



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 110

NEW YORK, N. Y., MONDAY, DECEMBER 6, 1937

FIVE CENTS

## Agency Appoints Drama Advisor

### GOV'T AND INSTITUTIONS MAKING LISTENER SURVEY

Chicago—Dr. Paul F. Lazarsfeld, director of the Princeton Research project and of the University of Newark Research center, revealed in a meeting of the American Marketing Association that a "Radio Middletown Survey" is to be made under auspices of the U. S. Department of Education, headed by John W. Studebaker, the Rockefeller - Foundation and other contributing organizations. Dr. Lazarsfeld has been retained to supervise the project.

Among objectives is to determine the true composition of listening audience. Dr. Lazarsfeld expressed his doubt as to the merits of telephonic surveys in giving an accurate picture of the entire listening audience's preferences.

### Johns-Manville Signs Heatter for ET Series

Gabriel Heatter has been signed by Johns-Manville Corp. for a series of five-minute transcriptions to take the air in February on a small list of stations. J. Walter Thompson Co. has the account.

### Scott's Powders Adds Six Stations on Spots

Chicago—Scott's Powders, through First United Broadcasters Inc., has added KOAM, WDJB, WMMN, KFEQ, WWL and KFJB to its spot list.

### S.R.O. at WSPR

Springfield, Mass. — For the first time in the year and a half that WSPR has been on the air, the S. R. O. went up Sunday. Every available spot has been sold out.

### Safety Results

Portland, Ore. — Crediting radio with playing an important part in arousing public sentiment for safer driving, Earl Snell, secretary of state, in a letter to KOIN, reports that traffic deaths in Oregon during the past six months showed a sharp decrease over the corresponding period of 1936. Station has aired a weekly safety show.

### Success Story

Tulsa—Nine weeks on the air with an all time high in sales following each broadcast and the necessity of two changes to larger locations due to increased business is story of Trippett's Piped Piper Shoe Store here. Firm sponsors 15-minute kids amateur show on KTUL every Saturday. Station now also has two other programs advertising kids' shoes.

### PALEY'S TALK IS PLACED IN CONGRESSIONAL BOOK

Washington Bureau, RADIO DAILY  
Washington—In order that Congress and Washington observers generally may have the benefit of expert industry opinion on "freedom of the air," "freedom of the press," "censorship," "editorial and radio judgment" and similar vital prob-

(Continued on Page 7)

### CBS Press Department Undergoes Revamping

CBS press department undergoes a widespread revamping effective today. Although still unofficial, Luther Reid now handling the reins in place of Don Higgins, recently resigned, has assigned Bruce Fouche to head

(Continued on Page 7)

### Duchin for White House

Eddy Duchin and his orchestra will play at the White House on Dec. 30 at the dinner in honor of John Roosevelt and his fiancee. Mrs. Franklin D. Roosevelt extended the invitation.

### Ruthrauff & Ryan Names Prof. Stevens of Northwestern as Psychological Censor With Carte Blanche

### FAIRBANKS-MORSE CO. LAUNCHING CAMPAIGN

Chicago — Fairbanks - Morse Home Appliances (Conservator refrigerators), through Henri, Hurst & McDonald agency, will soon start placing transcribed dramatic commercials prepared by Arthur W. (Tiny) Stowe on a group of stations. Cuttings are by RCA.

### CIO Taking to Radio In Jersey City Fight

Prevented from hiring halls or distributing circulars to carry on its organizing activities in Jersey City, the CIO is taking to the radio, it was stated by William P. Carney, CIO director for New Jersey, in an interview Friday night on Richard Brooks' WNEW program, "Little Things in Life." A half hour later Carney propounded his cause over WEVD. The fight of the CIO with Mayor Hague of Jersey City has attracted wide attention.

### Willard Tablet to Start

Chicago—Willard Tablet Co. (Willard's Messenger) plans to swing into action shortly after first of the year. First United Broadcasters Agency has the account.

Chicago — While educators grumbled here last week over low quality of radio programs, Ruthrauff & Ryan took a step designed to check criticism, particularly of juvenile programs, by naming Dr. Samuel Stevens, dean of Northwestern's downtown university college, also professor of psychology and chairman institution's radio committee, as

(Continued on Page 2)

### NBC, MUTUAL NETWORKS SHOW GAIN IN BILLINGS

Though 2.5 per cent under November, 1936, NBC billings last month gained 1.2 per cent over October, against the usual trend, total for November being \$3,381,346. Eleven-month total is \$35,012,200, up 13.1 per cent over first 11 months of 1936.

Mutual November billings totaled

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### NAB Compiling Report Covering Cash Discounts

Washington Bureau, RADIO DAILY

Washington—The NAB is compiling a report on the statement on cash discounts recently distributed by the American Association of Advertising Agencies. NAB states that the matter is of great importance to the broadcasting industry and that broadcasters should not take any action in this matter until the question has been thoroughly investigated and a comprehensive report made to all stations.

