



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 101

NEW YORK, N. Y., MONDAY, NOVEMBER 22, 1937

FIVE CENTS

8 Stations in New Mohawk Web

PAY HIKES FOR RESULTS, ELLIOTT ROOSEVELT PLAN

Fort Worth — Increases in salary awarded to employees of southwestern Hearst Radio stations during recent months, in recognition of their individual and collective efforts in increasing efficiency, will be continued in the future, but reported plans for a "profit-split" are without foundation, according to Elliott Roosevelt, director of the group of outlets. The profit-sharing report originated in Oklahoma City, where KOMA is the Hearst station. Roosevelt makes his headquarters in Fort Worth.

WINS Gets Slice of Game In Unique Sharing Deal

Unique sharing of the broadcast of the University of California-Stanford football game Saturday, gave the first two hours and 15 minutes here to WINS and the rest of the broadcast to WOR. Latter outlet scheduled to carry the game could
(Continued on Page 8)

Key Stations and AFM Agree on Rough Draft

Conference held Friday between key station men and the AFM resulted in both sides agreeing upon a rough draft of the proposed contract. Rough draft will be studied by at-
(Continued on Page 5)

WCLE Asks for Facsimile

Cleveland—WCLE has applied to FCC for permission to operate an experimental facsimile station, it is announced by E. L. Gove, technical supervisor of United Broadcasting Co. and chief engineer of WHK-WCLE.

Curb Butter-Inners

Chicago—WSBC has solved the problem of fanatics who crash "man in the street" interview broadcasts with propaganda of one kind or another. The announcer hides a button microphone inside his coat and permits only as much to be said as he feels quite sure is proper, shutting off the rest via the concealed mike.

WCSC's Triple First

Charleston, S. C.—First broadcast of a first night from the nation's first theater is the distinction about to be chalked up by WCSC, which is preparing to air the opening of Charleston's \$350,000 reconstructed Dock Street Theater, a revival of the theater of 1736, first to be erected in America. Edmund Bunker will handle production and mike for the elaborate remote, with many notables scheduled to speak.

GREYHOUND'S WCLO TEST INCREASES BUSINESS 46%

Janesville, Wis.—Testing first over WCLO here preparatory to a national spot campaign, the Northland Greyhound Lines Inc. is sponsoring a daily five-minute "So You're Going Places" program. It is similar to
(Continued on Page 2)

Canadian Church Group Asks Sunday Restrictions

Montreal—A Sunday ban on professional and commercialized sports, spot advertising, confining commercials to "this program is sponsored
(Continued on Page 5)

UP on CBS Coast Group

West Coast Bureau, RADIO DAILY
Los Angeles—Union Pacific Railroad has signed a 52-week contract for Sunday airing of 15-minute transcriptions of the John Hix "Strange As It Seems" series on CBS stations KNX, KGO, KOMO, KOA and WMAQ, starting Jan. 2.

☆ THE WEEK IN RADIO ☆

IRNA Down to Biz

By M. H. SHAPIRO

MUCH speculation now in the industry as to how fast the independent affiliates will execute contracts with local unions of the AFM and deposit them in escrow... Special Advisory Committee headed by Samuel R. Rosenbaum and greatly aided by committeeman Emile Gough of Hearst Radio unloaded the works early in the week, laying the cards on the table, as it were, to the unaffiliated outlets as well... revealing all of their dealings and the pro-

Several Accounts Already Set for New Network With Six New York State and Two Vermont Outlets

BILL BACHER RESIGNS M-G-M MAXWELL POST

West Coast Bureau, RADIO DAILY
Los Angeles—Bill Bacher has stepped out as producer of the M-G-M-Maxwell House show and severed all connections with radio activities at Metro, despite his 7-year contract. Louis K. Sidney takes over, retaining Ed Gardner and Sam Moore. Reports are that Bacher was disappointed at what he claims was lack of cooperation by studio heads. Sidney, an acknowledged showman of long experience, including radio, now becomes arbiter of Metro radio policy.

Merge WBBM Salesmen With Radio Sales, Inc.

Chicago—Immediate consolidation of WBBM sales force with Chicago staff of Radio Sales Inc., CBS subsidiary in spot field, in an efficiency move was announced late last week by H. Leslie Atlass, CBS vice-president. J. Kelly Smith, Radio Sales
(Continued on Page 2)

Wrigley Auditions Again

Chicago—Wrigley gum, which recently renewed "Poetic Melodies" on CBS for a year, is again auditioning talent for a possible variety show. Wm. Morris agency brought out Shaw and Lee as likely headliners. Neisser-Meyerhoff is agency.

Mohawk Valley Broadcasting System has been formed with Burt Squire as manager, with six New York state outlets available, plus two in Vermont, leaving Syracuse coverage selective to the sponsor, also the New York City station remaining optional with the time buyer. Advertisers are being offered "A" line reception throughout, with a total potential primary coverage of 16,000,000 people representing 3,406,730 radio families.

Stations in the system included
(Continued on Page 8)

JOHNSON'S WAX STARTING NEW SERIAL ON NBC-BLUE

Chicago—S. C. Johnson & Son (floor wax), Racine, Wis., sponsors of Fibber McGee and Molly, start a new serial, "Attorney-at-Law," over NBC-Blue on Jan. 4 at 10:30 a.m. Script show is creation of Carl Wester, NBC salesman, who is setting up his own radio production office, and was written by Jim Peas and Irna Phillips. Agency is Needham, Louis & Brorby. Auditions for leads are being held.

Strongheart Dog Food Spots on 17 Stations

Chicago—A national spot campaign using 17 stations is planned by Doyle Packing Co. (Strongheart dog food), whose entire advertising is now being handled by the Beaumont & Hohman Inc. office here. H. C. Vogel is account executive.

Ether Alienation

Greensboro, N. C.—Though Major Edney Ridge is director of WBIG, a CBS affiliate, Mrs. Ridge likes NBC's Charlie McCarthy program and buys McCarthy's coffee—and the Major has to drink it. It comes from having more than one radio in the house, the Major philosophizes, and proves you can't have all the listeners all the time.

(Continued on Page 6)



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FINANCIAL

(Saturday, Nov. 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	148	144 ³ / ₄	148	+ 2 ¹ / ₂
CBS B	18 ¹ / ₂	18 ¹ / ₂	18 ¹ / ₂	- 1/4
Crosley Radio	8 ³ / ₄	8	8 ³ / ₄	+ 3/4
Gen. Electric	39 ⁵ / ₈	36 ⁵ / ₈	39 ⁵ / ₈	+ 2 ¹ / ₈
RCA Common	7	6 ³ / ₈	7	+ 1/8
RCA First Pfd.	51	50 ¹ / ₈	51	+ 3/8
Stewart Warner	10	10	10	0
Zenith Radio	19	18	19	+ 3/8

NEW YORK CURB MARKET

	Bid	Asked
Majestic	1 ¹ / ₄	1 ¹ / ₄
OVER THE COUNTER		
Stromberg Carlson	7 ¹ / ₄	8 ¹ / ₄

New Show for John Nesbitt

San Francisco — After dickering with MGM, which has placed him under a five-year contract starting in January to direct short subjects similar to his "Passing Parade" broadcasts, John Nesbitt obtained permission for two weekly broadcasts. A new show is being groomed for him to start soon after his present Duart Creme of Milk sponsor quits Dec 5. Howard Williams Advertising Agency admit it's a S. A. account.

