



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 106

NEW YORK, N. Y., TUESDAY, NOVEMBER 30, 1937

FIVE CENTS

Radio Leadership Urged

Looking On AND LISTENING IN

CO-OP RESULTS

The New York Paramount Theater currently presents a typical and convincing instance of results that are possible when movies and theaters cooperate with radio instead of trying to fight it.

Frances Langford, in person, is the theater's star attraction, and the audience applause plus box-office receipts attest to her popularity—a popularity that was made via radio.

Some four years ago, Miss Langford went west to divide her time between radio and films—mostly radio.

She developed quickly, helping the drawing power of her films through her radio popularity, and now she re-visits Broadway at ten times the salary she received when here before—and the theater is glad to pay it.

Radio builds up personalities into box-office attractions for movies and theaters more than the movies and theaters make drawing cards for radio—and the reason is obvious.

Listeners only HEAR radio artists, and if they like the voice they'll have curiosity to see the entertainer in person, whereas in the theater they get both an eye-ful and an earful at the same time.

That is why popular radio stars have more value for movies and theaters than film or stage stars have for radio.

Accordingly, radio can do other branches of show business a lot of good if it gets cooperation instead of opposition.

And in case it needs pointing out, the very successful engagement of Miss Langford at the Paramount also illustrates the wisdom of letting the public have an occasional look at some of its favorites in person.

It is good for the fans, good for the artists and good for business.—D. C. G.

WESTINGHOUSE SEEKING 2 MORE 50,000-WATTS

Westinghouse Electric & Manufacturing Co., which already has two 50,000-watt stations, KDKA in Pittsburgh and WBZ in Boston, has applied to the FCC for permission to increase power of WOWO, Fort Wayne, Ind., and KYW, Philadelphia, to 50,000 watts. Both are now 10,000-watters.

Other stations owned and operated by Westinghouse include WBZA, Springfield, Mass., 1,000-watter synchronized with WBZ, and WGL, Fort Wayne, 100 watts. Company also has two short wave transmitters.

Short Wave Patent Suit Is Filed Against RCA

Wilmington, Del.—Mrs. Reginald A. Fessenden, widow of the one-time chief chemist of Edison's laboratory, has filed suit in U. S. District Court here against RCA charging infringement of patents developed by her husband involving short wave radio

(Continued on Page 2)

CBS Board Acts Today On Dividend and Bonus

CBS board of directors will meet this afternoon to declare a special dividend. William S. Paley, CBS president, is scheduled to return from Chicago today in time to attend the meeting.

It is possible that the directors

(Continued on Page 2)

Majority of Auto Firms Continuing Radio Shows

KWKH-KTBS Spot Biz Sets New High Record

Shreveport, La.—Spot advertising volume on KWKH and KTBS topped all previous records during October and the first half of November, station management reports. Simultaneously, this territory has received new stimulus in the discovery of a new oil area in South Arkansas and increased construction in Shreveport.

KWKH's two-hour Saturday night

(Continued on Page 3)

Educational Parley Tells Broadcasters to Raise Program Quality—Paley Stresses Non-Partisanship

CBS Extends Time

CBS, effective immediately, will extend its daily broadcasting schedule 45 minutes. Network will now be on the air 6:45 a.m.-1 a.m.

MUSTEROLE RECORDINGS GOING ON 24 STATIONS

Musterole on Dec. 13 will place recordings of the Carson Robinson and his Buckaroos-Mutual show on 24 south and mid-west stations. Quarter-hour disks made by WOR

(Continued on Page 2)

Revive So. Calif. Ass'n With Leo Tyson as Head

West Coast Bureau, RADIO DAILY
Los Angeles—The practically defunct Southern California Ass'n of Broadcasters has been revived and rejuvenated by the incorporation of

(Continued on Page 2)

Pond's Returning to Air

Pond's is understood to be preparing to return to the air in January with a half-hour script show to be written by Agnes Ridgeway. J. Walter Thompson Co. has the account.

Chicago—The radio industry must begin providing its own leaders to save itself from the blight of incompetency and inefficiency, declared Merrill Denison, author-critic and spokesman for the 86,000,000 radio listeners, in addressing yesterday's opening session of the National Conference on Educational Broadcasting at the Drake Hotel. The listening public wants the industry to quit blaming dialers for low quality airfare and to start a search for crea-

(Continued on Page 3)

AFM GRANTS EXTENSION ON DEADLINE FOR STRIKE

American Federation of Musicians has granted the IRNA a four-day extension of the strike deadline to Dec. 5, at the request of Samuel R. Rosenbaum of WFIL, chairman of the Special Advisory Committee of the IRNA. Rosenbaum as well as AFM locals have advised Pres. Jos. N. Weber of the AFM that considerable activity is prevalent on the contracts to be signed between the

(Continued on Page 6)

A. E. Mickel to Manage New Station in Winona

Winona, Minn.—A. E. Mickel, who has been manager of KFJB, Marshalltown, Ia., the past four years, will manage the new local station, KWNO, which goes on the air about Jan. 1.

Statues Talk

Milwaukee—As an outgrowth of the "Charlie McCarthy" popularity, WTMJ has launched a semi-educational series in which the city's famous statues are made to talk. Bob Heiss is taking his "Around the Town" short wave truck to various monuments, where he "interviews" the illustrious personages of another era.

News To Theater

Kansas City—Radio news flashes of local happenings will be piped four times daily by KCMO into the Newman Theater, to be broadcast via loudspeaker in conjunction with running of the regular screen newsreel, starting Dec. 6. A special trailer of KCMO news editor Tom Kelly will accompany the broadcast. Bob Levy, KCMO program director, made the tieup.

Of the 13 shows on the national networks, only two shows to date have indicated that they will cancel because of the recent slump in the automotive field. The CBS-Chevrolet and the NBC-Blue General Motors Symphony programs are the two shows which are cancelled. Former terminates Dec. 19, the latter Dec. 26. A RADIO DAILY survey of the agencies handling the other automobile radio accounts follows:

Packard, according to Young & Rubicam, plans to continue the NBC

(Continued on Page 3)



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FINANCIAL (Monday, Nov. 29)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS A, CBS B, Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd, Stewart Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists Hazeltine Corp., Majestic.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists Stromberg Carlson.

CBS Board Acts Today On Dividend and Bonus

(Continued from Page 1)

will also discuss the possibility of a Christmas bonus for employees. For the past two years a week's pay has been given all employees who have been with the company a year. CBS has no established policy on the bonus, but in view of the record earnings this year it is very possible that the directors may sanction a Christmas check for the staff.

NFA Radio Newsfeatures. Available to only one radio station in each city. Details on Request. Represented exclusively by Stephen Slesinger, Inc. 250 Park Avenue New York

Musterole Recordings Going on 24 Stations

(Continued from Page 1)

transcription department will be aired three times weekly in daytime spots.

Stations on the list are WHAM, WSOC, WJAX, WSB, WHAS, WSM, WMC, WTMJ, WEBC, WWL, WFAA, KVOO, KPRC, KSL, WFBM, WOAI, WWVA, KWKH, WDRC, WIBA, WGY, WMBD, WPTF and WIS. WOR started to make the disks yesterday. Erwin, Wasey & Co. has the account.

Short Wave Patent Suit Is Filed Against RCA

(Continued from Page 1)

transmission. Mrs. Fessenden alleges that her husband was the first man to show the radio industry that short radio waves could be used successfully for long distance. Three patents are involved in the complaint, which is before Judge John P. Niels, and it is claimed the patents had been valued by RCA and a group of other organizations at \$1,500,000 in 1924.

