



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 105

NEW YORK, N. Y., MONDAY, NOVEMBER 29, 1937

FIVE CENTS

## Hanson, Hedges, Woods Made V.P.'s

### WLAW, LAWRENCE, MASS. MAKES DEBUT NEXT MONTH

Lawrence, Mass. — WLAW, 1,000-watt station on 680 kilocycles, owned by the Hildreth & Rogers Co., publishers of the Lawrence Daily Eagle and The Evening Tribune, is expected to go on the air about the middle of December. Erection of a 300-foot tower has been completed, and work of constructing a transmitting plant and broadcasting studios is rapidly progressing.

Transmitting plant and tower are located in West Andover, about four and a half miles from the center of Lawrence. All the latest equipment will be installed in the plant, which will include a large control room, workshop and quarters for operators on duty. A small studio will also be included. Basement will

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### Atlas Radio Sales Meet Is Under Way in Chicago

Chicago — First annual sales convention of Atlas Radio Corp. is under way here, with 24 sales executives from four zones meeting at the Hotel Stevens, Chicago. Herbert R. Ebenstein, Atlas prexy, heads the New York contingent, which includes Lou Winston, production chief in

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### "Ave Maria Hour" Disks Going on 100 Stations

E. L. Besson of Sound Reproductions Corp. signed a contract last week with the Reverend Father Patrick McCarthy of the Franciscan Friars of Atonement for a series of half-hour transcriptions of the "Ave Maria Hour" to be used by over 100 stations. Donald Peterson is the producer.

### Air Grid Huddle

Richmond—In airing the U. of Richmond vs. William & Mary game, Burt Repine, traffic manager of WRVA, carried a mike right into the Richmond huddle. It was the fourth down and goal to go for a touchdown. Radio audience heard the signals, then as the team broke up and went into formation. Repine rushed to the sidelines with his mike.

### Knows His Groceries

Okmulgee, Okla. — Johnnie of Johnnie's Food Palace here knows his groceries, according to T. R. Putnam, manager of KHBG. He also knows the value of radio advertising. In fact, Johnnie is so sold on radio that he installed his own broadcast studio in his store, where he airs a Kiddies' Hour each Saturday morning. Kids visiting store, accompanied by adult, get a free gift. Business is swell.

### MORE THAN 150 STATIONS GETTING EASTMAN SPOTS

Over 150 stations have been set to broadcast the spot programs written, produced and distributed by Eastman Kodak. Program, entitled "Radio Camera Clubs," is prepared at Eastman headquarters in Rochester, and is heard from coast-to-coast on a dealer-manufacturer co-operative basis. Station list is expected to be increased to almost twice its present size after first of year.

### James Baldwin Hopeful Of Results at Havana

By GEORGE W. MEHRTENS  
RADIO DAILY Staff Correspondent

Washington — James W. Baldwin, NAB managing director, who returned last week from the Inter-American Radio Conference in Havana, is hopeful of successful results from the parley, he told RADIO DAILY on Saturday. He added, however, that it is too early to predict anything

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### NBC's Chief Engineer, Head of Station Relations and Treasurer Are Added to Company's List of Officers

O. B. Hanson, William S. Hedges and Mark Woods, NBC departmental heads, were made vice-presidents at the regular monthly meeting Friday, President Lenox R. Lohr announced after the session. Appointments are effective immediately. Hanson is the network's chief engineer, Hedges has charge of station relations, and Woods is treasurer.

### EARNSHAW RAPS RADIO FOR LEANING ON FILMS

West Coast Bureau, RADIO DAILY

Los Angeles—Warning radio that it will have only itself to blame if it wakes up some morning to find the entertainment side of broadcasting exclusively in the hands of motion picture producers, Fenton W. Earnshaw, in his "Hollywood Nite-Letter" on Friday, took radio severely to task for permitting itself to become so dependent on Hollywood.

Earnshaw pointed out the tendency of film studios to produce their own radio shows, as already started by M-G-M and Warners, with RKO soon to follow, and said that these are just the first steps of the movie industry in taking over radio. He also

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### Garland Returns to CBS; Richardson in WHIP Post

Chicago—Charles L. Garland, commercial manager of WHIP, has rejoined CBS as member of Radio Sales, Inc. sales staff. O. E. Richardson, v.p. of Hammond-Calumet Broadcasting Corp., owners of WHIP and WWAE, supplants Garland, who will serve WHIP in advisory capacity. Garland left WBBM last spring to join Ralph Atlass at WIND and WJJD, then switched to the new WHIP in Hammond.

### ALBERT A. CORMIER JOINS HEARST RADIO

Albert A. Cormier, who recently resigned as vice-president and general manager of WIP, Philadelphia, and before that was general manager of WOR, joins Hearst Radio Inc. on Dec. 6, assuming post of general manager of WINS as his first assignment, it is announced by J. V. Connolly, president of Hearst Radio.

Bradley Kelly, who has been acting manager of WINS for the past two months, returns to his duties as associate editor of King Features Syndicate.

### KXBY Will Rebroadcast WLW and WHN Programs

Kansas City—Starting about Dec. 6, KXBY will rebroadcast programs originating at WLW, Cincinnati, and WHN, New York, according to Sid Q. Noel, president of First National Television. KXBY will take about four hours' time daily. Both commercials and sustaining shows will be available, but not news periods. No cash is involved.

## ★ THE WEEK IN RADIO ★

... Holding Congress Off

By M. H. SHAPIRO

CAPITOL HILL sentiment last week indicated that FCC Chairman Frank R. McNinch would be given an opportunity to straighten out the FCC situation, alleged and otherwise, before the long-heralded probe of the industry would be pressed in Congress . . . Senators interested in the probe favor this policy.

Although the independent radio network affiliates are busily going over contracts with the AFM locals,

it appears that there is no rush yet as to contracts being placed in escrow . . . considerable resentment came from members of the IRNA Special Advisory Committee when a group of Philly broadcasters argued against certain clauses as being against the convention mandates . . . and yet the Philly network affiliates have agreed to sign up as per Plan of Settlement . . . Mohawk Valley Broadcasting System got un-

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### Moral is Obvious

Chicago — John Morrell & Co., packers, operated at a loss of \$700,000 last year, when the company was off the air. Morrell had previously used radio—and had shown profits each year since 1911, according to T. Henry Foster, president. Firm goes back on the air Jan. 9 with a coast-to-coast NBC program featuring Bob Becker, writer and dog expert.



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Saturday, Nov. 27)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	147 1/2	145	147 1/2	+ 3 1/2
CBS A	19	18 5/8	19	+ 3/8
CBS B	18 1/2	18 1/2	18 1/2	+ 1/2
Crosley Radio	9	9	9	+ 7/8
Gen. Electric	42 1/8	40 3/4	42	+ 2 3/8
RCA Common	7 3/8	7	7 3/8	+ 1/2
RCA First Pfd.	54	51	54	+ 3 3/8
Stewart Warner	10 5/8	10 1/8	10 5/8	+ 5/8
Zenith Radio	20 1/4	19 1/2	20 1/4	+ 1 5/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 1/8	15 1/8	15 1/8	+ 1/8
Majestic	1 1/4	1 1/4	1 1/4	+ 1/4

### Tribute to Iraci

Out of respect to the late John Iraci, WOV was silent for two hours during funeral services Saturday, 11 a.m. to 1 p.m. WPEN, Philadelphia, also was off the air from 11 a.m. to 12 noon. Iraci was head of both stations.