### Drama Forum

Chicago—In response to charges hurled at the educational conference here that radio drama is addressed to the moron mind, Robert N. Brown, program director of WBBM, has called a meeting for Wednesday evening at WBBM to discuss "What Can We Do to Improve Radio Dramatics?" Program directors, production men of stations and agencies and radio editors have been invited to join discussion.

## ★ THE WEEK IN RADIO ★

... Educational Field Day

By M. H. SHAPIRO

NATIONAL Conference on Educational Broadcasting, held in Chicago last week, brought forth the usual squawks... the attendance was a good one, however, with the broadcasting industry being well represented... Practical experience along the so-called educational lines is well known to the leading broadcasters who know full well that a fully equipped and staffed station turned over to the "educators" would probably never have any sizeable

audience, while some of the ideas proposed by the educational factions would bankrupt the strongest station if the programs in question weren't sponsored.

Fears were felt for renewals due to the recession, but it appears that only two automotive accounts are taking leave of the networks, both being General Motors shows... Westinghouse seeking to increase power of WOWO and KYW to 50,000

(Continued on Page 2)



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DON CARLE GILLETTE : : : Editor
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FINANCIAL (Saturday, Dec. 4)

Table with columns: NEW YORK STOCK EXCHANGE, Am. Tel. & Tel., CBS A, CBS B, Crosley Radio, Gen. Electric, RCA Common, RCA First Fld., Stewart Warner, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp.

Mary McBride Expanding Mary Margaret McBride nationwide program on CBS sponsored by General Foods (minute tapioca) will expand its schedule to five times weekly effective Jan. 4.

New VCA Feature Chicago—A daily sports broadcast, intended to solve the annual program of what to do after football is over and before baseball begins, has been prepared by Van Cronkhite Associates, Inc. It is titled "The Radio Grandstand", with "Sport Thrills" on Monday, "Hot Stove League" on Tuesday, "Weekly Sports Review and Preview" on Wednesday, "Turf Topics" on Thursday and "Sports Personalities" on Friday.

KTSM Joins NBC Sooner KTSM, El Paso, will join NBC on Jan. 1 instead of April as previously announced by the web.

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

THE WEEK IN RADIO ... Educational Field Day (Continued from Page 1)

watts ... Southern Cal. Broadcasters Ass'n gets a new lease of life, with Hal Tyson at the head ... "Aunt Jemima" suit for infringement over use of the name for artists on the air was settled out of court ... last decision was won by Log Cabin Syrup Co.

AFM extended strike deadline to Dec. 15, with the contracts now coming in and being held in escrow by both AFM and accountants for IRNA ... it appears that the AFM may declare the Plan of Settlement operative on that date or soon thereafter, provided a suitable number of contracts are in hand ... meantime Pres. Weber of AFM signed the contracts covering the agreement with network key stations.

CBS November gross billings were up 9.2 per cent, the \$2,645,473 figure being the second largest month in the web's history ... CBS also de-

clared a special 50-cent dividend ... dividends this year total \$1.95 a share ... More sponsors going after baseball this coming season ... Programs trekking East to some extent, with Eddie Cantor due here ... A. L. Alexander back on the air with a new version of his "Good Will Court" ... NAPA as a result of recent decision in Penn. high court has decided to seek licenses from stations which play records of its artists ... originally it seemed that the NAPA didn't want its disks to be played at all ... and apparently has had a change of heart ... and will now seek a little cash.

Three more vice-presidents are enconced at NBC, in Bill Hedges, Frank Mason and Mark Woods ... Al Cormier joins the Hearst radio organization as general manager of WINS, New York outlet.

NBC, Mutual Networks Show Gain in Billings

(Continued from Page 1) \$230,274, up 1.2 per cent over the same month a year ago. Cumulative receipts for the first 11 months, however, are down 2.5 per cent, totaling \$1,648,781 against \$1,691,467 for the same period in 1936. Loss of Presidential campaign and world series revenue accounted for the decrease.

Morrell's Activities Chicago—John Morrell & Co., which resumes radio advertising next month, was handicapped this year by the acute shortage of hogs, causing firm to suspend slaughter operations and thereby resulting in the loss reported, officials point out. The company was on the air with "Tea Time at Morrell" in the first half of the year and has been a consistent user of time on the recommendation of its agency, Henri, Hurst & McDonald Inc. Sales of Morrell's Red Heart dog food are reported 40 per cent ahead of last year though company has been off the air since end of June.

Freeman Joins Goreck Firm Jerry A. Freeman, formerly public relations counsel for Alfred W. McCann Laboratories, also associated with the legit theater, recording field and with Nick Kenny in his radio shows, has been appointed sales director for Commercial Recording Studios Inc., of which Stanley Goreck is president. The studios have been enlarged and modern equipment installed.

