



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 112

NEW YORK, N. Y., WEDNESDAY, DECEMBER 8, 1937

FIVE CENTS

# Songwriters' Ultimatum

## GENERAL SHOE CO. SERIES ON 12 MUTUAL STATIONS

General Shoe Co., through Badger & Browning & Hersey, will start "Famous Fortunes" on 12 Mutual stations (CKLW, KSO, WSM, WLW, KWK, WMT, KTAT, WGN, KTOK, KFEL, WCAE and WOR), Feb. 8 at 7:45-8 p.m.

Program will dramatize the lives of great American millionaires. Mar. (Continued on Page 3)

## AFRA Signing Agreement With WCFL in Chicago

Chicago—AFRA, which has passed the 400 mark in enrollment here, lined up a collective bargaining agreement this week with WCFL's group of artists. John Fitzpatrick, station president, notified Ray Jones, AFRA secretary, that agreement would be signed. One immediate result is a pay boost for staff announcers.

## Four Directors Named By Performing Artists

Rudy Vallee, Harold Kemp, Benny Goodman and Efreim Zimbalist have just been elected to the board of directors of the National Association of Performing Artists, of which Fred Waring is president.

## Gulf on Florida Stations

Gulf Refining Co., through Young & Rubicam, will inaugurate a weather report series the first week in January on four Florida stations (WJAX, WDAE, WQAM, WBDO). Reports will be aired four times daily, seven days a week, and will promote Good Gulf gasoline.

## Tele Ceremony

Delivery by RCA of the first mobile television unit built in the U.S. to NBC will be celebrated over the air on next Sunday's "Magic Key of RCA" broadcast on NBC-Blue network at 2-3 p.m. Another unusual item on same program will be Dr. Frank Black playing a piano concerto assisted by his own "Magic Key" orchestra.

## Page Penner

Little Rock, Ark.—Second Annual National Duck Calling Contest aired over KARK drew more than 50 entries, with six finals remaining when contest windup went on the air last week. Duck-calling duets and quartets were among novelties in the broadcast.

## DELAY AFM-ET LICENSING UNTIL IRNA DEAL IS SET

Transcription and phonograph record manufacturers will not be licensed by AFM until all business has been concluded with the IRNA at least, according to Jos. N. Weber. (Continued on Page 3)

## Construction is Begun On Pittsfield Station

Pittsfield, Mass.—Construction of Pittsfield's new station, to be owned and operated by Harold Thomas, owner of WATR, Waterbury, Conn., has been started and is expected to be finished by March 1. A 170-ft. steel tower is part of the equipment. Thomas is understood to be affiliating with CBS in about a year.

## Spitalny's New Find

Mary-Ann Bock, 10-year-old Pittsburgh vocal sensation, has been signed as a member of Phil Spitalny's all-girl "Hour of Charm" orchestra, heard Mondays at 9:30 p.m. over NBC-Red.

## Paul Raymer to Represent Michigan Radio Network

## Johnson's Wax Adding Stations in the West

S. C. Johnson (floor wax) on Feb. 7 will extend the "Fibber McGee and Molly" program to the McClatchy chain and KTAR. Program is on the NBC-Red, Mondays, 9-9:30 p.m. with repeat at 12 midnight. Needham, Louis & Brorby Inc., Chicago, has the account.

## SPA Gives Music Publishers Until Today to Sign New Agreement or Face Suit —Report Composers Resigning

## FRANK GILLMORE QUILTS AS EQUITY PRESIDENT

Frank Gillmore, for nine years president of Actor's Equity and for 20 years its chief executive officer, resigned yesterday. Condition of his health and increasing duties as president of A.A.A.A., the parent unit of all unions in the theatrical field, compelled him to relinquish the arduous duties of the Equity post.

The Equity Council accepted the resignation with regret and asked Gillmore to continue in office until a suitable successor is obtained. A special meeting will be held December 17 to begin consideration of a new president.