Broadcast from KTFI Tower

Twin Falls, Idaho—To bring to its southern Idaho radio audience details of its expansion now under way, KTFI recently staged a novel remote broadcast from atop its new 437-foot vertical self-supporting radiator located four miles west of here. Franklyn Cox, chief technician, did the announcing from the top of the tower, interviewing the steel workers while they tightened up the last bolts. Jay Spracher, chief announcer, was at the studio end in a two-way conversation between tower and studio, all of which was aired.

KSTP News Dept. on Wheels

St. Paul—In order to put its news department "on wheels" and make complete on-the-scene coverage of news events and news features possible throughout the metropolitan area of Minneapolis and St. Paul, KSTP has installed two more receiving locations and will put in at least two more for its mobile short-wave unit and pack transmitter.

Station is equipped for almost instantaneous coverage of spot news events of major calibre. Unit, in operation now for several years, is the only one in the area.

Les Tremayne in Hospital

Chicago—Les Tremayne, "First Nighter" leading man, is in Passavant Hospital with a gunshot wound in his left hand, the result of a target practice accident Sunday. He may be out of next Friday's broadcast.

NEW YORK'S FASTEST GROWING STATION. WQXR. INTERSTATE BROADCASTING CO. 730 Fifth Ave., New York

Revive So. Calif. Ass'n With Leo Tyson as Head

(Continued from Page 1)

Southern California Broadcasters Ass'n as a non-profit corporation with Leo B. Tyson, general manager of KMPC, Beverly Hills, as president; Lawrence McDowell, commercial manager of KFOX, Long Beach as vice-president; Calvin Smith, manager of KFAC, Los Angeles, as secretary-treasurer, and member stations, owners and managers on the directorate. Original parent organization was formed in 1928 and Tyson promises that the new organization will aggressively function in future in full cooperation with Northern California and National associations.

Lineup for Lucky Strike

West Coast Bureau, RADIO DAILY

Los Angeles—On Lucky Strike's "Hit Parade" tomorrow night, Dick Powell will officially announce the forthcoming Warner-Lucky Strike "Your Hollywood Parade" and the cast for the initialer on Dec. 8. Definitely set for this date are: Bette Davis, Olivia DeHaviland, Patrick Knowles, Basil Rathbone and Eric Stanley in a tabloid dramatization of "It's Love I'm After," and Gary Cooper in a specially prepared bit. Regulars in the cast include: Rufe Davis, Rosemary Lane, the Dudley Chambers choir, the Lucky Seven choral group, and, of course, Dick Powell as emcee, and Leo Forbstein's orchestra. Tom McAvity, Lord & Thomas production chief here, got final okay on set-up and cast from sponsor and agency heads in the East yesterday.

"Good Will" Twice Weekly

WMCA's "Good Will Hour", sponsored by Macfadden Publications for True Story Magazine, is now being heard twice weekly, Sundays and Tuesdays. WMCA has been feeding the show to ten other stations, including three Mutual outlets taking half of the show, on Sundays at 10-11 p.m. WORK, which has been using recordings of the show on Tuesdays, will pick up the original show starting next Sunday. WDEL continues recordings at 8:30-9:30 p.m. on Tuesdays.

Changes in Arden Show

Felix Knight, tenor, and Lyle Van, announcer, have been signed for the Elizabeth Arden show on the NBC-Blue, Wednesdays, 8:8:30 p.m., effective tomorrow.

Understood the show, which has Eddy Duchin's orchestra, will sign off Dec. 22, which is the end of the first 13-week cycle.

Order Trial of RCA Suit

Suit filed by Abram J. Engleman against RCA Victor, RCA Communications, RCA Radiotron and E. T. Cunningham Tubes Inc. for alleged share of profits in the sale of equipment suggested by plaintiff, was ordered to trial yesterday when Federal Judge John Knox denied defendants' motion for a dismissal. Plaintiff is asking \$250,000.

COMING and GOING

EARL J. GLADE, managing director of KSL, Salt Lake City, and EUGENE PACK, the station's chief engineer, are in New York for a few days.

TED ALLEN, of WCHS, Charleston, W. Va., has arrived in town and will remain for a couple of weeks.

JACK ALICOATE, publisher of RADIO DAILY, is back from a Florida jaunt.

PURNELL GOULD, commercial manager of WFBR, Baltimore, is in New York for business conferences with Edward Petry & Co., station reps.

ALICE KING of the King Sisters, recently of Horace Heidt programs, has arrived in California after a stop-over in Salt Lake City.

TOM REVERE, radio head of Benton & Bowles agency, gets in New York this week from the Coast, followed by CHESTER McCracken, business manager of the Los Angeles office.

JACK LAVIN returned yesterday from the Coast, where he spent the past two weeks on business.

JOS. N. WEBER, president of the AFM, leaves Thursday for Washington to attend an AFL conference and thence to Tampa for several days on additional business.

BILL HAWORTH is back after four-day business trip to Philadelphia, where he handled opening of Jimmy Melton at Earle Theater.

JOHN CHARLES THOMAS flies to Hollywood on Friday night and will appear as guest on Vick's Open House Sunday night.

HARRY ELLIOTT, CBS San Francisco publicity representative, is in New York.

JUDGE KENDALL, radio attorney for a number of stations, is a New York visitor.

GERALD WHITE, commercial manager of WGCI, Scranton, is doing a little contact work around town.

Atlas Operation Methods Disclosed at Chicago Meet

Chicago—Branch operation methods of Atlas Radio Corp., producers and distributors of transcription shows, were disclosed yesterday by Herbert J. Ebenstein, president, at the first annual sales meeting of the company.

Pressings of the productions released by Atlas will be delivered from and collected by each branch, and each branch will be a complete and independent unit of service to station within its territory. Field organization will be controlled from the New York home office, where sales management, exploitation, service and other departments are located.

Bulleitt WAIM Program Chief

Anderson, S. C.—James Bulleitt has been made program director of WAIM, replacing Graeme Fletcher. Wilton E. Hall is station owner.

Another Way to Tell the KVOO Story!

KVOO, Tulsa, is the most powerful station between St. Louis, Dallas and Denver, covering the heart of the Triangle. More population, more radio sets and more spendable income than any other Oklahoma station! 25,000 watts. N.B.C. Edward Petry and Co., Rep.

RADIO LEADERSHIP URGED AT EDUCATIONAL PARLEY

(Continued from Page 1)

five minds to improve it, Denison said. Of 17,000 daily programs, 75 per cent are regarded by listeners as tripe and only two dozen daily done as well as they should be.

Improvement would not be accomplished by eliminating advertising, Denison declared, as that would only eliminate the best performers. What is needed, he said, is better writers, producers and performers with adequate pay instead of the present dime a dozen type.

William S. Paley, CBS president, pointing out that the power of the radio has caused all sorts of persons to want to use it for all sorts of purposes, declared that "broadcasting as an instrument of American democracy must forever be wholly, honestly and militantly non-partisan, not only in politics but in the whole realm of arguable social ideas."

"We must never have an editorial page, we must never seek to maintain views of our own, on any public question except broadcasting itself," said Paley. He defined freedom of the air as the right of a speaker to express any views he may hold on any question of general interest, regardless of how the station operator feels on the subject, so long as the speaker is not libelous, indecent, provocative of religious or social hatred.

Dr. Harry Woodburn Chase, chancellor of New York University, defended the American system and opposed movements to get the government into broadcasting. He said it is just as important to preserve freedom of the air as freedom of the press and universities, and that radio must resist all efforts to regiment it.

George F. Zook, president of American Council on Education, presided. Prof. Lyman Bryson of Columbia led group discussions. Monday night speakers included Lambdin Kay of WSB-WAGA, Atlanta; Dr. Walter Dill Scott, Northwestern University; Prof. T. V. Smith, University of Illinois; Philip L. Barbour, short wave program expert, and others.

Barbour reported that listeners in other lands are tired of propaganda and welcome American broadcasts when they can understand them.

