chicago—Campana's "First Nighter" marks its seventh anniversary on the air Nov. 26. Among its graduates, now in films, are Don Ameche, Tyrone Power, Don Briggs and others.

MISCHIA VIOLIN
VIOLINIST—CONDUCTOR

at
RADIO CITY MUSIC HALL
Sunday WJZ-NBC-Blue 12:30 P.M.
MANAGEMENT JOSEPH BLOOM
19 W. 44th St., N. Y. VA 3-8950

PROGRAM REVIEWS

FRED ALLEN

Bristol-Myers Co.
WEAF-NBC-Red network,
Wednesdays, 9-10 p.m.
Young & Rubicam Inc.

"TOWN HALL TONIGHT" STAR RETURNS WITH SAME ROUTINE AND A FEW OLD JOKES THAT FALL FLAT.

Fred Allen returned to "Town Hall" last Wednesday night with his typical routine of comedy, music and nonsense, but the first show from the coast got off to a comparatively sluggish start.

Cast, particularly Allen, had trouble getting some of the words out of their mouths and about three jokes did not get a titter out of the studio audience. But the ad libs about these flat jokes and muffed lines made for more hilarity than if everything had gone off smoothly.

Portland Hoffa, Harry von Zell, King's Men, Gogo De Lys, Peter Van Steeden's orchestra and Lionel Stander as a guest star, were the main characters in the performance. Stander is an old "Mighty Allen Art Player" from away back who is now in the cinema. Gogo De Lys sang "Somebody Loves Me." King's Men did two numbers and the "Mighty Allen Art Players" did a sketch called "Murder in the Stadium" with station "KICK" broadcasting the game. "One Long Pan" (Fred Allen) is the detective who solves the murder. Allen is always good when he takes on an Oriental role.

Middle portion of show was devoted to situation gags about "people you didn't expect to meet." Van Steeden and his orchestra seemed to be more lively than usual.

On the commercials two announcers were used. Harry von Zell did the build-ups, with an unnamed spieler coming in for the testimonials. Show will remain in Hollywood for several weeks pending the completion of Allen's picture; then it returns to Radio City.

Allen is on the coast to appear in a 20th Century-Fox film, and Wednesday night's program would indicate that Allen has fallen in line with numerous other radio stars who are using their air shows to publicize the movies.

Imperial Tobacco Co. Ltd.
OF CANADA

presents

KEN SISSON

Director, "Canada, 1937"

With a 30-piece orchestra
16-voice choir and soloists
Over a coast-to-coast network of
Canadian Stations
Fridays, 10 to 10:45 P. M., E.S.T.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

G. E. Expects Improved Short-Wave to Orient

First U. S. short-wave transmitter west of the Mississippi River, the new General Electric station soon to be constructed at Belmont, California, will meet long-felt need in radio by sending American programs to points now receiving practically none of this service. Plans, made public by Chester H. Lang, G.E. broadcast manager in Schenectady, call for directional antennas of latest type, with beams directed to Far East and South America. These beams, concentrating the transmitter output within an angle of about 30 degrees, provide a signal gain of about 300 per cent over the ordinary antenna.

In order to serve Far East, at present radio signals following a great circle path from existing international stations located only in eastern U. S. must pass directly over north polar regions. Magnetic field of earth and daylight-darkness distribution over this path are subject to extreme variations, and their effect on radio signals is believed to be cause of failure of transmissions to Orient.

Great circle path from new Belmont location, however, does not pass over north polar regions, is a more east-west route, and therefore should not be subject to the extreme variations found in the signals transmitted by G.E. from Schenectady. It is thus hoped to provide reliable broadcast service to the Far East through greater part of the year.

Station will operate on the two short-wave frequencies now assigned to company—9,530 kilocycles, or 31.48 meters, and 15,330 kilocycles or 19.56 meters. Although duplicating frequencies of the two G.E. stations in Schenectady, difference in time makes operation possible without interference on time-sharing basis, and provides, more or less, a 24-hour short-wave service from America.

WAGM Gets Audio Amplifier

Presque Isle, Me.—WAGM has installed an automatic volume-limiting audio amplifier which has substantially increased average effective signal.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH
Electrical Lighting Equipment
of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Circle 6-5470-1

NEW PATENTS Radio and Television

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

2,098,950—Vacuum Tube Circuit. Harold S. Black, Elmhurst, N. Y., assignor to Bell Laboratories, Inc.

