



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 104

NEW YORK, N. Y., FRIDAY, NOVEMBER 26, 1937

FIVE CENTS

Radio Probe Being Put Off

Looking On AND LISTENING IN

AT RANDOM Musical tastes of radio listeners have been developed to the point where a sufficient number of persons would like to hear classical works in their entirety instead of just excerpts and selections. This includes both symphonic compositions and operas.

The 46 per cent increase in traffic resulting from a bus line's test campaign over WCLO, Janesville, Wis., suggests that radio ought to get a lot more business than it does from transportation companies. There should be a campaign among carriers, hotels and resorts to induce more people to "go places."

Radio stations down in the southwest complain that their great need at present is for good comics. Now that the subject has been brought up, the same complaint exists among stations in all other points of the compass.

Watch for a trend toward some kind of music and entertainment other than dancing stuff in the late night hours. There is a public demand for it, and this demand is beginning to voice itself.

Radio artists, as a class, are a very conscientious bunch; and this despite the abuses and discouragements that they encounter in their chosen profession.

As the radio grows in age and stature, the legal side of the industry becomes more important. This phase, in language that anyone can readily understand, will be among the many subjects covered in the forthcoming Radio Annual.

—D. C. G.

Writing Since 12

Chicago—Speaking of young scribes, Lillian Gordoni, local radio producer, has a little artist, June Hansen, just 13 years old, who has been writing scripts for Mrs. Gordoni's "Junior Players" since she was 12 years old. June also is a talented blues singer and plays leading parts in her shows.

JOHN IRACI IS DEAD OF A HEART ATTACK

John Iraci, president and general manager of WOV, and general manager of WBIL, both in New York, and president and owner of WPEN, Philadelphia, died of a heart attack Wednesday. He was 52 years old.

Iraci began his radio activities with

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New Sales Plan on Toys Gets WTMJ Load of Biz

Milwaukee—A new idea for merchandising Christmas toys resulted in a heavy schedule of announcements for WTMJ.

John Jessup, staff salesman, recommended addressing advertising to parents for a change, instead of to

(Continued on Page 3)

Rev. Wagner is Elected Head of Wisconsin Chain

Green Bay—Rev. James A. Wagner, managing director of WHBY Inc., Green Bay, owner and operator of WHBY and WTAQ, was named president of the League of Wisconsin Radio Stations at a special meeting

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Rumford Renews

Rumford baking powder has just completed the mailing of renewals to its 26 stations airing spot announcements, weather reports and time signals. Renewals run until mid-June. Atherton & Currier Inc. has the account.

Adam Hat Stores Buy NBC Fight Broadcasts

Enlisting Aid of "Hams" In Television Activity

West Hartford, Conn. — James J. Lamb, technical editor of QST, American Radio Relay League publication, reports thousands of licensed amateur radio operators are being enrolled by the League for participation in a planned program of technical cooperation in the field of television.

Congress Favors Giving FCC Chairman McNinch Chance to Straighten Things Out Before Inquiry

By GEORGE W. MEHRTEHS
RADIO DAILY Staff Correspondent
Washington—That any probing of the radio industry should be delayed until Frank R. McNinch, new FCC chairman, has had a chance to see what can be done about straightening out matters at the Commission is the predominant sentiment on Capitol Hill, a check-up shows.

Even Senator Wallace H. White,

(Continued on Page 3)

Immune

Philadelphia—Pat Stanton, boss of the WDAS "Merry-Go-Round" program for five years, can't even hum its theme song.

CAMPBELL CEREAL CO. IS READING NEW SHOW

Chicago—Campbell Cereal Co. has switched its Malto-Meal account from Mitchell-Faust agency to Ruthrauff & Ryan, which is readying a new juvenile serial, "Jack Westaway Under the Sea." Previous show was the MBS "Rube Appleberry," which folded.

"Westaway" will be released in a dozen cities shortly after first of year. These include Chicago, Kan.

(Continued on Page 3)

Sale of Sets in Canada Already Tops 1929 Peak

Toronto—Canadian radio set business this year is reported already over the 1929 peak. B. A. Trestrail, vice-president in charge of sales and advertising for the Canadian Radio Corp., states that while total radio sales for 1936 exceeded the 1927 record

(Continued on Page 2)

CHEVROLET CHANGING TALENT ON LIVE SHOW

Chevrolet is understood to be dropping Seymour Simons' orchestra, Sally Nelson and Basil Ruysdael from its CBS show when the 13-week cycle is completed next month. Time is expected to be retained with another line-up to be announced soon.

It is also said that General Motors will not renew its Sunday, 8-9 p.m. symphony concerts on the NBC-Blue

(Continued on Page 3)

Improved Radio Antenna Is Patented by Collins

Washington Bureau, RADIO DAILY
Washington—Collins Radio Co. of Cedar Rapids, Ia., has been granted U. S. Patent No. 2,099,671, for Antenna System. The invention, already in use at KOVC, Valley City, N. D., has proven highly efficient in broadcast station operation. High frequency energy is directly radiated

(Continued on Page 6)

Far Cry

Montreal—Radio was put to use the past week by Chief Goulais of Garden Village, near North Bay, Ontario, to issue a call for a gathering of the chieftains and members of the Nipissing tribe of Indians. They were wanted to attend the funeral of George Cockburne, former agent for Indian affairs at Sturgeon Falls, Ontario.



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FINANCIAL

(Wednesday, Nov. 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	143	141	141 1/2	- 2 1/4
CBS A	18 1/4	18 1/8	18 1/8	- 3/8
Crosley Radio	8	8	8
Gen. Electric	37 3/8	36 5/8	37 1/4	- 3/8
RCA Common	6 3/8	6 3/8	6 3/8	- 1/4
RCA First Pfd.	49	48 1/4	49	- 3/8
Stewart Warner	9 1/2	9 3/8	9 1/2	+ 1/4
Westinghouse	92 3/4	89	91 1/2
Zenith Radio	18	17 3/8	17 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	14 3/4	15	+ 1
Nat. Union Radio	1	7/8	7/8	- 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	7	8

2GB Staff Changes

Sydney, Australia—Following resignation of A. E. Bennett, managing director, George Bennett, assistant manager, and Evelyn Bennett of production staff, Fred Daniell is temporary director of 2GB until H. B. Horner, formerly of Australian Broadcasting Commission, takes over the post Dec. 20. Dennison Estates, of which Sir Hugh Dennison is president, own the station along with 2UE. Don Service, solicitor for Dennison, is en route to Los Angeles to confer with Grace Gibson, head of 2GB transcription department, and Dr. R. L. Power, American rep.

Zomar Adds 42 Accounts

Springfield, Mo.—Karl Zomar, who conducts a script service and supplies weekly questions for vox pop and quiz shows, added 42 accounts in the past week. Zomar says he has at least one station in every state and three in Canada using his material.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
 1250 Kc.
 10 TO 11 A. M. 6 TO 7:30 P. M

★ **Programs That Have Made History** ★

DR. PEPPER "PEPPER UPPERS"

THE "Pepper Uppers," largest variety program in the South, heard over the Dr. Pepper-Dixie Network, largest independent commercial network in the world, not only has made radio history, but is still riding across the airwaves.