More than 350 are attending the parley, which runs through tomorrow.

Fred McGhee at KBTM

Jonesboro, Ark.—Fred McGhee, formerly at KWTO, Springfield, Mo., has joined KBTM here in charge of local news department.

NEW PROGRAMS—IDEAS

Vocations for Women

KNOW, Austin, has inaugurated new series, under auspices of the Altrusa Club, discussing occupational opportunities for women. Arrangements have been made with Austin public schools, municipal library and the University of Texas dept. of education, for special facilities to enable school children, teachers, and other interested persons to hear the broadcasts. Printed copies of the talks also will be available. Program was originated by Carolyn Lane, creator of station's "Meet the Lady" airings.

Unscientific "Science"

Scorning the extravagant apparatus employed by meteorological experts and no doubt most of their rules, a street car motorman has taken to the airwaves with a series of weather predictions almost as accurate as they are unorthodox. He throws in a little astrology also, and a bit of harmonica. Program airs over

KWKH-KTBS Spot Biz Sets New High Record

(Continued from Page 1)

dance program has been bought by Gulf Brewing Co. (Grand Prize Beer) through Rogers-Gano Advertising Agency, Houston. Ted Andrews is emcee of the show.

Bulova has increased from one to five time signals daily on KWKH, and other national business includes Buick, Baume Bengue, Chevrolet, Hudson, Camay soap, Quaker Oats, Plymouth, Monarch Foods, P. & G. Naphtha soap, Musterole, Chilean Nitrate, Chesebrough, Colgate-Palmolive-Peet, Pet Milk, Gardner Nursery and Old Golds.

KTBS has Chevrolet, Plymouth, P. & G. Naphtha, Gruen, National Ice, Maxwell House Coffee, Brown & Williamson and other accounts.

Series on Foreign Lands Is Inaugurated by WHTT

Hartford, Conn.—An unusual and timely program was started over WHTT on Sunday when station aired the first in a series of 12 interviews with foreign students or instructors at the Hartford Seminary Foundation. The half-hour broadcasts will present informative pictures of China, Japan, Manchuokuo, Africa, Near East, Tunis, Egyptian Sudan, Ukraine, Dutch East Indies, India and Philippines.

WMBQ, Memphis, and is attracting considerable interest. Burlesque slant is heightened by building pseudo-rivalry between the motorman, Coston F. Whitaker, and F. W. Brist, official meteorologist. In special morning feature, supplementing the Whitaker airing, the predictions of both are put on the airwaves, giving listeners a chance to choose and check for themselves.

"Little Theater" Playlets

Two sponsors are now reported angling for weekly half-hour playlets, written and produced by members of the "Little Theater of the Air," WROK, Rockford, Ill. Miss Kaye Kreamer of the station's staff directs, and is the only "outsider."

"Meat Market of the Air"

WIND, Chicago, has new commercial, sponsored by the Butcher's Bulletin and featuring tips and interviews on meat buying.

Radio Exports Rise

Washington Bureau, RADIO DAILY
Washington—Exports of radio apparatus for the first ten months of this year totaled \$26,920,000, compared to \$22,717,000 in the corresponding period of 1936, the Department of Commerce revealed yesterday.

MAJORITY OF AUTO FIRMS CONTINUING RADIO SHOWS

(Continued from Page 1)

hour show as scheduled. Walter O'Keefe has already been signed to join the show in January.

Pontiac's agency, MacManus, John & Adams, Detroit, declared that modifications of the Pontiac general budget were under consideration but that no decision had been reached. Pontiac has shows on NBC and CBS.

Ford apparently will continue both the Sunday Evening Hour and the Al Pearce CBS programs, though trade gossip insists the Sunday program will be cancelled. Pearce has been re-signed for another year and a new 13-week contract effective Jan. 2 has been signed with CBS for the Tuesday half-hour spot.

Hudson "Hobby Lobby" will continue on CBS. Agency, Brook, Smith & French, says plans already are being made for 1938.

Chrysler will have to stay on the air. Major Bowes has a 52-week non-cancellable contract with Chrysler which makes it cheaper to keep the show on the air. Program is an hour show on CBS. Ruthrauff & Ryan has the account.

Nash has renewed "Prof. Quiz" on CBS. Inquiry of Nash's advertising agents, Geyer, Cornell & Newell, brought the response that they had no plans for suspending the show.

RADIO'S GREATEST ONE-MAN SHOW

TUNE IN
WOR
Monday to Friday
4:30-4:45
EST



MUTUAL
NETWORK
6-6:15
EST

JIMMY SCRIBNER AND HIS "JOHNSON FAMILY"

Jimmy Scribner writes his own script, does all the twenty-two characters including male and female, and supervises the entire production including sound effects.

WILSON, POWELL and HAYWARD
JAS. V. PEPPE, Gen. Mgr.

444 Madison Avenue New York City
ARTISTS' REPRESENTATIVES — RADIO PRODUCERS

COLONEL JACK MAJOR
"School Days"
Today 3-3:30 p.m. EST
WABC-CBS Network
The Colonel From Kentucky

DOES YOUR "MAN ON THE STREET" quizzer need something to pep up his broadcast? 50 different questions each week cost you only \$1—exclusively in your territory. Audition gladly sent.
KARL ZOMAR SCRIPT SERVICE
P. O. BOX 150
SPRINGFIELD, MISSOURI

GUEST-ING

IAN HAY, author-playwright, on "As I See It," Dec. 7 (NBC-Blue, 4:20 p.m.).

JOE RINES, interviewed by Nellie Revell, Dec. 7 (NBC-Red, 5 p.m.).

FRANCES FARMER, on Jack Eigen's "Broadway Newsreel," tonight (WMCA, 6:45).

SHEILA BARRETT, on the "Magazine of the Air," Dec. 2 (CBS, 3:30 p.m.).

AL SHEAN, interviewed by Myra Kingsley, Dec. 8 (CBS, 11:30 a.m.).

NORMA TALMADGE, BEN BLUE and GEORGE RAFT, on 30 Minutes in Hollywood, Dec. 5 (MBS, 6 p.m.).

CLARK GABLE in "Detour to Love," on "Silver Theater," Dec. 5 (CBS, 5 p.m.).

New WQXR Series

A new vocal group including Arthur Filippi, tenor, Emile Renan, bass-baritone, and Sonia Essin, contralto, plus string ensemble, will be heard at 6-6:25 p.m. Monday through Friday during December over WQXR.

Other new series on the station include "String Classics," devoted to rare music, Sunday and Wednesday evenings; concerts of the N. Y. Women's Symphony Orchestra conducted by Antonia Brico, with first program to be heard at 8:45-10:30 p.m.; Paulina Ruvinska, pianist, Saturdays at 6-6:25 p.m.; Frances Shapiro, violinist, Fridays at 9:30-10 p.m., and daily programs of Christmas music during December.

Quick Work for KBTM

Jonesboro, Ark.—Though an order was placed in the usual manner by KBTM for installation of telephone lines for coverage of the annual Jonesboro-Paragould football game in Paragould on Thanksgiving, 45 minutes before start of game it developed that the telephone official to whom order was given had "forgotten" to order the lines set up. By fast work, a 400-yard line was put in within 20 minutes.

Herschel Williams to Speak

Herschel Williams of Ruthrauff & Ryan producing staff will address the Speech Club of Columbia University at 4 p.m. today on "Broadcasting Technique."