WHOM presented a program in honor of Iraci at 11-11:15 a.m. Saturday. Among the notables who attended the funeral were Mayor LaGuardia, Judge Cotillo and many radio people.

### McGrady on RCA Mfg. Board

Camden, N. J.—Edward F. McGrady, who recently joined RCA as director of labor relations, has been elected a director of RCA Manufacturing Co.

### Stratton Joins Radio Registry

Chester M. Stratton, formerly of RKO and NBC, has become associated with National Radio Registry in the capacity of managing director. Fourth issue of the registry comes out shortly.

**WOPI** "The Voice of the Appalachians"

**BRISTOL** --- TENNESSEE VIRGINIA

### Encouragement for Radio Playwrights

Chicago—One reason for the standard of excellence maintained in Campana's "Grand Hotel" and "First Nighter" dramatic programs on NBC is credited to the assistance and encouragement extended to authors by the agency handling the account, Aubrey, Moore & Wallace Inc.

Both half-hour programs present a complete playlet each week, which means there is a steady demand for scripts, and the agency is always on the lookout for new writers with talent. Plays submitted are not merely read, but are studied for the writer's benefit, and often the agency makes suggestions which turn unacceptable material into usable plays. Printed instructions also have been issued for guidance of authors.

Quite a few radio playwrights have been developed in this way by Aubrey, Moore & Wallace, and several of them are now in top-ranking jobs in Hollywood and elsewhere. Authors get name mention on programs and in news releases—and \$100 each is paid for scripts.

### NBC Sponsored Fights Also to Air Sustaining

NBC will broadcast the remaining 13 championship boxing matches recently signed in a contract with the Twentieth Century Sporting Club over 45 stations on a sustaining basis, while Adam Hat Stores sponsor the same fights in 21 cities.

Clem McCarthy will do sustaining blow - by - blow description, with George Hix doing color. Sam Taub will be in another corner doing the same fight for Adam, with Ben Grauer handling commercials and color.

Adam Hat Stores plan to increase network following first few broadcasts, but sustaining feature will remain for all NBC-Blue stations that request fights.

### New WDEL Tower Site

Wilmington, Del.—WDEL has acquired 3.6 acres of city-owned land on the northeastern boundary of the city as the site of its new 235-foot transmitter upon receipt of expected FCC authority to increase power to 1,000 watts. Station now operates on 500 watts day and 250 watts night. Plans are to start the new tower before severe weather sets in.

### Agency Men with Picture Mag

Picture Magazine Inc., the new corporation in which William Benton, ex-Benton & Bowles, and J. Stirling Getchell of the agency which bears his name, are directors and stockholders, will make its debut Dec. 28.

Mag, known as "Picture," will be a monthly. Other officers are J. Paschall Davis, president; John V. Tarleton, vice-president and editor; Frank L. Sharpe, general manager and J. G. Barth, treasurer. Albert L. Cole is another director and stockholder.

### WBNX Jewish Commentator

Michael Brown, member of the Jewish Morning Journal editorial staff, is being heard each Sunday at 5:30 p.m. over WBNX as Jewish news commentator. Public National Bank is sponsoring.

### Sixth Year for Jan Peerce

Jan Peerce, tenor, has signed for his sixth consecutive season of exclusive stage appearances at the Radio City Music Hall.

### 75,000 Schools in U. S. Now Equipped for Radio

Approximately 75,000 schools in the U. S. are now radio-equipped, according to "Radio in the Classroom," new book by Margaret Harrison, to be published this month by Prentice-Hall Inc., New York. The volume is devoted to effective use of radio in the classroom.

### WIBM Celebrates 10th

Jackson, Mich. — WIBM has just celebrated its tenth anniversary here. Station went on the air Nov. 20, 1927, as a portable. Celebration program included a greeting from former Manager Dale Robertson, now in Utica, N. Y. Chief Engineer Charles W. Wirtanen has been with the station the full ten years, while Walter H. Johnson, engineer, announcer and publicity director, has nine years to his credit. Roy Radner is manager.

### Molly Dean at WJBK

Detroit—Molly Dean, formerly of KFWD, Hollywood, is inaugurating a new feature, "Hollywood Spotlights," over WJBK at 11:15 a.m. Monday, Wednesday and Friday. Miss Dean's associates, who are connected with the major studios, will wire the latest Hollywood gossip and news direct to WJBK. Program is sponsored by Marks Furs.

### F. X. Bushman Back to Chicago

Chicago—Francis X. Bushman, old-time movie star, has returned to Chicago and joined dramatic staff of WGN. He will be featured in "Curtain Time" and other dramatic shows. Formerly was associated with First Nighter here.

### "Sunday Afternoon" on WOR

"On a Sunday Afternoon," Mutual show originating at WGN, Chicago, entered New York via WOR yesterday and will be heard on the eastern station each Sunday except Dec. 5 at 3-4 p.m. Program is staged by Harold Stokes and uses about 70 people.

The PERFECT MARKET'S

**LOUDSPEAKER** **WOKO** ALBANY, N.Y.

Newly Equipped for Super Power

## COMING and GOING

EDWARD PETRY flew to the coast after conference with Ed Voynow, his Chicago chief.

KELLY SMITH and HOWARD MEIGHAN of Radio Sales Inc. to Minneapolis and St. Paul contacting accounts.

A. J. McCOSKER, president of WOR and J. R. POPPELE, chief engineer and secretary of the same station, left last night for Chicago to attend the educational conference.

JOHNNY GREEN, orchestra leader, and his bride, BETTY FURNESS, are coming east from the coast for a month's honeymoon.

W. C. FIELDS is expected in New York after the first of the year to talk radio deal.

JACK BENNY goes to Chicago from the coast to headline the Chicago's Own Christmas Benefit on Dec. 15.

BOB KAUFMAN of WLS, Chicago, returns to that city from New York by motor, visiting Pittsburgh and Cleveland on the way. He was in New York for interview with Edward Klauber of CBS.

P. K. TRAUTWEIN, president-treasurer of Mirror Record Corp., is on a trip to Philadelphia and Baltimore and is expected back tomorrow.

ADELE GIRARD, swing harpist with Joe Marsala's band, left for Hollywood yesterday to begin a career in pictures at MGM.

MRS. SAM LYONS, wife of the agent, left Hollywood Friday enroute to New York.

SHIRLEY ROSS arrives in New York tomorrow from Hollywood aboard the Santa Paula.

CHARLES A. NOBLES of NBC in New York spent the Thanksgiving Day holiday with his family in South Hadley, Mass.

BILLY and ALSA NEWELL, oldtime vaude team, are in Chicago from the west coast. They appeared Saturday on Alka-Seltzer "National Barn Dance" and will repeat next Saturday.