The program originated in Dallas over WFAA for the Texas Quality Network in April, 1935, where it was an immediate success. Having proved the show's listener appeal, the problem, then, was to carry it to the Dr. Pepper states clear across the South and to find a spot on the dials and in the time-table that would give the program a "ready-made" audience. Neither NBC or CBS offered acceptable facilities permitting origination of the program in Dallas, so Tracy-Locke-Dawson Advertising Agency attempted an unprecedented expedition in building an independent hook-up.

The Dr. Pepper-Dixie Network was originally composed of 18 major radio stations, virtually all NBC affiliates, with 5 others being added at a later date. The network was inaugurated on the anniversary date of the Texas Quality Network program and was

hailed with great fanfare by newspapers, trade journals, magazines and the radio industry.

The Pepper Uppers are heard every Sunday afternoon at 5:30 CST, a particularly valuable time in that it heads the big parade of hit shows to be heard on Sunday evening. During the half-hour period there is comedy, modern and semi-classical music, and old and new songs by Ludi Maisen, contralto singing star; Loti Loftin, soprano; Ruth Salter, whistler; the trio, quartet and singing ensemble. Jimmie Jefferies, the South's popular comedian, is master of ceremonies and Roy Cowan is the announcer who is famous for his dialect stories. Leading luminaries of the stage, screen and radio have appeared on the program as guest stars.

The show is produced by Tracy-Locke-Dawson Inc., Dallas. The public performance from the Crystal Ballroom of the Baker Hotel has a weekly audience of approximately 800 people. Surveys indicate that people of the South rate the program among the leaders in radio entertainment.

WRJN, Racine, Opening New Studios and Offices

Racine, Wis.—Complete new studios and offices will be opened by WRJN shortly after Dec. 1. The new quarters will be located on the entire third floor of a large bank and office building in the heart of the business district.

With construction work nearly completed, there are three studios, one being large enough to accommodate a studio audience of over 100. In addition to the studios, there will be a control room with full vision of all three studios, client's room, audition studio, reception room, news room and nine offices for the staff.

Decorations will be in the modern trend and indirect lighting will be used throughout. Special attention was given to the studios where latest type insulation has been installed.

Present studios and offices of WRJN are in the Hotel Racine, a block distant from the new quarters.

P. & G. Cancels Two

Procter & Gamble is cancelling two of its disk shows off WOR, effective Dec. 3. Programs concerned are "The Gospel Singer" and "Judy and Jane." Both are heard Mondays through Fridays. P. & G. has no plans for replacing these shows.

Holland Furnace Dickering

Chicago — Holland Furnace Co., Holland, Mich., reported on verge of buying a Hollywood transcribed show. Ruthrauff & Ryan is the agency.

Sale of Sets in Canada Already Tops 1929 Peak

(Continued from Page 1)
 ord by more than 27,000 sets, he expected that the present year would show sales totalling close to 300,000 sets; which not only would surpass the 1929 total, but exceed the 1927 record year's total.

Signs 21 Canada Stations

Toronto — Associated Broadcasting Co., Limited, Toronto and Montreal, has completed agreements with 21 Canadian stations to represent them for a period of two years. These stations are located in strategic positions from coast to coast.

WCNW to Fete Chris St. James

Personnel of WCNW, Brooklyn, tonight will give a testimonial dinner to Chris St. James, director of sports activities and member of the studio staff, in observance of his fifth year with the station.

CBS Options "Nero Wolfe"

CBS has taken a 90-day option on the "Nero Wolfe" stories from Donald Peterson, radio producer, who has the rights.

More Power for Your Job!
WABY
 NEW EQUIPMENT...
 NEW PUNCH!
 ALBANY, N.Y.

COMING and GOING

DR. JAMES ROWLAND ANGELL, NBC education counsel, arrived back in town yesterday aboard the Manhattan. Angell has been studying European educational broadcasting methods for the network.

JUSSI BJOERLING, **EYINO LAHOLM** and **ADOLF BUSCH**, concert talent, also arrived on the Manhattan.

SIDNEY STROTZ, NBC program and art service manager in Chicago, is in New York for a two-week vacation.

C. L. MENSER, NBC production manager Chicago, was in New York for a short stay.

AL ROTH, NBC conductor, returns today from St. Louis after spending the holidays with his family.

HENRIETTE K. HARRISON, national radio planner for YMCA, leaves Sunday for Chicago, where she will represent her organization at the Second National Conference on Radio in Education.

TOM BELVISO of NBC's music department planned out Tuesday from the Coast for Denver, then to Chicago for a few days, then to New York.

PHIL COHAN, CBS producer on the Chesterfield show in Hollywood, is in Chicago discussing with Paul Whiteman details for the latter's new Chesterfield series.

BILLY and **ELSA NEWELL** are en route to Chicago from Hollywood for a guest appearance on NBC's National Barn Dance tomorrow and Dec. 4.

JAMES W. BALDWIN, NAB managing director, who returned this week from Havana, spent Wednesday in Baltimore conferring with John Elmer, NAB president.

EMILY HOLT, executive secretary of the AFRA, has arrived on the Coast.

CBC Toronto Additions

Toronto — Canadian Broadcasting Commission, through George Taggart, manager of CRCT, reports new announcements on the CBC Toronto staff as follows: T. O. Wiklund, from CKOC, Hamilton; Raymond Mackness, from CRCV, Vancouver; G. Earle Whittaker, from CFGH, North Bay, and William J. O'Reilly, from Ottawa. Personnel here also will include Charles Jennings, chief announcer; Herbert May, from Ottawa, and Herbert Walker. Ernest Morgan and George Temple have been placed in charge of the daytime programs originating in the Toronto studios.

TRANSCRIPTION & RECORDING SPECIALISTS
 INTERNATIONAL PRODUCTION STUDIOS
 33 W. 60th St., N.Y.C. COI. 5-7366-7

FOTOTONE SOUND SYSTEM

BURT SQUIRE

SAYS: Pick your own New York City station and crack "A" lines to reach 16,000,000 people in the primary coverage area of

MOHAWK VALLEY BROADCASTING SYSTEM,

29 W. 57th Street, New York

Telephone: PLAZA 5-3269.

Rev. Wagner Is Elected Head of Wisconsin Chain

(Continued from Page 1)
held in Milwaukee. Other officers named include H. S. Mann, WRJN, Racine, vice-president; Wayne T. Cribb, WSAU, Wausau, secretary; Hiram Born, WHBL, Sheboygan, treasurer.

Stations affiliated with the League Wisconsin Radio Stations are: HBV and WTAQ, Green Bay; RJN, Racine; WCLO, Janesville; EMP, Milwaukee; WHBL, Sheboygan; WOMT, Manitowoc; WSAU, Wausau; KFIZ, Fond du Lac; WIBU, Poynette; WKBH, La Crosse; WEAU, Eau Claire.

The next meeting is scheduled for Dec. 14 in Madison, Wis.