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
8	10	11	12
13	14	15	16
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

Greetings from Radio Daily

November 30

Larry Nixon

Frederick William Wile



● ● ● Jimmy Durante won't appear on "Town Hall" tomorrow nite as scheduled...Walt Disney will do a turn next month on Lux Radio Theater...Rose Marie Brancato repeats on the Jean Hersholt-CBS "Dr. Christian" show...Because the Warner Bros. show moves in on the "Hit Parade" schedule with Leo Reisman on NBC before his time, Reisman will follow Harry Salter on the CBS show until expiration of term, with Richard Himber set to follow...Maxine Sullivan gets the coveted vocal spot with the "Swing Session" at Loew's State Dec. 9. Shaw and Lee with Noble Sissle follow the week after...Judy Starr will return to her old haunts within two weeks...Paul Conlon has been set to write the scripts for Rufe Davis on the WB Lucky Strike sista...Frank Black's "mysterious" trip to the west coast last week was to complete negotiations for taking up the musical head-man's post at RKO...Phil Baker says Sam Goldwyn saw the rushes of "Goldwyn Follies" and yelled to send Charlie McCarthy in to him with the notation: "I want to talk with him!"

● ● ● At Leon & Eddie's Sunday yawning, where Eddie Dowling of the Shuberts, Sidney Piermont of Loew's and Monie Hellinger of Lord & Thomas were helping Teddy Powell celebrate and to view Eddie Davis and Iris Adrian in their howling satire of "Gone With the Wind," it remained for the sedate and aged W. C. Handy to tie up the proceedings with a trumpet solo of his "St. Louis Blues" ...Lou Martin's crew there, apt at picking up cues for guestars, have an organ with the outfit now...KVOR, Colorado Springs, celebrated its first anniversary under the management of the Out West Broadcasting Corp. last week with a staff show entitled "Suppressed Desires" using the welled-up ambitions of the help on the half-hour show...Show began with a serious talk by Hugh B. Terry, station manager. He was interrupted by Wauhillau La Hay, program director, who insisted that the show belonged to the staff—and from then on it did. Gilbert Hodges, newscaster, read poetry backed by "Twilight in Turkey" music. Leon Marshall, salesman, did a Crosby. Fred C. Mueller Jr., commercial manager, told of his life—20 years hence—and other zanies. Station was flooded with wires, letters and calls to repeat stunt more often.

● ● ● Leighton Noble succeeds Herbie Kay (Dot Lamour's spouse) into the Philly Arcadia on Thurs.—after only two weeks there...Week-end romance in our own backyard: Beulah (Boots) Oppenheim, the sweet voice you hear when calling RADIO DAILY, was engaged to Charles Edward Gettleman, who has a mink farm in Jersey. She quits this week to wed during Xmas. We know plenty of guys who'll stop calling US now.

● ● ● Telling Santa Claus what to say, when to say it and how to say it became the job of staffmen at KSTP, St. Paul, last week when the station was picked to broadcast and emcee the arrival of Santa Claus, carried out there each year by a leading dept. store as a civic event...While carpenters, electricians, tile setters and plumbers pound, drill and hammer behind false partitions during the process of building new studios and remodeling the WJBK (Detroit) lay-out, announcers there must talk above the rebuilding noises... Jimmy Hendrix, announcer at WCOA, Pensacola, has a fan in Ohio who is bedridden with tuberculosis. She wrote requesting a song from Jimmy, saying she always listened to him because she can't go to sleep early. Jimmy not only did her request, but, with station manager Henry Wells and staff, got up a collection for oranges which they sent the girl.

AGENCIES

A. M. BUSCHAGEN has been named manager of the National Classified Advertising Agency, Youngstown, to succeed Leo J. Nurbrock, who resigned effective Dec. 1, to accept an executive position with the Pittsburgh Institute of Aeronautics. Buschagen has been treasurer and secretary of the agency since it was formed over three years ago.

BURNS LEE, publicity head of the Benton & Bowles office, Los Angeles, is taking a belated two weeks vacation at Palm Springs. Pat Patterson, assistant, is sitting in the swivel chair during Lee's absence.

THE GILLHAM CO., Salt Lake City advertising agency, is releasing the Mertens and Price "American Kitchen" series in inter-mountain territory for the American Packing and Provision Co., Ogden, Utah. Program is a transcribed version of KFI's "California Kitchen," featuring Agnes White, nationally-known home economics expert, as "Martha Lane."

CLARENCE ANDERS of the N. W. Ayer agency in Philadelphia has resigned as of Dec. 11. Arthur G. White has been named to executive position in the Ayer Toronto office. White was formerly with McConnell, Baxter & Eastman agency.

JOHN BENSON, president of American Association of Advertisers, will address the Poor Richard Advertising Club, Philadelphia, Dec. 7, followed by William A. Thompson, director of the Bureau of Advertising.

WILLIAM ESTY & CO. INC. is handling the account of the Tea Bureau, which is currently conducting a "Turn to Tea" sales week in various types of publications.

WALKER & DOWNING INC., Pittsburgh, will place the advertising for American Fruit Growers Inc., producers of Blue Goose fruits and vegetables.

SCHWIMMER & SCOTT, Chicago, has been appointed by Lea & Perrins Inc. to direct its advertising.

MAURICE NEEDHAM, prexy of Needham, Louis & Brorby, Chicago, and of western council of AAAA, went to Minneapolis over Thanksgiving weekend.

TOM REVERE, Benton & Bowles radio head, and Chester McCracken, business manager in the Los Angeles office, have headed for New York. McCracken's former duties will be assumed by William Baker and Betty Buckler, production assistant.

Annuities Have Saved Many a Headliner From Being a Breadliner

Jules Hanberg
—INSURANCE—
JOHN 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK

PROGRAM REVIEWS

"EARACHES OF 1938"

Sustaining

WABC-CBS, Sundays, 8:30-9 p.m.
PROGRAM OFF TO WEAK START DUE TO NEED FOR GOOD COMEDIAN.

The new Harry Conn show, offered by CBS in an effort to pull some of the listening power of the Chase & Sanborn Hour to that web, made a poor showing in its initial airing last Sunday. Conn is one of the best gag writers in the business, but he assumed too much when he tried to also be the show's star comedian. Though some of his lines were excellent, others not so good failed to register at all, due to poor delivery.

Program, a musical variety, has a slim thread of story interwoven, but is essentially written for a good comedian. Musical end of the performance is handled by Mark Warnow, who gave his usual fine performance despite the fact that there was poor balance when program came over the air. This, however, was the fault of the production man, and not Warnow. In the vocal end, Barry Wood didn't get a fair chance in the setup. Beatrice Kay was good in vocal and comedy business; also Billy Jones, a comedian on the Judge Hugo Straight order. Bert Parks was announcer.

All-in-all, program is in need of plenty of work.

"MARTHA AND HAL"

Humphrey Co. (home remedies)
WOR-Mutual, Sundays, 11-11:15 a.m.
Biow Co.

PLEASING QUARTER-HOUR OF MUSICAL BITS AND CHATTER.

Martha and Hal, who have been doing their cheery chatter and vocalizing as a team for sometime past, have the support of Andy Sanella and his orchestra in this new series. Pattern of the program is much the same as the gay and informal stuff dispensed in the past by Martha and Hal, with Sanella adding a good deal to the entertainment in the musical end, including some of his excellent guitar playing.

"Do You Want to be an Actor?"

Haven MacQuarrie's show which succeeded "Good Will Court" under Chase & Sanborn sponsorship last year, and which then gave way to the present Sunday C. & S. series, returned to the ether Sunday night via WEA-F-NBC-Red at 10:30-11 p.m. as a sustaining program from New York, giving a half hour presentation in place of its hour predecessor. The same formula, that of rehearsing young folks in short sketches, aided and abetted by MacQuarrie's tomfoolery via a quick tongue, and then having the applicants perform the

LUCILLE & LANNY

LINWOOD GREY

"2 voices and a pianny"

Six NBC Television Broadcasts this week
Arrangements by Lanny Grey
Management NBC Artists Service

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

Nov. 29: W. H. Hartman Co., Waterloo, Ia. CP for new station. 1400 kc., 500 watts, daytime.