Religious Series on 20 Stations

Chicago — St. Germaine Press of Chicago (religious) has placed 15 minute transcriptions on 14 stations and is using live periods on six stations through Allied Advertising Agencies, Los Angeles. Talks feature the head of the Mighty "I AM" Presence, Mrs. G. W. Ballard and a vocalist. Live shows on WMCA, WAAB, WIP, CKLW, KHJ, KFRC. Transcriptions on KYA, KOL, KFAC, KGB, WIND, WJBK, KXBY, KFXD, KOMA, KFXR, WOL, KGER, KMBC.

Merge WBBM Salesmen With Radio Sales, Inc.

(Continued from Page 1)

general manager is in charge, with Harry Mason Smith, WBBM sales chief, and Paul S. Wilson, Chicago manager of Radio Sales, assisting.

Consolidation was made to avoid duplication of contacts between agencies, sponsors and the various Columbia interests. Henceforth WBBM local salesmen will not only service local accounts but represent owned and operated stations WABC, KMOX, WCCO, WEEL, WBT, WAPI, WJSV, WKRC and KNX. Merger will bring more equitable distribution of work, Radio Sales Inc. men having been rushed and WBBM men occupied mainly with servicing accounts, station's time being pretty well sold out. Setup gives CBS staff 10 salesmen here.

NBC 'Frisco Changes

San Francisco—Lloyd Yoder, NBC chief here, announces the following changes in the local staff:

Alexander Petry, former Radio City Music Library Department custodian, replaces Russell McNeil, resigned to go in new business; resignation of Helen O'Neill, of the Program Department; transfer of Jeannette Spigelman of Music Rights Department to the Program Department; Florence Crowell, from Music Library to Music Rights Department; Jack Lyman, formerly of Radio Department of San Diego and Dallas Expositions, to the staff as a producer, Nov. 24; Memory Roberts ("Marjorie Gray") from the staff to Westo Advertising agency, where she'll write the Martha Meade air scripts; Lew Frost, Don Gilman's assistant, to L. A. to take up headquarters there.

WLBC's "Perfect News Beat"

Muncie, Ind.—The "perfect news beat," lacking only television or facsimile to make it a 100 per cent performance, was scored recently by WLBC in a news department test directed by E. Pierre de Miller. Complete story of Citizens Finance Co. holdup was on the air while police were still investigating, and a bulletin even beat police to the scene. De Miller had pictures, too—but lacking facsimile facilities, he had them rushed for posting in store windows within an hour after the holdup.

Pepsodent Seeks Later Spot

Chicago—Pepsodent, which will air Walt Disney's Mickey Mouse starting in January, is seeking a late Sunday afternoon or evening spot instead of the present 3:30 period now occupied by Bicycle Trades' NBC show. Lord & Thomas has the account.

Greyhound's WCLO Test Increases Business 46%

(Continued from Page 1)

personal columns carried in newspapers. Bus travelers are interviewed as they arrive or make their exodus from the bus depot.

Each evening over the air, the Greyhound News Reporter gives brief human interest stories about these people traveling by bus; who they are; where they are from; where they are going.

Local manager of the Bus Depot reported last week that his business has shown an increase of 46 per cent, since campaign started Nov. 1, and that, whereas at the beginning of this campaign difficulty was experienced getting the names of people, they now come in before leaving and ask if their names and destinations will be broadcast.

WPTF Business Spurt

Raleigh, N. C.—Commercial programs have taken a new jump at WPTF coincident with the approach of Christmas. Among recent new business is a participation program signed by a group of merchants in Fayetteville, thrice weekly. Chilean Nitrate and Southern Auction Furniture Co. also are additions to the list.

WPTF fan mail this year will far surpass last year's record. Part of stimulation comes from the station's talent search.

New "Ave Maria" Series

Dramatizations of major biblical prophets will be offered in the series of the "Ave Maria Hour" over WMCA starting Nov. 28 at 6:30 p.m. when Donald Peterson resumes producing the program. The story of Isaiah will be first.

WMCA Spook Program

A series based on the exploits of the late Harry Houdini in his expose of fake spiritualistic mediums is being prepared by WMCA for airing this winter. Dr. Joseph Kraus is writing the scripts.

WNYC One-Act Play Series

"The One Act Play Parade," new WNYC series, made its debut at 12-1 p.m. yesterday with "The Earth Is Ours," by William Kozlento, and "Sacrifice," by Allen Noblston, as the first bill.

COMING and GOING

TOM GOOCH and JOHN RUNYON of KRLD, Dallas, are in New York.

W. E. POWELL, assistant commercial manager of the Canadian Broadcasting Corp. is in New York.

VIRGIL V. EVANS, owner of WSPA, Spartanburg, S. C., was in New York over the weekend.

JAMES L. SAPHIER sailed Saturday from New York via the Panama Canal for California, where he will remain at his Hollywood offices for an indefinite period.

HARRY RICHMAN arrives in New York today from abroad on the Normandie.

BOAKE CARTER goes to New Bedford, Mass., on Dec. 14 to deliver lecture in that city.

DICK BOYNOW of WICC, Bridgeport, to Chicago for the holiday.

THREE MARSHALLS, NBC vocal trio, will play Loew's Theater, Washington, week of Dec. 10.

THE CHARIOTEERS go to Boston for a week at Metropolitan Theater starting Friday, booked by George Sax of NBC Artists Service.

TINO ROSSI, French radio singer, arrives from Europe today aboard the Normandie.

ERIC SIMON, European director of the Metropolitan Opera Company, arrives today aboard the Normandie with ADOL'HE VOGEL, tenor; CARL HARTMAN, tenor; JEAN TENNYSON, singer; EMMA BOYNET, French pianist; and MARGARET CARLISLE, singer.

MRS. COLE PORTER returns today from Europe.

City Schools Start Series

New York City Board of Education will start its first series of radio programs tomorrow over WNYC at 10:15-10:30 a.m. Six other programs will follow on successive Tuesdays, prepared and presented by students in new studio of Brooklyn Technical High School.

Humphrey's Campaign

Humphrey's Homeopathic Medicine Co., through The Biow Co., next Sunday will start an unannounced program on eight stations (WSPR, WNAC, WBAL, WSYR, WFIL, WOR, WGR, WBNF). Agency is endeavoring to clear a quarter-hour spot three days weekly with another similar spot on Sundays. If this cannot be cleared, sponsor make take four 15-minute periods on week-days. At present it looks as though sponsor will use the 9:45-10 a.m. period on Mondays, Wednesdays and Fridays plus sunset Sunday spot. Understood agency is now auditioning talent.

ATTENTION!

STATIONS — AGENCIES — SPONSORS

GARNETT MARKS

Announcer and Popular Ace News and Sportscaster

Now Freelancing

Sponsored for Three Years on Two of New York's Leading Stations
Write Box A-119, RADIO DAILY, 1501 Broadway, New York City

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

Spend yours Where the Money is!
WABY
COVERS THE CAPITAL DISTRICT
ALBANY, N.Y.

