



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 103

NEW YORK, N. Y., WEDNESDAY, NOVEMBER 24, 1937

FIVE CENTS

No AFM Deals Signed Yet

MPPA OPPOSED TO DEAL WITH SESAC ON RIGHTS

Music Publishers Protective Association will not make any arrangement with SESAC whereby the former would represent the organization in clearing electrical transcription and motion picture rights for the SESAC catalogue. MPPA for some years has issued licenses for its publisher members and some other copyright owners. Recently SESAC

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Radio Execs to Speak At Educational Parley

Chicago—Prominent radio executives will meet with the country's foremost educators for thorough-going discussion of problems in educating by radio at Second National Conference on Educational

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2 New England Stations Sign With Weed & Co.

Two New England stations have appointed Weed & Co. as their national representatives, effective immediately. They are: WLAW, Lawrence, Mass., newly licensed outlet which makes its debut on Dec. 12,

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Edwin C. Hill Renewed

Edwin C. Hill has been renewed by American Tobacco (Lucky Strikes) effective Jan. 3. Program is heard Monday through Friday over 93 CBS stations at 12:15-12:30 p.m. Lord & Thomas is the agency. With signing of new contract, Hill completes one year of news commentating over CBS.

Radio Increases Milk

Columbus—Already reported as a stimulant to egg-laying (hen's eggs), radio now is credited by Ohio State University as increasing the milk output of cows in the campus dairy. Students, unable to attend football games because of college farm duties, put radios in the barns, with aforementioned results.

Up to Nature

Salt Lake City—Something different in programming is a stunt broadcast sold to a local department store by KDYL. Snow must fall before program can be aired. When nature obliges, Jack Grgson, special events man, will don shortwave pack transmitter, and jump on a sled for a coasting ride with a bunch of kids. It's a tieup for store's toy and sporting goods dept.

HAVANA GROUP APPROVES SHORT WAVE STUDY PLAN

Havana—After prolonged parleys, the technical committee of the Inter-American Radio Conference in progress here has approved a plan for the study of the possibility of assigning short wave bands, not to exceed 300 kilocycles in width, to

(Continued on Page 3)

Guest Star Schedule Is Set by Chevrolet

Guest star schedule in the Chevrolet "Musical Moments" series transcribed by WBS, with Victor Arden's orchestra and Songsmiths quartet, is

(Continued on Page 3)

Hollywood Program Quits

West Coast Bureau, RADIO DAILY Los Angeles—Raymonds Inc., which started Lloyd Pantages, Hollywood columnist, in a CBS series last month, has taken the show off the air. No reason was given for cancellation.

Atlas Radio Corp. Completes Releasing Plan for ET Shows

Song Writers, Publishers Still Apart on Contract

No early settlement is in sight between the song writers and popular music publishers, the attorneys and committees for both sides being unable to agree on various points despite many conferences, it was indicated yesterday. Holding up the

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Stations Are Still Mulling Over Plan of Settlement—Cross-Section of Negotiations in 3 Cities

ATL. REFINING, SOCONY BID FOR N. Y.-PA. GAMES

Albany—Atlantic Refining Co. and Socony-Vacuum Oil Co. both had representatives at the annual meeting of the New York-Pennsylvania league here seeking the exclusive radio rights to the 1938 baseball games.

Les Qualey and Frank Coulter of N. W. Ayer represented Atlantic, and George Allen of J. Stirling Getchell put in Socony's bid.

Atlantic offered \$20,000 for the league rights, with Allen offering another bid. Both agencies were requested to submit further bids,

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Boston Blue Law Bans Radio Music in Public

Boston—Under an old "blue law" just dug up, Sunday entertainment of all forms, including radio music, has been outlawed in cafes, restaurants, hotel dining rooms and clubs. Only "sacred concerts" are allowed hereafter. Rigid enforcement is planned.

Feen-A-Mint Mulling

Feen-A-Mint's radio plans are still unsettled. Client is mulling over whether to go network or spot. William Esty & Co. has the account.

Although considerable activity is in evidence throughout the country between stations and local unions of the AFM, it is reliably understood that to date no contracts have been received by the AFM and presumably none by the IRNA accountants, Ernst & Ernst. Majority of the IRNA members are still mulling over the Plan of Settlement and Schedule A, and as per advice of IRNA attorneys, Rosenblatt & Jaffe, each station's own counsel is being consulted in the usual manner when important contracts are being negotiated. Key station situation remains unsigned for the present, although contracts are

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SMITH BROS. TO PLACE SPOTS ON 60 STATIONS

Smith Bros. cough drops is launching a spot announcement campaign on over 60 stations from Maine to California. Sponsor will not use a network show this season. Brown & Tarcher Inc. has the account.

Petty in Charge at WHN With Sidney Set on Coast

With Louis K. Sidney now scheduled for a long stay on the west coast as radio director of the M-G-M series, Herbert L. Petty, who has been official head of WHN since Sidney's departure for the coast, will

(Continued on Page 2)

Sports at 8:30 a.m.

Pittsburgh—One of the earliest daily sports programs in the country, and possibly the first of its kind, has been started at KDKA. It is a Morning Sports Review, aired every morning except Sunday, and conducted on the principle that the radio can be of the same service as newspapers to the sport fan.

Central zone, with headquarters in

(Continued on Page 3)



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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, Nov. 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	144 3/8	140 7/8	143 3/4	- 1
CBS A	18 1/2	18 1/4	18 1/2	+ 1/4
CBS B	17 3/4	17 3/4	17 3/4	- 3/4
Crosley Radio	8	7 3/4	8	+ 1/4
Gen. Electric	39	37	38 5/8	+ 1 3/8
RCA Common	6 3/4	6 1/4	6 3/8	...
RCA First Pfd.	50 1/4	49 3/8	49 3/8	- 3/8
Stewart Warner	9 3/4	9 1/4	9 1/4	- 1/4
Westinghouse	92	87 1/8	91 1/2	+ 3 1/4
Zenith Radio	17 7/8	17 1/4	17 1/2	...

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14	14	14	- 1/2
Majestic	1 1/8	1	1	- 1/4
Nat. Union Radio	1	7/8	1	+ 1/8

OVER THE COUNTER

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

APPLICATIONS RECEIVED

King-Trendle Broadcasting Corp., Detroit, Mich. CP for new station. 1010 kc., 250 watts, unlimited.

Radio Service Co., Inc., Brunswick, Ga. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

New "School of Air" Director

Eloise Daubenspeck yesterday was named broadcasting director of the CBS American School of the Air, replacing Helen Johnson, who recently resigned to marry.

Legion Sponsors Contest

American Legion Auxiliary is cooperating in sponsoring a contest in connection with the Federal Theater radio division's "Epic of America" series which debuts Sunday on MBS. Awards of \$100, \$50 and medals will be given to students writing the best essays on Americanism.

2 New England Stations Sign With Weed & Co.

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and WLNH, Laconia, N. H., a long established station.

WLAW will be operated by Hildreth & Rogers Co., publishers of the two local newspapers, the Eagle and the Tribune. Outlet will operate on 680 kcs. with 1000 watts power. WLNH is a member of the Mutual and Colonial networks and is owned by Northern Broadcasting Co. and managed by Edward Lord, formerly of WEEI, Boston.

WIL Airs Unusual Series As Thanksgiving Special

St. Louis—WIL is staging an unusual series of broadcasts in connection with the traditional Thanksgiving Day Football Game between the two local Universities, St. Louis U. and Washington U. Tonight, 6:30-7. "Today's Winners" will be devoted to the Turkey Day Tilt. Neil Norman will have all the dope on the two teams and will make a complete comparison of the strength of the teams. Bill Durney will interview the Coaches of both squads, the Captains and the publicity representatives of both schools. The Glee Clubs of both Universities will supply the music.