WSJS, Winston-Salem, N. C. CP to change frequency and increase power to 900 kc., 1 KW., 5 KW. LS., unlimited.

Nov. 30: Arlington Radio Service, Inc., Arlington, Va. 1140 kc., 1 KW., daytime.

Dec. 2: Food Terminal Broadcasting Co., Cleveland, CP for new station. 1500 kc., 100 watts, daytime.

WBOW, Terre Haut, Ind. CP to change frequency and increase power to 1290 kc., 500 watts, 1 KW. LS., unlimited.

Glenn E. Webster, Decatur, Ill. CP for new station. 1290 kc., 250 watts, daytime.

WSPA, Spartanburg, S. C. CP to change frequency and increase power to 880 kc., 5 KW., daytime.

John C. Hughes, Phenix City, Ala. CP

sketch without interruptions, was employed in the shorter version.

The performers were all New Yorkers, this being the only varying point from the old show. However, cut to a half hour, program moves faster and permits relaxation for both performer and audience.

Ed Herlihy handled the announcements which introduced and concluded the show, plus MacQuarrie's invite to listeners throughout the vicinity of New York to participate in the program.

"Epic of America"

Dr. James Truslow Adams some time ago granted the radio rights to "Epic of America" to the Federal Radio Theater and last Sunday the series was started on WOR-Mutual.

Premiere covered the period when America was first being settled by white man. Majority of half-hour was devoted to the story of the Pilgrims sailing from Holland on the Mayflower and landing at Cape Cod. Miles Standish and Master Carver were alive once again.

Whole program was well cast and the script was paced nicely. History without a doubt adapts itself most readily to radio dramatizations.

Program is a natural for grammar school children and it is a mistake to place the program opposite the "Charlie McCarthy" hour, another favorite with the kids.

American Legion Women's Auxiliary is sponsoring a contest in conjunction with the program.

Linton Wells

In his solo quarter-hour last Saturday at 8:30-8:45 pm. over NBC-Blue, Commentator Linton Wells gave a graphic and highly interesting account of restrictions and suppressions practiced on foreign newspaper correspondents by dictatorial nations abroad. The proscription applies even to radio in some countries, which carefully plan programs and propaganda fed to the populace, who are told only what the dictator wants them to hear, Wells declared. His expose of the censorship tactics were very illuminating.

Sunday, on the "Magic Key of RCA," Wells did a two-way talk with Jack O'Brine, correspondent of the N. Y. Herald Tribune, on conditions in Cuba. O'Brine gave a pleasant report about the island.

for new station. 1310 kc., 100 watts, daytime.

Dec. 3: Young People's Assn. for the Propagation of the Gospel, Philadelphia. CP for new station. 1220 kc., 1 KW., unlimited.

Cumberland Broadcasting Co., Fayetteville, N. C. CP for new station. 1340 kc., 250 watts, daytime.

Sherman V. Coultas, Milton Edge, Hobart Stephenson, Jacksonville, Ill. CP for new station. 1310 kc., 100 watts, unlimited.

APPLICATIONS RECEIVED

Star-Times Publishing Co., St. Louis. CP for new facsimile station. 31600, 35600, 38600, 41000 kc., 100 watts.

EXAMINER'S REPORT

Smith & Mace, Saranac Lake, N. Y. CP for new station. 1290 kc., 100 watts, daytime, be granted.

"Golden Age of Song"

Voices of scores of the greatest operatic and concert stars of the past 50 years, many of whom have passed on, are being brought to the mike via a valued phonograph record collection by WBNX on Sunday at 11:30-12 midnight. Collection and biographical data, anecdotes, etc., belong to Edward Hill, actor, who acts as narrator on the show. Initial program included Caruso, Tetrizzini, Schumann-Heink, McCormack and others.

"Golden Age of Song" as put forth by Hill is 1880-1910. During the latter part of this period, many of the singers, now dead or in retirement, were considered at their best. As announced by WBNX, there is no ulterior motives or "stunt" proposition in back of the broadcasts, beyond the fact that most present day listeners are being given an opportunity to hear for the first time, or once again, authoritative performances without the trick and modern arrangements so prevalent now. Program makes for fine entertainment.

"On a Sunday Afternoon"

New Mutual full-hour musical show, originating at WGN, made its debut over WOR last Sunday at 3-4 p.m. and proved to be fast moving with good audience appeal. Program is staged and under the direction of Harold Stokes, who has the faculty of concocting a well-rounded musical offering that appeals to all types of listeners.

Jess Kirkpatrick is a smooth emcee and works easily with the rest of the cast, which includes Arthur Wright, tenor; Edna O'Dell, contralto; Three Graces; a quartet called Three Men and a Maid and a glee club. All told cast numbers approximately 70 persons, but there is no confusion or unnecessary motion.

One portion of the show, entitled "Opportunity Knocks," features guest stars recruited from professional

School of RADIO TECHNIQUE

America's distinguished school of broadcasting for singers, actors, writers, speakers, announcers. Western Electric Recordings in our studios . . . programs taken off the air. George Marshall Durante, Dir. R.K.O. Bldg., Radio City, New York

ORCHESTRAS MUSIC

ERNO RAPEE will conduct the Radio City Music Hall Symphony Orchestra in a gala radio celebration in honor of Jean Sibelius' 72nd birthday next Sunday at 12:30 p.m. over NBC-Blue.

Vincent Lopez, playing at the Stanley Theater, Pittsburgh, was special guest of Evelyn Gardiner on her KDKA "Home Forum" yesterday.

Wayne King and Bert Bivens, his sax player, have pitched up the new tune "Just Josephine."

Isham Jones, one of the first composers to turn maestro, gave a musical salute to Jerry Livingston, youngest and latest composer to become a band leader, by introducing Jerry's new tune, "Sweet Stranger."

Horace Heidt and his Brigadiers have just recorded, for Brunswick, Nick Kenny's latest song success, "There's a Gold Mine in the Sky", and "Rosalie" from the forthcoming movie of the same name. "Rosalie" features the voices of Lysbeth Hughes, Larry Cotton, Bob McCoy and the entire vocal ensemble.

Victor Lombardo of the Lombardo band is the father of a boy, born Sunday at Doctors' Hospital. This is the second child, both boys.

ranks of show people. First guests were actors, and presented a short one-act play. Program is a welcome newcomer to regular Sunday fare.

"Ave Maria Hour"

Though the new setup of the "Ave Maria Hour", heard Sundays at 6:30 p.m. via WMCA, is not as elaborate as the recent productions, program continues to have a certain inspirational quality. Last Sunday a new policy of dramatizing lives of major biblical prophets was started, with Isaiah as the first. Cast was good, with James Kirkwood, veteran stage and screen star, heading the group.

Starting next week, broadcasts will originate in the WMCA studios, instead of St. Christopher's Inn at Garrison.

ASK BURT SQUIRE

About the MOHAWK VALLEY BROADCASTING SYSTEM which, with New York City, has in its primary coverage area

3,406,700 radio equipped homes.

Select your own New York station.

Call PLaza 5-3269

KANSAS CITY

A. F. Schliecker, KCMO sales manager, has added Jack Neal to the sales staff to replace Jimmie Johnson, resigned.

Marjorie Jean Turner, WHB vocalist, is now Mrs. Bruce Parker Hull. She will continue radio work.

Les Jarvies and Dick Smith, WHB announcers, were signed by local Oldsmobile distributors to handle their exhibit at the auto show.

Larry Sherwood, KCMO manager, back from Pittsburgh, Kan., where he assisted the KOAM program department.

Hazel Hopkins, WDAF continuity writer and producer of several programs, back from two-week visit in Chicago.