Delaying Radio Probe To Give McNinch Chance

(Continued from Page 1)
who introduced the bill for a sweeping investigation of the radio industry, says he feels it would be doing McNinch an injustice to demand that the probe be conducted immediately. White will confer with Chairman Burton K. Wheeler of the Senate Interstate Commerce Committee with a view to further delay on the measure.

John Iraci Is Dead Of a Heart Attack

(Continued from Page 1)
the purchase of WOV in 1928. The three stations in the present group, known as International Broadcasting Corp., specialize in covering the Italian foreign language market. Iraci was active in civic affairs, and overwork in connection with the recent campaign of Mayor La Guardia is said to have impaired his health. Funeral arrangements were being completed yesterday.

ST. LOUIS

Jane West has returned to her regular stint with Pappy Cheshire's KMOX hillbillies after a few weeks' absence.

H. Leslie Atlass, CBS v.p., and his aide, J. L. Van Volkenburg, both from Chicago, and Howard Meighan of Radio Sales in New York were here the other day for a party given Merle S. Jones, new KMOX head.

Syl Binkin, WEW's "Nite Watchman," is now a member of the sales staff under Ray Fleming. Jimmy Sims took over Binkin's office duties.

Backstage interviews on opening nights of legit shows here are proving a popular KMOX feature. It's the idea of Jerry Hoekstra and The Playgoers Ass'n, with Josephine Halpin and Marvin E. Mueller handling broadcasts.

Expand Femme Program

"Let's Talk It Over," woman's program, will get under way in expanded form Nov. 30 over NBC-Blue, Tuesday, Wednesday and Thursday, 2:15-2:30 p.m., with June Hynd, Alma Kitchell and Lisa Sergio presiding on the respective nights.

NEW PROGRAMS—IDEAS

KSTP "Editor's Round-Table"

"Editor's Round-Table," aired on KSTP, St. Paul and Minneapolis, each Friday night, with rural editors from all parts of the state participating, has resulted in good, statewide publicity for the station, for each editor presented "goes to town" in his own publication. In addition, metropolitan political editors have found kernels for their columns in the words of the small-town scribes, long considered the sages of American journalism. One particularly well chosen was J. R. Landy, recently ousted as internal revenue collector for Minnesota, who as veteran editor of the Olivia Times was invited in for one broadcast and loosed a blast or two on party leadership.

Purpose of the program is to weld rural and urban audiences into a more unified whole by bringing to the attention of the Metropolitan listeners the problems of the country. A different editor is heard each Friday night, commenting not only on basic local problems but national issues as they affect his community.

The broadcasts are non-political, with Farmer-Labor, Democratic and

Republican editors rotating on the series, which is conducted by KSTP's Mr. Editor, Val Bjornson.

Audience Takes Over

"Everybody's Invited" is the title. And "everybody" runs the show—which is to say, the audience. Program, a creation of WFBC, Greenville, S. C., packs 'em in the studio every Monday night at 9:30. They consent to interviews by Eber Lineberger, and make up the cast of a hair-raising mellerdrama which tops every broadcast. A laugh, mail, and telephone call producer, according to Program Director Frank Blair.

Window Shopping by Airwaves

As a goodwill gesture to KFOX commercial accounts, Hal Nichols has inaugurated a thrice-weekly "Window Shopping" program, in which gossip and bargains of the Long Beach, Cal., business district are brought to value-seeking shoppers. Continuity takes the form of conversation, with Rolly Wray, staff pianist, offering vocal and piano interludes. Particular notice is given to items for sale by sponsors.

Columbia to Represent Sam Jaffe Productions

Sam Jaffe Radio Productions, Hollywood, has closed contract with Columbia Artists Inc. whereby latter will handle the direct sale of Jaffe accounts for radio in the east. The Hollywood organization now has under contract not only radio and film stars but also writers and producers. Jaffe has already turned five completed radio programs over to Columbia Artists for selling purposes. Shows are "Hollywood Weekly News," "Candid Camera of the Air," "Radio Fashion Prevues," "Behind the Date Line" and "After Such Pleasures." Stars to be offered include Richard Arlen, Dorothy Parker, Mischa Auer, Fay Bainter, Tallulah Bankhead, Joan Bennett, Jackie Coogan and others.

2 CBS Shows Winding Up

Two CBS seasonal accounts, J. B. Ford Sales Co. and Chesterfield football broadcasts, will terminate Dec. 9 and 11, respectively. The last Alemitte show, which switches to NBC, will be heard Dec. 20.

L. B. Wilson to Florida

Cincinnati—L. B. Wilson, president of WCKY, leaves next week for his usual winter siesta in Florida.

Chevrolet Changing Talent on Live Show

(Continued from Page 1)
when the present contract expires Dec. 26. Program is running opposite the Charlie McCarthy-Chase & Sanborn program which has the top rating of all hour shows.

Form Equipment Firm

Tacoma—Radio Communication & Motion Picture Engineers Inc. has been formed here by Morley Brotman, Arthur O. Ostenson and Edward Olswang to deal in all kinds of radio equipment.

Campbell Cereal Co. Is Ready New Show

(Continued from Page 1)
sas City, Minneapolis, Seattle, Portland, San Francisco, Los Angeles, Cleveland, Detroit, Philadelphia, Pittsburgh and Cincinnati. Coinciding with the launching of the show, R. & R. will place sound trucks with a man in diving outfit in streets of various cities ballyhooing the show.

New Sales Plan On Toys Gets WTMJ Load of Biz

(Continued from Page 1)
children, and promise substantial discounts in view of business recession. With the theme, "Christmas toys at discounts of 20 to 40 per cent," the campaign caught on quickly for Kunzelmann-Esser, furniture dealers, with a toy inventory covering an entire floor.

Frances Langford Holds Over

Originally booked for one week in person at the New York Paramount Theater, business was so big the first seven days that Frances Langford has already been set to remain for a third week with possibility of a fourth. The songstress, who had to skip her "Hollywood Hotel" broadcast last week, will rejoin the program tonight, being piped in from CBS Playhouse No. 1, accompanied by Bunny Berigan's orchestra which is appearing with her at the Paramount.

Martha and Hal for Humphrey's

Martha and Hal with Andy Sanelala's orchestra are set for the Humphrey's MBS show which begins Sunday over eight stations, 11-11:15 p.m. The Wednesday and Friday program will be heard at 9:45 a.m. The Biow Co. is agency.

SMOKE CAMELS FOR DIGESTION'S SAKE

USE WHN FOR PROFIT'S SAKE

DIAL 1010

WGN

GIVES INTELLIGENT MERCHANDISING SERVICE

WBIG IN GREENSBORO N. C.

CRAIG & HOLLINGBERY, INC. Nat'l Reps

At surprisingly low cost (just ask us about details) you're able to reach the richest market in the world with your message. And WHN's famed showmanship bongs it over for extra soles!

ORCHESTRAS MUSIC

JACK KAPP has signed the Roy Campbell Royalists, a choral group of seven vocalists, for a series of Decca recordings. The first of the waxings is a two-sider of "When the Organ Played Oh Promise Me" and "Once In Awhile."

Jack DeMar is airing over KYW, Philadelphia, from the LaCase Ballroom.