S. O. of N. J. Renews Standard Oil of N. J., through Marschalk & Pratt, has signed 52-week renewals for the UP news reports on six NBC owned stations (WJZ, WRC, WGY, KDKA, WBZ-WBZA).

Agency Names Advisor On Dramatic Programs

(Continued from Page 1) psychological advisor to the agency with carte blanche to blue-pencil all scripts. First one passing under scrutiny will be new "Jack Westaway Under Sea" series for Campbell's Malto-Meal Cereal.

By launching a positive, effective offensive, agency hopes to counteract detractions which have so often put sponsors and agencies on spot. Idea is that Stevens' standing as an educator, executive, research expert and business and family man, plus his radio experience, starts agency off with a definite plus which critics cannot undermine. Ros Metzger is radio director of R. & R.

Vermilya Managing WNBH New Bedford, Mass.—Recent appointment at WNBH places Charles J. Lewin, new editor-in-chief of The Standard-Times, Mercury, as supervisor of the station's news department, while Irving Vermilya remains as station manager. It had been inadvertently reported that Lewin was named supervisor of the station.

Heatherington Joins Agency Chicago—Chist Heatherington, formerly with WBBM sales staff and Radio Sales Inc., today joins Ruthrauff & Ryan as radio time buyer. He came from KMOX, St. Louis, two years ago.

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

COMING and GOING

M. M. BOYD of NBC sales in New York has been in Boston visiting WBZ studios for several days checking over the accounts.

LILY PONS goes to Boston next Saturday to christen a Boston and Maine locomotive which is being named after her.

JACKIE HELLER goes to Boston this week to make a personal appearance at the RKO theater there.

DR. SEYMOUR N. SIEGEL, director of WNYC, returned this week from a cruise of southern waters.

GENE FURGASON of Gene Furgason & Co. is back in Chicago today, after a short trip to New York offices.

E. C. MILLS of Ascap is in Florida, en route to Nassau for three-week rest.

LEWIS ALLEN WEISS, general manager of Don Lee Network on the coast, left Los Angeles last week for Washington, D. C., on a week's trip. Said to be personal business.

JOHN ROYAL, NBC vice-president and program head, left Saturday for a coast trip.

DR. JOSEPH E. MADDY is in New York from Chicago to put on his "Fun in Music" program from Radio City tomorrow.

MURRAY BROPHY, business manager for Paul Whiteman, is in Los Angeles attending to details of the Whiteman opening at the Ambassador Cocanut Grove.

GOMEZ, guitarist, arrives in New York today for NBC.

JOAN BLAINE goes to Chicago from New York for another audition under William Morris auspices.

L. W. JACOBY, Universal Radio sales head, back in New York from a Chicago business trip. WALTER SCHWIMMER of Schwimmer & Scott agency, Chicago, arrived in New York over weekend.

DR. JAMES ROWLAND ANGELL, NBC educational counselor, is visiting midwest educational broadcasting projects, including Madison, Detroit, Cleveland and Columbus.

EMILY HOLT, executive secretary of the AFRA, returns today from the coast, where she conferred with prez Eddie Cantor.

LINCOLN DELLAR, CBS station relations, is due back in town today after an extended trip throughout the south.

COUNT CARL A. MOLTKE, of the advertising magazine Averturing, Copenhagen, is visiting the broadcasting centers here.

ALFRED H. MORTON, NBC manager of owned and operated stations, is in Philadelphia today.

A. A. SCHECHTER, NBC director of news and special events, was in Boston over the weekend.

WALT FRAMER Freelance originator of RADIO SWAPS HEARD DAILY OVER WWSW Pittsburgh, Pa.

LEE GRANT AND HIS ORCHESTRA 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



... *just 197 days till* SUMMER

*Not too soon (with next year's advertising budgets coming up) to think of summer radio!*

Remember what happened last summer! *Automobile advertisers quadrupled their investment in CBS summer-time, over a record-breaking 1936* ♣ *Soaps & Household Supplies more than tripled their investment in CBS summer-time, 1937 over 1936* ♣ *Cosmetics & Toilet Goods on CBS last summer went up 31%* ♣ *Gasoline CBS summer advertising went up 44%* ♣ *Cigarette CBS summer advertising went up 63% in 1937.*

The largest and most careful buyers of advertising in the world are making *radio's summer-curve* the swiftest-rising curve in all advertising. And this summer, more millions will listen to more radios at home, in automobiles and on vacation than ever before. So—if you want a *Merry Summer* in 1938, start planning now!

COLUMBIA BROADCASTING SYSTEM

## GUEST-ING

ROLAND YOUNG, interviewed by Radie Harris, Dec. 8 (WOR, 6:45 p.m.).