THE HOUR OF CHARM

MUSIC THAT LINGERS ON



PHIL SPITALNY Residing at PARK CENTRAL HOTEL, NEW YORK

AGENCIES

CLARENCE S. ANDRESS, long a prominent figure in national advertising circles, has resigned, effective Dec. 11 from the staff of N. W. Ayer & Son Inc. after nine years of service in the New York office of that agency.

BAKER ADVERTISING LTD., Toronto, will collect the commissions on the Canadian stations used on the General Foods-Sanka coffee program on CBS.

T. REX KING, head of Cockfield-Brown agency, Toronto, was in Chicago last week. Agency handles Alka-Seltzer, Murine and Sterling Products in Canada.

HENRY KLEIN, radio director of B.B.D.&O., Chicago, has been on a swing to Boston and other eastern points looking over possible guests for the Edgar Guest "It Can Be Done" program, sponsored by Household Finance. Reports that Dale Carnegie would succeed Guest are denied.

I. F. WALLIN & STAFF, Los Angeles, has placed Eddie Albright, philosophical commentator, on KNX for Seal-Tite Products of L. A. (varnish and cleaner). This marks first advertising venture of any kind for Seal-Tite.

SIDNEY GARFINKEL agency, San Francisco, has placed Euclid Candy Co. on KNX, L. A., and KSFO, S. F., with Knox Manning, commentator.

ALFRED P. ZABIN agency will handle the account of Fink & Co. (vitamin products, health foods, cosmetics). A test campaign in publications may be followed by radio later.

NELSON CARTER has been appointed manager of the Chicago office of Beaumont & Hohman Inc. He was formerly manager of that agency's Omaha office, where he is succeeded by O. W. O'Neil.

J. A. BARNES, formerly of the copy staff of the Chicago office of Beaumont & Hohman, has been appointed an account executive. Clarke Trudeau has been named production manager.

G. B. McDERMOTT, formerly head of local sales, is vice-president now, instead of radio director, at Kirtland-Engel agency, Chicago. Milton M. Mendelsohn is radio director.

Fred S. Liggett Dead

East St. Louis, Ill.—Fred S. Liggett, chief engineer of WTMV, who died last week in Lee Memorial Hospital, Fort Meyers, Fla., was buried yesterday in Atchison, Kan. He started radio work 15 years ago and also had been connected with KMOX and KSD.

JIMMY ALDIN

AND HIS ORCHESTRA

JUST COMPLETED

100 WEEKS ENGAGEMENT

BEN 6-4759



PETTY CASH VOUCHER

Week Ending Nov. 19th

● ● ● Saturday...Early in the morning we attend Herbie Kay's opening at the Arcadia in Philly, where he is airing via WIP. The Broadway Mob had left before we entered, giving us time to inspect Dorothy Lamour's co-breadwinner. He has a nice personality plus a pleasing crew...WGPC. Albany, Ga., has made plans to air the messages of Charles Jimmy, legless swimmer, when he swims from Key West, Fla., to Havana next month. Station is angling for a sponsor, according to Robert L. Finch Jr., manager.

● ● ● Sunday...Attend Benny Davis' show...After dinner to the Savoy Ballroom in Harlem where Teddy Hill's and Claude Hopkins' crews really beat it out. "Make-Believe-Ballroom" Man Martin Block is there enjoying a busman's holiday—listening to these torrid bands...Part dawning we attend Leon & Eddie's party for Harry Salter.

● ● ● Monday...Dinner in Dave's with Zeke Manners and Ken Lyons and we spot Nick and Charlie Kenny talking to Freddie Rich while Harry Link looks on. Reminds us that Bing Crosby's record of Nick's song, "There's A Gold Mine In The Sky," rated as Bing's best, will be released the day after...WJSV, CBS-owned station in Wash., received a letter from a listener addressed to the "Nation's Station." Jess Willard, manager, with a chuckle forwarded it to WLW...WJSV's tag line is "Columbia's station for the nation's capital."

● ● ● Tuesday...Read Mr. Walter Winchell's column where he says that he's quitting his flicker career because of Uncle Sam's unfair taxation. This, we figure, is our big chance, so we go over to see Harold Stein about some front, side, angle and profile pictures of yours truly—which we promptly airmail to Mr. Zanuck with a notation that "we're available NOW"...That nite we see John Royal purchase "Look" mag and another on 6th Ave....To dinner at some Russian place on Swing Alley—52nd St. called the "Yar" with Kelvin Keech and Singer Jerry Kruger who relates her intentions of wedding a COLUMNIST within a few days!

● ● ● Wednesday...Our reports about Hannah Williams and Kay Thompson being out of the Ed Wynn show are confirmed—by the sign painter on Broadway—who paints out their names from the large Winter Garden billboard...Woody Klose, program director at WTMV, E. St. Louis, announces to the entire staff that extra money will be paid for new ideas submitted for air shows—regardless of the dept. the originator is from.

● ● ● Thursday...We meet Kate Smith's mother at the Playhouse in Ted Collins' dressing room. Dinner at the French Casino, where Joe Rines plays "That Old Feeling"—our No. 1 hearthrobber. Earlier to the Frances Langford press party at the Paramount... Marcus Griffin and part of his clan, including Singer John, and Ben Gross of the Daily News among those present.

● ● ● Friday...Lunch with Bill Gernannt, Prof. Quiz's mentor, who tells us that Webster's dictionary was found wrong by the Brooklyn Navy Yard—regarding one of Quiz's queries—but it was a 1929 edition...We hear that this week's winner of the Pilot Radio Award is the Hudson Motors "Hobby Lobby."
TOTAL EXPENSE: \$23 for photos sent to Mr. Darryl Zanuck.
AUDITOR'S REMARKS: Request denied...You looked so awful that Mr. D. Z. had the pictures RETOUCHE before he threw them into the wastebasket!

GUEST-ING

ANDREA LEEDS, on Chase & Sanborn Hour, Nov. 28 (NBC-Red, 8 p.m.).

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

EDWINA EUSTIS and HENRIETTA SCHUMANN, on Radio City Music Hall program, Nov. 28 (NBC-Blue, 12:30 p.m.).

VINA BOVY, on "Magic Key of RCA," conducted by Roy Shield in Chicago, Nov. 28 (NBC-Blue, 2 p.m.).

ROSEMARIE BRANCATO, on "Dr. Christian" program with Jean Hersholt, Nov. 28 (CBS, 2:30 p.m.).

GRETE STUECKGOLD, on Andre Kostelanetz-Chesterfield show, Nov. 24 (CBS, 9 p.m.). Set by Larry Fitzgerald of NBC Artists Service.

NED SPARKS, on Fred Allen show, Nov. 24 (NBC-Red, 9 p.m.).

EDWARD EVERETT HORTON, on "Hollywood Mardi Gras," Nov. 30 (NBC-Red, 9:30 p.m.).

FRANK HUNTER, of the oldtime vaude team of Hunter and Percival, on Col. Jack Major's program, Nov. 23 (CBS, 3 p.m.).