Tomorrow morning WIL will be on the air at 10:45-11:45 with the music of Herman Drake and his Orchestra, who will play for the annual Breakfast Dance at the Kappa Alpha House.

Tomorrow afternoon Neil Norman and Bill Durney will complete their record for 1937 of having broadcast every minute of every collegiate game played in St. Louis when they describe the Billikens and Bears tilt.

Tomorrow evening, this series of broadcasts will be climaxed with a pickup of the music of Herb Mahler and his Orchestra, as they play the annual S-L Dance at St. Louis University Gymnasium.

Star Radio Adds 12 Accounts

To date, 12 additional stations have subscribed to Star Radio's Christmas Tree of 1937 scripts to start Dec. 1. Sales of this year's version are far ahead of last year according to Star Radio, which supplies the Holiday shows in a series of 25 half-hour scripts, scheduled to run daily from Dec. 1 to Christmas Day.

Voices of Past on WBNX

"The Golden Age of Song," presenting the great voices of the period 1880-1910 from phonograph records, makes its debut Sunday at 11:30 p.m. on WBNX. Caruso, Destinn, Scotti, Sembrich, Tetrassini and other famous singers will be heard. Edward Hill, actor and owner of a vast collection of phonograph records, has placed the entire catalog at WBNX's disposal.

Petty in Charge at WHN With Sidney Set on Coast

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assume charge. Petty, with title of associate director, will work with Frank Roehrenbeck, general manager. Mort Harris, who leaves to join Sidney this week, will probably be replaced by Fred Raphael, program manager.

Transamerican Augments Personnel on West Coast

West Coast Bureau, RADIO DAILY

Los Angeles — Bill Ray, long production manager at KFNB, has been appointed western manager of Transamerican by John Clark, president of the Warner Bros. subsidiary, who has been here strengthening the local organization to handle the Lucky Strike show and other activities under the direction of Don Becker, Transamerican production head.

Harry Maizlish, KFNB's showman-general manager, has upped Manning Ostroff to the post vacated by Ray, and added Bob Kennett, formerly WLW production manager, to the production staff as program assistant.

More SESAC Publishers

Sesac announces the catalogs of four new publisher members of the society. They are: Harry L. Alford, Chicago; Neil A. Kjos Music Co., Chicago; Wm. C. Stahl, Milwaukee, and Stamps-Baxter Music Co., in Dallas, Chattanooga, and Pangburn, Ark. List of publications of these concerns will be available through the Sesac Program Service Department.

Swenson Joins Audio-Video

Walter J. Swenson leaves the WNEW master control to become the Recording Engineer for Intercontinental Audio-Video Corp.

After many years in radio, Swenson became the Washington representative of the Paramount Newsreel and thence to WNEW.

Albert A. Ross Joins Universal

Albert A. Ross, former member of the technical staff of Paramount Pictures, has joined the sales department of Universal Radio Programs Inc. Ross will handle all promotion work on Universal's Christmas feature, "Holiday Greetings."

COMING and GOING

ALFRED H. MORTON, NBC manager of owned and operated stations, was in and out of Philadelphia yesterday.

JOAN BROOKS goes to Philadelphia on Saturday night to be the featured singing attraction at the Army-Navy Ball, with Jolly Coburn and his orchestra.

RAE SMITH, vice-president of the J. Walter Thompson Agency, and MRS. SMITH leave today aboard the Normandie for Europe.

RICHARD ROGERS, composer, sails for London today.

HERBERT EBENSTEIN, president of Atlas Radio Corp., leaves today on a business trip to Minneapolis.

DAVE DAVIDSON, advertising manager of Atlas Radio Corp., leaves Friday for Chicago on business.

HERBERT I. ROSENTHAL, general manager of Columbia Artists Inc., leaves for the coast today via American Airlines for a brief visit before starting in his new post Jan. 1.

BILL CARTLAND of Star Radio is on a business trip through New England.

THE CHARIOTEERS start their personal appearance engagement at the Metropolitan Theater, Boston, tomorrow instead of Friday, and the booking was handled by Henry Frankel of WOR Artists Bureau, which has the singers under contract.

WCNW Marks 11th Year; Improvements Being Made

WCNW, Brooklyn, rounds out 11 years of air service on Friday, and next week the station plans to place in operation its new 180-ft. vertical radiator located in Greenpoint. New transmitting tower will give WCNW full metropolitan coverage, a 19-mile primary area and 32-mile secondary. Program department is preparing a number of new features.

Sarnoff to Talk at Harvard

David Sarnoff, president of RCA, will address a Harvard undergraduate group under the auspices of the "Harvard Guardian" on Dec. 3. He will give a short talk on radio as it relates to international relations between countries.

Sarnoff's son, Robert, is a junior at Harvard.

THE MODERN BOOMERANG

A BOOMERANG ALWAYS COMES BACK WITH A RETURN SAIL

FOR YOUR SALES RETURNS USE THE MODERN BOOMERANG

WBNX NEW YORK

1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

WAKO

Under One Tent

- ★ POWER
- ★ MARKET
- ★ POPULARITY

ALBANY, N.Y.

Newly Equipped for Super Power

NORTHWEST'S LEADING RADIO STATION

KSTP

25,000 WATTS

OFFERS

LIFELIKE RECEPTION

NEW TRANSMITTER

INCREASED COVERAGE

BASIC RED NETWORK

MINNEAPOLIS SAINT PAUL

NO DEALS SIGNED YET WITH AFM ON MUSICIANS

(Continued from Page 1)

being formulated. Chicago AFM local has already set its scale as recently printed in these columns.

Cross section of negotiations being worked out is presented from three different points:

New Orleans—Union musicians of this city are to receive approximately \$37,000 in yearly salaries from three radio stations here, as a result of the recent negotiations. WWL, a CBS outlet, tops the list with \$18,000 for musicians as compared to \$6,786 (annually) spent in the past. A staff band of 14 men is planned. WSMB on the NBC-Red network, will spend \$9,308, as compared to the \$1,092 spent each year in the past. WDSU, apparently without musician expenditures in the past and a member of the NBC-Blue network, is budgeted for \$7,980.80. Evidently WBNO and WJBW, both 100-watters, will not be bothered very much by the AFM.

Richmond, Va.—WRVA, WMBG and WRD, have agreed to spend a total of approximately \$15,000 annually for the next two years on staff musicians, according to the Richmond Musicians Association. Stations are to pay extra for musicians employed for single performances.

WRVA, will spend \$11,779.34 a year; WMBG, is down for \$2,999.25, and WRD, will add \$8,811.14 to its annual payroll.

Springfield, Mass. — WMAS will make an annual expenditure of \$7,378.90 for musicians, and WSPR \$1,837.50, according to Edwin H. Lyman, secretary of the Hampden County Musicians' Union.

WSPR made a suggestion to the union that the station hire enough musicians to give a small symphony concert, which would be broadcast once every other week for the next two years and thus employ more musicians than the WSPR allocation called for. This was turned down by the union which said it would rather have men hired steadily, each week. WMAS, on the other hand, preferred the plan of putting a few musicians to work on a steady basis, according to president A. D. Moffat of the station. On a 12-month contract basis, WMAS would spend \$145 weekly, and on a 9-month basis the expenditure would be \$210 weekly. WSPR's 12-month contract basis would mean an expenditure of \$35 weekly and \$50 weekly under a 9-month contract.