EDDIE GARRON, BBC soloist who appeared on the WHN "Music Box" program last Friday, sails back to England this week.

DONALD WITHYCOMB, manager of WFIL, was in and out of town on Friday.

### 250 Buy "Supplement"

Standard Radio's "Popular Supplement," introduced in July, reports sales in excess of 250 subscribers during the past four months. Newest subscribers are, WGN, WKY, KLZ, Teleflash (N.Y.), WJAC, KSFO, WLAW and KFIZ. Other Standard Radio services have been sold to WLAW, WGN, KOY and KTMS.

### Ken White at WIBM

Jackson, Mich.—Ken White, announcer on a number of southern stations in the past few years, has joined WIBM. His parents have resided in Jackson for a number of years.

## LEE GRANT

AND HIS ORCHESTRA

★★★★★  
SIX-STAR REVIEW

MUSIC AS YOU LIKE IT

DAILY WMCA 2:30-5:30

# THE HOUR OF CHARM

MUSIC THAT LINGERS ON



PHIL SPITALNY Residing at PARK CENTRAL HOTEL, NEW YORK

## ORCHESTRAS MUSIC

**S**HEP FIELDS, who arrived in New York on Saturday from motion picture assignments and personal appearances, will return to the air next month with his "Rippling Rhythm" orchestra in a sustaining series to be piped in by WOR and the Mutual network from Chicago, where he will be fulfilling theater and hotel engagements. Broadcasts will begin Dec. 14.

Howard Woods and his orchestra have been engaged by the Frank Seiden management to play in the Mirror Room of the Laurel-in-the-Pines, Lakewood, N. J. There will be a direct wire from the Mirror Room and Woods and his orchestra will be heard every Sunday at 4:15 p.m. via WOR. Radio guest stars will appear weekly.

Benay Venuta will introduce a Tahitian song which has never been broadcast before when she makes her first appearance on WOR today at 9:30 p.m. after a radio absence of four months. The song, which she learned from the natives during her stay in Tahiti last summer, hasn't even got a title.

CRA bookings: Jack Denny's ork for Metropolitan, Boston, week of Dec. 2. . . . Harold Stern, Astor Theater, Nov. 25-27; Mike Riley doubling into Orpheum Theater from Claridge Hotel in Memphis. . . . Phil D'Arcy at Hotel St. George, Brooklyn. . . . Stuff Smith goes into Silver Grill, Buffalo, this week-end and closes Dec. 5, going to Famous Door, Hollywood, for 30 weeks. . . . Fletcher Henderson set by Bob Sanders of Hollywood office for Vogue Ballroom, Los Angeles, starting Dec. 11.

Eugene Jelesnik and his orchestra, playing at the Hotel Taft, New Haven, are now heard on WELI, WMCA-Intercity, WATR, WBRY and WNBC.

Vincent Lopez left Chicago on Thanksgiving night for Stanley theater at Pittsburgh; then he goes to the Earle at Washington; thereupon to the Gibson at Cincinnati where he will have a Mutual wire.

Anson Weeks opens at the Aragon in Chicago with a Mutual wire Dec. 3, following Freddy Martin, who goes to the Coconut Grove in Los Angeles.

Ruthrauff & Ryan has Herbie Kay in mind for a sponsored program provided he can shift scene of activities from Philadelphia to the west coast.



### PETTY CASH VOUCHER

Week ending Nov. 26th

● ● ● Saturday. . . . Just to be different we decide to spend the week-end between covers in an attempt to combat la grippe. . . . This move, however, doesn't prevent our learning that Russ Brinkley of WHDL, Bradford, Pa., has gone off the gold standard—replacing two gold front teeth with white molars. . . . Also that WMPS, Memphis, aired a real weddin' between Verne Morgan, guitar player with the Rhythm Rangers, and Martha Mattox, a fan of the "Mid-South Dinner Time" show.

● ● ● Sunday. . . . While our sick room is exactly three rooms away from the radio set (bragging again) Mom switches the dials as the day's best shows take the air. . . . After Jack Benny we fall into slumber to awaken to "Good Will Hour"—just after reading Mr. Winchell's pillar regarding A. L. Alexander—and Mom says maybe A.L. should go to Mr. John Anthony for some advice—after A.L. created that type of show?

● ● ● Monday. . . . Back to the grindstone where the big news is the French Casino folding. . . . To lunch with CBS' James Appell, who tells us the inside story of the fight between Rudy Vallee and Will Osborne, also W.W.'s start on the airwaves—plus the fine work being done by V.P. Bill Lewis and how Herbert Rosenthal will do wonders with the Artists Bureau when he takes over. . . . Estelle Taylor, in the midst of talking "turkey" with NBC, receives a wire from the coast to come west and screen-test for the part of Belle in "Gone With The Wind."

● ● ● Tuesday. . . . To dinner where we get change and discover a lead quarter among the coins which we attempt to pass off at a theater but are embarrassed at the discovery. . . . At Leon & Eddie's, Eddie Davis doesn't appear for the show—he had gone out to view the flicker "52nd Street."

● ● ● Wednesday. . . . At Dave's that yawning, Bobby Feldman is around on his rounds. Leon Janney talks about the play that did a brodie. . . . Loew's State manager Al Rosen relates that he has been approached to air his trials and tribulations as a Broadway theater manager and is now looking for an agent. How about his own brother, Matty? . . . Earlier in the day Buddy Clark wants to bet 8-to-5 that a columnist wouldn't last 2 rounds with him. His challenge is accepted.

● ● ● Thursday. . . . For the first time we hear Tommy Riggs on the Vallee show and enjoy the act, though not caring particularly for what John Barrymore claimed was funny! . . . From Muncie, Ind., word arrives that The Old Ranger on WLBC received an old alley cat in a bag during his show—and the cat dissembled the entire program.

● ● ● Friday. . . . Lunch with Eddie Wolpin, Henry Spitzer and Jerry Kruger. In one booth is Mrs. Jack Pearl entertaining her two nephews with hot dcgs. She hides the 14 karat ring Jack gave her for her birthday. Next to her is Donald Flamm lunching with Harry Hershfield and Bill Weisman. Flamm definitely denies having any financial (or otherwise) interest in the French Casino re opening. . . . Hershfield adds: "It's a lie—up to \$25,000!" . . . An official of CBS tips off that Barry Wood will be their biggest asset in a few months after the build-up.

TOTAL EXPENSE: . . . 25 cents—which was composed of lead!

AUDITOR'S REMARKS: Request denied! I'll pay your Social Security tax with it—that'll just cover it!

## PROMOTION

### Radio Tour of New Office

Six special broadcasts over KCKN, Kansas City, highlighting a radio tour of the layout, marked opening day of Wyandotte County Gas Co.'s new building. As starter, Owen Balch and Ralph V. Nelson, announcers, went through the place, describing their impressions to listeners. Interviews with company's home-service director followed, and next was the broadcast of dedication ceremonies. Musical programs provided additional high spots. Newspaper advertising directed attention to the broadcasts.