Six bands are now remoting over WDAS from the Harlem Hot spots of Philadelphia. They are Clarence Harman, Lonnie Slappey, Jimmie Saxe, Les Randolph, Frankie Fairfax and Bill Daggett.

Billy Arnold's Henry Grady Hotel orchestra is airing dinner hour dance music over WATL, Atlanta.

Lanny Ross has included the song "Heavenly," written by pianists Al and Lee Reiser, in his "Song Treasure Book," which is being published by the Stasny Lang Music Co. The Reisers have used this song as a theme on several of their programs.

The *Rhythm Kings*, an instrumental and vocal trio, are providing the entertainment and music for dancing at Jack Stutz's Game Cock Cafe.

A rarity in the music publishing business takes place next Thursday when the "song pluggers," the boys who are largely responsible for creating hits, are given a party in their honor by Jerry Blaine in celebration of his first year at the Coconut Grove atop the Park Central Hotel.

Buddy Harris and his crew are now broadcasting from the Parisian Room of the Hotel Bristol over WOPI, Bristol, Va.-Tenn.

Copyright Treaty Approved

Washington Bureau, *RADIO DAILY*
Washington — Foreign relations committee of the Senate has reported favorably on international copyright treaty, signed in Rome in 1928, guaranteeing American writers the same copyright protection in foreign countries afforded to foreign writers in this country.

Alex Gray in Opera

Chicago—Alexander Gray, baritone now appearing at Palmer House, made his debut with Chicago Opera last night in "Pagliacci."

PHOTOS—SOLVE THAT XMAS PROBLEM

COSMOPOLITAN STUDIOS INC.
148 WEST 45TH ST. NEW YORK

MAIN STREET WITH OL' SCOOPS DAILY

● ● ● **Little Shots About Big Shots:** Harry Hershfield phoned Mayor La Guardia at City Hall on Wednesday to be a guest at the Hershfield-McCosker Cardiac Foundation dinner at the Waldorf-Astoria, Dec. 5.... Hizzoner listened to Harry and said that he would be only too happy to come, especially because of Louis Nizer—but that La Guardia's doctor's permission must be obtained first.... He then gave Harry the MD's phone number and told him to proceed in acquiring the necessary O.K. Hershfield called the doctor, inviting the doc to also appear.... The doctor, however, refused to commit himself on the grounds that on that particular nite he may have to be in Boston.... Hershfield took the cue and immediately wired the Mayor: "If your doctor can go to Boston you can't be so sick that you aren't able to come to our affair!"

● ● ● **Down in New Orleans;** where the USS Mallard is in port acting as chaperon to four navy submarines, Henry Dupre reports that WWL prevailed upon the Navy to give a deep sea diving demonstration which was done after the station set up loudspeakers on the ship's deck to describe the happenings to the spectators.... Also, the diver down at bottom of the Mississippi, spoke with WWL's announcer through a mike he had in his helmet.... WTMJ, Milwaukee, recently showed a good account of itself—and radio in general—when Leslie J. Dietz, prominent automobile dealer, was killed in an auto-train crash. Survivors sought vainly to reach his sister, traveling through Florida by trailer. Station got on the air with announcements, which were picked up in Jacksonville, thus enabling her to arrive in time for the funeral services.

● ● ● **Haven MacQuarrie's** "Do You Want To Be An Actor," which was sponsored last year from the coast by Chase & Sanborn, having replaced A. L. Alexander's "Good Will Court," returns to the airwaves Sunday nite via NBC-Red at 10:30 p.m. as a sustainer from N. Y.... Rosa Rio's show on MBS for Rolls Razor fades Sunday—so she'll repeat her grand arrangement of "Star Dust".... Terry Lawlor will be feted at Leon & Eddie's on Sunday.... Famous Door on 52nd Street won't open until Tuesday with Louis Prima's crew.... Buddy ("I definitely don't sing like Crosby") Clark goes into the Paramount on Dec. 8.... Did you hear about the radio executive who became practical the other day? He's using the skeleton in his closet as a COAT-HANGER!

● ● ● **A committee representing 20 charitable organizations** stormed into Bobby Feldman's office at WMCA the other dawning and insisted on giving him a testimonial dinner at the Astor on Jan. 9 for having been the instigator for obtaining talent for some 1000 benefits in the past 20 years of his career in show business. He will also celebrate his 15th year in radio.... Feldman was reluctant for a while about having this affair—because he thought he'd be asked to BRING guestars.... Vice Pres. John Nance Garner, the Nation's Forgotten Man, may be the toastmaster.

● ● ● **Leslie Lieber** of CBS publicity department had just been assigned to do work on "Saturday Night Swing Session." His first assignment was to publicize next week's guestars—and heading the list of names is "Leslie Lieber, Swing Flutist"!.... Sid Gary last Friday nite was having dinner at his dad's house prior to going to Madison Sq. Garden for the Henry Armstrong bouts. He was rushing through his meal, gulping the food down in his usual hurried manner.... Gary Sr. asked his Sonny Boy why the rush, to which Sidney replied: "Papa, I'm going to the fights".... Without batting an eyelash and in all earnestness, Gary Sr. said: "Remember, Sidney, DON'T MIX IN!"

AGENCIES

RUTHRAUFF & RYAN, Chicago, has opened a new Radio Sales department, bringing its radio divisions to four, others being production, script and facilities. Ros Metzger is radio director. Ward Webb, formerly associated with Air Adventures of Jimmy Allen in Kansas City, salesman in new department. Several others to be added shortly. Now 23 persons in radio department. Three years ago there were only two. Total billings of radio dept. last month equal to those of the entire year of 1935.

BEAUMONT & HOLMAN INC., Chicago Office, is now cutting transcriptions for use in the advertising of Strongheart Dog Food prepared by the Doyle Packing Company of Newark, Mومence, Kansas City and Los Angeles.

GUEST-ING

BASIL RATHBONE and **LOUISE FAZENDA**, on "Seein' Stars," Nov. 28 (NBC-Blue, 7:30 p.m.)

LAWRENCE TIBBETT, on Ford Hour, Dec. 5. (CBS, 9 p.m.)

ARTHUR CREMIN, on "We, the People," Dec. 2 (CBS, 7:30 p.m.)

MARJORIE WEAVER, with Tyrone Power in "Singing in His Cell", Nov. 28 (NBC-Blue, 9 p.m.)

FLORA CAMPBELL, lead in "Many Mansions", on "Theater Guide", Nov. 27 (WINS, 12:15 noon).

KDAL, Duluth

A. H. Flaten, commercial manager, covering New York and Chicago on station business.

Sam Levitan, publicity and special events director, taking a postman's holiday over the Thanksgiving weekend. Went down to the Twin Cities with the frau and heir, spending the time visiting around the St. Paul-Minneapolis stations.

Everybody in town had a chance to see the huge birthday cake that was prepared for KDAL, when the station celebrated the end of its first year of operation.

The four-foot cake, topped by a two-foot radio tower made of fancy icing, was displayed in a downtown store window for several days prior to the birthday celebration. In addition, there was a large panel with photos of all staff members.

For Those Vacations from 55
On—Make Reservations Now!