NEW PROGRAMS—IDEAS

Thanksgiving Services

Only Thanksgiving services in which three cities of Rock Island, Moline and Davenport take part, airs for third time this season over WHBF, Rock Island, Ill. Full hour morning broadcast from LeClaire Theater in Moline features choir of 80 voices, wins interdenominational good-will through support of tri-city Ministerial Alliance (Protestant, Catholic and Jew). Proceeds from a special collection are turned over to organizations of all three faiths for Christmas charity purposes.

Barber Shop Quartets Vie

Old-time harmony, more than faintly reminiscent of the bygone shaving-mug days, once more prevails in Milwaukee in a fifteen-minute Sunday morning series over WTMJ, bringing "Barber Shop" quartets to the mike in an elimination contest, with cash prizes awarded. Excellent response has encouraged big promotion.

Havana Group Approves Short Wave Study Plan

(Continued from Page 1)

all countries in the central zone having an area of more than 750,000 kilometers for standard broadcasts. This will be recommended at the 1938 Cairo conference by the Pan-American bloc.

It is also recommended that this 300 kc. band be placed somewhere between 4200 and 5500 kilocycles. Smaller countries are not to be included for the obvious reason they can cover their territory on standard broadcast bands without too much static interference.

Accompanying the report was the recommendation that the use of directional antennae be studied by these countries to further reduce possible international interference, along with a study of minimum power which will cover the territory during night broadcasts.

Paul Gregg Joins WNEW

Paul Gregg, formerly of Benton & Bowles, has joined the production staff of WNEW, working under Wm. McGrath, production manager.

3 a.m. Man-in-the-Street

WHB, Kansas City, hits the air Sunday with what is thought to be a new slant on the "man-in-the-street." Sending announcer Bob Caldwell and recording engineer Vic Damon to the corner of 12th and Grand last Sunday morning at 3:00 a.m., they took a recording of answers to queries put to the night owls encountered there. Strangely enough, they found that some of those quizzed were going or coming from work, though many were making the rounds of the night spots. Caldwell thinks this program reaches the ultimate in street quizzes, airing the words of the man in the gutter.

Library Hour on KFRU

KFRU has completed arrangements with Columbia (Mo.) board of library directors for twice-monthly broadcasts on library activities, including instruction on proper use of book facilities. Discussions, interviews, and dramatic sketches by members of library staff will complete program, which is to air second and fourth Thursdays.

Guest Star Schedule Is Set by Chevrolet

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as follows—with three weekly programs of two guests each:

Week of Dec. 5, Arlene Jackson and James Wilkinson, Patti Chapin and Jack Arthur, Willie Morris and Ray Heatherton; Dec. 12, Irene Beasley and Conrad Thibault, Phil Duey and Shirley Howard, Ruth Carhart and Walter Cassel; Dec. 19, Lucy Monroe and Barry Wood, Virginia Rea and Ross Graham, Alice King and Ralph Kirbery; Dec. 26; Lois Bennett and Morton Bowe, Doris Kerr and Walter Cassel, Dorothy Dreslin and Jan Pearce; Jan. 2, Josephine Antoine and Larry Taylor, Helen Morgan and Howard Price, Evelyn Case and Phil Duey; Jan. 9; Annette Hanshaw and Stuart Churchill, Jane Froman and Howard Phillips, Ruth Carhart and Robert Weede; Jan. 16, Willie Morris and Hal Gordon, Josephine Huston and Ray Heatherton, Lois Ravel and Robert Steele.

ATLAS RADIO COMPLETES RELEASING PLAN FOR ETS

(Continued from Page 1)

Chicago, will be under L. Daniel Blank, veteran newspaper and advertising man, who will establish branches in Minneapolis and Detroit. Southern zone will be supervised by Claude C. Ezell, pioneer film distributor and former sales manager for "bank night." Western zone will be under Ray Coffin, also of the movie industry. Herbert R. Ebenstein, president of Atlas, heads the home office in New York, which will set up branches in Boston and Pittsburgh. Complete sales staff will consist of 24 members.

Atlas plans to market its transcriptions on a brand new showmanship basis, and will maintain vast publicity campaigns in connection with each ET series sold to a client, whether sponsored or used as a sustaining. Sales plan, it is understood, will allow the station to recoup the purchase price (through disks going commercial) for a certain length of time before Atlas is fully paid for the series in question.

While some of the Atlas product has been used commercially on numerous stations and found successful, an investment of over \$400,000 is said to have been made in building a transcription catalog which now includes 28 shows.

STATION






NEW YORK

Serving New York
and New Jersey



HOURS A DAY

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

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

GUEST-ING

JOHN and ELAINE BARRYMORE, EDDIE GREEN and MAREK WINDHEIM, on Rudy Vallee program, Nov. 25 (NBC-Red, 8 p.m.).

JIMMY DURANTE and HARRY SAZ, on Fred Allen program, Dec. 1 (NBC-Red, 9 p.m.).

MAREK WEBER's ORCHESTRA, EDWARD DAVIES, ART VAN HARVEY, BERNADINE FLYNN and BILLY IDELSON added to "Magic Key of RCA", Nov. 28 (NBC-Blue, 2 p.m.).

BUDDY FISHER, "Ambassador of Fun," on Pepper Uppers program, Nov. 28 (Dr. Pepper-Dixie Network, 5:30 CST).

GINA VANNA, soprano, on Carnation Contented Hour, Nov. 29 (NBC-Red, 10 p.m.).

MILTON HERTH and ANDREWS SISTERS, on Buddy Clark show, Nov. 25 (CBS, 10 p.m.).

EDWINA EUSTIS, on "Rising Musical Stars," Nov. 28 (NBC-Red, 10 p.m.).

LOIS BENNETT and TERRI FRANCONI, on "Hammerstein Music Hall," Dec. 3 (CBS, 8 p.m.).

MARGARET MATZENAUER, on Bing Crosby show, Nov. 25 (NBC-Red, 10 p.m.).

PERCIVAL DOVE, baritone, JOHN CARTER, tenor, and FLORENCE KIRK, soprano, on "Metropolitan Opera Auditions," Nov. 28 (NBC-Blue, 5 p.m.).

MYRNA LOY, SOPHIE TUCKER, JUDY GARLAND, BETTY JAYNES, ALLAN JONES, C. AUBREY SMITH and MICKEY ROONEY, on "Good News of 1938," Nov. 25 (NBC-Red and WHN, 9 p.m.).

ARTHUR SHIELDS, director of Abbey Players, interviewed by Charlotte Buchwald, Nov. 26 (WMCA, 1:15 p.m.).

LEE TRACY and JOAN FONTAINE, in "Hospitals Are For Sick People," on Silver Theater, Nov. 28 (CBS, 5 p.m.).

SINGIN' SAM, on "Songshop" Dec. 3 (CBS, 10 p.m.).

MERRY MACS, on Al Pearce broadcast, Nov. 30 (CBS, 9 p.m.).

KAY THOMPSON, JACK JENNY and LES LEIBER, on "Swing Club," Nov. 27 (CBS, 7 p.m.).

CHARLES KULLMANN, on the Lucky Strike "Hit Parade," Dec. 4 (CBS, 10 p.m.).

BEATRICE LILLIE, on Al Jolson show, Nov. 30 (CBS, 8:30 p.m.).