2,099,089—Relay. Allan Weaver, Port Washington, N. Y., assignor to American Telephone & Telegraph Co.

2,099,156—Automatic Frequency Control for Oscillation Systems. Harold A. Wheeler, Great Neck, N. Y., assignor to Hazeltine Corp.

2,099,294—Carrier Wave Modulation and Suppression. Werner Buschbeck, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.

2,099,296—Aperiodic Antenna. Philip S. Carter, Rocky Point, N. Y., assignor to RCA.

2,099,300—Oscillation Generator. Karl Fritz, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.

2,099,311—Circuit for Reducing Static. Madison G. Nicholson, Jr., Verona, N. J., assignor to National Union Radio Corp.

2,099,531—Electron Discharge Device. Gerhard Passarge, Hamburg, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.

2,099,533—Magnatron. Dietrich Prinz, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.

2,099,579—Vacuum Tube. Warren C. Taylor, Chicago.

Resume Tester Production

Production of the new Philco Model 066 Tube Tester has been resumed after some weeks interruption to permit the introduction of improved circuits in order to obtain greater uniformity between different testers when testing the same tubes, it is announced.

Midget Soldering Pliers

Ideal Commutator Dresser Co. has announced introduction of its new No. 2 "Midget" Type Thermo-Grip Pliers, designed especially for soldering small objects and for work in restricted places. Typical application is in small radio and appliance soldering.

Editor on Short-Waves

S. Gordon Taylor, managing editor of Radio News, has been scheduled to talk on ultra-high frequencies over General Electric's international broadcast stations W2XAD and W2XAF on Dec. 17 and 18. A real "old-timer", Taylor was first interested in radio in 1908 and in 1909 was on the air with a spark transmitter. He now holds amateur call W2JCR.

Equip KSL Production Offices

Salt Lake City—Improvement plans in KSL production offices here call for installation of all audition and talk-back equipment in individual rooms for production heads. Change, occasioned by time and studio savings, is nearing completion, with Chief Engineer Eugene Pack directing.

Add Western Elec. Equipment

Cicero, Ill.—New Western Electric equipment, including transmitter, antenna, turntables and microphones, has been purchased by WHFC. Hawthorne Works of Western Electric is located here.

Recording Unit Installed

Denver—Installation of new instantaneous recording equipment at KFEL here was completed this week under the direction of Chief Engineer Pade Veatch. The new special unit, built by Remler Co., Ltd., of San Francisco, records with high fidelity at 33 1/3 or 78 R.P.M. from studio input equipment, off-the-air, or off-the-line.

Get New Control Outfit

Detroit—Purchase of completely new master control equipment at a cost of \$30,000 has been announced by WJR. Technical Supervisor Andrew Friedenthal has been working several months on the plans, and order was placed in New York this week. Installation in a new control room in the Fisher Building will be made early in January, it is expected.

WTMV, East St. Louis

J. W. Denbow, formerly with the St. Louis Star-Times, has joined the sales staff.

Celebrating first anniversary of "Let's Go to Town," station will hold local talent show and dance tomorrow night, with the show being broadcast at 9:30-10:30. Frank Anderson, who sells and announces the participating program, will emcee.

"March of Youth" program next Wednesday will be aired from the penthouse ballroom of Hotel Broadway before an audience of some 700. Station's home is in the mezzanine of the hotel.

Car Card Advertising

Card cards advertising principal broadcasts of WAAF, Chicago, have been placed in Chicago busses. Cards give titles and time of programs, but do not mention sponsors.

WNYC Is Seeking Funds For Big Improvements

Mayor La Guardia's plan to make WNYC an international broadcasting station will cost from \$40,000 to \$200,000, F. J. H. Kracke, Commissioner of Plant and Structures, has advised the Mayor. He suggested that the money be allocated and earmarked before the city applies for FCC sanction of the move.

Kracke observed that the municipal station, if made part of the international aerial network, would be of particular value in promoting the World's Fair in foreign cities. He suggested broadcasts in Spanish to South American republics.

Necessary funds would be for purchase of transmitting devices and construction of antennae towers on site of old Greenpoint ferry in Brooklyn, where Mayor La Guardia, in new station dedication speech, first suggested the proposed expansion.