Leonard Brann, KCKN chief engineer, was recruited for mike duty to describe the mechanical features of new cars at the auto show.

KWK, St. Louis

Martin Bowin has been in Cleveland for a week as star witness in an auto accident that happened a year ago.

Bill Cook is now reading funnies to the kiddies on Sundays.

Station will broadcast a program of old melodramas from the Showboat Golden Rod over Mutual network on Thursday, but will not air it locally. Harry Owens of special events department is handling.

"Candid Camera of Radio" is to get a feminine touch with Allen Anthony assisting Meredith Mason.

Ray Schmidt is back on the air after a week's rest at Excelsior Springs.

WTMV, East St. Louis

Irene Miller, staff actress, is back on the job after becoming Mrs. Myron Atwood.

Wedding bells also are in the offing for Belva Altman, hello girl, who has resigned to go to Texas.

William H. West, g.m., and Thomas R. MacLean, chief engineer, are back from Atchison, Kan., where they acted as pallbearers for the late Fred Liggett, chief engineer.

KALE Rackets Expose

Portland, Ore.—Weekly broadcast each Wednesday evening over KALE by Portland Better Business Bureau, warning business men and housewives of latest "rackets" being worked in the city, is estimated to be saving citizens thousands of dollars annually. Program has been highly lauded here.

Bright News on WWJ

Detroit—"The Brighter Side of the News" is a new 15-minute Sunday program of unusual happenings started this week on WWJ. C. C. Bradner, newscaster well known for his humorous style, is featured, with China Kiln as sponsor. Food Advertising Inc. is the agency.

More Stations for Devine

WHBI, Newark, and WFOR, Hattiesburg, Miss., have been added to the stations being represented by J. J. Devine & Associates. Another recent addition was WMAZ, Macon.

NEW BUSINESS

WOR: De Forest Training, ETs, through Presba, Fellers & Presba; International Vitamin Corp. (I.V.C. Pearls), "Uncle Don" and announcements, through Bisberne Advertising Co.; Ironized Yeast, through Ruthrauff & Ryan.

WNEW: Consolidated Drug Trade Products, "Make Believe Ballroom", through the McCord Co.

CKTB, St. Catharines, Ont.: Robin Hood Milling Co., "Magic Island," programs; Maple Leaf Milling Co., "The Plainsman," programs; Wells Garage & Motor Co. (General Motors agents), wrestling matches.

WMCA: First Federal Savings and Loan Ass'n, announcements, through Grant, Wadsworth and Casimir.

WHO, Des Moines: Morton Salt Co., "Musical Clock," through Wade Advertising Agency; Horse & Mule Ass'n of America, announcements, through Rogers & Smith; Union Pacific Railroad, through The Caples Co.; Earl Ferris Nursery, through Lessing Advertising Co.; Pfaff Baking Co., news, through R. J. Potts & Co.; Idaho Fruit & Vegetable Advertising Commission, announcements, through Botsford, Constantine & Gardner.

AFM Grants Extension On Deadline for Strike

(Continued from Page 1)

locals and affiliates in the respective jurisdictions, but due to the short time allotted and the numerous details to be ironed out no contracts have been placed in escrow as yet. It is expected, however, that between now and Dec. 5 an appreciable number of contracts will be forwarded to both the AFM by the locals and to Ernst & Ernst, accountants for IRNA.

Contracts are scheduled to be definitely signed today between AFM and the key stations of the networks. Situation regarding the transcription and phonograph disk manufacturers will be held in abeyance for at least a week or 10 days.

Delay on the disk situation is aided by the fact that Weber has been suddenly called to Washington by William Green, president of American Federation of Labor. Weber plans to leave Thursday afternoon to take part in the conference at the capital involving the AFL and CIO peace parley. From Washington, Weber will go to Tampa on AFM business for about three days.

New Orleans—Demand for a six-day week, which does not exist in other fields using music here, has been made upon radio stations by the musicians' union in its conferences with managers of WWL, WSMB and WDSU over employment of musicians under the national network agreements and the AFM. Union is also demanding closed shop on directs and remotes where anything commercial is concerned and would bar non-union dance combos from the air.

The union once forced the principle of a six-day week through on theaters here, despite managerial opposition, only to have it break down as the members themselves found reasons to circumvent it.

Dawson Handling WRC Show

Washington Bureau, RADIO DAILY

Washington—By special arrangement, Ronald Dawson, dramatic director of WOL, Mutual outlet, will produce the "March of the Washington Post" over WRC, NBC station, on Saturday at 9 p.m. This is one of Washington's biggest script undertakings. Dawson is writing the script.

WDEV to Seek Outlets For Winter Programs

Waterbury, Vt.—Several series of special winter sports programs are being prepared by WDEV for prospective tieup with other stations or networks. Programs, all remotes, will come from the base of the Nose Dive ski trail on Mt. Mansfield, the mammoth ski jump in Stowe and the ski tow on the last pitch of Mt. Mansfield's toll road. Special events to be aired during the winter include National Down Mountain Ski Championships, a National Ski Ass'n of America event.

Mutual's New Year Show

Mutual has set its New Year's Eve broadcast schedule, to run 11:30 p.m.-3:45 a.m. Pick-ups will be made from New York, Chicago, Los Angeles, London and Hawaii. Dance bands set for the broadcast include Horace Heidt, Benny Goodman, Guy Lombardo, Tommy Dorsey, George Olson, Shep Fields, Leo Reisman, Anson Weeks, Kay Kyser, Vincent Lopez and others.

Martin Block's Ork Poll

Martin Block, conductor of WNEW's "Make-Believe Ballroom," has started his annual poll to determine most popular band leader. Poll, which is considered one of the most significant and one of the most popular of its type, is handled entirely by Block and his listeners are asked to cast votes daily.

Converted to Radio

Kansas City, Kan.—KCKN sold the Wyandotte County Gas Co. on the idea of using radio to publicize a new location for the gas company's business offices. This is the first time any part of the Gas Service Co., a Cities Service subsidiary, has used radio in this territory. Attendance exceeded expectations, company reported.

Carolyn Urbanek Gets Prize

Carolyn Urbanek, lyric soprano, on Sunday night won the \$500 award as the outstanding professional artist chosen from vocalists and instrumentalists appearing in the second cycle of "Rising Musical Stars," Seal-test program, heard Sundays at 10 p.m. over NBC-Red.

SAN ANTONIO

KTSA is now first on the air and last to sign off among local stations. Schedule is 6 a.m. to midnight, except Sundays.

Ted and Bill, troubadours, with Paul Girard at the mike, are now being fed to KNOW, Austin, through KTSA. Their mail is setting a station record.

Elliott Roosevelt of Hearst Radio was a recent visitor. He goes on the air as a commentator after Christmas.

Wrestling matches at the Walkathon Arena are being aired over KABC, with Guy Savage, special events commentator, and Charley Belfi, program director, at the mike.

Tom Dickey's ork is on KMAC nightly.

Walton K. Blanton, announcer, is a benedict.

KSL, Salt Lake City

Ted Rosvall, heard on song sessions, is marrying in California. His father, longtime staff member, leaves for the event.

Jane Cook, songstress, takes a movie test at Universal in Hollywood this week. Bob Saunders still trying to fill her spot with his ork.

Sunday Variety Show, produced by Francis Osborne, pianist, with staff talent selected by Gene Halliday, music head, has returned, bucking part of Chase & Sanborn Hour.

First Search for Talent show, with Desert News promotion tieup, goes on air Dec. 4.

Gordon Owen, former staff man, now of KYA, San Francisco, a visitor. Also Alice King of King Sisters, en route to California.

WRTD, Richmond

Station has installed permanent facilities in the auditorium of Thomas Jefferson High School for weekly broadcasts of the school band.