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

HENRIETTA SCHUMANN, pianist, on Radio City Music Hall Symphony program, Dec. 12 (NBC-Blue, 12:30 p.m.).

ZASU PITTS, on Al Jolson show, Dec. 14 (CBS, 8:30 p.m.).

ROSE BAMPTON, on Chesterfield show, Dec. 15 (CBS, 9 p.m.).

RALPH BELLAMY, on Elza Schallert program, Dec. 9 (NBC-Blue, 11:15 p.m.).

JACK BENNY, invited on Fred Allen show, Dec. 22 (NBC-Red, 9 p.m.).

## AGENCIES

GEORGE VANDEL has resigned from BBDO radio department to join the Lord & Thomas-American Tobacco radio division where he is assistant to T. D. Wells, the department's head. While at BBDO, Vandel was a radio producer on Coronet and other programs.

BLACKETT-SAMPLE-HUMMERT, Chicago, has moved its entire radio department from 34th floor to second at 221 North La Salle St. Lavish new recording studios of the agency are located on that floor.

LEO McGIVENA has resigned from Lennen & Mitchell and is joining another agency.

## Thomas vs. Bye Again

Lowell Thomas and his "Nine Old Men" and George Bye's "Prehistoric Sluggers", who faced each other on the baseball battlefield last summer, will fight it out in a Paul Wing spelling bee Dec. 12 in the Little Red Schoolhouse on Thomas' farm near Pawling, N. Y., with airing over NBC-Blue at 1:30 p.m.

## Morrison Wood to Hollywood

Chicago—Morrison Wood, a senior production director at WGN, leaves for Hollywood today for combined radio and movie work. He will be associated with Willis Cooper, who writes for 20th-Century Fox as well as producing "Hollywood Hotel."

## New WJNO Rate Card

West Palm Beach, Fla.—New rate card has been issued and is currently being distributed by WJNO.

HELENA BLUE'S  
NOVELTY STRINGS

9 Girls Playing Modern Music  
in a Modern Manner

MANAGEMENT  
ROCKWELL-O'KEEFE



## PETTY CASH VOUCHER

Week ending Dec. 3rd

● ● ● Saturday... While everyone is concerned about the last pigskin games, word arrives Bud Sweeney, sportscaster for WHKC, Columbus, picked 596 winners and 66 ties out of 725 predictions... while David, WCOL's newscaster, also of Columbus, keeps a daily traffic score—listing how many injured, killed, etc.

● ● ● Sunday... After watching the W. W. and Haven MacQuarrie airings... to Jack White's Club 18—where Helen Morgan watches and listens entranced to Jerry Kruger's swinging... At 5 a.m. to a Harlem place called the "Uptown" where Louis Prima is also watching a couple good swingers—mainly Anna Robinson.

● ● ● Monday... From Sioux Falls, S. D., comes word that Roch Ulmer, announcer and production man at KSOO-KELO, believes in being in the air as well as on the air—because he has taken up flying at a local airport and solved within the month. He hopes to tie in airplanes and airwaves together one of these days for a news coverage stunt.

● ● ● Tuesday... With Jack Robbins, Bill Pierce, asst. to Charles Rogers at Universal Pictures, Eddie Garr and the J. Fred Coo's, Bill Robinson's return to Broadway is viewed. Pierce finds that the late hours are too much and departs at 2 a.m. while Robbins and Garr go to the Onyx Club to hear Maxine Sullivan swing... Leaving the club as they enter are Russ Morgan, Jonie Taps with his fiancée, Doris Rhodes... Up front sits Robert Benchley with John O'Hara, the author. Across the room are Benny Goodman (listening to swing) his piano-pounder, Teddy Wilson with Jack Dregman... At six a.m. Leon Navara goes looking for a Chinese place.

● ● ● Wednesday... Jean Hight, Chesterfield production man, sits around figuring some new angles. He is one of the cleverest persons in radio... Don Mersereau, g.m. of RADIO DAILY, and Mack Davis of CBS are drinking milk in the wee hours—and Davis, thinking that the check will go on our "voucher" cut-umbles us for it—so Mersereau pays off... Leo Dolley of WGY, Schenectady, studio officials announce, is being swamped with letters, wires and calls for a repeat on the recording of the late Knute K. Rockne's voice which was waxed in the dressing room before the Army Noire Dame game in 1929.

● ● ● Thursday... Ted Collins feels sick because the Rose Ball invitation went to Alabama instead of his Fordham... At the Louis Prima-Famous Door opening. We see the mother of Ira and the late George Gershwin, Jack La Rue and Frances Faye... After a bit of Prima's and Art Tatum's work—we are forced to leave—because of the closeness in the room. To Isham Jones' at the Blue Room where we hear the leader's new tune, "More Than Ever", which will be the plug-tune following "Once in a While" at Millar. Buddy Green wrote the vocal for this too... Word comes that Ruth Denning at the Hollywood is a song-sensation to be watched.