### Gift Offer by Planters'

Planters' Peanuts is sending a 32-page educational painting book on "America's Famous Men" to listeners of the company's "Mac 'n' Moore" program over WBZ, Boston. String is ten five-cent peanut wrappers, ten Jumbo wrappers, or 50 penny-bag wrappers.

### KVOR, Colorado Springs

Zelle Wade of program staff is doing a 30-minute Christmas Lady show each Monday at 5 o'clock, interspersing chats for children about how Christmas is spent in other lands, with transcribed music to fit the occasion.

Ann Russell, home economist, is doing a 30-minute 6-weekly "Good Morning Neighbor" program with recipes, beauty hints, "penny stretchers" and housekeeping aids.

Household Magazine, Capper publication, is using two weeks of 15-minute programs plugging a recipe contest.

Five new C. P. McGregor shows made their debuts here to celebrate KVOR's "New Show Season." They are "Thrill Hunters," "The House of Peter MacGregor," "Eb and Zeb," "Do You Believe in Ghosts" and "Talking Drums."

Three half-hour request programs per week, using transcription library numbers, have been inaugurated to take care of growing requests. So far anything Gene Austin sings, anything Art Tatum plays, and "Vieni Vieni" lead the request lists.

Station put on a "Program of the Week" for the International DX'ers Alliance. Arbor Fuller, musical director, was emcee and introduced talks by Hugh B. Terry, station manager, and Wauhillau LaHay, program director.

Paul Hughes, new news announcer, has been sold on a twice-a-week commentary of "Twenty Years Ago."

## NAT BRUSILOFF

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY CI 6-2200



**ARTISTS MANAGEMENT**

Paul Whiteman topped all attendance records first week, Drake Hotel, Chicago.

17 EAST 45th ST., New York MU 2-1888

**PROGRAM REVIEWS**

**"Do You Know?"**

This new show is an informative and entertaining quarter-hour, sustaining on WNEW, Thursdays 1:45-2 p.m. Items are culled from newspaper headlines and other authoritative sources and each is prefaced with, "Did You Know?" The first one of the list was the biggest turkey dinner, one running 19 hours. Audience is left to ponder on this one and answer is given toward the close, and of course not a few have an opportunity to arrive at their own conclusion by then. It develops that this is the turkey eaten by the enlisted men of the U. S. Army, beginning at an American army post in China, actually on Wednesday our time, and following the clock around to Honolulu. Subsequent info touched on the huge attendance at National Parks, Horatio Alger characters still on tap, Dionne quins' earnings, locomotive named after Lily Pons, etc.

It is the kind of entertainment that requires no special effort on the part of the listener to take in, and the vast possibilities as to the variety of items gives every possibility for color and spice.

**Joan Brooks**

The Wednesday night 10:15-10:30 spot on WJZ-NBC Blue is being pleasantly filled these days by Joan Brooks, a vocalist who deserves better positions on radio schedules. With the efficient Norman Cloutier piloting the orchestra, Miss Brooks' program last week offered a selection of numbers that have not been done to death, including "Last Night When I Held You," "Good for Nothing Joe," "Now They Call It Swing," a Cloutier composition, and a medley of "Rose" numbers. Miss Brooks not only has the ability to sell a song, but she dispenses with vocal affectations and sings so you can understand what it's about.

**Briefly**

Ralph Brewster's vocalizing of "Make-Believe" on last Thursday afternoon's little variety show originating at WSAI, Cincinnati, and heard over WHN via the WLW Line, was a real choice bit of vocalizing, in an ingratiating style.

"Good News of 1938," M-G-M's show for Maxwell House on NBC-Red last Thursday night again was a disappointment. It cried out loud for a script and comedy.

It was a rather silly comedy sketch that John Barrymore and Elaine Barrie were required to perform on last Thursday night's Rudy Vallee hour over NBC-Red. Tommy Riggs and "Betty Lou" also had pointless material.

George McCall, Old Gold's Hollywood gossip on CBS, emphasizes the claim that he hands out "exclusive" stuff, but he reels off an awful lot of material that has appeared elsewhere.

**NEW BUSINESS**

KFRC, San Francisco: Chas. E. Fougera & Co., through Small & Seiffer Inc.; Peter Shoe Co. of St. Louis, through Long Adv. Service; Smith Bros., through Brown & Tarcher, Inc.; Gas Appliance Society, through Jean Scott Frickelton.

KGGC, San Francisco: Alka Seltzer Co.

KGO, San Francisco: Drackett Co., through Ralph H. Jones Co.; Railway Express Agency, through The Caples Co.; E. Fougera & Co., through Small & Seiffer, Inc.

KPO, San Francisco: Signal Oil Co., through Logan & Stebbins.

WHN, New York: Remington Rand, U.P. news, through Leeford Advertising Agency; Winkelman Shoe Co., spots, through Lewis Associates.

WLW, Cincinnati: Sayman Soap Co., "Top O' the Morning", program, through Benson and Dall; Household Magazine, "Top O' the Morning", program, through Preba, Fellers & Presba; State Automobile Mutual Insurance Co., "Unbroken Melodie", program; William S. Scull Co. (Boscul Coffee), "Newspaper of the Air", with Peter Grant, program, through F. Wallis Armstrong.

WHO, Des Moines: Health Research Foundation (Vimm), "Vimm Melody Time", program, through Andrews Advertising Agency.

WGN, Chicago: E. Fougera Co., through Small & Seiffer Inc., on Jan. 7 expands its "Let's Play Games" MBS program to WGN.

CKNX, Wingham, Ont.: Templeton's Ltd., ETs, through Associated Broadcasting, Ltd.; Bayer-Semesan Co., announcements, through Thompson-Koch Co.; Bulova Watch Co., time signals; W. K. Buckley Ltd., spots; Ogilvie Flour Mills, ETs, through Associated

**WOAI, San Antonio**

George M. Slocum, president of the Advertising Federation of America, was interviewed by Ken McClure, newscaster, while the AFA was in convention in San Antonio.

During the Tenth District Advertising Federation of America Convention in San Antonio, WOAI played host to the radio representatives in a suite at the St. Anthony Hotel. Station staged a musical revue for the dinner dance which highlighted the convention.

WOAI recently began a new early morning transcription program which runs from 6:30 to 7:45 a.m. Special features are being introduced and a contest to name the program is now being conducted. Lew Valentine is emcee.

**WNBC, New Britain, Conn.**

Millie King of continuity staff is recuperating after an operation.

"Man Without a Sponsor" almost nabbed one the other day, and now he's added the following line to the show: "You should have seen the one that got away."

Jerry Beaupre's organ playing and Al D'Amato's steel guitar will enliven the Sunday morning schedule.

"Adventures of Jungle Jim" and "Front Page Dramas," both Hearst features, are being sponsored by local stores.

Jack Lacy's pop tune program on Sunday mornings has met with fan approval.

Hal Goodwin will again do the Christmas Tree program twice daily.

Broadcasting Co. Ltd.; Blatchford Calf Meal Co., weather forecasts, through Industrial Advertising Agency; Longworth Milling Co., programs.