New KFYZ Steel Tower

Bismarck, N. D.—KFYZ expects to have its newly built steel tower in operation by the middle of December. Structure made by Truscon Steel is 750 feet high and self supporting type. Station will have a signal strength of one-half millivolt when the new tower is completed, operating on 550 kc. and 5000 watts power.

Hayden in Los Angeles

Los Angeles—Leonard Hayden, formerly of WPG, Atlantic City, has been added to the technical staff here.

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...we make haste carefully

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Opportunity To Make
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Finest Reference Book
Ever Published in The
Industry  **That's Just**
What it Intends Doing



WILLIAM E. FORBES, heretofore KNX salesman, steps into a new berth as CBS agency and client contact specially created by Donald W. Thornburg, vice-president, to function on national and Pacific Coast network accounts, and relieve the vice-presidential office of detail in connection with increasing Hollywood emanations.

Clark Gable, contractually free to make radio commitments away from M-G-M, will head the "Silver Theater" cast on Dec. 5 in an as yet unselected vehicle.

Buddy Rogers has succeeded Benny Rubin as emcee of "Tune Twisters," joint production of KHJ and Music Corporation of America, with Walter Johnson at the helm.

"Take the Air," the Gene Inge KFWB commentary on radio programs of the preceding week, switches to a new niche at 7:15-7:30 Monday nights.

Ruby Mercer, who has been the vocal guest on Packard's "Mardi Gras" for the past two or three stanzas, has been signed for three more and appears to be the selection for the spot vacated by Florence George, who deserted radio for Paramount Pictures.

Carroll Nye, erstwhile radio editor of the L. A. Times who went commercial for Earl Ferris Radio Features, and "Bobby" Woodburn, feature writer for Radio Features, will be married tomorrow.

The second series of "Wade Lane's Home Folks," produced by Mertens and Price, Inc., has been taken for Australasia by Broadcasting Service Assn., Ltd., Sydney, through its American agent, Dr. Ralph L. Power.

Bill Reubens has joined the Earle Ferris Radio Feature staff as planter.

Andy and Virginia, pianist and singer, respectively, have a new 15-minute program on KEHE Friday mornings at 10. Andy also gets billing as "The Foolish Philosopher" on occasion.

ONE MINUTE INTERVIEW

ADRIAN JAMES FLANTER

"Station showmanship is 'serving the public what it likes in the way it likes best'. Of the elements entering into radio showmanship, community service stands out prominently. When, therefore, a station on its own initiative and direction cooperates in public service to permit the regular use of its facilities by government, civic, educational, religious and philanthropic organizations, such altruistic purposes constitute the finest type of showmanship."

☆ Coast-to-Coast ☆

JANE PICKENS is to be starred in scenes from "When Ladies Meet" and "Reflected Glory" in a "tabloid" stage recital presented by Edith Beaton, dramatic coach, at the MacDowell Theater on Sunday. Appearing with Miss Pickens in the scene from "When Ladies Meet" will be Lois Amory and James Farrell. In the scene from "Reflected Glory," she will appear with Lois Amory, Doris Donaldson and James Farrell. Another scene, from "Stage Door," will feature Mitzi Mayfair, heretofore identified as a dancer, and Patti Pickens.

KGNF, North Platte, Neb., for the seventh consecutive year remoted the Civic Armistice Day Ceremonies from a local theater. The program included prominent speakers from the Western Nebraska territory and music by the North Platte VFW Junior Band. The program was emceed by John Alexander, KGNF program director. Tremendous interest has been built in this annual broadcast throughout the entire territory.

Benay Venuta is back in town after a four months' holiday, most of which was spent in Tahiti and other South Sea Islands. Benay says there were very few radios in Tahiti because of limited electrical facilities, but, she adds, who wants to listen to the radio in Tahiti when the beach boys come around every evening to serenade you under the stars! She is staying temporarily at the Essex House.

Dr. Ranald, hand expert, is being sponsored three times weekly by Astring-O-Sol over stations in Buffalo, Syracuse, Rochester, Scranton,

WBT, Charlotte

Grady Cole, WBT's Commentator-Philosopher, was honored by a National American Red Cross Committee and the Charlotte chapter of the Red Cross when he was presented a plaque signed by President Roosevelt and national and local Red Cross officials. The presentation was made in recognition of services rendered by Cole during the flood catastrophe in the Mississippi and Ohio Valleys last Spring.

Station has scheduled a series of nine educational broadcasts by Wofford College of Spartanburg, S. C., to be heard each Tuesday beginning Nov. 23. The programs will be purely of an educational nature.