● ● ● Thinking Out Loud (and sometimes talking out of turn!): The few lines here the other edition regarding Paul Munroe getting the coveted berth on the WB-Lucky Strike show—has this important sidelight... Deal had been pending for a few days prior to Thursday. At exactly 7:15 p.m. (45 minutes before the Kate Smith show took to the air) word reached Paul that he'd got the job... Munroe, hesitantly walked into Miss Smith's dressing room where Ted Collins was reclining. He stuttered the good news—because Collins had him under personal contract—for which he was to kick in with 20 per cent of his outside earnings... Kate and Ted listened to him. The latter rose from his lounge and wished the fellow "good luck, Paul"—the same from Miss Smith—as Paul's "unbreakable contract" was thrown into the waste-basket—just like that!... A similar thing occurred when Vick Knight had an opportunity elsewhere and he was released without a harsh word... How many would do that with a commission of 20 per cent in sight?

● ● ● Jimmy Shields goes on the Schaeffer Beer Show tomorrow night with Leo Reisman's crew... The WBIG, Greensboro, N. C., publicity department, of which Virginia Wilson McKinney is director, has cause to celebrate Thanksgiving. For the station last week attained its high peak of publicity. Two leading N. C. newspapers started carrying WBIG programs daily; several civic groups gave station credit for cooperating with their work; Reidsville Tobacco Market ascribed big sales to WBIG's Tobacco Market News Report, etc., etc... Johnny Green, ork leader, and Betty Furness, film actress, are preparing to wed Friday.

● ● ● Tomorrow being a Day of Thanks-giving, we'd like to say "Thanks A Million" to Bill Lewis, CBS v.p. in charge of programs—who has given the audience via the sustainer some of the best entertainment available, disregarding budget, etc... If the idea sounds radical and hard-to-do, Bill Lewis will try to do it—even if it isn't according to Hoyle's rules on radio. It might be good, he figures!... Jessica Dragonette will conduct the orchestra at Macy's famous Thanksgiving Day Parade tomorrow... Graham McNamee rejoins the Rudy Vallee show when it comes east Dec. 2... John MacPherson, the "Mystery Chef," and Ben Grauer, the word-slinger, have been renewed for 26 weeks on Regional Advertisers' show... Chipso has renewed William Meeder, organist, and Stuart Metz, announcer, for 13 weeks on the "Road of Life" show... Don Johnson, who is "Prof. Figsbottle," has become a long distance father of a baby girl. His wife adopted it in Saskatchewan Province, Canada—and phoned him about it... The airlines are so busy today and tomorrow because of the holiday rush—that if C. R. Smith, president of American Airlines wanted to go to Boston—he'd have to book passage on a TRAIN!

● ● ● Jack Bregman, now head-man of Feist and MGM insofar as music is concerned, is trying so hard to be pleasant to everybody. He is anxious to retain old friends and gain new ones... Do something nice for him—and promptly you'll receive the sweetest note of thanks... Buddy Rogers yesterday bought Frank Dailey's band intact and will use it as his own... The Ritz Brothers are said to be going into the French Casino with Abe Lyman Christmas Nite... That Holiday feeling: Last year there weren't any Social Security Taxes!

AGENCIES

N. W. AYER & SON INC. will handle the advertising for two new Colgate-Palmolive-Peet Co. products, Halo and Vel, shampoo and washing products, respectively, it is announced by E. H. Little, v.p. of C-P-P. National advertising of these products is planned for the near future.

DOREMUS & CO. will absorb Gamble & Co. Ltd. in Chicago on Dec. 1. Thomas S. Gamble, president, will take executive post under new setup.

REINCKE - ELLIS - YOUNG-GREEN & FINN agency, Chicago, has landed the National College of Education account.

JERVIS J. BABB, formerly manager of sales research department of Standard Oil of Indiana, has joined the Booz-Fry-Allen & Hamilton business survey company, Chicago.

KENNEDY & CO. has been appointed advertising counsel for Sunny Hill Wineries, Chicago.

GRANT ADVERTISING CO., Chicago, has landed the Gage Bros. account, Chicago millinery concern.

SAN FRANCISCO

Helen Sawyer, KSFO dramatic artist, returns this week from a short vacation in L. A.

Chief Engineer Paul Schultz of KYA went pheasant hunting a few days ago and bagged the limit.

John Marley, after a two-month absence, has brought his scrapbook "silhouettes" back to KSFO on Tuesday evenings. Clem Kennedy furnishes theme music.

CBS Choral Talent Quest

CBS, in conjunction with Columbia Concerts Corp., will start a new talent quest over a coast-to-coast network beginning Jan. 8 at 6 p.m. Choruses of 40 voices and under will be asked to compete, and winners will be given contracts. Lucille Singleton, director of auditions at CBS, will be in charge of new series, and judging will be handled by Deems Taylor, Davidson Taylor, Ward French, Frederick Schang Jr. and Dr. Finley Williamson. Program will be presented weekly.

WOR — MUTUAL
IS PROUD TO PRESENT
JOSEF CHERNIAVSKY



"The Musical
Cameraman"

8 P. M. EST.

Thursdays

COAST-TO-COAST

A NEW HIGH IN CONTINUITY!
"Holiday Greetings"

A NEW LOW IN PRICE!

27 Scripts—\$20.00!

Sold to one station in a city

ORDER NOW!

Universal Radio Programs, Inc.

545 Fifth Ave. New York City

**ORCHESTRAS
MUSIC**

Program Reviews and Comments

NEW BUSINESS

Signed by Stations

GEORGE HALL and singer Dolly Dawn put in their seventh recording date in less than a year last week. For Vocalion Records, under Master Record supervision, they recorded "I've Hitched My Wagon to a Star," "You're a Sweetheart," "Let's Pitch a Little Woo," "How Many Rhymes Can You Get" and others.

Byron Ray, continuity writer at KSL, Salt Lake City, and Mary Hale Woolsey of "Springtime in the Rockies" fame, have 30 new compositions ready to submit to major publishing houses soon.

Skeeter Palmer and his Orchestra opened Friday at the Seneca Hotel, Rochester, N. Y., for an indefinite run, booked by Meyer Davis office.

Rockwell - Okeefe has booked Woody Herman and his ork to open Dec. 2 at the Nicollet Hotel, Minneapolis, and Ben Pollack and his crew for the Adolphus Hotel, Dallas, starting Dec. 4.

Duke Ellington and his ork Dec. 2 at the Orpheum Theater, Memphis, playing to a white audience.

John Philip Sousa 3rd, who resigned from NBC program department to form his own ork, which has been booked for the winter at the Whitehall Hotel, Palm Beach, will lead an NBC orchestra in a special Thanksgiving Eve broadcast over NBC-Red tonight at 7:30.

Irving Mills has about cornered the market on modern composers and arrangers with the recent signing of Bert Shefter, Joe Usifer and Morton Gould. Mills already had Will Hudson, Raymond Scott, Duke Ellington and others.

Universities in various parts of the country have invited Vincent Lopez, the piano-playing leader, to continue his teachings on the scientific side of jazz. The orchestra leader launched this unique portrayal of popular music recently when he conducted a music class session at the University Heights Center of New York University. The next lecture invitation to be accepted by Lopez will be that of Northwestern University, where he will appear before he concludes his current engagement at the Drake Hotel, Chicago, Nov. 18.

CRA bookings: George Hall and ork, heard over CBS from Taft Hotel, will double into the Central Opera House the night of Jan. 29 . . .

"Mark Kelly Sports"

Mark Kelly, onetime sports editor of the Los Angeles Examiner, was heard in the first of his "Mark Kelly Sports" commentaries for Rio-Tan cigars over the CBS Pacific Coast net Wednesday night at 6:45. For many years, Kelly's trenchant and sometimes vitriolic pen made the sports pages of the Examiner quite as necessary to the early morning well-being of the cognescenti as the matutinal cups of Chase and Maxwell coffee, and in his air debut he again demonstrated that the Irish always and also have words for it.