KFI, Los Angeles: Quaker Oats, "Dick Tracy" ETs; Remington-Rand, news.

KGER, Los Angeles: Currier's Tablets, ETs, through Walter Biddick Co.; Gardner Nursery of Seattle, ETs, through Northwest Advertising Agency; Remington Rand, spots, through Howard Wilson Co.

WGY, Schenectady: American Oil Co., announcements, through Joseph Katz; Dairy Association, announcements, through Hayes Agency; Domino Citrus Association, announcements, through DeRouville; General Mills, "Betty and Bob" ETs, renewal, through Blackett - Sample - Hummert, and "Hymns of all Churches" and "Betty Crocker," through Knox-Reeves; Madonna Tomato Paste, participation, through Sternfield Godley, N. Y.; Cranberry Cannery Inc. (Ocean Spray Cranberry Sauce), through Harry M. Frost; Railway Express Co., announcements, through Caples Co.; Wasey Products (Mustertole and Zemo), ETs, through Irwin, Wasey & Co.; RCA Victor, recordings.

**GUEST-ING**

OCTAVUS ROY COHEN, on "Hobby Lobby," Dec. 1 (CBS, 7:15 p.m.).

EZIO PINZA, with ANDRE KOSTELANETZ on Chesterfield program, Dec. 1 (CBS, 9 p.m.).

SENATOR ARTHUR CAPPER, on "Between War and Peace" series, Nov. 30 (WMCA, 9:45 p.m.).

CHARLES WAKEFIELD CADMAN, on Philharmonic-Symphony Orchestra program, Dec. 5 (CBS, 3 p.m.).

JOSEPH LHEVINNE, on Bamberger Symphony Orchestra program, Dec. 3 (WOR-Mutual, 10:15 p.m.).


**Daughter for Joseph Lang**

Joseph Lang, part owner of WHOM, Jersey City, is the father of a girl.

**CONSOLIDATED EDISON COMPANY of NEW YORK, INC.**

*Presents*

**NEW YORK ON PARADE**  
... TODAY AND TOMORROW



*Under the Musical Direction of*  
**MARK WARNOW**

FEATURING


- ★ JOHN B. KENNEDY ... Editor and Commentator
- ★ THE CONSOLIDATED EDISON ORCHESTRA AND CHORUS

and

- ★ GUEST ARTISTS

EVERY MONDAY • 7:30 P. M. STATION WEAf • NBC

MARK WARNOW  
*Executive Manager of*  
THE COLUMBIA ARTISTS INC.





L. S. FROST, executive assistant to Don Gilman, vice-president in charge of the Western Division of NBC, has been transferred to Hollywood permanently. Increasing executive supervision had become necessary at headquarters here due to burden of transcontinental originations.

Frederick Stark, KHJ musical conductor, has a new Sunday afternoon orchestral program, "Matinee Promenade," on KHJ.

Norman Spencer's "Can You Write a Song" has been temporarily put in mothballs by Harry Maizlish, KFWB general manager, to conserve supply of good material in manuscript while a commercial deal is being worked out.

All Canada Radio Facilities, Calgary, Alberta, has taken Earnshaw Radio Productions' transcription series, "Crazy Quilt."

Fox Case, head of CBS public affairs department, has gone native with a vengeance and acquired a 30-acre orange grove in Orange county.

Jimmy Vandiveer, KFI-KECA special events specialist, is doing a 24-hour-a-day death watch to catch that Elysian Park million-ton landslide.

Frank DeLeet, NBC Western Division auditor, has moved his office and functions to Hollywood and will have his headquarters here permanently.

Ed Verdier contributes the script for the Dec. 7 "Big Town" dramatization with Edward G. Robinson. Lays bare all the angles of the "produce racket." The Ruthrauff & Ryan office reveals, incidentally, that the show will continue in its present format, with Robinson in the leading role, for at least 39 weeks.

### Five Newscasts Daily For One WLBC Sponsor

Muncie, Ind.—Lawson's credit jewelers has increased its news schedule on WLBC to five periods daily including Sunday. Another account taking a big ride is Keller Clothing Co. with three five-minute Christmas Carol programs daily. Stillman store's "Kindly Deed Club" for Christmas season also back daily for fourth year.



Greetings from Radio Daily

November 29

Alan Courtney Lou Irwin  
Florence Lake

## ★ THE WEEK IN RADIO ★

... Holding Congress Off

(Continued from Page 1)

der way under the management of Burt Squire . . . the stations including six in upper New York state, two in Vermont, with the N. Y. City outlet remaining optional with the time buyer. . . .

State of Nebraska filed strong exceptions to the recent temporary injunction granted Ascaph against the state officials who were enjoined from enforcing the so-called anti-Ascaph statute . . . U. S. Chamber of Commerce may change its mind about using radio . . . Bill Bacher resigned as producer of the MGM-Maxwell House show, with Louis K. Sidney taking over . . . Later Georgie Jessel joined Sidney in advisory capacity . . . U. S. Rubber Co. coming back to radio via CBS early next year . . . General Motors renewed its

Chevrolet transcription series on 352 stations, but it appears that its live talent shows are in for a halt . . . WFBL, Syracuse, chalked up a fast beat on the capture of escaped kidnapers, giving the first exclusive flash in five minutes after the capture . . . MPAA will not clear transcription or other licenses for Sesac, but will stick to representing publishers . . . Havana conference agreed upon a shortwave study plan. . . .

Thousands of "hams" being enrolled in a planned program of technical cooperation in the television field, and coincidentally, RCA-NBC invited hundreds of members of the American Radio Relay League to witness a tele demonstration to encourage such experiments. . . .

### BOSTON

Casey Stengel, veteran of the Big Leagues and new manager of the Boston Bees will be a "faculty" member of Jack Onslow's Baseball School of the Air. Jack's interview with Stengel, to be aired over WAAB on Tuesday at 5:15, will be the first of a long line of such airchats. Incidentally, Jack has found out from his mail that not all the fans are boys—about 30 per cent are girls in their teens.

A score of prominent Boston and New England business men, nationally known in the grocery field, will take part in the inaugural program of the new series of "New England Grocery Commentator" broadcasts to be heard over Yankee network starting Tuesday at 2:45 p.m.

Metropolitan Theater will feature a "Battle of Swing" between the bands of Jack Denny and Lucky Milender during the stage show of the week of Dec. 2.

WEEI made a survey to demonstrate to prospective sponsors the value of E. B. Rideout's late weather reports at 11 p.m., and the *Herald-Traveler* news reports which follow at 11:05-11:15 p.m. In 12 successive announcements the station offered listeners a copy of "The Microphone," local weekly fan magazine, containing Rideout's forecast of this winter. They received 6,500 letters.

### WIBX Safety Results

Utica—The five-minute traffic accident scare series conducted by Dan T. Burke with the cooperation of Kiwanis club since last summer has had fine results. After 50 programs, WIBX made a survey, which showed that traffic accidents here had dropped 7.2 per cent whereas New York State showed a rise of 14 per cent.