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

PROGRAM REVIEWS

Johannes Steel

Here is an ex-newspaperman who appears to have forgotten the who, when, where and why angles of a news story. Steel is heard on WMCA every Thursday, 8:45-9 p.m., under the title of "The Truth Behind the Scenes, As I See It."

Last Thursday's program dealt with the nine-power conference, Belgian neutrality, "inside story" on why the Duke of Windsor went to Germany and an item about Italy taking its larger merchant ships out of service to be converted into troop ships.

Steel has a decided accent which makes some of his words difficult to catch. But when he fails to round out a story by telling all the dope, that is inexcusable. The "why" about the Duke of Windsor's trip to Germany was vague. Steel said that the Duchess wanted to go to Germany but that still doesn't answer the question which Steel himself asks.

All items in the broadcast had been discussed in the press days before. Script is over-written.

"Big Town"

The stuff being aired on this Tuesday night CBS program lately is rather outlandish melodrama, pretty gruesome and weird at times. Though an attempt is made, in a curtain speech, to justify the heavy dramatics with the explanation that it is an expose of widely practiced rackets, we fear many listeners don't wait to hear the explanation—because their jangled nerves cause them to turn the dial before that. Seems a shame that with a couple of sterling headliners like Edward G. Robinson and Claire Trevor, plus the upper bracket writers who are authoring these scripts, there must be a resort to such trite and rough theatrical devices.

"Aunt Martha"

Producer Charles Urquhart of the KDKA staff really has something dynamic in the cast of "Aunt Martha," a play written by Alex McLaughlin, Pittsburgher, and currently being aired Wednesday, Thursday and Friday at 10:30 p.m. over KDKA. Aunt Martha does a lot of worrying about her niece and her niece's husband who, out of work, has secretly turned to pugilism to earn a living. The niece's husband is guided in his training by his former high school coach, a Scotsman, well played by

RADIO PERSONALITIES

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

JOHN W. SWALLOW

JOHN W. SWALLOW, just appointed program manager for the Western Division of NBC, entered the radio field by way of the newspaper profession. Swallow was born in San Diego, Feb. 19, 1899. His first job, after he had completed high school and junior college, was covering a beat for the San Diego Union, later becoming sports editor. He moved to Los Angeles, joined the old L. A. Express, and soon became one of the first radio editors in the west. For two years he conducted the radio column of the Express, studying the subject to keep his page interesting. The knowledge he gained through that section he soon put to use in developing radio programs.



A pioneer in movie star radio programs.....

In 1928, after leaving his editorship to join an advertising agency, Swallow planned and developed the Dodge hour, a transcontinental show which attracted the attention of national radio executives. Motion picture stars were presented on that show in a manner never before attempted.

Planning to make radio his sole activity, Swallow deserted the advertising field, and for more than two years he managed KFAC in Los Angeles for E. L. Cord.

When Don E. Gilman, vice-president in charge of the Western Division at NBC, looked for a manager for NBC's Hollywood studios, he selected Swallow. In his position as studio manager, Swallow built up the NBC staff, staged new programs, and created a spirit of co-operation between motion pictures and radio that has had important effects. He is married; has a son, Charles; plays golf and handball, and is a Shriner.

Dale Jackson, versatile character impersonator.

Florence Henry as "Aunt Martha"; Bud Neyhart as "John," the husband; Olivia Kelly as "Joan," the niece; Charles Webster as "Smithers" and John Shiliano as the fight manager comprise a formidable cast, just about the best to be assembled for a Pittsburgh radio production.

The plot is good, too. Why this production goes along unsponsored is beyond your humble reviewer.

"Harlem Hi-Jinks"

All-colored show from stage of New West End Theater in Harlem features a good band and mostly amateur vocal talent. Show is to be a regular Tuesday night program on WNEW, 11-12 p.m. Handling the proceedings is one "Pigmeat," who is ably assisted by other emcees. First prize is a week's engagement at the theater, under a \$40 minimum, with several lesser prizes.

Although the opening spiel was rather long, the subsequent entertainment was mostly good singing. Theater patrons who took a bow and spoke a few words before the mike included W. C. Handy, famed composer of "St. Louis Blues." For listeners who like a lot of varied amateur entertainment with the usual natural abundance of negro talent,

vocal and instrumental, this hour will prove a late-hour lift.

Carhart and Perry

Ruth Carhart, contralto, and Bill Perry, tenor, are a couple of radio regulars who need no introduction. Their vocal efforts have provided plenty of joyful moments for radio listeners, particularly those dialers who like music in its genuine form instead of mangled with over-arrangement or mutilated by swing. A check-up on the team in their "Songtime" program over CBS at 6:45-7 p.m. last Tuesday brought the customary pleasure.

WMC, Memphis

Station established another local precedent when it staged a back-stage broadcast of the "Ziegfeld Follies" during its engagement here.

John Cleghorn, program director, aired quite an interesting interview with Lucia Chase, premier ballerina of the Mordkin Ballet.

PROMOTION

Studio Display by Sponsor

A complete display of Esso products, tying-in with Esso broadcasts over WBZ-WBZA, has been installed by sponsor in Studio D of WBZ, Boston. It features two Esso gasoline pumps on opposite sides of the entrance, a cardboard cutout, life size, of the Esso Reporter at the mike, and two small displays of Esso Motor Oil in quart cans. Studio background of black velvet and Esso color scheme of red, white and blue, make nice looking for studio visitors.

Free Dog Book

A free book on dog training is drawing plenty of response from kid listeners to nightly "Bad Pennies" program over KFOX, Long Beach, Cal. Book, written by Captain Harold Brooks, famous trainer of canine movie stars, is given to each youngster who sends in letter about his dog. Best letters are read over the air.

Reward for News Tips

Until-Christmas offer of free Packard Lektro Shaver to person submitting best news tip of the week, has pepped up listener interest besides providing station with news beats, in Packard program over KCMO, Kansas City. Newscaster Tom Kelly reports that in first week of offer, thirty tips resulting in spot-news stories, were submitted by listeners.

WHO, Des Moines

King Lem and his Royal Revellers being sponsored by Royal 400 Oil Co. of Fort Dodge, Ia.

Al Clauser, manager of Oklahoma Outlaws, has sent another composition to song publishers. It's titled "The Land of the Joshua Trees."

Dutch Conn is traveling in the south, so his wife, Louisiana Lou, has moved to an apartment near the studios.

LUCILLE & LANNY

LINWOOD GREY

"2 voices and a pianny"

Six NBC Television Broadcasts this week

Arrangements by Lanny Grey

Management NBC Artists Service

CARL BIXBY

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

DAINGEROUS PARADISE

CLUB ROMANCE

GRACE MOORE'S OPEN HOUSE

BIG SISTER

HELEN MENKEN'S "SECOND HUSBAND"

P. O. Box 84, Manhasset, L. I., N. Y.

D'ARTEGA

AND HIS

ORCHESTRA

Admiration Shampoo

Sunday 6:30-7 P.M.