CRA Adds in San Francisco

San Francisco—Consolidated Radio Artists, in moving into 111 Sutter Street, which also houses MCA, has expanded by bringing here Don Haynes, former Cleveland manager, and adding Gene Englander, former dance maestro. Gorden Hesche, one-time lone S. F. CRA wolf, is thus supplemented in the new three-room suite.

F.T.C. CASES

Dr. Pepper Co., Dallas, selling a flavoring syrup used in the manufacture of a carbonated beverage, has entered into a stipulation with Federal Trade Commission agreeing to stop representing that there are more calories per pound in product than in oranges, lemons, pineapples, spinach or buttermilk; that the beverage is "packed" with energy, helps to melt fat away, or is the perfect pick-up for tired minds, tired nerves or tired bodies, and that drinking of three or any other number of Dr. Peppers a day makes one healthy.

De Forest's Training Inc., Chicago, selling a correspondence course of instruction in radio, television and sound equipment engineering, has entered into a stipulation to discontinue certain unfair advertising of its courses. It will no longer represent that Dr. Lee De Forest is now actively or financially associated with the respondent corporation's business, or that it has positions available or that employment will be offered to those who answer advertisements.

NAT BRUSILOFF

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY

CI 6-2200

**ORCHESTRAS
MUSIC**

LEW GOGERTY and his ork, recently returned to WBIG, Greensboro, N.C., after a vacation in the west, have been swamped with invitations to play elsewhere, but the boys believe "there's no place like home." The aggregation is managed by Major Edney Ridge, director of WBIG.

Freddie Nagel and his crew will be heard over NBC from the Mural Room of Hotel St. Francis, San Francisco, starting tomorrow night. Grace Joyce is the band's vocal star. There will be five weekly coast-to-coast dance programs on NBC from the St. Francis. Nagel relieves Red Norvo, who goes to St. Paul Hotel, St. Paul.

Isham Jones, currently at Hotel Lincoln, is a recent addition to WNEW's list of Dance Parade remotes. Fourteen bands are now heard regularly on this program.

Wally Credic's orchestra was the first to be heard via WHN from the Swing Club on the Grand Concourse, Bronx, when they broadcast Sunday at 10-10:30 p.m. Will also be heard Wednesday at midnight.

A second extension for Jack Crawford's aggregation holds the orchestra in the grand dining room of the Schroeder Hotel, Milwaukee, until Dec. 8 with daily broadcasts over WTMJ.

Jack Wright and his orchestra are conducting Hawaiian "jam" sessions at Nick Toce's Village Brewery, every Saturday afternoon starting at 2:30. The orchestra, composed only of Americans, plays native Hawaiian instruments exclusively, and attracts many of the foremost musicians to these unusual sessions.

The Yale String Orchestra, composed of 18 student players of Yale University under the direction of Klaus Liebmann, will make their radio debut from WICC today at 10:30 p.m., one hour after presenting the first in a series of student concerts on the lounge of Pierson College at Yale.

Cooke Back at KOIN-KALE

Portland, Ore.—"Ted" Cooke, associated with KAST, Astoria, until recently, has returned to KOIN-KALE here. Cooke, who will assist with traffic and continuity, was in the KOIN production office prior to September, 1936.



ARTISTS MANAGEMENT
"Sensational" is the word for Paul Whiteman's opening, Drake Hotel, Chicago.
17 EAST 45th ST., New York MU 2-1888

NEW PROGRAMS—IDEAS

A Collection of "Boners"

Star Radio Programs, Inc., is releasing promotion on a new five-minute script series totaling 13 scripts, requiring only one man for production, and presenting "boners" gathered from the classroom, movies, stage and radio, with one choice bit of misinformation featured on each program. Comedy is keynote, but some of the errors are reported as tragic, and all are said to be authentic. William C. Gartland is handling promotion.

Key Stations and AFM Agree on Rough Draft

(Continued from Page 1)
tournaments for the networks during the next few days.

Final instructions and advice to the IRNA members, in connection with the signing of contracts with local unions of the AFM, were forwarded to the affiliates on Saturday through the medium of a series of "suggestions" from Sol A. Rosenblatt and William B. Jaffe, attorneys.

KYOS, Merced, Cal.

Production manager Charlie Foll married Margaret Marshall.

"Homey Philosopher" getting thousands of requests for 32 page scrapbook of prose and poetry now being printed. Most of material in book was submitted by listeners. Publication is sponsored by San Joaquin Baking Company.

Average of one job per broadcast being obtained for unemployed on station's radio interviews, worked with California State Employment Service. Three or four persons are interviewed weekly.

KGER, Long Beach, Cal.

Hats off to C. Merwin Dobyms, station pres. and g.m., for generously airing football games of Southern Calif. High School and Junior College, footing all bills in order to bring "kid football" to the fans. The play-by-play broadcasts uncovered one of the best sports announcers heard here for a stretch—one Walter Winsor, 20-year-old Junior College student.

Guy Perez and ork, playing from the Zarape Inn, and the Hal Campbell outfit, from Rustic Inn, are two new late evening dance remotes of station. The Campbell show is frequently highlighted by Don Santo, Fanchon and Marco stage star, as emcee.

Shubert Signs Writers

Edwin Gilbert and Alex Fogarty, radio and show writing team, have been signed by J. J. Shubert to write an original score for "Romantic Lady," scheduled for Broadway the early part of 1938. Columbia Artists Inc. set the deal.

Service for Local Clubs

Announcements of local events, staged by the various churches, schools and clubs, have a sponsor at WAGM, Presque Isle, Me. Usually put on gratis as a local service feature, the announcements now comprise five-minute daily commercial for Summers Fertilizer Co., which uses only about 50 words for its own announcements. Sponsor benefits greatly by offering free services to the organizations. Program is now in second year.

Canadian Church Group Asks Sunday Restrictions

(Continued from Page 1)
by . . ." and restriction of jazz music and other shows not in harmony with the Sabbath, are asked by the Lord's Day Alliance of Canada in a formal request to the board of governors of Canadian Broadcasting Corp.

WFBC, Greenville, S. C.

Mason (Staton) Dixon, former WRVA announcer, recently joined the staff of WFBC as continuity writer and announcer.

Frank Blair, program director, has fully recovered from an appendicitis operation and is back on the job.

Jimmy Thompson, Sportscaster, has been sick abed with influenza, but he left his sick bed to journey to Columbia to broadcast the Furman South Carolina Football Game for Atlantic Refining.

Dan Crosland, newscaster, and papa of just a few months, suffered an appendicitis attack recently but found it unnecessary to undergo an operation.

Eber Lineberger, one of the youngest announcers in the game, continues to lead the list of mail pullers on WFBC with his early morning song and patter program, "Guess Time." The Freshman, as he's called, averages 150 cards and letters daily.

Johnny Gilbert, 19-year-old maestro, and his Pines Orchestra have a new thrice weekly afternoon spot. The Ambassadors of Swing are also featured on the Monday night audience show, "Everybody's Invited."

WHK-WCLE Remote Record

Cleveland—Increasing importance of remote control broadcasts in WHK-WCLE programming is revealed with the issuance of a schedule listing 44 remote control broadcasts on the two stations for the week of Nov. 21-27, a record high number for this type of program.