Choosing for his theme song the current storm raging about the head of Howard Jones, mentor of the ex-champion Bachelors of Gridiron Arts and Sciences at the University of Southern California, Mark said: "It is my opinion that Howard Jones definitely has outlived his usefulness as head football coach at U.S.C. and that his major reverses in the last four years make a new deal at USC mandatory." Five years ago that statement would have been lese majeste in the first and all subsequent degrees, and even today it must have caused gasps up and down the Pacific Coast approximating in aggregate volume of sound one of our minor California earth tremors. To Kelly's intimates it proved only that the old maestro retains his instinctive aversion to calling a spade an implement employed in agricultural pursuits, and to those who know him only by his byline it proves that it behooves them to listen in next Wednesday night, when the subject of his discourse will be "Why Joe Louis is on the Skids."

"Grand Hotel"

James Ameche, co-starred in the "Grand Hotel" drama last Monday night, not only is the brother of Don Ameche, but he sounds so much like his older and more famous brother that it sometimes is hard to

Barney Rapp plays Hollywood Theater, Atlantic City, Dec. 4-5 . . . Husk O'Hare booked for Randolph Hotel, Eldorado, Ark., Nov. 24, followed by Johnny Hamp, Dec. 11, and Barney Rapp, Dec. 27 . . . Clyde McCoy, enroute from the coast to an engagement at Beverly Hills Country Club, Newport, Ky., is playing many one-nighters . . . Bands set for New Penn Club, Pittsburgh, include Bubbles Becker, currently; Harry Hesper, Dec. 17, and Carl "Deacon" Moore, returning Jan. 13 for extended stay.

"Big Apple" Lessons

Recordings by outstanding swing bands provide music for "Big Apple" rhyming radio dance lessons, written and staged by John Clark of the staff over WATL, Atlanta. Show, on twice weekly, has done much to increase popularity of the dance, and local hotels are now featuring "Big Apple" parties.

tell the difference between them. Which means that Jim, too, is headed for big things.

In Monday night's offering, "The Perfect Servant," by George Vandal, he displayed plenty of acting spirit, delivering his lines with both punch and clarity, yet holding within the bounds of naturalness. Opposite him and doing herself equal credit was Betty Lou Gerson. They sounded like a swell team.

Playlet dealt with a young man who posed as a butler to win the hand of a girl being courted by a bogus lord. Program is sponsored by Campana. Agency is Aubrey, Moore & Wallace Inc.

"One Act Play Parade"

Overweight with social and philosophical implications, two initial productions of WNYC's "One Act Play Parade" moved slowly and somewhat bombastically in series debut Sunday noon.

First, "This Earth Is Ours," by William Kozlenko, was based on recent newspaper accounts of foreigner fighting abuses of large utility company. Thoroughly well-acted by Radio Playhouse Company, show suffered from overdrawn lines of soap-box variety and tendency of script to exaggerate each character as well as story itself.

Second play, "Sacrifice," by Allen Noblston, concerned astronomer about to photo comet which appears only once every 300 years. Escaping murderer, seeking refuge in observatory, and popping off the professor's assistant, ruins the experiment, providing artful piece of irony. It was a good story, ably written, but presentation, entirely in verse, seemed stilted and somewhat hard to follow.

Series has commendable purpose, to devote one full hour to liberal type of production.

"La Boheme"

Lucy Monroe, Susanne Fisher, Armand Tokatyan, Sidney Devris, Louis D'Angelo and Eugene Lowenthal with the support of the Philadelphia orchestra, Alexander Smallens conducting, last Monday night turned in a good radio version of the opera "La Boheme."

This is the first time the program, under the sponsorship of a group of American banks, has broadcast

BURT SQUIRE

ANNOUNCES:

Major advertisers can now select their own New York station and, through the panelboard of

MOHAWK VALLEY BROADCASTING SYSTEM,

cover New York State, or 11% of the country's population.

Call PLAZA 5-3269

WFIL, Philadelphia: Remington - Rand, news; Quaker Oats, participation, through Arthur Kudner Agency; Brown-Williamson Co., news, through BBD & O.

WMAS, Springfield, Mass.—National Bisquit Co., announcements.

KDYL, Salt Lake City—Plymouth, spots, through J. Stirling Getchell; Coca Cola, programs, through D'Arcy Adv. Agency.

WBT, Charlotte: Shell Oil, temp. reports through J. Walter Thompson; Plymouth, announcements, through J. Stirling Getchell; Rumford Chemical Works (baking powder), announcements, through Atherton & Currier, Inc.; Benj. Moore Paint Co., program. The Barron Co. (Carillon perfume), announcements, through Loeb Advertising Agency; Musterole & Zemo, ETs.

an opera. Show was well paced with plenty of good singing. And singers are not exactly lacking for musical support when they have the Philadelphia orchestra behind them.

With a few improvements in pick-up, operas will be a good bet for this hour show. Program is heard on NBC-Blue network, 9-10 p.m.

"Three Cheers"

Previously heard on various programs from San Francisco, the "Three Cheers" (Hale, Derry and Hanna) on Monday evening, 7:15-7:30 EST, started a new series of their own on NBC-Blue, dispensing a batch of vocal harmony that was quite pleasing to the ear. They took such popular numbers as "When You Dream About Hawaii," "Have You Got Any Castles, Baby," "Moonlit Paradise" and other popular tunes and vested them with streamlined brightness. Helpfully in the musical background was Jack Meakin's orchestra, a pleasure in itself.



we hung out our shingle. Brinckerhoff: Recordings. Today our business has grown from one room to nearly two floors . . . our original equipment has quadrupled. Our clientele includes leading agencies, leading program builders. Reason: good records. Pete Frutchet, our engineer, has done a good job. Need recordings? Call PLaza 3-3015.

BRINCKERHOFF

29 WEST 57th ST.
NEW YORK

NOW YOU CAN BUY A COMPLETE PRESTO SOUND RECORDER FOR ONLY . . . \$149⁰⁰
PRESTO RECORDING CORP.
135 W. 19th St. New York - N. Y.



CARL HAVERLIN, KFI-KECA sales manager, and Dr. Ralph L. Power, radio veteran and authority, have been chosen by the California History and Landmarks Club as guest speakers on a radio day program Feb. 10. The Club later plans to unveil a bronze plaque marking the spot from which the first local broadcast was made.

Admirers of Ann Jamison have organized a fan club to boost the stock of their favorite.

KMPC now has an anonymous baritone, "International Troubador", who sings everything "from cowboy laments to Grand Opera in 8 languages." The versatile gentleman may be heard each Saturday afternoon at 3:30-3:45.

Principal Dwight W. Curtis of the Emerson school in San Luis Obispo is having each classroom in the school equipped so that radio programs may be utilized in class work. Move was made following success of a special broadcast by Fletch Wiley from KNX recently.

Edward Everett Horton and Bill Counselman, 20th Century-Fox writer-producer and creator of the cartoon "Ella Cinders," are two additional motion picture figures who are soon to have shows of their own, if present plans materialize.

Eddie Cantor had a two-year contract with Vyola Vonn, 19-year-old minor, approved in Superior Court. Miss Vonn has been with Cantor-Texaco on last few programs.

Knox Manning has been signed to do a 15-minute commentary on KNX and KSFO for the Euclid Candy Co. Will be heard at 5:30-5:45 Tuesdays for a minimum of thirteen weeks. Sidney Garfinkel agency, San Francisco, handled.

The Clairrol talent search conducted by Owen Crump on his KFWB "Let's Go Hollywood" has resulted in Warner screen tests for Edwina Spence, Marjorie Young, Marilyn Lund, Marjorie Burns, Sara Berner and Venice Fisher, all local gals.