MBS—WOR

Booking Direct

1440 B'way, New York

CH 4-5155

ATTENTION! STATIONS — AGENCIES — SPONSORS

GARNETT MARKS

Announcer and Popular Ace News and Sportscaster

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Write Box A-119, RADIO DAILY, 1501 Broadway, New York City

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Pierson-DeLance Inc. Making Receiver Sets

West Coast Bureau, RADIO DAILY

Los Angeles—Manufacture of the Patterson Radio Co.'s PR-15 receivers, known to thousands of radio amateurs all over the world, has been taken over by Pierson-DeLance Inc., 2345 West Washington Boulevard. The new firm is headed by Karl Pierson, who operates amateur transmitter W6BGH as his hobby, and who designed the PR-15 while connected with the Patterson company. W. B. Delaplain and L. B. Abbott are associated with Pierson in the new firm, with Delaplain acting as general manager. Charles Weinberg has been appointed sales manager, also coming from the Pierson organization.

Network Demands Bring WOV-WBIL Expansion

Expanding network operations have necessitated the addition of a master control room and teletype communication system for WOVB-WBIL, it is announced by the International Broadcasting Corporation. The control room is now being constructed and probably will be ready for operation on January 1. Two other New York stations, WEVD and WFAB will use the new control as central office for piping programs to out-of-town stations. The teletype system will function between central office and all affiliated stations, as well as serving publicity department in notifying newspapers of special news events.

Glass-Walled Offices

Glass brick walls and doors which weigh 365 pounds are two new construction features set for the new streamlined studios of WMCA, now being built on Broadway between 51st and 52nd Streets. The glass walls will be used in reception room of executive offices to assure adequate daylight and for ornamental effect. The doors are designed to isolate sound, and though almost three times the average person's weight, respond easily and quietly to the touch. They are made of paneled wood.

CHARLES ROSS, Inc.

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

Station Improvements

Lexington, Ky.—WLAP has applied to the FCC for permission to change frequency from 1420 kilocycles to 1270 kilocycles; install a new transmitter and directional antenna for night use; and increase power from 100 watts night, 250 watts day, to 1 kilowatt. It is also planned to move transmitter from Walton Bldg., Main and Esplanade Streets, to N-W of Lexington, and studio from same building to Short and Walnut Streets.

Birmingham—Permit to install new WAPI transmitter and directional antenna for night use is now pending before FCC. Station also seeks change in frequency from 1370 kilo-

cycles to 900 kilocycles, and power boost from 100 watts night, 200 watts day, to 500 watts night, 1 kilowatt day.

Richmond, Va.—WRNL is planning new transmitter and changes in antenna.

San Antonio, Texas—KONO has applied to FCC for permit to make changes in transmitting equipment, install new vertical antenna, increase power from 100 watts to 100 watts night, 250 watts day, and move transmitter from Milan Bldg., Travis and Soledad Sts., to 317 Arden Grove, this city.

Improved Radio Antenna Is Patented by Collins

(Continued from Page 1)

from the antenna structure, which is completely isolated from all power line circuits normally required for feeding incandescent lamps for lighting the antenna in accordance with the requirements of the Department of Commerce for avoiding hazards to aircraft navigation. The new antenna as used at KOVC has been approved by the Department of Commerce. The antenna carries light reflecting devices at various levels. These light reflecting devices are rendered luminous by flood lights trained upon the light reflecting devices from remote positions about the radiator. At night and in fog the antenna is rendered brilliantly luminous and is readily observable by pilots at the same time that all power supply circuits are entirely removed from the radio frequency circuits of the transmitter.

Radiator can be manufactured and erected less expensively than heretofore as the structure may be of lighter weight material since it is no longer necessary to support the weight of a man in climbing the radiator to replace burned out incandescent lamps. John B. Brady was the patent attorney.

KXL Ready to Move

Portland, Ore.—KXL expects to move shortly into its new quarters at SW 11th Avenue and Washington Street. First floor, mezzanine and balcony will be used for three studios, and further plans call for fourth studio on second floor of building.

Credit NBC Engineers In Symphony Success

NBC engineers are given full credit for remarkable success of new NBC Symphony Orchestra transmissions, hailed by music critics as utmost in broadcast technique. Oscar Thompson of New York Sun reported that program sounded better through loudspeaker than in the great studio.

Technicians, in developing broadcasts, also proved helpful to orchestra, it was reported. Program required long experiments in tonal balance, microphone placement, etc., and extensive studies were made of rehearsal recordings. Engineers worked under direction of O. B. Hanson, chief engineer, and Robert M. Morris, development engineer. John Kulik, former member of famous Russian Cathedral Choir, was control engineer.

Mobile Unit Gets Test

Wheeling, W. Va.—New mobile unit of WWVA undergoes real test of its utility today in this city's annual Christmas parade. Unit, christened "Little WWVA" and carrying transmitters W8XKB and WAAH, will have prominent place at head of parade, from which announcers will describe proceedings. Part of demonstration will be aired from stationary position on line of march. Event is expected to take several hours, but station has arranged for several 15-minute rebroadcasts, so as not to interfere with commercial schedule.

A. T. & T. Coaxial Cable Is Again Demonstrated

Another demonstration of the coaxial cable installed last year by A. T. & T. between New York and Philadelphia was given this week at the Bell Telephone Laboratories in New York, supplementing the recent demonstration witnessed at the Philadelphia end.

Though officials were reticent about making predictions on practical application of the cable, results obtained thus far were regarded as encouraging, especially with respect to the adaptability of coaxial cables to long distance transmission.

Pictures of 240 lines were shown, on a small screen, although tele broadcast via ether has developed to the 441-line stage.

Two other series of television demonstrations were given this week by NBC for amateurs, with a view to encouraging the "hams" to try their hand at the visual broadcasting art.

Changes in Mike Models

West Coast Bureau, RADIO DAILY

Los Angeles—Universal Microphone Co., Inglewood, announces that after Dec. 1 all microphone models listing at more than \$10 will be manufactured with a plug instead of connecting cable. The new device is a special locking plug developed for the purpose.

THE ANSWER IS

Yes...

We can reproduce
your ad with the realism
and lustre that makes
good engraving the final
step in the creation of
convincing advertising.

CITY
PHOTO ENGRAVING CORP.
250 WEST 54th STREET, NEW YORK
Telephone COlumbus 5-6741



College Radio Activities

Educational Program of
Indiana State Teachers College and WBOW

By DR. CLARENCE M. MORGAN

Director of Radio Broadcasting, Indiana State Teachers College, Terre Haute, Ind.

AL SPERRY, whose generous offer made through RADIO DAILY to supply inquiring stations or advertisers with details of his complete "Pen-Goo Day" campaign, which he originated for a department store account in New Orleans in 1934, reports that he already has given complete information to 60-odd inquirers, and hardly realized what he was letting himself in for. However, the genial Al is mimeographing 250 copies of the plan and will continue to make good on his promise while these hold out any way.

Jeanette MacDonald will be absent from the Vick's CBS program for the third week on Sunday, due to her film work. Nadine Conner and Wilbur Evans will again do the vocalizing, backed by Josef Pasternack's orchestra and the chorus.

Feg Murray, emcee of "Seein' Stars" heard over NBC-Blue on Sundays, with Ozzie Nelson's orchestra, has a son, John Frederic, who at the age of nine writes, edits and publishes a school newspaper.