● ● ● Friday... To Rudy Vallee's sensational opening at the Paradise—where he proved that he was still top-man... Vol. 1 No. 1 of AFRA Bulletin says Carlton KaDell of L.A. chapter is trying to sign Charlie McCarthy.

TOTAL EXPENSE: \$1.50 for tip at the Paradise.

AUDITOR'S REMARKS: Request DENIED. What are you trying to do—promote us for dough—to get in on the French Casino "deal"?

ORCHESTRAS  
MUSIC

AL DONAHUE and his orchestra, with Durelle Alexander, the String Choir and Male Glee Club, now playing their fourth engagement from the Rainbow Room, have had their option taken up and will remain at the swank nitery throughout the holiday season and into mid-January.

Don Gilberto and his orchestra are now at the Havana Madrid, where they replaced the music of Nilo Menendez and whence they are heard on Friday and Saturday nights at 11:30 via WMCA and the Yankee network. The famed Soccaraz and his "Magic Flute" are also heard on this program.

Paul Whiteman will play one nighters while traveling westward after he leaves the Drake Hotel in Chicago on Dec. 16 prior to opening at Coconut Grove on New Year's Eve.

Three quarter-hour programs of recorded Duke Ellington music were used over WCOA, Pensacola, during the course of a week to announce a dance by the Ellington Orchestra. "Mood Indigo" was the theme used on all programs. The dance was a big success but the pay-off came when the "Duke" played "Mood Indigo"... The crowd started out en masse, thinking the dance was over; proving the effectiveness of radio advertising—or something.

Lang Thompson and his ork, heard over NBC from the Commodore Perry Hotel, Toledo, have had their contract renewed until middle of January. It's a CRA unit.

Reggie Childs and his crew draw the coveted Sugar Bowl ball assignment in New Orleans on Dec. 31, set by Stan Zucker of CRA. Childs was heard by the Sugar Bowl committee over NBC from the Beverly Hills Country Club, Newport, Ky.

When Ernie Holst's orchestra returns to the air next month, it will be an 11-piece organization. Norman Moon and Holst himself will handle the vocal chores.

## JIMMY ALDIN

AND HIS ORCHESTRA

JUST COMPLETED

100 WEEKS ENGAGEMENT

BEN 6-4759

ARTISTS MANAGEMENT

Ten year old Jeanne Ellis thrilling at every Whiteman show.

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

**PROGRAM REVIEWS**

**"COURT OF HUMAN RELATIONS"**

with A. L. Alexander  
Macfadden (True Story Magazine)  
WEAF—NBC-Blue, Fridays,  
9:30-10 p.m.  
Arthur Kudner Agency

**ALEXANDER IN COMEBACK MAKES TOP PROGRAM OF ITS KIND ON AIR.**

When it comes to conducting human relations programs, A. L. Alexander is in a class by himself. His handling of such presentations, as exemplified in his return to the air Friday, tops all of them in the matter of good taste without sacrificing anything in the way of intense interest. He avoids the maudlin and the ultra-sob stuff, yet maintaining a strong human and dramatic note.

First subject to come before Alexander in this series was Isabelle Hallin, the Saugus high school teacher who was expelled for putting too modern ideas in the minds of her students. Miss Hallin first was asked to tell her own factual story, which was presented in a series of dramatized episodes. Then the mixed jury gave its reactions, pro and con, with the nimble-minded and smooth-spoken Alexander interpolating his observations and finally crystallizing the consensus of opinion and offering helpful advice.

Program is tied in with the story of Miss Hallin appearing in current True Story Magazine, but commercial matter was not plugged too strongly. Announcements were ably handled by Nelson Case.

Alexander and Hallin were in Cincinnati yesterday to lead the cast in the live repeat show which is aired each week of WLW.

**Jean Paul King**

A news commentator who should have more air time, in solo spots, is Jean Paul King, who does the news stint on the daily "Hecker Information Service" over WOR-Mutual at 11:45 a.m. Besides the interesting selection of items which he dispenses, King has one of the best commentating voices on the air—it has brightness, color and variety, as distinguished from the monotone or semi-shrieking of a good many newscasters, and the general personality that he conveys over the airways is most likeable. King's adeptness and versatility also are displayed in the Hearst Metrotone newsreel, for which he has been the voice a good many years, and among other things he also is quite a scribe.

**ATTENTION VOX-POPPERS!**

Would you give a dollar a week for 50 real questions and gags? 107 leading broadcasters are using them. You get exclusive rights in your territory. May we send audition? Thanks.