Isabel Draesemer has been signed by KMPC to write, direct, and play in productions of the station's "Elev'n O'Clock Players," heard each Tuesday night at 11:00-11:15.

Peter Van Steeden Jr. fired the entire musical crew which had been contracted for him prior to his arrival, and hired new men the following day in time for the Fred Allen broadcast.

"Uncle Bill" Sharples has returned from a trip to his native Oklahoma and brings back with him Shelton

STATIONS OF AMERICA

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

WBIL—New York
1100 Kilocycles—5,000 Watts

JOHN IRACI, General Manager

ASIDE from being the sister organization of the leading foreign language station in America, WOV, and also functioning as does WOV under the management of International Broadcasting Corp., WBIL has another claim to importance in New York City. It operates on a power of 5,000 watts, a power exceeded only by the local outlets of the major networks.

At the present time WBIL programs alternate between serving the Italian audience in its native tongue and in catering to connoisseurs and lovers of good music. "Symphonic Moods," a nightly presentation over WBIL, is an example of the latter. Public service is emphasized. Fan letters are received daily from professional people of all types, artists, lawyers, teachers, doctors and such.

WBIL employs the same studios as WOV, which have been described as resembling "a miniature radio city." Modern in every respect, the air-conditioned studios as well as the executive offices are located on the 6th and 7th floors of the WOV building, in the heart of the Times Square section at 132 West 43rd Street.

The WOV-WBIL Engineering staff has installed new recording equipment by means of which an audition library is being prepared for the convenience of prospective sponsors. Singers, orchestras, comedians, dramatic companies, announcers, and special program ideas will be recorded. From these records a variety of program suggestions may be offered the prospective client on short notice without the actual work of assembling and producing each individual audition.

Stone, ventriloquist, who has a nautical, hard-boiled relative of Charlie McCarthy named Jerry in tow. The trio will be on "Listen, Ladies" with George Irwin over KEHE on Wednesday.

Sam Hayes switches his football prognostications over KHJ from Thursday to Wednesday night, 7:15-7:30, so he can call the turn on the big games of the following day, Thanksgiving.

Major F. T. Steel, in charge of Marine recruiting in this district, peruses in advance all scripts for the KHJ-Don Lee "The Marines Tell It to You" to insure historical accuracy.

George Jessel has been appointed to the Entertainment Committee for the New York World's Fair by Grover Whalen.

Fanchon, only feminine picture producer, and Ben Blue, featured in her last Paramount picture, "Thrill of a Lifetime," will be on "Hollywood in Person" on Wednesday.

James McKibben has been appointed to the transcription department berth vacated by John Heistand, who was moved up to assistant production manager at KFI-KECA, Harrison Holliday, general manager, announces.

Al Jolson played Santa Claus early this year by presenting Ben Larsen and Bill Gay, producers; Bob Niller, engineer; and Tiny Ruffner, announcer and headman of Ruthrauff & Ryan, with expensive wrist stop watches following last week's show.

Irving Berlin will do a guest appearance with George Jessel on "30 Minutes in Hollywood" next Sunday.

Stoopnagle and Budd planned in over the weekend. Are set for a couple of guest spots, but also reported dickering on a couple of picture deals at an asking figure of \$30,000.

WCLE, Cleveland

Larry Roller, special events director, and a group of WCLE artists attended the opening of WICA, C. A. Rowley's new Ashtabula station, and were heard on the air in a neighborly salute.

Mayor Harold H. Burton was honored in a special program tracing his life history Tuesday, the first of a series honoring prominent Clevelanders.

Thousands of entries are being received in the Secret Celebrities contest. A special staff has been employed to handle the mail. The contest will last until Dec. 15, and \$1000 in prizes will be awarded Christmas day, to the winners. Contestants attempt to identify prominent Clevelanders who broadcast anonymously.

WOPI, Bristol, Tenn.

Station is starting a series of health talks which will be given weekly by Dr. R. W. Pannell.

A new daily feature is the early morning devotional services from the City Mission in Kingsport, Tenn., with Thomas A. Williams in direct charge.

A new studio feature that has proven popular from the start is "Marie At The Key-board," 15-minute broadcast given three times weekly.

A new commercial program is the "Radio Camera Club," sponsored by Photo Craftsmen. As a result of this broadcast Candid Camera Clubs have been formed in Kingsport, Elizabethton and Johnson City, as well as Bristol.

WSPR, Springfield, Mass.

Wayne Henry Latham, program director has been appointed to the local committee on National Unemployment Census, by the Mayor.

Milton W. Stoughton, station manager has been appointed to the speakers bureau of the Community Chest.



DON MCGIBENY, NBC commentator for several years, will be featured in "Don McGibeny's Question-Aire," quiz show being launched on WMAQ by Salerno-Megowen Biscuit Co., through Schwimmer & Scott agency.

Quin Ryan turned over his broadcast of Northwestern-Notre Dame game to Bob Elson because of a bad cold. Jim Fleming relieved on his sponsored news commentaries.

The Irish Program on WHFC is rounding out six years this month.

Patsy Montana, cowgirl singer of the WLS National Barn Dance, in quarantine with her daughter Beverly Paula Rose who has scarlet fever.

Fort Pearson picked to broadcast the Notre Dame-Southern California game at South Bend for NBC.

Gunard Hjertstedt's "Broken Melody," with Les Tremayne and Barbara Luddy, to be vehicle when Campana's "First Nighter" starts its eighth year on Friday. Only personality who has been with the show throughout its entire history is Eric Sagerquist, orchestra leader.

Hugh Studebaker has gone musical in a big way, having installed an electric organ and grand piano in his home here.

Kenneth Fry, NBC special events director, who thought up the singing mouse stunt last season, is now making a roundup of chattering parrots preparatory to a national gabfest over NBC.

Pat Flanagan, WBBM sportscaster, addressed annual Fathers and sons night banquet at the University club.

Leonard Erickson, western manager CBS here, addressed Chicago Federated Advertising club on "Radio Salesmanship" on Monday.

WBIG Line to School

Greensboro, N. C.—Leading story in current issue of Greensboro Senior High School paper devotes full-column of thanks to Major Edwin Ridge, managing director of WBIG, for providing direct station line to school, from which two programs will originate weekly. Publication makes special note of Major's other educational contributions which include Greensboro college and parent-teacher series.

Radio Tax Receipts Up

Washington Bureau, RADIO DAILY
Washington—Tax receipts on radios and phonograph records in October were \$885,862, against \$836,136 in October, 1936.

50 QUESTIONS A WEEK

for "Vox-Pop" "Man on the Street" or any kind of quiz program cost you \$1—exclusive rights. Audition script for the asking.

KARL ZOMAR SCRIPT SERVICE

P. O. BOX 150
SPRINGFIELD, MISSOURI

For a successful drive for special holiday sponsors, order

"The CHRISTMAS TREE OF 1937"

Complete in 25 Scripts
STAR RADIO PROGRAMS INC.
250 Park Avenue New York City

PROMOTION

Tieup with Film

A beauty contest staged by radio and tying up with Paramount studios in a plug for "The Barrier" was new promotion stunt marking the appointment of Eddie Rivers as promotion handler of KRSC, Seattle. Idea found sponsor in Bon Marche department store, and good space outlet in Seattle Daily Times.