Bill Hay has been signed by F. Wallis Armstrong agency to do the announcing for the new Amos 'n' Andy series for Campbell.

Joe Quillan and Izzy Ilinson have been signed to work on scripts for Eddie Cantor. Irving Lazar represents both writers and set the deal.

Jimmy McHugh and Harold Adamson will be song writing guests on Ted Fio Rito's "Hollywood Melody Shop" over KNX and CBS Pacific Coast Sunday night.

Phil Baker's show goes into the CBS Playhouse with this Sunday's broadcast, moving from the KEHE auditorium.

Gene and Glenn add a new KFI commercial Nov. 29 for Helm's Bakery, Monday through Friday afternoons.

Bradley Roberts, baritone, has been assigned a regular spot on KFAC Monday and Wednesday evenings.

Pinky Tomlin broke his arm when he was dismounted by his mount while riding at a Hollywood tank-bark ring. Pinky's from Oklahoma, too.

Mark Kelly, sportscasting ex-sports-writer, has sold his football yarn, "Mr. Doodle Kicks Off", to RKO.

Thomas Conrad Sawyer, CBS commentator, has received the amazing total of 7,500 requests for printed copies of his Armistice Day broadcast.

FOR the past four years, in cooperation with WBOW, Indiana State Teachers College has conducted a series of radio broadcasts presented for the purpose of supplementing the work of teachers in the secondary schools of Indiana. W. W. Behrman, director of WBOW, realizing the opportunity for education presented by the station, has placed the time and facilities of WBOW at the disposal of Indiana State Teachers College absolutely free of any financial responsibility on the part of the College. This cooperation on the part of the radio station has made it possible for Indiana State Teachers College to: (1) offer a course in Radio Broadcasting as a part of its regular curriculum, (2) construct a modern studio and auditorium room in the Administration Building of the College, (3) organize a Studio Orchestra to stand by at all broadcasts, and (4) carry on a widespread publicity program with reference to the College educational broadcasts.

The course in Radio Broadcasting, under the direction of the writer, consists of a study of the history and objectives of educational broadcasting, microphone techniques, script writing, and program production. The classroom is the radio studio on the campus where the class conducts a series of daily programs to be discussed later. This course is one of the first regularly scheduled college courses in educational broadcasting.

The radio studios located on the campus represent the finest in radio architecture and engineering, being modern in design and lighting. A large audition room adjoining the studio can seat over one hundred people and amply accommodate those college classes which make observation of educational broadcasts a part of their work.

The Studio Orchestra consists of 15 carefully selected college students, many of them scholarship students. All theme and transition music by the daily broadcasts is provided by this organization in addition to their participation in the Music Appreciation Series of broadcasts heard each Friday afternoon.

Publicity for the educational broadcasts presented by Indiana State Teachers College over WBOW includes a weekly bulletin listing daily broadcasts which is sent to high schools and colleges throughout the State, eight thousand printed programs indicating the schedule of broadcasts on the Wabash Valley High Schol Series of the Teachers College Hour for the entire year which are distributed throughout Indiana and Illinois, articles covering regular and special broadcasts which are printed at intervals in the city and campus newspapers, advertise-

ments of the course and the daily college programs published in periodicals and special bulletins, and special features concerning the radio work issued by the Director of Public Relations of the College, John Sembower.

As a special feature of the educational radio programs, the College Director of Radio Broadcasting conducts an annual Radio Clinic. Approximately two hundred teachers, radio specialists, and patrons attend this Clinic. At the meeting, problems facing educational broadcasts and suitable techniques for programs of an educational type are discussed and demonstrations of approved methods in educational broadcasting are presented. Through the cooperation of WBOW, a special broadcast features the guests of the Clinic.

The broadcasts of Indiana State Teachers College over WBOW are known as the Teachers College Hour and are divided into four series: (1) the Adventures in Literature Series, (2) the American Yesterdays Series, (3) the Music Appreciation Series, and (4) the Wabash Valley High School Series.

The Adventures in Literature Series of the Teachers College Hour is broadcast each Tuesday afternoon at 2:00 o'clock from the campus studios. The purpose of this Series is to supplement the work of teachers in the field of English. During the Fall of 1937, students enrolled in the radio course presented the following shows: "The Gold Bug," "The Hoosier Schoolmaster," "The Taming of the Shrew," "The Legend of Sleepy Hollow," "Silas Marner," and "The Courtship of Miles Standish."

The American Yesterdays Series of the Teachers College Hour, heard each Wednesday afternoon over WBOW, seeks to assist the teachers of social studies in their work. The broadcasts presented on this Series during the Fall of 1937 included: "George Washington, the Farmer," "Braddock's Defeat," "The Declaration of Independence," "The Constitution," "Fulton's Folly," and "The Capture of Vincennes."

The Music Appreciation Series of the Teachers College Hour features the Studio Orchestra, mentioned above. Its members are under the personal supervision of Prof. W. H. Bryant of the Music Department of Indiana State Teachers College. This Series, consisting of dramatizations prepared by members of the class in Radio Broadcasting, offered, during the Fall of 1937, such features as: "Selections from Light Opera," "Compositions by French Composers," "The A Capella Choir," "Violin and Piano," "The High School Orchestra, Its Place in Radio" and "The Glee Club."

The Wabash Valley High School



Paul Whiteman is to make the awards of 10 statuettes for best local radio performances of the year at the Radio Artist Fund Costume Ball at Medinah club Saturday night. Charlie Gaylord, a Whiteman alumnus, and Fletcher Butler will provide the music. Jack Fulton Jr., another alumnus, is a member of the committee on arrangements.

Earle Ferris in town looking after Frank Black and Household Finance interests.

Frank Black, director of Carnation hour, flew to Hollywood Monday evening after broadcast to inspect NBC's plant there; will return for next Monday's show.

E. William Young, electrical transcription salesman, has returned to the employ of NBC.

Jack Baker has replaced Clark Dennis as singer on NBC Breakfast hour.

Allan Grant, NBC pianist, has written the Grand March for the Radio Ball at Medinah Athletic club for tomorrow.

Jim Ameche is a mighty proud lad these days. He got a call from brother Don in Hollywood in which the elder Ameche said "You're some actor, kid. I didn't realize you were so good." Comment was evoked by his performance in Campana's "Grand Hotel" in which he has played two weeks now.

Series of the Teachers College Hour represents the effort of Indiana State Teachers College and WBOW to assist in the further development of the speech and music departments in high schools throughout western Indiana and eastern Illinois. Each year invitations to participate in half hour radio programs broadcast over WBOW from the College studios are sent to the high schools. For the year 1937-1938, forty-five high schools are scheduled to appear on this series. They will send over two thousand pupils to the College campus. The broadcasts presented by these pupils will reach over eight thousand high school pupils as they are gathered twice weekly in high school auditoriums. Variety programs featuring the work of various departments in the visiting schools constitute the general classification of their presentations. The value of this series in the motivation of studies, education of the general public, and accomplishments resulting from program participation cannot be over-estimated.