KTSA, San Antonio

Tol Ware, spieler, has left for Dallas and his new Interstate radio position.

Station Manager H. C. Burke has returned from a short business trip to Los Angeles.

Production Manager Paul Girard entertained several officials from other Hearst stations last week.

Wilkes-Barre, Harrisburg, and Detroit. Erwin, Wasey is the advertising agency.

Paul Carley, formerly heard at 9:30 each morning on WNEW, now broadcasts at 9:15 a.m., Monday through Saturday. The Drifters, a new Hillbilly unit, formerly heard two or three times a week, now broadcast daily at 3:15 p.m., Tuesday through Friday.

World Peaceways Inc. will discuss "What Is Wrong With World Diplomacy?" in its WQXR broadcast on Monday at 9-9:30 p.m. Speakers will be Quincy Howe, David H. Popper and J. Max Weis.

Edith Jolson returns to the mike at WICC, Bridgeport, on Thanksgiving Day.

Arthur Boran, the mimic and comedian, will collaborate with Lew Lehr in emceeing the American Fashion Convention sponsored by the Fashion Future Association at the Waldorf-Astoria on Nov. 22.

Kay Wells, daughter of Billy K. Wells, heard over WMCA under Eddie Miller's direction, now being groomed for a commercial, made her motion picture debut yesterday at Educational in a film under the eye of Al Christie.

Elizabeth Rethberg, Josephine Antoine and Mario Cozzi will sing at Carnegie Hall tomorrow at a benefit for the Christie Street Settlement.

Tim Ramsland, former "Voice of the Minneapolis Journal," on KSTP-Journal shows, has joined station's announcing staff.

KSD, St. Louis

Dick Sharp, continuity director, has resigned to join W. K. Nash Advertising Agency.

Frank Eschen, program director and sports commentator, handles the play-by-play on the St. Louis U. and Washington U. home football games, with Dave Ward and Tom Reid adding color and data.

A program sponsored by Associated Retailers of St. Louis will be fed by KSD to WIL, WEW, KWK and KMOX tomorrow at 6:15 p.m. Frank Eschen is producing the show, with Robert Weede and Jolly Gillette as singers, Don McNeil of Chicago as emcee, and Russ David conducting the orchestra.

WPG, Atlantic City

"Daddy Dave" Tyson is now conducting a series of Saturday morning programs featuring talented youngsters.

Mall Dodson is heard thrice weekly as the "Good Gulf Gossiper."

Annual Christmas Seal Sale will be launched with a broadcast Nov. 24 under direction of Mrs. R. Elwood Evans.



PAUL WHITEMAN arrived in town still wearing ten gallon hat and boots.

Kenneth D. Fry, NBC special events director, to Milwaukee to lay groundwork for special diving broadcast from bottom of Lake Michigan on Dec. 1.

Ransom Sherman, emcee of Club Matinee, pinchhitting for Don McNeill on the Breakfast Club today while McNeill does a personal appearance in St. Louis.

Dorothy Denvir, sister of Quin Ryan, WGN manager, is playing in "Bachelor's Children."

Carleton Smith, NBC musical commentator and critic, back from five months in Europe. He was a guest of Jean Sibelius, Richard Strauss and Ignace Paderewski.

M. P. Wamboldt and Jack Holden have moved their radio program service to new quarters in the Builders Building on Wacker Drive opposite NBC. Wamboldt is the author of Falstaff's "Public Hero No. 1" series on NBC.

Carl Webster, who has resigned as NBC sales representative to form his own radio producing company, is busy getting ready to open shop Dec. 1.

WHO, Des Moines

H. R. Gross, news editor, is the father of another boy.

Col. J. B. Palmer, president of Central Broadcasting Co., spoke on "Fish" during his last monthly program over the station.

Louisiana Lou, Jerry Smith and the Four Dons are the talent in a new commercial sponsored by McCannon Co., Winona, Minn.

Kay Neal did her part in the "Sunset Corners Frolic" the other day even though she was suffering from three fractured ribs.

Bud Roberts, cowboy violinist, has rejoined Al Clauser's Oklahoma Outlaws on the station. He is subbing for Slim Phillips, who's laid up by scarlet fever.



Greetings from Radio Daily

November 20

Virginia Verrill
Fran Allison
Allen Rivkin

Judy Canova
Art James
Bill Boher