Object was to pick local girl to appear in forthcoming Paramount picture. Entire contest, beginning with five elimination contests and ending with selection from among daily winners, was conducted in store windows of the sponsor which were designed to present a replica of a set from Paramount's "Barrier." Cinema-minded beauties tied up traffic in the business district, and for benefit of listeners who couldn't see them, told in thirty words "Why I Want to Be in the Movies." Winner of event was picked by Producer Harry W. Sherman, in town with stars Jean Parker and James Ellison for world premiere of the picture. To station went concrete plaques, presented by the movie people in appreciation for success of the promotion.

WHIO Loose Leaf File

Market information, coverage maps, information on the station's various departments and services, and an assortment of promotion pieces are contained in a folder being sent out by WHIO, Dayton, O. Entire contents of the folder are in loose form, so they can be taken out separately for reference. Folder is of the filing type.

KLZ Broadside

A flashy and colorful broadside just issued by KLZ, Denver, emphasizes the "box-office" attractions of the station, listing 29 of the best bets from the 400 weekly shows and giving lists of current network sponsored programs, national spot accounts, sponsored local programs and sponsored local announcements. It makes quite an impressive presentation.

Deep River Boys Signed

Rex Ingram's Deep River Boys quartet has been signed under the management of Columbia Artists Inc. and are scheduled to make their radio debut the week of Dec. 5 over CBS. Ingram was signed to four-year contract by Columbia Artists last week.

JOAN BROOKS

SINGS TONITE

AND EVERY WEDNESDAY

10:15 P.M. WJZ-NBC Blue

Management

CONSOLIDATED RADIO ARTISTS

30 Rockefeller Plaza New York City

RADIO PERSONALITIES

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

EARL H. GAMMONS

ONE of radio's pioneer executives. Earl H. Gammons has been with station WCCO, Minneapolis, since 1924. The son of a Methodist minister, he was born in northeastern Iowa on July 23, 1893, attended public school and was graduated from Cresco, Iowa High School in 1911.



Pioneer executive, 13 years at one station

He was graduated from Cornell College in Mount Vernon, Iowa, in 1915 with an A.B. degree. He participated in baseball, basketball, and for two years was the editor of the "Cornellian," the college newspaper.

Upon graduating from college, Gammons went to work as a reporter for the Cedar Rapids Republican and Times, and later became associated with the Minneapolis Tribune.

Gammons served in the World War in the 8th Machine Gun Battalion, 3rd Division, of the regular army. After the signing of the Armistice, he was a member of the Army of Occupation on the Rhine for eight months, spending most of his time as editor of the "Watch on the Rhine," the weekly newspaper of the 3rd division.

On his return to the U. S. in the fall of 1919, he returned to the Minneapolis Tribune. Two months later, he joined Washburn-Crosby Co. to start a house organ for the employees.

In 1924, when Washburn-Crosby bought radio station WLAG, and changed the call letters to WCCO, Gammons joined the staff to handle publicity, in addition to his work for Washburn-Crosby. In 1925, he discontinued his work at the milling firm to devote his entire time to radio. Gammons has served as sales manager, vice-president and assistant general manager, and he was made general manager in 1933.

ST. LOUIS

Five Pappy Cheshire hillbillies are doing their stuff in a new KMOX morning show, "Melody Spinners," for Altorfer Furriers of Peoria.

Miss Clark Harris of WEW obtained Paul Lukas, film star, for an interview while he was appearing here.

Al Sarli and his KWK "Jam Session" is expected to be on a network basis soon.

Ray Schmidt, after a year of sports-eventing on KWK, is taking a rest, with Johnny O'Hara subbing for him. On Ray's return, John will visit New York.

Bob Convey, KWK boss, is getting in some hunting.

WESG, Elmira, N. Y.

Program Director Hal Wagner has included a fem voice on his "News and Notes" program, which gives info of radio and movies, biographical sketches, reviews, etc. Wagner reads headlines, Florence Lundgren reads news. Both read commercials included.

Bill Pope's Rotozol (gasoline) contest (pick the football winners) resulted in slightly less than 10,000 pieces of mail in six weeks. Contest with weekly prize of 50 gals. of gasoline for first, closed last week.

Clara Shaw, fem voice on commercials, suffered painful scalp wounds recently when attacked by would-be robber. Five stitches closed gashes and Clara is back doing Ford locals.

Special events department took a word's-eye view of the opening day at the Elmira Auto Show. Fifteen minute program by Glenn Williams and John Newhouse was sponsored by local auto association.

OKLAHOMA CITY

Maxine Clark promoted to front desk information evenings and Billie Speed presiding at information desk on Sunday for WKY.

Neal Barrett, KOMA g.m., has been elected a vice-president of the Oklahoma City Kiwanis club. Barrett previously turned down nomination for the presidency stating the necessity of his taking frequent trips out of town would prevent his giving the office adequate service.

Sybil Wharton, traffic department KOMA, on temporary sick list.

Wilbur S. Lukenbill, production manager KOMA, married Marjorie Eslick last week.

Neal Barrett, KOMA g.m., told journalism students at Oklahoma City University all about radio advertising in a talk before them as guest speaker.

KDYL, Salt Lake City

Floyd Farr, announcer, active in Junior Chamber of Commerce, is high man in Community Chest drive. Station staff signed 100 per cent on Chest campaign.

Jack Gregson, announcer, and Myron Fox, salesman, sporting new cars.

Interviews with sportsmen from Mullett-Kelly Co. store is a new 5-minute commercial remote, titled "Knotty Pine Sportsroom."

THE MAGIC KITCHEN OF THE AIR

Monday thru Friday

Available for Food Accounts

WCOP

BOSTON

Philadelphia

Benedict Gimbel Jr., president of WIP, has been appointed to the Radio Committee of the President's Birthday Ball.

George Lilley is tentatively radio editor of The Record, following death of Joe Grafton.

Jane Froman will appear on WIP's "Melody Express" while in town.

Horace Feyhl, production manager of WCAU, back at his job after six-weeks illness, is also receiving congratulations on becoming a grandfather.

Lester Joy, manager of KYW, was elected a member of the Orpheus Club.

Joan Barrie is the newest addition to WIP's vocal roster.

Bill Lane, KYW announcer, is doing a new newscast called "Spotlight of the World."

Murray Arnold, WIP's director of publicity had to cancel his "Tom Rodcap" program because of illness.

Ben Alley, WCAU tenor, is doubling on two other shows.

Dave Tyson inaugurates a new series over WFIL called "Headline News."

WFIL features Ken Ardley in a new series called "Hollywood Snoop-er."

Dick Thomas is now heard over WIP.

Martha Lane is now conducting the WFIL women's club.

Rodger Williams, heard nightly over KYW, is in the hospital with appendicitis.

Ralph Schaeffer is now a member of the KYW staff band.

A. T. Hild is now being starred in a romantic serial over WFIL.

Leonard Matt is celebrating his 5th anniversary as commentator over WDAS.

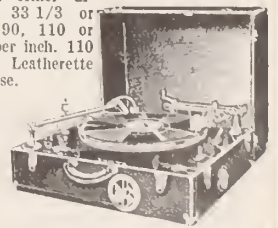
James Allen, WIP program director, has taken on the added chore of emcee on "Answer Me This."

Ted White is scheduled to return to KYW next week with his songs.

Samuel R. Rosenbaum, president of WFIL, was re-appointed to the State Banking Board by Governor Earle.

UNIVERSAL PORTABLE RECORDING MACHINE

Records in either direction at 33 1/3 or 78 RPM. 90, 110 or 130 lines per inch. 110 v. AC. Leatherette carrying case.



Recording Division

UNIVERSAL MICROPHONE CO. LTD.
424 Warren Lane Inglewood, Cal., U. S. A.

Atlantic Refining, Socony Bid for N.Y.-Pa. Games

(Continued from Page 1)
which will be discussed at the Milwaukee meeting on Dec. 1.