### Owen Balch Promoted

Kansas City, Kan.—Owen Balch, KCKN special events announcer, has been made commercial manager by Ellis Atteberry, head of the station.

### OKLAHOMA CITY

Nada, XERA mystic, is appearing at state theaters, vowing 'em in the smaller burgs.

Edgar T. Bell, WKY general manager, has returned from a two-week vacation in San Francisco.

Patent Pending, WKY broadcast of local inventors brain - children, has received a half dozen offers of backing for the inventors from listeners.

Perry Ward, chief announcer for WKY, is abed with laryngitis.

Bill Phillips is now broadcasting Dailey's Credit Clothiers program over KFXR.

Misteltone Express Company is planning a series of 15 minute shows to run 15 weeks on WKY dramatizing the acts of heroism and adventures of men on the Oklahoma State Highway Patrol.

### Students in Serial on WMC

Memphis—As part of their course, students of the Speech Department at West Tennessee Teacher's College in Memphis are presenting a serial mystery drama of eight episodes over WMC each Tuesday and Thursday at 3:45 p.m. The sketch is an original composition of Professor H. F. Hincks, head of college speech department. Sound effects and production are done by students themselves under the supervision of John Cleg-horn, WMC program director.

### Canada Makes More Sets

Montreal—Production of radio receiving sets in Canada numbered 71,237 in the second quarter of 1937, an increase of 74 per cent over same quarter last year.

Canadians traveling in the U. S. last month spent \$78,729 on radio sets which they brought back with them under duty-free regulations.

### CJIC Coverage Increased

Sault Ste. Marie, Ont.—CJIC's coverage has been substantially increased by the recent installation of a new program amplifier, according to J. G. Hyland, business manager.



JIM AMECHE does his third week on "Grand Hotel" tonight. He has evoked many telephone calls from fans asking whether the leading male voice on "Grand Hotel" was not that of Don Ameche, his brother.

Attilio Baggione, WGN-Mutual tenor, plans a week's deer hunting in upper Michigan after a concert at Ishpeming on Dec. 1.

Virginia Payne (Ma Perkins) has a badly infected tooth but unlike President Roosevelt has managed to keep her engagements every day.

Marge Kerr, head of local Tom Fizdale office, met her husband, Phil Davis of WLW musical staff in Indianapolis on Thanksgiving day and then they went on to Evansville to visit friends.

Martin Jacobsen is new announcer at WIND. He came from WKY, Oklahoma City, and has also worked on WDAF, Kansas City.

Hazel Hopkins, formerly of WGN promotion department, in town from Kansas City, where she is now on staff of WDAP.

H. R. Makelim, salesmanager of WIND, had a housewarming at his home in Evanston for studio associates. It was also his wife's birthday.

Frank T. Bell, Bureau of Fisheries, official guest of Ralph Atlass at WJJD and WIND.

Charles Sears, NBC tenor, engaged to sing at Swedish Choral club's presentation of The Messiah on Sunday, Dec. 19 at Orchestra Hall.

Ray Johnson and wife Betty Caine, headliners of Princess Pat's "A Tale of Today," flew to Detroit over Thanksgiving.

Merritt R. Schoenfeld of NBC sales force is on a combined business and vacation trip until Dec. 1.

Walter Blaufuss, NBC orchestra conductor and composer, got a royalty check from Sweden the other day. He's had them from England, France and Italy.

Father of Pat Barrett (Uncle Ezra) died last week.

Another death was the father of Al Byd, WLS production director.

Kitty O'Neill, wife of Bob Hafter of WBBM production staff, getting a screen test through Columbia Artists.

Burridge Butler, president of Prairie Farmer and WLS, has gone to Arizona for the winter at KOY, which his company also owns.

Glenn Snyder, manager of WLS, went to Lawrence, Kan., for the Missouri-Kansas football game. Missouri is his alma mater.

## HELENA BLUE'S NOVELTY STRINGS

9 Girls Playing Modern Music  
in a Modern Manner

MANAGEMENT  
ROCKWELL-O'KEEFE

**New Short Wave Series  
Added by Westinghouse**

Boston—A new series of short wave programs, titled "Radio Around the Clock", has been launched by W1XX, the Westinghouse short wave station here, with John K. Gowen 3rd directing. New programs are international in aspect, designed to appeal to listeners who are interested in new developments in radio as well as in the technical end. Information about foreign short wave stations, schedules, best time to listen to them, etc., will be given.

W1XX's daily broadcasts of stock market quotations, as well as the Christian Science Monitor news programs aired for several years, have become very popular with DX fans.

**KIUL Gains Continue**

Garden City, Kan.—KIUL, which has been setting new business records almost regularly this year, reports October was its biggest month in the two and a half years that the station has been on the air. Cox & Tanz have been appointed representatives of the station.

**Howard E. Campbell Dead**

Louisville—Howard E. Campbell, 51, chief engineer for WHAS, was found dead beside his automobile last Tuesday on the grounds of the transmitter plant. Heart disease was ascribed as the cause. After connections with WWJ, Detroit, and WLS, Chicago, Campbell came to Louisville in 1932 from the Bell Laboratories in New York.

**Sponsor on Own Show**

Baltimore—Fred Turbyville, local sports columnist and radio commentator, who conducts an unusual type of trophy shop here, has launched his own program on WCBM. He sponsors program himself and does the sports comments, with Newell Warner handling commercials.

**WAIR, Winston-Salem, N. C.**

Anita Hayworth, contralto, recently started a new program, "Melodies from the Sky."

Alice Blue, soprano, is being sponsored by Anchor Co. in "Moments of Melody."

Betty Blake in "Melodies We All Love," vocal and organ program, is being sponsored by D. G. Craven Co., which also has a news period.

Jasper Dean is back singing hymns from Brown Rogers Dixson. Don Gardiner announces.

Skipper George Walker is back at the helm after a tussle with the flu.

Helen Garber and her "Music Appreciation Hour" recently moved up to Saturday morning so more school children could hear the program.

**NEW PROGRAMS—IDEAS**

**WFBL Christmas Program**

WFBL, Syracuse, is again presenting a twice-weekly program featuring Santa Claus for the children and their pre-holiday interests. During this program, which has been featured during many holiday seasons over this station, Santa reads and answers letters from youngsters. Series is sponsored this year by Household Outfitting Co.

**FORT WORTH**

"The Country Editor" is a new early morning program on KTAT. It features A. H. Wheeler, editor of a country paper, with a string band and quartet. The "homey" rural touch is conveyed, with good reaction from listeners.

"Black Night" mystery series on WBAP, featuring Nelson Olmsted, announcer, with a supporting cast, has moved to 11 p.m. Mondays.

Bob McGrew and his orchestra at Texas Hotel's "Den" are airing over KTAT.

**KWTO-KGBX, Spr'fld, Mo.**

George Earle Wilson, emcee of the Sunday afternoon "Community Sing," is back on the job after a three-week absence. Music Director Al Stone staged a "George Earle Day" in honor of the occasion.

Ralph Foster, station manager, is playing host these week-ends at his new Ozarks lodge.