WALTER FRAMER

Originator of
Hollywood Show Shopper—Radio Swaps
Footlights & Stardust—The Blessed Eventer
Heard Daily Over WWSW
508 Berger Bldg. Pittsburgh, Pa.

☆ **F. C. C.** ☆
ACTIVITIES

APPLICATIONS RECEIVED
WGTM, Wilson, N. C. Vol. assignment of license from H. W. Wilson & Ben Farmer to WGTM Inc.

HEARINGS SCHEDULED
Nov. 22: WKBZ, Muskegon. Vol. assignment of license to Ashbacker Radio Corp.
Nov. 23: Church of Jesus Christ of Latter Day Saints, Salt Lake City. CP for special station. 6020, 9510, 11710 kc., 50 KW., unlimited.

Allen B. DuMont Laboratories, Inc., Upper Montclair, N. J. CP for television experimental station.

APPLICATIONS GRANTED
KINY, Juneau, Alaska. CP to increase power to 250 watts. 1450 kc., unlimited.
Twin City Broadcasting Corp., Longview, Wash. CP for new station. 780 kc., 250 watts, daytime.

WBLK, Clarksburg, W. Va. Increase hours of operation to unlimited.

WIOD-WMBF, Miami. Mod. of CP to change frequency to 610 kc. 1 KW., unlimited.

WGL, Fort Wayne, Ind. CP to change power to 250 watts daytime.

WEAN, Providence. CP to change power to 5 KW. daytime.

APPLICATION DENIED

Peninsula Newspapers, Inc., Palo Alto, Cal. CP for new station. 1160 kc., 250 watts, daytime.

EXAMINERS' RECOMMENDATIONS
United Theaters, Inc., San Juan, P. R. CP for new station. 570 kc., 1 KW., unlimited, be granted.

KQV, Pittsburgh. CP to increase power and change hours of operation to 1KW., unlimited, be granted. 1380 kc.

WSMK, Dayton, O. CP to increase power and change hours of operation to 250 watts, 500 watts LS., unlimited, be granted. 1380 kc.

Frank Walker & Waldo W. Primm, Fayetteville, N. C. CP for new station. 1210 kc., 250 watts, daytime, be denied.

Capitol Broadcasting Co., Inc., Raleigh, N. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be granted.

Birmingham News Co., Birmingham. CP for new station. 590 kc., 1 KW., unlimited, be granted.

CALL LETTERS ASSIGNED

Fields McCarthy Co., Poplar Bluffs, Mo. KPBM. Broadcast station division.

National Broadcasting Co., Portable, W2XBT. Television division.

T. Roosevelt Jr. for Radio

Theodore Roosevelt Jr. may soon join the ranks of radio commentators, according to Allan M. Wilson of Conquest Alliance Co., representing the Colonel. A sponsor is now being sought.

WTMV, East St. Louis

Una Paisley is new secretary of g.m. William H. West. Remote broadcast from Third Baptist Church at Grand and Washington in St. Louis has just been added to Sunday evening schedule.

LEE GRANT

AND HIS ORCHESTRA

★★★★★
SIX-STAR REVIEW

MUSIC AS YOU LIKE IT

DAILY WMCA 2:30-5:30



RUSSELL HUGHES, producer and director of KFVB's new "Experimental Theater," is devoting fifteen minutes of his Friday night shows to re-playing scripts he wrote and aired eight years ago—then, to emphasize the advances in radio technique, plays 'em over again a la 1938.

KNX broadcasts government weather reports every night at 8:15 for the benefit of citrus growers in Southern California.

With little fanfare, a new musical organization of symphony proportions has been organized locally and makes it bow this week under the billing of The California Symphony Orchestra and the direction of Karl Hajos, at the Figueroa Playhouse, with one hour of the ambitious program being carried by KHJ and the Don Lee network. Orchestra numbers 75, with Hajos conducting, Elias Breeskin as assistant conductor, and Sally Coe Mueller, coloratura, as soloist.

Eddie Bartell, formerly one of the "Three Radio Rogues," Jack Arnold, pianist, and Marjorie Moore, otherwise Mrs. Bartell, have a new KFI program called "Moonlight Serenaders" heard at 10:15 on Thursday nights.

Norman Nesbitt, brother of John Nesbitt of "The Passing Parade," has been signed by KHJ and started on a script writing assignment.

Vangie Bielby, who plays Sarah in "House Undivided," is reading her lines from a wheel chair temporarily due to a broken ankle received in an auto accident.

KFAC is "previewing" the operas being sung by the San Francisco Opera Company during the current engagement at the Shrine Auditorium, with Lawrence Sommers, music critic and commentator, giving informative talks on "Tristan and Isolde," "Lakme," "Aida," "Lohengrin" and "Tosca" on the day each is to be performed.

Sara Langman's radio adaptations of dramatic successes of other seasons have been switched to a 9 p.m. groove, Fridays, on KFVB.

KFVB has a new "Experimental Theater" program set for Friday nights at 7:00-7:30. Written and produced by Russell Huges, with musical background supplied by Bert Fiske and his orchestra.

Tom Belviso, in charge of NBC music libraries, is in town to survey the needs of his department locally and plan his set-up in the new studios.

Igor Gorin will make two appearances with the Seattle symphony on Dec. 6 and 7 as a prelude to his concert tour of ten weeks starting Jan. 1.

Technicians at KEHE are now organized within the CIO-affiliate, American Radio Telegraphists Association.

Bob Wright and Chet Forrest

★ THE WEEK IN RADIO ★

... IRNA Down to Biz

(Continued from Page 1)

legislation seeking to bar Ascaph activity, but similar laws in other states still have to be adjudicated.

More activity from the McNinch quarters throughout the week, included an order from the Chairman of the FCC that all hearings will be opened to all comers with an interest in the proceedings, especially to those in a position to offer relevant and competent testimony on any case being heard by the Commission... in the past, only those having a direct interest in the case being heard, were allowed to testify... Meantime, the FCC again held off on the Segal-Smith decision.

Management of the California Radio System switched hands, with Hearst interests bowing out and the McClatchy newspapers again taking control... stations have their representatives and Transamerican is representing as a regional... Transamerican, incidentally, is scheduled to give up its midwestern wires beginning today, and discontinuing line

service to Detroit, Chicago and St. Louis, more or less as an economy move... WLW Line remains as is... Gerald L. K. Smith broadcasts got tangled up at the start but seem to be straightening out now... Boake Carter finally quitting Philco to go with General Foods.

Two major problems face the Havana parley after 15 days of intense operation and some preliminary organization and fixing of frequency zones by a committee... WOL strike settled after a one-day walkout by ARTA members... ARTA also won pay raises for WPA technicians in Federal Theater projects on the air... Seven Okla. outlets sign with ARTA... AFM signed some stations in Chicago through local union with new scales going into effect... RKO now set for a radio show a la Warners and MGM... General Mills will double its 1938 baseball schedule... Sterling Products invades Canada with ET series five times weekly.