Atlantic had the rights to the 1937 league play-off and is supposed to have a first option on the 1938 games, but the Albany management refuses to be a part of the agreement. They have a deal with General Mills for the 1938 games with Doc Rand at the mike.

Reports emanating from the executive session indicated that six of the clubs favored broadcasting, with two opposed. Radio broadcasting was credited with attracting the largest attendance at the games in the league's history. Paid customers were 173,285 greater in 1937 than last year. It was also stated that more women attended games than heretofore and that "women supporters make male fans."

MPPA Opposed to Deal With SESAC on Rights

(Continued from Page 1)
queried Harry Fox, MPPA general manager, about also clearing for its copyright owners.

MPPA has decided that it would not align itself or represent a performing rights society, but will stick to publishers exclusively.

WICC, Bridgeport

"First Offender" program is now carried by WINS and several other N. Y. state outlets besides Colonial net.

Mack Parker, New Haven WICC manager, appeared as vocalist at Hillhouse High School dance in that city.

Grace Donovan, New Haven, starts a series of song recitals today.

Fay Merlin is singing with Jimmi Barton's ork from Belmont Showboat.

All-Canada House Organ

All-Canada Radio Facilities Ltd., under Calgary dateline, has issued Vol. 1 No. 1 of "All-Canada Radio News," tabloid sheet devoted to the interests of the stations represented in Canada by All-Canada. Weed & Co. is the U. S. rep for the group.

ONE MINUTE INTERVIEW

JOSEPH J. WEED

"The commercial announcement is best when it stands out alone and unattached to the entertainment side of the program. Advertising lines injected into the action of a dramatic program often cause the listener to feel as if something's being put over on him. And the listener—the prime factor to be pleased in radio—must always feel that he's being looked up to and not slighted."

★ Coast-to-Coast ★

WOODY WOODS, publicity director of WHO, the Des Moines 50,000-watter, rises to call attention to the fact that Governors of Iowa have indulged in weekly fireside chats to their constituencies for many years. Gov. Clyde L. Herring, now U. S. Senator, used the facilities during his regime. Same courtesy is now extended to Gov. Nelson G. Kraschel. Broadcasts originate in the Governor's office and are carried by other stations in the state. It's a Corn Belt Wireless feature.

Vivian della Chiesa and Joseph Bentonelli will be heard in the lead roles of "Faust" when the last act of that opera is aired from Chicago Civic Opera House on Dec. 2 at 11:15 p.m.

Jean Ellyn, for three years in WMCA's stock company featured in "Five Star Final," is now playing in the Broadway stage comedy, "Having Wonderful Time," but continues her radio work.

The Saturday night Scavenger Hunt conducted by Garry Morfit and Walter Linthicum at WBAL, Baltimore, has grown to such proportions that studio can't accommodate crowds arriving for second half of the program.

Ronald Dawson, dramatic director and script writer at WOL, Washington, on going through his files the other day, found that he had a network of his own—some 30 stations that have either bought or are buying his scripts.

Frank Parker, according to word from Boston, is getting a big fan turnout for his personal appearance there.

Bide Dudley, radio drama reviewer and author or co-author of eight Broadway plays and musical comedies, is turning his attention to writing for the films in his spare time. Among other things Darryl F. Zanuck of 20th Century-Fox is considering a Dudley original about old-time minstrel shows, and Grand National has a Dudley play, "Meet

WFBM, Indianapolis

Sid Jerome is on the air mornings and afternoons as Santa Claus for fifth consecutive year.

Mrs. Dell Sharbutt (Mari Bell) returns to scene of earlier vocal triumphs, visiting friends in local studios.

Station grads Ken Ellington, Durward Kirby and John Holtman coming from Chicago to visit families and friends over Thanksgiving.

the Kid," submitted with Jimmy Cagney in mind.

A Thanksgiving Letter is being sent out tomorrow by Major Edney Ridge, director of WBIG, Greensboro, N. C., pointing out that his station is thankful because it's located in the tobacco section, which is well-nigh depression proof.

Nino Martini will be the soloist with the Hartford Symphony Orchestra concert over Colonial network on Dec. 14.

Grace and Eddie Albert yesterday started a new Tuesday and Thursday series titled "Rain and Sunshine" over WEAJ at 12:45-1 p.m. for R. B. Davis Baking Powder. Charles Facer made the deal for NBC Artists Service.

KFVS, Cape Girardeau, Mo., recorded the recent championship game between Southeast Missouri Teachers College of that city and Northwest of Maryville, in which there is keen sectional interest, and gave a rebroadcast on the night of the game, thus gaining a lot of favorable comment.

Another RCA experimental television demonstration will be given tonight for members of the American Radio Relay League by NBC, using both a film and actual studio presentation. The League also attended a demonstration last night.

Songstress Ruth Carhart, a protegee of the late Roxy and Mme. Schumann-Heink, is now being heard four times weekly via CBS. She is heard on a thrice weekly morning series with Lyn Murray's orchestra and also on the Tuesday night "Songtime" series.

Betty Roberge Weir, concert pianist and wife of Sneed Weir, studio manager of WOKO, Albany, has been signed for a series of Saturday evening recitals.

Phelps Phelps and his "Editorially Speaking" will hereafter be heard Tuesdays at 6:45 and Sundays at 8:15 p.m. over WBIL.

KSL, Salt Lake City

Lee Neff Taylor, KSL engineer, recently admitted to Utah Bar, has won his first major Federal Court Criminal Case.

Barbara Ross, discovered by Program Director Gene Halliday in a talent audition for a successor to Dorothy Kimball, who is now in the east studying, shows potential radio timber. She sang in the L.D.S. Tabernacle programs on CBS.

Radio Execs to Speak At Educational Parley

(Continued from Page 1)
Broadcasting, to be held here Nov. 29-Dec. 1, in the Drake Hotel. Conference has support of 104 organizations, representing almost all phases of social and educational life.

Among radio leaders who will attend as speakers, or participants in discussion groups, are: William S. Paley, president of CBS; Sterling Fisher, CBS director of radio talks and education; Franklin Dunham of NBC; H. W. McCarty, president of National Association of Educational Broadcasters and manager of WHA, U. of Wisconsin; Paul F. Lazarsfeld, in charge of Princeton Radio Research Project; Frank N. Stanton, CBS research manager; Mrs. Harold V. Milligan, chairman, Women's National Radio Committee; Lambdin Kay, director WSB and WAGA, Atlanta, Ga.; Philip L. Barbour, specialist in short wave program construction; Arthur G. Crane, president, U. of Wyoming, and chairman, National Committee on Education by Radio; Irving Reis, director, CBS Workshop; Raymond Gram Swing, radio commentator; and Commissioner George Henry Payne of the FCC. George F. Zook, president of American Council on Education, is chairman, and Lyman Bryson of Teachers' College will lead all discussions.

Song Writers, Publishers Still Apart on Contract

(Continued from Page 1)
agreement are a few publishers who seek individual assignments from the writers, rather than a blanket waiver from the Song Writers Protective Association members. Another angle unsettled is what to do about a television clause, one that will hold during the 12 years of the term of the contract, without hurting the rights of either side.

Oboler Quits Irene Rich Show

Chicago — Arch Oboler, who has been writing the Irene Rich scripts for Welch the past two years, quits in three weeks. He's now in Hollywood writing for both films and radio. H. W. Kaston & Sons is the agency for Welch.

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Greetings from Radio Daily

November 24

Alice Remsen
Joan Brooks
Eileen Barton
Don McLaughlin
Guy Bonham
Vee Lawnhurst
Irene Wicker