Tom Prophet of the business staff is the father of a girl. Mother is the former Verna Belle Elwood.

Ralph Nelms, continuity editor, married DeLacy Hunt on Thanksgiving.

Jim Simmons, former staff announcer, was a recent visitor.

Lonnie McAdams, recent addition to the announcing staff and formerly with NBC in New York, is being featured in a song and patter program for Skinner's Macaroni.

**WHBF, Rock Island, Ill.**

Contest sponsored by station to pick ten best bowlers in Rock Island, Moline and Davenport is still causing much talk. Latest wrinkle to the bowling tournament, to be held in February and March, is a big dance on Dec. 11 at Danceland, Davenport.

East Moline Parent-Teacher Assn. presented its last entertainment program in the form of a broadcast over WHBF. It was a surprise to Ivan Street, station production manager, who attended the meet to give a talk.

**KGER, Long Beach, Cal.**

A. Belden Gilbert is conducting a new civic broadcast from the Hearing Room of the Los Angeles County Board of Supervisors. Program includes interviews, highlights of important hearings and discussions of governmental functions.

Transradio Press Teletype is being put to a new use, for a nightly quarter-hour news broadcast in Italian, called "The Italian Radio Journal."

**Listeners Make Up Program**

Early morning listeners to the "Wake Up and Swing" show, over WCLE, Cleveland, under sponsorship of Burts, Inc., are given free rein in displaying their musical tastes. They are invited to submit list of 18 recordings in order they wish to hear them played. Lists are judged for balance, variety, and interest, and best one each day draws gold watch award.

**SAN ANTONIO**

Tuesday evening amateur contests featuring all-Mexican artists and sponsored by H. & H. Coffee Co. is drawing great interest among local Latin - American speaking public. Contestants vote by cards, letters and tea wrappers. Over 800,000 votes have been received to date.

Godfrey ("Fritz") Kuler is doing the "Voice of the Crowd" for KABC from in front of the Majestic Theater daily at noon.

**WNBX, Springfield, Vt.**

Charles Denny, former manager here but now in Syracuse office, made good on bonus offered to salesman under his regime. Three salesmen made quota and took present Manager Bill Hoffman along to Syracuse-Colgate game, at Denny's expense.

Bess Field, auditor, spent Thanksgiving with home folks in Jamestown, N. Y.

New program amplifier now in operation has greatly improved coverage.

Families of Phil Hoffman and Lansing Lindquist, program director, both from Iowa, ate turkey together.

Dick Bath, salesman and former sheriff of Alstead, N. H., nearly had to peddle time from behind bars in Keen, N. H., when he played good smaritan to a fellow huntsman by transporting the latter's deer in his car—and the game authorities had to be convinced.

**WGAR, Cleveland**

Jack Parr, former announcer at WCAE, Pittsburgh, and key announcer of the Michigan Network through WJIM, is the most recent program department addition here. Parr's addition gives WGAR two of the youngest regular announcers in the industry. Both Parr and Bob Kelley are 20 years old.

"News Comes to Life," sponsored by R. G. Dun Cigars (Detroit), is fed to WGAR in addition to WJR, Detroit. Headline news of the past week is dramatized in 30-minute program. Brace Beemer, Detroit, is the agency.

Franklin Lewis, sports editor, is handling all public address announcing at the Arena, new million dollar all-sports building just completed in Cleveland. Lewis also handles complete air accounts of International-American League Cleveland Barons' home games, an exclusive WGAR broadcast, seeking sponsorship.

**New WMT Headquarters  
Are Given Big Sendoff**

Cedar Rapids, Ia.—More than 8,000 persons visited the new offices and studios of WMT in the Paramount Theater building during the recent "Open House" week which marked opening of the new headquarters. Specially instructed guides, with regular station personnel assisting where needed, conducted the studio tours.

Event was preceded by heavy publicity campaign. Full page ads were taken in the Des Moines Sunday Register and the Cedar Rapids Tribune. In addition, every home in Cedar Rapids received copy of illustrated 12-page tabloid, describing new set-up, personnel, and station features.

New home is furnished throughout with latest in equipment. There are five studios, all of "floating" construction, two control rooms, eighteen offices, and a large lobby.

**UBC's Fast Work on Fire**

Cleveland—Fifteen minutes after St. Ann's Maternity Hospital burst into flames Friday, United Broadcasting Co. had its mobile unit on the scene with a special fire crew giving an air description of the blaze over WCLE. Engineers had to use 300 feet of lines to pipe Announcer Carl Mark's description to the mobile unit on the outskirts of the crowd.

**WATL, Atlanta**

Station broadcast a part of the Thornwell Orphanage Benefit Program. The WATL Scholarship Contest is now in the semi-final stage with the competition becoming keener. First three boys and girls receive prizes to be used towards their Freshman year tuition.

A new local sustaining show that has become a favorite with the young folks of Atlanta is the "Roll Up The Rugs" musical program.

**WRBL, Columbus, Ga.**

Jim W. Woodruff, Jr., manager, is making arrangements for an extensive telephone survey to cover certain hours for both day and night programs. Later on, personal visit survey will be made for the station by a prominent research organization. Results will then be correlated with a promotion piece to be issued telling of the findings.

**KJR, Seattle**

Dick Sharp, noted northwest boxing authority and assistant sports editor of Seattle *Post-Intelligencer*, has started a weekly series called "Between Rounds," sponsored by Pacific Outfitting Co. and handled by Ann Newman advertising agency. Sharp is a veteran fight announcer, well known to KJR-KOMO listeners.

**JIMMY ALDIN**

AND HIS ORCHESTRA

JUST COMPLETED

100 WEEKS ENGAGEMENT

BEN 6-4759

**WALT FRAMER**

Freelance originator of

RADIO SWAPS HEARD DAILY OVER WWSW

Pittsburgh, Pa.

## WLAW, Lawrence, Mass. Makes Debut Next Month

(Continued from Page 1)

house an auxiliary power plant to be used in emergencies.

Broadcasting studios will be located in the heart of the business district of Lawrence, directly across the city's main thoroughfare from the Eagle-Tribune's publishing plant. Included in the arrangement will be three individual studios, control room, reception room and executive offices.

One of the features of the studios will be a three manual Wurlitzer organ, the largest in any New England studio and constructed especially for radio broadcasting.

Opening of WLAW next month will mark the latest and one of the most important steps in the history of Hildreth & Rogers, whose newspapers, the Lawrence Daily Eagle established in 1868, and The Evening Tribune which made its debut in 1890, enjoy a combined public service extending 16 years beyond a century.

WLAW will be under the direction of the officers of Hildreth & Rogers, including Alexander H. Rogers, publisher; Irving E. Rogers, associate publisher; and George A. Mellen, secretary. David M. Kimel has been appointed advertising manager; Stanley N. Schultz is serving as program director, and George R. Luckey has already started duties as radio engineer. The national representatives of WLAW will be Weed & Company, New York. WLAW is a member of the Inter-City network.