PITTSBURGH

Bouquet to Leonard Kapner, manager, and Cliff Daniel, program chief, for clearing WCAE time (even moving commercials) to take the complete NBC Symphony on Saturday nights.

Charles Allfelder has returned to the WWSW operating staff after a sojourn at WMBS in Uniontown.

Fred Waring, just finished here at the Stanley, said to have busted all radio orchestra records for attendance. However, argue the Horace Heidt fans, Waring had a pretty good picture, "Breakfast for Two," with Herbert Marshall and Barbara Stanwyck.

KDKA had two week-end weddings. Jack Orrison and Margaret Smith said "I do" Saturday at the home of A. E. Nelson, station manager. Carolyn Dickson and Bill Cuttino took the leap Thursday.

Dorothy Yellig, WCAE music librarian, had a birthday Friday.

Harry Keck, WCAE football forecaster, is batting close to .800 on predictions.

wrote the parody on "The Donkey Serenade," which Allan Jones sang in "The Firefly," which will be used by the same singer in both opening and closing sequences of Metro-Maxwell's "Good News of 1938."

"March of Time" filmed Jack Benny and his writers, Bill Morrow and Ed Beloin, with wrinkled brows, working on script for the Benny program.

Jack Lescoulie, conductor of the KFVB "Grouch Club," is taking bows for his excellent impersonation of Jack Benny on a recent Joe Penner show.

Bill Bryan, KFI-KECA announcer, and Wesley Tourtelotte, staff organist, have a new program, "Out of the Night," on KFI Thursday nights at 11:30.

SAN FRANCISCO

Helen Kleeb, NBC actress, and Jack Prendergast, S. F. newspaperman, are Mr. and Mrs.

Bob Roberts, KYA manager, says arrangements have been made with Tanforan Turf Club for daily broadcast of the feature race during the season. Joe Hernandez will be at the mike. Each day's program also will be re-created by Hernandez and Don Billings.

Clarence Hayes, NBC tenor, is being featured in a new twice-weekly morning show sponsored by the Oxo Company (Oxo Beef Cubes). Miss Gary Griswold does the house-wifery talks.

Roy Russell, KFRC tenor, off for Europe to appear there in some current operas.

Betty Kelley, NBC songstress, did a guestee with Jack Meakin's ork on KPO.

Toby Reed of the KFRC announcing staff vacationing in L. A. and Chief Ann'cr Bob Bence home with flu.

ST. LOUIS

George Sutherland, formerly at WISN, Milwaukee, has joined WEW as miker and copyman. Bill McIntosh, from BBC, London, and KLZ, Denver, has joined to handle program details, edit news, etc.

KWK arranged an exclusive tieup with Capt. Bill Menke for broadcasts from the Gold Rod showboat during its stay here.

Miss Clarke Harris is the new femme commentator on WEW.

WLBC, Muncie, Ind.

Jimmy Fidler, weatherman, to start daily program.

Happy Apple, The Old Ranger, compiling a few jottings for his annual edition of his "Old Dusty Notebook."



HALGAR INC. through Baggaley Horton & Hoyt agency has signed Perry Como, Ted Weems' crooner, and the piano team of Jerry Marlowe and Irma Lyon for a three-a-week 15 minute program in the interest of Marvo-Kurl on WMAQ. Armand Buisseret's string ensemble now picked up over WIND from Old Heidelberg Inn.

Harold Swanson of WWJD engineering staff in hospital at Libertyville result of colliding with a truck while on his motorcycle.

Annette King, NBC soprano, to appear on Dr. Joseph E. Maddy's "Fun in Music" program tomorrow.

Jimmy Evans, who has a prep school broadcast on WBBM, has been added to the cast of "Jack Armstrong."

Jack Fulton Jr. to Beaver Falls, Pa., to visit his father who celebrated 30 years with same insurance firm.

WPTF, Raleigh

New station feature gives every civic club in Raleigh chance to participate in weekly broadcast, outlining its plans and policies. Show starts Wednesday in 7:30 p.m. spot.

Saturday sign-off has been advanced from 11 to 11:30 p.m. to avoid interrupting program of NBC Symphony Orchestra.

"Streamlined Shakespeare" presentations are scheduled to start Dec. 10, with leading members of Carolina Players, well-known dramatic dept. of North Carolina U., offering condensed version of "Romeo and Juliet" under direction of Howard Bailey. Show will take 45 minutes, with narration skillfully eliminated as link to various scenes, and no essence of masterpiece is lost.

KUJ, Walla Walla, Wash.

Paul Krieger and Paul Ernest Wadlen are new additions to operating staff.

Announcing staff gets Logan Jackson, Richard Carey, Floyd Fitzpatrick.

Ed Butherus, formerly with KWSC, Pullman, comes on as sports announcer and continuity writer.

"Cruise of the Poll Parrott," premiere 15-min. ET, starts on station for local dealers, A. M. Jenson Co.

Paul Whiteman was interviewed on recent visit here with his band.

"Freshest Thing in Town," quarter-hour ET's for Walla Walla Baking Company, have started on station, Monday through Friday.

New three-weekly for Federated Women's Clubs of Washington-Southeastern district is under direction of Esther Engelhardt. Show features guest artists from 21 different women's clubs, club notices and news, etc. Sponsored by Davis-Kaser Co., local furniture people.

PROGRAM REVIEWS

"Under Western Skies"

Although Jerome Derby Sproul, new program boss at KDKA, Pittsburgh, says that he has not experienced any of the adventures he dramatizes in this series, aired Wednesdays at 9 p.m., the two episodes already given have packed plenty of realism. The title is quite explanatory, the locale of the dramas being laid in the cactus country where men are men and nobody wants to be a radio announcer.

"The Story of Jay Ogden" last Wednesday had dynamite aplenty, literally and figuratively. It involved a triangular love intertwined with an attempt to strike pay dirt, an almost fatal quarry explosion, and a train crash that had even the engineer on the edge of his seat.

Jack Orrison, brought to KDKA from KOA, played the part of Jay Ogden. He was quite convincing and had excellent support in a cast consisting of Delle Gillis, Charles Webster, Leon Churchon, John Shiliano, R. P. Griffith, William Hetzel, William Wallace, Stephanie Diamond.

The orchestra under Bert Egizi met its cues with precision but sound effects could have been better.

Billy Hinds is the announcer for this show, which next Wednesday features a comedy, "Peaches for Ham." The series has excellent possibilities.

Briefly

Loretta Lee, subbing for Frances Langford on last Friday night's "Hollywood Hotel" over CBS at 9, did some delectable vocalizing. The girl has both a flexible voice and song-selling ability. She took "Tiger Rag" for a fast ride on Friday's program.

Bob Murray, young baritone who is being heard again on WHN and the WLW Line, with Don Albert's orchestra, is fast forging to the front in the romantic singer class. The natural way in which he uses his good voice is a pleasing contrast to some of the metallic baritones on the airwaves.

Coca Cola's "Song Shop," with Frank Crumit, Kitty Carlisle, Alice Cornett, Reed Kennedy and Gus Haenschen's orchestra has been holding to a high average the past several weeks.