Dorothy Warner, 8-year-old radio commentator, interviewed Edith Lindeman, movie critic, and Jean Carter, Children's Club editor, on her weekly program over WRTD last Tuesday.

Frankie Basch Lecturing

Frankie Basch, featured as WMCA's sob sister, is now being engaged for a series of personal appearances at women's club functions under the direction of Charles Wilshin, director of the WMCA Artist Bureau. Miss Basch's series is being billed on these appearances as "Inside of Radio."

Stanley Lomas Joins CBS

Stanley Lomas, ex-N. W. Ayer, Philadelphia, yesterday joined the CBS sales promotion department as assistant to Edwin S. Reynolds, sales promotion head for CBS managed and operated stations.

Silver Dropping Canada

International Silver on Dec. 26 will discontinue all Canadian outlets on its CBS "Silver Theater" program. Sponsor was using the stations to catch the Christmas trade.



LEW FROST, assistant to Don Gilman, NBC vice-president, is back from New York and ensconced in his new quarters at NBC.

Bert Horton, every-so-often member of "One Man's Family" cast, flies down from San Francisco each time the character he portrays, gentleman-farmer husband of Hazel, joins the family group.

Bing Crosby and Connie Boswell will be heard with Bob Crosby's orchestra from the Palomar over KNX and CBS tomorrow night. Farewell tribute to Bob on the occasion of completing his highly successful Palomar engagement.

Billy Artzt, whose Rose Room orchestra at the old Waldorf-Astoria will be remembered by Broadwayites, will re-create the music and mood of that day for Mertens and Price transcribed "Dining with Dad" show, which features Ward Lane and Leone le Doux, musical comedy troupers of a decade ago. Scores will be musical montage of all the years from 1915 to '30. Artzt has supplied the music for "The Goldbergs," "Myrt and Marge," "House of Glass" and many other transcontinentals, as well as compositions heard on Philco, Royal Gelatin, Lux and others, and is in Hollywood to set the music on a new network program.

Wilbur Evans, baritone of Vick's "Open House," will make concert appearances at Mormon College, Provo, Utah, on Dec. 1; Ponca City, Oklahoma, Dec. 7, and Port Arthur, Texas, Dec. 9, with other dates now being set.

Gene Fowler will do a guest routine with Mark Kelly on his "Man to Man" CBS Pacific Coast sportscast, Dec. 1, and will lead with his chin by picking an all-time All-American eleven.

Arvin Dale, former vocalist with Larry Kent's orchestra, now has a program of his own over KEHE, Tuesdays—6:30 p.m., with musical director Claude Sweeten and orchestra supplying the musical accompaniment.

KFAC furnished an all-feminine slant on football with Nova Lee, femme gridiron authority, commenting on the U.C.L.A.-Missouri game at the Coliseum.

"Modern Miracles," Don Lee-Mutual feature originating at KOL, Seattle, now is heard on Friday evenings over KHJ at 8-8:15.

WHO, Des Moines

Norman Moon, tenor, returns to New York for network broadcasts and to be soloist with Ernie Holtst's ork. He will also appear at the El Morocco night spot.

Program schedule has been extended an hour to 1 a.m.

H. R. Goss, news editor, is airing a new thrice-weekly news program sponsored by Pfaff Baking Co., Ft. Dodge.

★ PROMOTION ★

New Fashion Feature

Special promotion, producing new business from seasonal or spot advertisers from Milwaukee's specialty shops, sends Nancy Grey, fashion commentator over WTMJ, Milwaukee, on a flying tour of Arizona's smart resorts and dude ranches. Six Milwaukee firms and American Air Lines are cooperating. Merchandising tie-ins include daily letter to sponsors by Mrs. Grey, and a daily diary, for use on her program which is conducted in her absence by Announcer George Comte. Upon her return, Mrs. Grey will present her impressions in more elaborate form in special programs called "Sun Country News."

Model House Promotion

A building promotion aired over WKY, Oklahoma City, in the in-

terest of a new development by local builder combined interview and dramatic media. Announcers toured the neighborhood, asking residents how they liked it. Then came dramatic sketch from newly-built model house. Perry Ward, chief announcer, and Eleanor Naylor Caughron, put on a skit as "The Honeymooners", looking for a home.

Merchant Cooperation

Stunt to stimulate Christmas buying in Muncie, Ind., is now being broadcast over WLBC in cooperation with local merchants. Series of announcements informs public of 22 per cent gain in area's retail sales during reported declines elsewhere. Surveys conducted by station and School of Business Administration, Indiana U., provided the figures.

OKLAHOMA CITY

W. E. Robitsek, former commercial manager KTOK, Oklahoma City now commercial manager, KVSO, Ardmore.

Perry Ward, WKY chief announcer, back at the mike after throat trouble.

Lloyd and Thelma (Mr. and Mrs. Lloyd Brodgen) celebrated their 1,000th daily program for Shawnee Milling Co. on KGFF, Shawnee.

Pat Perrin, late of WBAP, Fort Worth, added to announcing staff of KVSO, Ardmore.

WJR, Detroit

"Household Musical Clock," with Ralph Patt as emcee, has been renewed for fifth consecutive year by Household Finance Corp. through BBD&O. "Bud" Guest Jr., son of Edgar A. Guest, does a 20-minute news shot on the one-hour program six days weekly.

Jimmy Stevenson, news reporter, is completing his second year on the "Rival Dog Food" program, just renewed for 1938 through Charles Silver & Co. Show is three-a-week. Three other days taken by Health Research Foundation (Vim).

Crowley-Milner Co., large department store, has renewed its six-weekly program for third year and will observe second anniversary Dec. 4 with gala show. Mary Gray and Gordon Castle handle program.

WIOD, Miami

Frank Malone, daddy of the station's daily programs, has completed two years of service with his "News Is on the Air."

S. W. Matthews, city editor of Daily News, is presenting a program of local news and comment as a new Sunday noon feature.

Different dancing schools in this area are taking turns producing a weekly children's program on Saturday mornings, sponsored by Palmer Shoe Store.

PITTSBURGH

Recent poll of the Pittsburgh Symphony revealed that a third of the musicians are swing-minded. When not occupied with their classical concert work, these boys "swing out" with local bands!

Paula Kelly, studying drama under Stephanie Diamond at WCAE, often gets special permission from her boss, Dick Stabile, to skip to William Penn luncheon sessions early to take in Nixon Theater matinees.

Jimmy Joy playing one nighters in this territory.

Ken Martin appointed director of staff band at WWSW. Ken led first danceband on WCAE while still a kid in knee breeches.

Harold Lund of Ross Federal Service was Dick Powell's counsellor on many matters during the star's recent visit in Cleveland.

WTMJ, Milwaukee

Russ Winnie, sportscaster, did a direct-from-the-field job on crucial Bears-Lions football game in Detroit Thanksgiving Day.

Bill Evans, emcee on the new show, "Top O' The Morning," is father of an 8-pound boy.

Frank Behrens, former station star, now acting on webs in Chicago, spent Thanksgiving Day in Milwaukee.

Eddie Thompson announces Uncle Ezra and Lulu Belle as forthcoming guests on his "Behind the Mike" series. Both got their start on WTMJ.

Heinie and His Grenadiers are busy preparing for annual Christmas party which raises money to bring Santa to underprivileged youngsters.

Clarence Berlin, leader man on Johnny Olson's "Rhythm Rascals" shows, looks for the stork in time for Christmas.

A national client is angling for Billy Sixty, sports authority of national bowling fame.



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RADIO ANNUAL
on the desks of
busy executives
everywhere. A
ready reference
work covering
radio completely.**



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LOUISVILLE

Bobby Hutzell is new director of WHAS staff ork, replacing Harry Currie.

"Stumpus" program, after brief vacation from WAVE air lanes, has resumed.