## James Baldwin Hopeful Of Results at Havana

(Continued from Page 1)

yet. Most of the meetings are strictly secret, but the conference is expected to issue a formal report of proceedings prior to its final plenary session within the next several weeks.

## ONE MINUTE INTERVIEW

### PERCY WESTMORE

"Eventually television will have its own staff of makeup experts working hand in glove with the iconoscope cameramen. Too many people think of make-up solely as a corrective measure — to make noses look shorter or eyes bigger. As a matter of fact, we proceed in a very scientific manner to assist technicians themselves. The Hollywood make-up man uses the camera as a microscope and the motion picture screen as a slide on which to examine his work. He is not only interested in glamour but in helping to solve technical problems. He will serve television in a similar fashion, once the medium itself has reached the necessary degree of perfection."

## ☆ Coast-to-Coast ☆

**JACK STAPP**, of the CBS production department, was able to enjoy his Thanksgiving turkey, having returned to the job after coming out winner in a long battle with pneumonia.

*Lee Wiley is the guest vocal star on the current week's De Soto disk releases starring George Jessel, with Will Osborne's orchestra.*

The **Mojud Singer**, monthly magazine for employees of the Mock-Judson, Voehringer Co., Greensboro, N. C., in its November issue devoted a two-page spread to WBIG typical program listings, plus a feature article on the CBS "Brave New World" series.

*Kevin Foley, formerly on the WICC, Bridgeport, dramatic staff, is now connected with the New York University radio education school.*

Alice Hill has joined the cast of the CBS serial, "Jenny Peabody," with Karl Way, Marie Nelson and others.

*Jessica Dragonette's debut in the concert field in Philadelphia last week was something of a triumph for the popular soprano, according to notices she received in local papers.*

Genevieve Rowe, on starting of a new Sunday night WOR series with

Alfred Wallenstein, is being heard over the three major networks. Other two are "New York on Parade," NBC, and "Johnny Presents," CBS.

*"Adventures of Ace Williams," adventure series, has been added to the schedule at KGBX, Springfield, Mo., thrice weekly.*

**KIRO**, Seattle, is getting a good response to its "Meet the Editor" program. Speaker last Saturday was Chapin Collins, editor of Montezano Vidette.

*Bob Carter and Willie Rattner are doing the announcing for WMCA's airing of the Six-Day Bicycle Races which started yesterday in Madison Square Garden.*

Perry Mason, the lawyer-sleuth made popular in several books, serials and motion pictures, may soon perform some of his unusual feats of detection over the air, according to Allan M. Wilson, production director of Conquest Alliance Co.

*"Songs by George Griffin," heard on the NBC-Blue network exclusive of New York for over a year, has annexed the local station and will be heard on WJZ every Tuesday night at 7:30 beginning tomorrow. This gives Griffin three network shows weekly.*

## COLUMBUS

James E. Lowe has been promoted to chief engineer at WCOL.

Paul R. Glingher was appointed legislative representative for Ohio Ass'n of Broadcasters at the recent meeting, and will maintain permanent offices at 33 High St. J. H. Ryan, WSPD, Toledo, is new president of the association, succeeding John F. Patt, WGAR, Cleveland, who resigned.

Jo Moran, Radio Center's popular "hello girl," resigned to marry Bob Daniels.

Henrietta Brown, formerly of WBBM, Chicago, has joined the program department of WBNS.

Rose Kaye, "Society Editor of the Air," at WHKC, has switched to WBNS where she will carry on with the same program.

The Broad Street Presbyterian Church, recently remodeled, also installed a broadcast control room for the convenience of local stations.

A new partition just constructed at Radio Center, in the center of the entrance foyer, cuts off WCOL and WBNS into two separate units.

## Al Schaub Married

Detroit—Al Schaub, veteran engineer of WXYZ and Michigan Radio Network married this week to Miss Mary Zientek. Couple left for Northern Michigan honeymoon.

## KANSAS CITY

Arthur B. Church, president of KMBC, has been confined to his home this week because of illness.

Margaret Heckle, who collaborates with Neal Keehn in the writing and producing of KMBC's "Across The Breakfast Table," is visiting in Washington and New York.

C. E. Salzer, chief engineer at KXBY, has returned to the studios after an illness.

KXBY has installed a new Western Electric 110A program amplifier.

Frank Bailey of KXBY's accounting department has resigned to devote his time to orchestra work.

WHB has signed the Cochran School of Music for a 30-minute Sunday afternoon program featuring pupils of the school. Show is being produced by Norvell Slater.

Rose Ann Carr, soprano, has rejoined the WDAF vocal staff.

WDAF has inaugurated a quarter hour weekly program called "With the Poets," conducted by Ernest R. Brown, devoted to the works of local poets.

## Major's "Red Schoolhouse"

Colonel Jack Major, on his CBS program at 3 p.m. tomorrow, will do a "Little Red Schoolhouse," with Freddie Rich, Jack Shannon, Nan Wynne, Buddy Sheppard, Joe Sodja, Jean Roy, the Dalton Boys and John Allen Wolf heading the cast.

## Earnshaw Raps Radio For Leaning on Films

(Continued from Page 1)

cited the forthcoming RKO musical film, "Radio City Revels," which will use a dozen radio names.

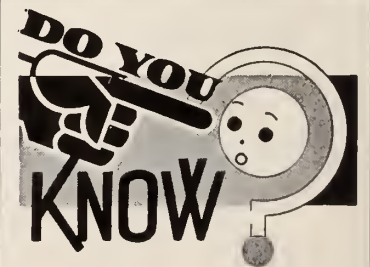
Radio sponsors and advertising agencies have gone completely berserk in their scramble for film names, said Earnshaw. "Movie producers have been taking it on the chin for a long time, and with remarkable patience, too, when you consider radio by its very nature is a competitor of the motion picture. Obviously you can't stay home and listen to your favorite film stars and go to the theater to see them at one and the same time. Therefore, it seems to me that now, if the picture people reach out and grab the whole radio business—lock, stock and barrel—their action would be not only natural but appropriate.

"In the beginning, and until the past few years, radio relied upon its own initiative. It found and trained writers and producers, developed actors, singers and directors; originated radio ideas, and studied advertising and merchandising. It felt a sense of responsibility to the merchant who used the air to sell goods and create good will. It had no history or precedents; it had to be a pioneer on an unbroken trail. It created or discovered a thousand new ways of educating, stimulating and entertaining the world in its living-room. In the past few years it seems to have lost its vision, courage, showmanship and salesmanship. It has become pathetically dependent on the stage and screen and concert platform. It is leaning on the motion picture. Perhaps instead of 'leaning' I should use the word 'tottering.'"

## Atlas Radio Sales Meet Is Under Way in Chicago

(Continued from Page 1)

from Hollywood, and Dave Davidson. Central zone is represented by L. Daniel Blank, central zone sales head, with Sam Halperin in from Minneapolis. Claude C. Ezell heads the group from Southern zone. Hal Norfleet coming in from Dallas. Western zone brings Ray Coffin from Los Angeles.



Five wives of the Horace Heidt Brigadiers are on the payroll. They fill jobs ranging from steno to vocalist.