NEW ORLEANS

Louis Prima and his New Orleans Five were back home for a week to play in the Shim Sham, where Prima is a part owner. Lineup now consists of Prima, Meyer Weinberg, clarinet; Godfrey Hirsch, drums; Frank Pinerro, piano; Louis Masinter, bass; Frank Federico, guitar. The outfit will go to the new Famous Door, New York, from here.

Amanda Barnes' "Home Folks" quarter hour has gone commercial with Scott Products of Chicago buying the period for five days a week over WWL.

NEW BUSINESS

KFRU, Columbia, Mo.: Staley Feeds, spots, through Potts-Turnbull.

WMT-KRNT (Iowa Net): New England Mutual Life, ETs, through Harry S. Goodman; Lewis Howe, ETs, (KRNT only), through Ruthrauff & Ryan; Smith Manufacturing Co., programs, through R. J. Potts; Reed-Murdock, announcements, through Rogers & Smith; Procter & Gamble (Camay) announcements, through Pedlar & Ryan; Coast to Coast Stores, ETs, through McCord Advertising Agency; Hubbard Milling Co., ETs, through McCord.

WAAF, Chicago: American Poultry Journal, Busch Jewelry Co.; Bulk Oil Co.

WCLO, Janesville, Wis.: Zerbst Pharma-

ceutical Co., announcements, through Barrons Agency; Northland Greyhound Lines, Inc., program, through Beaumont & Hohman; Chevrolet, ETs; Gerald L. K. Smith, talks, through Transamerican Broadcasting & Television Corp.; Nuera Cleanser, announcements, through John Barnes Advertising Agency.

KFRC, San Francisco: E. Fougera & Co. (Noxacorn), announcements, through Small & Seiffer; Dr. Frank Robinson, Psychiana ETs, through Northwestern Radio Adv.; Smith Bros. (cough drops), announcements, through Brown & Tarcher, Inc.; Star Outfitting Co., announcements, through Allied Adv.; Ranier Brewing Co., announcements, through Lord & Thomas; McCoy Health Institutions, talks, through J. H. Withington (also on KHJ).

Exceptions Are Filed In Neb. Ascap Ruling

Lincoln, Neb.—Strong exceptions and objections were filed by the Attorney General's office in connection with the temporary injunction granted Ascap against enforcement of Nebraska's Anti-Ascap law and the denial of dismissal of the case brought by Ascap and its officials.

Included in the exceptions is the allegation that the State has no knowledge of Ascap's functions as set forth in its bill of complaint. Denial is made that the recently enacted law will remove the rights of copyright owners, also that music writers will not have due protection of law. No point of violation of the constitution of the U. S. or Nebraska is evidenced in Ascap's allegations, according to the denials and it requested that every point of the temporary injunction granted last week be denied.

KOIL, Omaha

Don Lawrence is now on the announcing staff here, coming from the Iowa network.

Station has started tearing down its old 135-foot twin towers at the Hilltop transmitter in Council Bluffs. Burt Davis, transmitter engineer, is doing the work with an assistant.

Central States Broadcasting System (KFAB-KOIL-KFOR, Omaha and Lincoln) operates a speakers' bureau as a free service for Nebraska gatherings. The staff members have prepared sixteen speeches covering different phases of radio.

Luana Search, PBX operator, has left on a three-week vacation through the east.

The new Chicago Herald and Examiner program "Uncle Don Reads The Comics" is going over great with kiddies in this territory. Members of the KOIL dramatic staff under Arthur Faust and Don Kelley dramatize the Herald and Examiner funnies every Sunday morning.

WSPD, Toledo

Lang Thompson and his ork are back at the Commodore Perry Hotel with a WSPD and NBC-Blue wire.

WSPD Players, directed by Jules Blaie, have started a new serial, "Mystery House."

U. S. Commerce Chamber Again Considers Radio

For the second time in its history, radio will come in for serious consideration by the U. S. Chamber of Commerce. Policy at present is limited to supplying the listening public with programs of interest, to be aired at the discretion of the various radio transmitting stations. Because of demands by various affiliates and also due to recent talk by educators, the department will study the value of presenting educational and cultural programs as a set part of radio stations' schedule.

It is believed that findings of the studies will be acted upon at the annual meeting of the department in 1938. The policies and allotment of time to political bodies is also to be investigated with the Chamber of Commerce set to act on that question at the same time. Previous policy of the Chamber of Commerce in regard to radio is to be changed, it was learned, due to rapid growth of the industry, plus the fact that Chamber of Commerce has been besieged with inquiries from associated outlets nationally.

KFRU, Columbia, Mo.

"Chet" Thomas, g.m., in St. Louis on business the past week-end, while Dave Frederick, in charge of transcriptions, went to Kansas City.

Start of hunting season keeps Wally Mosier, continuity chief, pretty busy these days, with radio a sort of sideline.

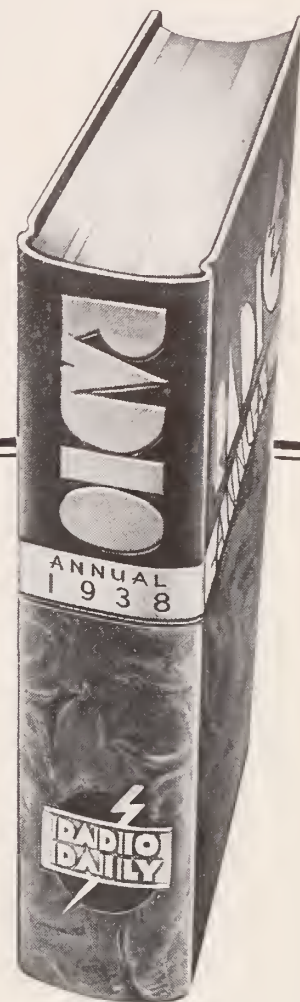
Mrs. George Guyan, wife of KFRU program manager, pinch-hitting as sec'y to Barry Holloway, NBC special events chief, here to produce hour network show for Stephens College.

Chief engineer Arthur Rekart on a two-week's vacation with family in Indiana. Robert Haigh, transmitter engineer, in his place.

HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music in a Modern Manner

MANAGEMENT ROCKWELL-O'KEEFE



RADIO ANNUAL is on the way, will contain 1000 pages and will be a gold mine of statistical and informative data covering radio completely.



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

WINS Gets Slice of Game In Unique Sharing Deal

(Continued from Page 1)

not clear time due to commercials until 7:15 p.m., and the Hearst outlet, WINS, offered to take it for local coverage until the other station was ready. WINS goes off the air at 7 p.m., as per FCC requirements and the FCC granted special permission for the station to remain on the air the additional quarter-hour.

At the 7:15 period, WINS referred its listeners to WOR for the rest of the game.

Telephone Statistics

Concrete pulling-power evidence on show over WMAC, Macon, Ga., is given in current station circular in form of telephone figures direct from telephone company. Show is "Castleberry Riddle Man," airing one hour weekly for Castleberry Food Company of Augusta. Figures, covering typical broadcast, show that: over 10,000 calls came in for the program; 39 operators could answer only 60 per cent of them; 43 complaints were received from customers who "couldn't get the operator."