**SCRIPT SERVICE**  
Karl Zomar, director  
Springfield, Missouri.

**NEW PROGRAMS—IDEAS**

**Jump Musical Time**

On the theory that radio has a surfeit of dramatic and speech programs in the afternoons, WJW, Akron, is undertaking a new experiment in program planning. From 1:15 to 4:30 p.m. daily, the station will present a straight musical program, with the exception of commercial commitments. Program department reports that housewives have requested the change, and big listener buildup is expected.

**Music—Indefinitely**

As long as they want good music, WKAT listeners can get it in a show under the guidance of program direc-

**CBS Press Department Undergoes Revamping**

(Continued from Page 1)

tor Bettye Lee Taylor. The Coral Gables station has inaugurated a music period, starting at midnight and lasting until dialers stop phoning requests. Dance or vocal numbers are provided, with the instrumentalizations coming from an orchestra, or the organ over which Miss Taylor presides.

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**Historical "Guess Who?"**

"Guess Who?" a series of dramatic charades based on lives of famous persons, with identities so skillfully concealed that the audience will have some difficulty identifying them, starts Dec. 12 at 9-9:15 p.m. over WOR-Mutual.

**Paley's Talk is Placed In Congressional Book**

(Continued from Page 1)

lems, Senator Wallace H. White has entered in the Congressional Record the complete text of the address delivered by William S. Paley, CBS president, at last week's educational broadcasting parley in Chicago.

**Lowell Thomas Renewed**

Sun Oil Co. has renewed Lowell Thomas and his 6:45-7 p.m. period on the NBC-Blue network for another year. Roche, Williams & Cunningham Inc., Philadelphia, has the account.

**WEW Sponsor Doubles**

St. Louis—Vitamix Mills, which already was carrying two spots daily on WEW, has met with such good results that it doubled its allotment and signed a new contract for a full year.

**"Varsity Show" Adds Week**

Pontiac motors has extended "Varsity Show" on NBC for one week, making the sign off date Dec. 31.

The Pontiac CBS show featuring Kathryn Cravens in "News Through a Woman's Eyes" has an option clause coming up Jan. 8. If show is taken off the air, Miss Cravens plans to taken up the movie contract offered her.

**Bill Griffiths Rewarded**

Akron—Bill Griffiths, veteran sports commentator and Wheaties baseball announcer for WJW, the other day received a check for \$100 from Knox-Reeves agency for "outstanding showing" in the contest between announcers for General Mills and Socony-Vacuum Oil.

**Petry Adds KSTP**

Chicago—Edward Petry Co. has added KSTP, Minneapolis-St. Paul, to the list of stations it represents.

**KVOD, Denver**

"The Jewel Club", request program of sweet music and laughs featuring Willie Hartzell and his ork, being aired twice weekly, with Archie Hall handling.

Jimmy Lunceford and his ork, appearing in Denver last week, broadcast two nights over KVOD.

☆ **F. C. C.** ☆  
**ACTIVITIES**

**EXAMINERS' RECOMMENDATIONS**

Keystone Broadcasting Co., New Castle, Pa. CP for new station. 1250 kc., 250 watts, daytime, be granted.  
KOBH, Rapid City, S. D. Authority to assign station license to Black Hills Broadcasting Co. 1370 kc., 100 watts, 250 watts LS., unlimited, be denied.  
Southern Broadcasting Corp., New Orleans. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited, be dismissed.  
WBNO, New Orleans, La. CP to change frequency, hours of operation and increase power to 1420 kc., 100 watts, 250 watts LS., unlimited, and renewal of license be denied.  
Ellwood W. Lippencott, Inc., Bend, Ore. CP for new station. 1310 kc., 100 watts, unlimited, be denied.  
Airfan Radio Corp., Ltd., San Diego. CP for new station. 1420 kc., 100 watts, unlimited, be dismissed.  
El Paso Broadcasting Co., El Paso. CP for new station. 940 kc., 1 KW., unlimited, be granted.  
World Publishing Co., Tulsa. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited, be granted.  
KGKL, San Angelo, Tex. CP to change frequency and increase power to 940 kc., 1 KW., 5 KW. LS., unlimited, be denied.  
The Tribune Co., Tampa. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited, be granted.  
Jules J. Rubens, Aurora, Ill. CP for new station. 1040 kc., 250 watts, daytime, be denied.  
WJBW, New Orleans, La. Application for renewal of license, 1200 kc., 100 watts, share time, be granted.  
Broward Broadcasting Co., Ft. Lauderdale, Fla. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited, be dismissed.  
WRNL, Richmond. CP to increase power and change hours of operation to 1 KW., unlimited. 880 kc., be granted.