DON KERR

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

HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music
in a Modern Manner
MANAGEMENT
ROCKWELL-O'KEEFE

★ F. C. C. ★
ACTIVITIES

★ Coast-to-Coast ★

HEARINGS SCHEDULED

Dec. 7: WQDM, St. Albans, Vt. CP to increase power and hours of operation to 1 KW., unlimited. 1390 kc.

Odessa Broadcasting Co., Odessa, Mo. CP for new station. 1310 kc., 100 watts, daytime.

Dec. 8: William F. Huffman, Wisconsin Rapids, Wisc. CP for new station. 580 kc., 250 watts, unlimited.

W. H. Kindig, Hollywood, Cal. CP for new station. 710 kc., 500 watts, limited.

Dec. 9: WRBC, Inc., Cleveland, Ohio. CP for new station. 890 kc., 1 KW., unlimited.

Roberts-McNab Co., Bozeman, Mont. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Gallatin Radio Forum, Bozeman, Mont. CP for new station. 1420 kc., 250 watts, daytime.

Dec. 10: WMBG, Richmond, Va. CP to increase power to 1 KW. 1350 kc., unlimited.

EXAMINER'S RECOMMENDATIONS

WBZA, Springfield, Mass. CP to change frequency, and hours of operation, be denied.

Rocke Sues 20th-Fox

Rocke Productions filed suit Wednesday in N. Y. Supreme Court against 20th Century-Fox, claiming damages for breach of contract. Rocke set forth that it entered into an agreement with the film company to supply five minutes of sound track from films as released by Fox. The sound track, intended to circumvent transcription reproduction, was to be part of a series of 26-week half-hour broadcast commercial programs.

Workshop's "First Violin"

Columbia Workshop on Sunday will present "The First Violin," adapted for radio by Sally Kussel from a short story by Norman Davey, at 8-8:30 p.m. over CBS. Program will originate in Chicago from WBBM studios. Irving Reis, Workshop director, had originally planned to do "Ninth Avenue L" next Sunday, but had to change plans due to accepting an invitation to speak at the annual radio education conference in Chicago.

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19	27	21	25
20	28	22	26
21	29	23	27
22	30	24	28

Greetings from Radio Daily

November 25

Jolly Bill Steinke Will Osborne
Mrs. Paul Whiteman Kate McComb
Charles F. Coe

November 26

Fred Astaire Igor Gorin
Frank Simon Michael Loring
Howard Schreiber

November 27

Mark Woods William Miller
Ted Husing Jack Smart
Mary Livingstone Gladys Rice

November 28

Helen Jepson Frank Black
William Lundell John O. Hewitt
Lowell Patton

EDUCATORS and parents in about 20 states have shown such an interest in the "Adventures That Made America" series aired over WSM, Memphis, that the time of the program will be changed Monday to 6:30 p.m. CST so that children of school age may hear the program without having to sit up beyond their regular bedtime.

Benay Venuta on Monday joins the Vic Irwin "Musical Cartoons" program over MBS.

WMBS, Uniontown, Pa., and WTIC, Hartford, Conn., are airing one of radio's oldest favorites, "Chandu, the Magician," ET series, for respective sponsors. Charles Michelson, eastern representative for Earnshaw Radio Productions, set the deals.

KRSC, Seattle, and KVI, Tacoma, yesterday started airing "The Cinnamon Bear," sponsored each afternoon on KVI and each evening on

KRSC by Frederick & Nelson, the Seattle unit of Marshall Field & Co. Program is a pre-Christmas special for children.

WBNX tomorrow night will air a dramatization on the late Harry Houdini, presented by the WPA Federal Theater radio division in its "Makers of America" series. Program is on at 8:15 p.m. Vernon Radcliffe directs.

In addition to her regular broadcasting schedule via CBS, songstress Ruth Carhart may appear in a Broadway musical comedy early next year. Inasmuch as Miss Carhart's broadcasts are in the morning and early evening, they will not conflict with the show.

Dr. C. A. J. Parmentier, noted church, concert and radio organist, played the studio recital on the electric organ last night over WQXR. Program is sponsored by Hammond Organ Co.

NEW ORLEANS

WBNO debuted with a new swing ensemble this week consisting of H. L. Wess, M. R. Wetzel, M. E. Wolden and Ernie Kolstad.

There's everything but the kitchen sink in the new announcers' period of 15 minutes which WWL, New Orleans, is running daily. The idea is for the announcers each to produce their own program while the other announcers heckle and do everything to bust it up. The first program had the helpful sidelines showing Jimmie Willson how to sing "Vieni, Vieni, Vieni," till the whole cast was in stitches. Others to present programs are: Clark Alexander, Lionel Ricau, Cleve Kirby, Henry Dupre.

WPAY, Portsmouth, O.

"For You," featuring the Romance Singer, sponsored thrice-weekly by Roberts & Co., jewelers, becomes a daily feature until Christmas. The Singer has pulled a station record in telephone requests.

Don Wakefield of City Coal Co. has switched from sponsored football broadcasts to wrestling matches.

Minralin Health Tonic is airing "Minralin Mascots" (Min, Ray and Linn, hillbillies), daily except Sunday.

KOAM, Pittsburg, Kan.

Spencer Allen, program director, back on the job after marrying Deane Steger in St. Louis.

New Hammond electric organ has been installed.

Station's organist is Romelle Fay, who appeared on both NBC and CBS networks and was personal organist for Smiling Ed McConnell for three years.

Earl Bickel in Cincinnati

Cincinnati—Earl Bickel, chairman of the Scripps-Howard Radio board, was here this week inspecting WCPO.

SAN FRANCISCO

Leo Cleary and Ken Gillum, on NBC several months ago as "Nuts and Bolts," reunited and took the air-planes Monday over the Pacific Red web in another partnership go.

"Ricardo," who is really Harvey Peterson of NBC, and his Caballeros, augmented to 30 pieces, has begun a new t. c. series of Latin melodies.

Ben Alexander, emcee of the Signal Oil show, back to Hollywood after a visit here. Ben was guest of Sydney Dixon, sales manager of NBC western division, at Bohemian Club dinner.

Leon Livingston agency, which has Bennie Walker's Amateur Hour, planning a big one-hour show soon of all the winners of Walker's show. Winner will be sent to New York by plane for a look-see.

Thanksgiving was a double holiday for Laurance L. Cross, whose "Crosscuts from the Log O' the Day" started its ninth year on the air Nov. 25.

Keith Kirby is announcing the new KSFO Palace Hotel String ensemble heard each Sunday night 8 to 8:30 p.m.

Still expanding, KFRC shoved another interesting local feature on its air band Monday night called "The Country Editor," featuring Oscar R. Morgan, veteran newsman, who discusses current happenings.

WBT, Charlotte

Clair (Old Shepherd) Shadwell and the Mrs. on a Thanksgiving cruise to Florida.

Reginald Allen, announcer, voted third best dressed man in Charlotte in a newspaper poll. Program Director Charles Crutchfield also got a mention.

Howard Meighan, Radio Sales specialist, is a guest of W. A. Schudt Jr., g.m. of station, for a few days.

WBBM
RADIO ADVERTISING ON