WBIG Christmas Billboards

WBIG believes that it has employed the greatest salesman in the world, especially at this particular season of the year, for 20 billboards carrying 24 sheet posters, will be scattered over WBIG's area, portraying Santa Claus. WBIG's partner in promotion of Christmas business in the Greensboro, N. C., regional's area.

This is the third year that WBIG has used billboards for the promotion of Christmas business and the tie-in has always proven successful.

"Daily Memorandum"

"Daily Memorandum," featuring time-signals, weather forecasts, birthday greetings and daily events of importance, is new starter over KIRO, Seattle. Marjorie McPherson handles the broadcasts, scheduled Monday-through-Friday.

Shireman Managing WOMT

Manitowoc, Wis.—Dick Shireman, formerly with NBC and CBS, is now general manager of WOMT here. He came from WRJN, Racine, where he was acting as commercial manager.

ONE MINUTE INTERVIEW

HERBERT R. EBENSTEIN

"Big-time vaudeville passed out of existence coincidentally with the perfection of motion pictures which surpassed it in entertainment value. When transcribed programs are perfected to the point where they are more desirable than hit or miss live talent shows, then the recorded production will be recognized by listeners as the ideal method of supplying fool-proof radio entertainment and universally accepted."

★ Coast-to-Coast ★

RALPH CARROLL, poet and philosopher of WATL, Atlanta, yesterday celebrated his first anniversary on the station.

Baritone Stuart Allen has been renewed for 13 weeks on the Wednesday "Hobby Lobby" show.

Stanley Worth, NBC baritone, has completed his first song creation "Don't Be Bashful" and will try it out on WEAJ this Friday.

Temperature reports are selling radiator anti-freeze on KCKN, Kansas City, Kan. The Wyandotte Glass & Paint Co. signed a contract last week for five spots a day with this tie-in: "The temperature is now 36°—protect your car with anti-freeze," etc.

Blackface comedians Swor and Lubin celebrated their first anniversary as an NBC comedy team on Sunday's "Bicycle Party" commercial.

Barry Mahool, Broadway stage and radio actor, will be the guest star in the WPA Federal Theater Radio Division's production of "Salome" in the Oscar Wilde series over WQXR tomorrow at 9-10 p.m. Donald Macfarlane directs this series.

KSTP Educational Manual Goes Into Second Edition

St. Louis—Published originally for its northwest educational broadcasting conference held last month, KSTP's manual of "Radio Production for the Educational Broadcast," already has gone into a "second edition" of 1,000 because of a demand for copies from educational and civic groups.

Purpose of the conference, first of its kind called in the northwest, and of the booklet itself, is to raise the level of educational programs and to familiarize groups using free time in the techniques of radio production. The manual was prepared by Thomas D. Rishworth, the station's educational director.

Mathilda Heck, supervisor of music in St. Paul Public Schools, said of the manual: "It should be in the library of every progressive school in the country."

It already has been distributed to principals of all Twin Cities schools, members of the departments of education in the two cities, and scores of educational and civic groups.

NBC Chicago Legal Division

NBC has opened a legal division in Chicago under the direction of Joseph A. McDonald, formerly of the New York legal staff. Heretofore all legal matters were forwarded to New York.

Alberta Watkins, a Roy Campbell soloist, opens at the Hotel Ellysee on Tuesday, featuring her original interpretations of modern and classical tunes.

Federal Theater Radio Division, for its Dr. James Truslow Adams "Epic of America" network series starting next Sunday, will have Alfred Wallenstein and his Sinfonietta Orchestra providing musical background. Lee Fontaine is adapter of the series, with Betzy Tuthill directing.

Josephine E. Tierney, acting manager of WBZA, Springfield, Mass., will wed Robert White, former manager of the station, and now on the announcing staff at the sister station, WBZ in Boston. The wedding will take place Thanksgiving Day. Miss Tierney has resigned from WBZA and the couple will live in Boston.

The Jesters have been booked for 13 weeks on the Gulden Mustard "Melodiers" program starting Jan. 4. Charles Facer made the deal for NBC Artists Service.

Tony Wons, has been renewed for an additional 13 weeks on the Vick's program with a 50 per cent pay increase.

Nat'l Tuberculosis Ass'n Starting 1937 Campaign

National Tuberculosis Association, in the sale of Christmas seals, is now preparing spot announcements and dramatizations for its 1937 radio campaign, set to begin shortly after Thanksgiving on all stations, with Alexander Woollcott in a transcription series already scheduled on 200 outlets starting this week.

A special radio committee has been selected by the local branch of the association, and will be headed by Lucille Manners.

Drive conducted in 1936 was one of the best in the history of the organization, with vast increase in radio time granted given credit for success. Practically without exception, the combined forces of radio accepted scripts and announcements and presented them at hours when majority of listening power was tuned in.

PHILADELPHIA

WDAS is now having a "Boy and Girl" street broadcast.

Catherine Blondin will appear on Elsie Carol's open house on WCAU.

Martha Lane is now conducting The WFIL Women's Club.

Harry Ehrhart, one of the best known voices in town a few years ago, is now managing the WCAU building.

Eight Stations Linked In Mohawk Valley Web

(Continued from Page 1)

network affiliates and leading local independents. They are: WABY, Albany; WIBX, Utica; WSAY, Rochester; WBNY, Buffalo; WBNF, Binghamton; WMFF, Plattsburg; WDEV, Waterbury, Vt., and WSYB, Rutland.

Accounts already signed are: Hecker H-O; State of Maine (potatoes); American Chicle Co.; Committee for One Million (Gerald L. K. Smith); Clear-Again Cold Tablets, and Rev. Elmo Bateman.

Some of the stations in the Mohawk were formerly part of the New York State Broadcasting System of which Squire was manager for Hearst Radio. This organization, which had WINS as its New York key station, has been dissolved. L. C. Paine has joined the Mohawk in sales capacity.

LINCOLN

Jack Wells, former KFAB-KFOR romantic singer, is vacationing at his home in Irving, Kans. Will join the Anson Weeks band soon in Chicago.

So successful as a promotion stunt in listener interest was the Nebraska State Journal-KFAB-KFOR announcers' spelling bee, the stations intended to go right down the line and make the newspaper columnists, who won, take on KOIL, and WOW, Omaha, as well as the World-Herald. It's all idead by Jack Hansen.

OKLAHOMA

The Walker Quartet being broadcast from KASA, Elk City, over Oklahoma Network Sunday mornings drew 400 letters last week.

Merle and his Barnyard Boys, KTOK band, now over full Oklahoma Network every day except Sunday at noon.

Response on Bell Boys over WKY has changed them from three times per week to five on 7 a.m. program. Company reports that on response, with radio only used, store sold 185 suits of men's clothing, store record.

C. F. Mueller Renews

C. F. Mueller Co. (macaroni) on Dec. 13 will renew Crosby Gaige in "Kitchen Cavalcade" on seven NBC-Blue network stations (WJZ, WFIL, WHK, WSYR, WHAM, KDKA, WXYZ), Mondays through Fridays, 10:45-11 a.m. Kenyon & Eckhardt has the account.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
8	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

Greetings from Radio Daily

November 22
Howard Petrie
Hoagy Carmichael