**HEARINGS SCHEDULED**

Dec. 6: Allen B. Dumont Laboratories, Inc., Upper Montclair, N. J. CP for new television. 46000, 56000 kc., 50 watts, unlimited.  
Dec. 7: Odessa Broadcasting Co., Odessa, Tex. CP for new station. 1310 kc., 100 watts, daytime.  
National Life & Accident Insurance Co., Inc., Nashville. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.  
Dec. 8: Wm. F. Huffman, Wisconsin Rapids, Wis. CP for new station. 580 kc., 250 watts, unlimited.  
W. H. Kindig, Hollywood. CP for new station. 710 kc., 500 watts, limited.  
Dec. 9: WBRC, Inc., Cleveland. CP for new station. 880 kc., 1 KW., unlimited.  
Roberts-McNab Co., Bozeman, Mont. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.  
Gallatin Radio Forum, Bozeman. CP for new station. 1420 kc., 250 watts, daytime.

**APPLICATIONS RECEIVED**

John C. Head, Lawton, Okla. CP for new station. 1420 kc., 100 watts, unlimited.  
Star-Times Publishing Co., St. Louis. License to cover CP for new facsimile station.

**CFCY, Charlottetown, P.E.I.**

Transradio news is now being aired thrice daily, with the 1 p.m. period sponsored by Salada Tea for a year.

"The Plainsman," ET series, is being sponsored by Maple Leaf Milling Co. through Cockfield, Brown & Co. thrice weekly.

Latest type RCA record turntables are included in recent modernization of station's equipment.

**NAT BRUSIOFF**

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY

CI 6-2200



**DOUG FAIRBANKS JR.** is rumored set in the proposed "name emcee" spot on "Hollywood Hotel" as a first step in re-shaping the program following departure of Ken Murray on Jan. 1, and to get away from a now more or less stereotyped format. Jerry Cooper and Anne Jamison, however, were given contract renewals.

Elizabeth Wilbur, prominent stage and radio actress of San Francisco, has joined the daily-lengthening list of experienced and competent radio performers available locally by moving bag and baggage to Hollywood.

KFVD, sharing wave length with WHO, Des Moines, goes off the air temporarily between 10 and 11 p.m. PST to permit of facsimile broadcasting by the Iowa station, recently given authorization by the FCC to conduct experiment in that field.

Harry Maizlish, KFVB general manager, announces that the Walter Biddick Co. has been appointed exclusive sales representatives in San Francisco and Seattle territory.

Frank Purkett, vice-president and general manager of Associated Cinema Studios, is back in town after a two-week flying trip to Chicago and New York, where he made preliminary arrangements for establishment of Associated offices in both cities immediately after the first of the year.

Dave Torbett, music arranger, has settled down here permanently and has had his name added to the talent list of the Harty-Kelton agency.

Smith Ballew just completed waxing six sides for Decca at Recordings Inc.

### Chauncey Fay at WMT

Cedar Rapids, Ia.—Chauncey Fay, formerly of WIAS, Ottumwa, is a new member of the WMT announcing staff.

## ONE MINUTE INTERVIEW

PHIL SPITALNY

"Any novelty nowadays attracts attention for a time. I note that Bob Burns' bazooka, Edgar Bergen's Charlie McCarthy, Tommy Riggs' Betty Lou, and other make-believe characters are holding attention and getting big salaries for so doing. However, with the human element, any novelty must be good to hold attention. Some people have described my all girl orchestra as a novelty, but this is wrong. It is a group of exceptionally high calibre musicians who have reached a stage of emancipation that is making itself felt by all listeners and not as just a novelty."

## ☆ Coast-to-Coast ☆

**THE ARISTOCRATIC PIGS**, entertainers on the Balentine Packing Co. programs, have been airing twice daily for three years over WFBC, Greenville, S. C., and are still going strong. Fisher Handley is the Master Pig, and others in the troupe include Sam Poplin, Dixon Stewart, Hampton Bradley and Ezra Roper. Broadcasts are at noon and 4 p.m. Monday through Saturday, with capacity studio audiences and heavy fan mail.

WOR's "Answer Man," Al Mitchell, will be heard at a new time coincident with the renewal of his contract for the coming year. Currently aired over WOR Tuesdays, Thursdays and Saturdays at 7:30-7:45 p.m., program changes to Monday, Wednesday and Friday at 7:15-7:30 p.m. beginning Dec. 13.

"Backstage Interviews," under the direction of Harry Goldsmith of the WPA Federal Theater Radio Division, which has been heard sporadically over WHN during the past six weeks, is now a regular weekly series every Saturday at 5-5:15 p.m.

Page Carr, lecturer and literary critic, will inaugurate WQXR's first book review program, "Books in the News," at 3:45-4 p.m. on Wednesday.

Sherburne Herrick, WOKO announcer, heads the committee in charge of the Notre Dame Club of Albany Christmas Dance, outstanding social event in this sector. Herrick will secure a "name radio band" for the dance, to be held in the Ten Eyck Hotel on Dec. 26. Herrick was graduated from Notre Dame in 1934.