Mr. Fixit, who has been helping folks in various way over WAVE, adding Fridays to his broadcast schedule.

Sam, Gil and Louie, for six years on WHAS, guesting on air programs in Cincinnati and Chicago.

New ork setup at WHAS has Bobby Hutzell in charge of full orchestral combination and brass groups, while Chuck Hurta will take over string units. Plan is to break staff ork into smaller units, and use often under various names throughout daily schedule.

Skeets Morris' Band making first p.a. in several years at local Savoy, with Lucile Hodges, vocalist. Band is now airing over WHAS.

Strietman Biscuits sponsoring Joe Wheeler as the "Street Man," thrice weekly from Oertel Radio Theater lobby over WHAS.

Both WHAS and WAVE aired Army-Navy game.

O. B. Carpenter, local "man of many voices," playing Santa Claus role in behalf of leading department store for sixth season over WAVE.

KGVO, Missoula, Mont.

Texas Oil Co. is now sponsoring the 12:15-12:30 newscast period six times weekly. Station also carries network show, "Texaco Town."

"Sport Slants," five-minute feature, has become very popular with the youngsters of Western Montana. Show is locally sponsored by Yandt's Clothing.

In its policy of promoting greater Community Service, KGVO presents "Club Calendar," which gives publicity to all local organization activities.

"KGVO Barn Dance" is getting big mail response—is heard in seven states.

ONE MINUTE INTERVIEW

SAM TOWNSEND

Manager WJW

"The public isn't ready for pictures with its favorite parlor entertainment, and the engineers know it. How many people are going to darken their living rooms for hours at a stretch to look at a television screen? The modern tempo won't allow it. The radio listener now takes his air entertainment along with his evening newspaper and other activities going on in the home at the same time. He can wander away to any part of the house and still hear it. With television, it would be a matter of doing nothing else. I don't believe the public wants to darken its homes for a continual movie performance."

☆ Coast-to-Coast ☆

MASON TAYLOR, who joined WIBX, Utica, N. Y., in September to vitalize the local news service, has built the feature up to the point where the city's news-hungry listeners are now radio-minded. On important stories, such as a recent jury trial, many people call the station for latest info.

Robert E. White and his bride (Josephine E. Tierney), both formerly of WBZA, will live in Boston after their wedding trip. White has been transferred to WBZ, Boston.

Sam Stiefel office reports that its new script department has already signed more than 25 independent stations for weekly script service. A new series, "Musical Court," is being added to the library for release tomorrow.

Leonard Warren, baritone, tomorrow joins the "Brokenshire Varieties" on WOR at 12 noon. Joan Merrill and Leo Freudberg's orchestra also are in the program.

Martin Gabel will be starred in Friday's "Grand Central Station" on NBC-Blue at 8 p.m. Rosaline Green, Alice Frost, Richard Gordon, Ray Collins and Charlie Cantor also are in the cast.

Vyola Vonn, the young "Mademoiselle Fifi" of Eddie Cantor's program, is the latest to be picked by Cantor for future stardom. He has placed her under two-year contract.

Tommy Riggs and his phantom Betty Lou will be cut into the Ohio State University Alumni program in Columbus on Friday over Mutual at 9:30 p.m.

Brian Michie, giant BBC variety director, has resigned to take up a stage career.

BALTIMORE

Jean Abbey, the Woman's Home Companion shopping guide, begins a new series of programs over WFBR as she enters her seventh year of broadcasting in Baltimore. Presentation, which has a tie-up with the city's four major department stores, is getting plenty of local ballyhoo as WFBR acquaints listeners with Miss Abbey's switchover from WCAO.

Lydia Todd, who has conducted a woman's participating program on WBAL for almost three years, announces her temporary retirement from radio because of ill health.

KYA, San Francisco

Nan Goforth Hamilton, who was for seven years a member of the staff, is the mother of a boy. Papa Russell Hamilton doing nicely.

Agatha Turley, soprano, recently chosen to record for the movies, is back in town for a rest between films.

CKTB, St. Catherines, Ont., recently pulled 4,847 letters as a result of only three spot announcements in one day, according to J. B. Mitchell, program director.

The "Makers of America" series on WBNX is put on by the local WPA radio division, not the Federal Theater radio group.

Cap, Andy and Flip, singers of oldtime music and hymns, were given a big farewell party in the WCHS Auditorium, Charleston, W. Va., on the occasion of their departure after a successful year of daily appearances on WCHS.

Paul Carley, formerly heard at 9:15 a.m. each morning on WNEW, now broadcasts at 4:45 p.m., heard Tuesday through Saturday.

Fahey Flynn and Lynn Fairbanks, KFIZ sports announcer and station manager, respectively, were roughed by Rowdy Pocan, wrestler, when the latter took exception to Flynn's broadcasting description of a match over the Fond du Lac, Wis., station. Pocan has aired matches himself on various occasions over WRJN, Racine, Wis.

Donald Weeks, a leading Chicago juvenile actor, has had regular parts in more than 20 serials, but has kept up his school work and now at 15 is a junior in high school. Last year he won a place on the honor roll. Donald has been in the NBC-Blue "Sunbrite Junior Nurse Corps" since show started.

Dorothy Barstow, now producing the "Dr. Christian" show, with Jean Hersholt, heard Sunday afternoons on CBS, has quite a radio record. She produced "Real Folks," which ran five years, and "Death Valley Days," which started seven years ago and is still going.

LINCOLN

Reg Martin, KFAB-KFOR manager, had a 10 station hookup on the Nebraska-Iowa game. Was assisted by Gene Shumate of Iowa net.

Link Lyman, of KFAB and WOW for Standard Oil with football chats, had a neat change of pace the other night when he lured Ruth Etting to the mike with him.

WSPR, Springfield, Mass.

Irma Serra, song stylist, has recovered from an attack of the gripe. It caused her to break a record of over two years without missing a show.

Ruth Batchelder, sec to Milt Stoughton, station manager, has returned after an illness.

Political time is all sold out for the forthcoming elections in neighboring towns and cities.

PHILADELPHIA

Hal Simonds, WFIL sports commentator, has been renewed by Brown & Williamson for 52 weeks.

Martha Lane's half-hour daily "Woman's Club" on WFIL will be sponsored exclusively by Quaker Oats, through Arthur Kudner Agency, N. Y.

Though no agreements have been signed yet, WFIL and the ACA are understood to have come to terms on engineers.

WCAU plans to open its own New York office in the CBS building in January.

WPEN, which until recently carried mostly foreign language shows, is expanding in other types of programs. The "920 Club", starting soon at 2:30-4 p.m. daily, with Angelo Palange handling it, will have no foreign material.

KVI, Seattle

Mrs. Vernice Boulianne, president and manager, is en route to New York via Panama Canal. During her absence, Dorothy Doernbecher, her sister, is managing the station.

Complete remote facilities have been installed in the offices of Tacoma News Tribune, allowing Len Higgins, Tribune newscaster, to avail himself of late news flashes. A weekly fashion column, "Sue's Style Silhouettes", also has been added from that end.

Station's "Interview Corner", catching prominent visitors in the famed Olympic Hotel, has developed strong listener interest.

"The Cinnamon Bear", ET series, has been placed on station for holiday season by Frederick & Nelson store (Marshall Field management).

WCKY, Cincinnati

Elmer H. Dressman, continuity chief, married Sidney Christie on Saturday. They met several years ago at an International Radio Club meeting, and will spend their honeymoon attending this year's Radio Club trip to Havana.

Station has acquired space in Cincinnati's Hotel Gibson for sales and promotion staff headed by Lloyd G. Venard. Besides its building in Covington, where studio and transmitter are located, station also has studios in the Netherland Plaza, Cincy.



WHN has broadcast more rounds of boxing than any other station around.