Eleanor Bowers, a Roy Campbell soloist, has opened at the Mayflower Gardens Club, Washington.

Rea Reynolds has been signed by choral director Roy Campbell as accompanist for the Roy Campbell Royalists.

### BOSTON

Priscilla Fortescue, young Boston radio announcer and writer, associated with WAAB for the past several years, left Friday for Hollywood as the guest of Marie Stoddard, former member of the "Gossipers," who has settled in the film colony. While in Hollywood, Miss Fortescue will write the adventures of a "New England Girl in Hollywood," for Mutual.

Johnny Long and his orchestra are leaving the Copley Plaza Hotel's Sheraton Room. Michael Zarrin's crew will take over the berth.

Bette Baker is the new addition to the WBZ press department, replacing Evelyn Billett, resigned.

Scott Furriers have taken to the air through WEEI with "The Woman Speaks", in which problems submitted by women listeners will be answered over the air, and the donor of the question will receive a five dollar merchandise reward.

### WKRC, Cincinnati

Ruth Lyons, program director and commentator, doing a new "Woman Views the News" thrice weekly for Appliances Inc. (Fairbanks-Morse refrigerators).

"Personalities on Parade," presenting persons with unusual stories to tell, is being aired by Marsha Wheeler thrice weekly for Cincinnati Oil Works.

Herbert Carlborg of the Detroit office of Radio Sales was a recent visitor.

Al Bland of "Dow's Dawn Patrol" claims he has done 190 consecutive hours on the show without repeating a joke.

### SAN ANTONIO

Carolina Panza, KABC staff organizer, also playing Sunday concerts on the Plaza Hotel consol, is a former theater musician.

Tom Dickey's Show Boys, hill-billy ork, are a new feature heard regularly over KMAC.

Jerry Morgan, KONO program director, has christened his new daughter, Mildred.

Sidney Pearlman, impersonator, back from Hollywood where he had a bit in Warner's "Hollywood Hotel." Syd also did some radio work while on the Coast. He will return to California in the Spring.

Steve Wilhelm of Wilhelm Adv. Agency not only announces "The Boy Reporter" programs via KTSA Friday evenings but does a series of dialect gags as well.

### KLZ, Denver

"Campus Review", featuring students in Colorado educational institutions, has wound up its series but will be back next year for same sponsor. Bob Bradley, KLZ tenor; the Melody Maids, Melody Men and studio ork directed by Pete Smythe appeared in the big final show.

To test drawing power of its 6 a.m. farm show, "Rocky Mountain Roundup", station offered cash prizes for best letters on why listeners like the program. Replies came from far and wide. "Col." Bob Buchanan is foreman of the "Roundup".

### WEW, St. Louis

Station news staff under direction of Bill Mackintosh is now supplying complete local coverage and has scooped the papers several times.

Announcers' book was officially doubled last week over the book of last week, and it's not all Christmas accounts.



**HOWARD KEEGAN**, NBC production man, has been asked by Carl Webster to join him in his new radio production concern. May join if arrangement can be worked out so that he can still handle some of the shows he has, which include "A Tale of Today," "Girl Alone," "Guiding Light," "It Can Be Done" and "Lights Out."

General Mills Co., Minneapolis, has been listening to an adaptation of "Granddaddy Longlegs" done by Morrison Wood.

Century Finance Co. has launched a program titled Rhythm Revue over WCFL at 11 a.m. Sundays through Schwimmer & Scott agency.

Wayne King, after closing at Palmer House, Dec. 12, plans to confine himself to his radio commercial until after the holidays.

WAAF has launched a new transcribed serial, "Last of the Mohicans," based on the book.

Russ Hodges, WIND sportscaster, journeyed down to Goshen, Ind., to speak at annual football banquet there.

Harold Swanson, WJJD engineer, almost killed in motorcycle crash, has regained consciousness and has been moved from hospital to his home for further recovery.

Norman W. Gregg has been named to handle publicity for the new Morrell show featuring Bob Becker on NBC starting after first of year. He also handles Contented account.

Eitel's Old Heidelberg inn has Herr Louie and Weasel and Armand Buisseret's ensemble on WCFL and the latter also on WIND.

Lee Gebhardt, who has been writing Oxydol's "Ma Perkins" for years, has been assigned to turn out the Skelly "Court of Missing Heir" scripts.

"Ma Perkins" has gone into its fifth year, and P. & G. celebrated the occasion with a party last week. Virginia Payne, Charles Eggleston and Dick Wells head the cast.

George Besse, head of local Joseph Hershey McGillvra rep office, has improved sufficiently to be taken from Ravenswood Hospital to home. He has been receiving X-ray treatments for injuries to leg.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30	31		

Greetings from Radio Daily

December 6

Ira Gershwin  
Agnes Moorehead  
John Ravencroft