## Kolorama Television Soon Ready to Market

Newark, N. J.—New improvements in transmission achieved recently by Kolorama Laboratories, Irvington, N. J., leads engineers of the lab to predict that television for public use will be ready within a few months. Demonstrations yesterday showed marked improvement in definition and clarity over pictures shown in summer.

Emil A. Kern, executive v.p. of (Continued on Page 3)

In effort to halt the impasse existing between song writers and music publishers on the question of new contracts which are mainly intended to give the writers a better break on electrical transcription, film synchronization and other mechanical rights, the Songwriters Protective Ass'n yesterday sent lengthy wires to all publishers giving them until 1 p.m. today to sign a new pact or face a court action to acquire a clarification judgment on all small rights including those of Ascap.

Also scheduled for today is the (Continued on Page 3)

## FATHER COUGHLIN BACK ON 27 INDIE STATIONS

Detroit—Father Charles E. Coughlin returns to the air on or about Jan. 29 over an independent network of 27 stations from Denver to Portland, Me. Efforts are now being made to clear a 4-4:30 p.m. spot on Sunday afternoons.

Announcement of Father Coughlin's new plans was made jointly by the priest and Leo Fitzpatrick, vice- (Continued on Page 2)

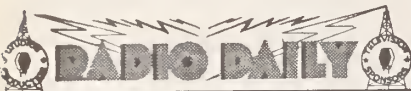
## Anti-Ascap Measure Introduced in Georgia

Savannah—An anti-Ascap bill was introduced in the Georgia state legislature yesterday. Measure is patterned after similar bills and laws in nearly a score of states throughout the country.

## Bergen's Rise

Los Angeles—Edgar Bergen and Charlie McCarthy, who, before radio made them famous, played the Orpheum here a year ago for \$275 a week, will net around \$15,000 for this week's appearance at Paramount Theater. House took in \$15,000 over week-end alone. Ken Murray and Oswald also on bill.

(Continued on Page 3)



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FINANCIAL

(Tuesday, Dec. 7)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd, RCA \$5 Pfd. B, Stewart Warner, Westinghouse, Zenith Radio. Includes High, Low, Close, and Net Chg.

NEW YORK CURB EXCHANGE

Table with columns: Majestic. Includes Bid and Asked prices.

OVER THE COUNTER

Table with columns: Stromberg Carlson. Includes Bid and Asked prices.

CKNX Scoops Murder Verdict

Wingham, Ont.—CKNX scored a scoop on the verdict in the Walter Turner murder case a few days ago when Harry J. Boyle, station's news editor, climaxing a week of outstanding coverage of the sensational trial, flashed the news of acquittal 15 minutes after the jury brought in its verdict. CFCC, Chatham, had a link with CKNX for coverage of the trial.

New WMAS Transmitter On

Springfield, Mass.—New WMAS transmitter went on the air Monday from Pynchon Park. Dedication program will be tomorrow night. Station's new studios are located in the Hotel Charles.

Roberts Joins NBC

W. Donald Roberts has joined the NBC sales department in the local sales division. He is from the station representative field.

Father Coughlin Back On 27 Indie Stations

(Continued from Page 1)

president and general manager of WJR, Archbishop Edward Mooney, Father Coughlin's superior, who several weeks ago caused the priest to cancel a radio series that had been arranged, is now in accord with Father Coughlin's new plans. Points in dispute are understood to have been cleared up.

Martin Block's Mail Record

Martin Block set what he believes is the record for single day's mail for his WNEW "Make-Believe Ballroom" on Dec. 2 when the count was 5,648 letters and cards, plus 1,108 wires. Requests included 3,917 for sponsors' product, 1,108 for tickets to Sunday swing show, 1,687 votes in orchestra popularity contest, and 44 miscellaneous.

Grazielle Parraga in Series

Graziella Parraga, Cuban composer-songstress heard on ETs in Spanish and English songs over Pan-American stations under Bristol-Myers sponsorship, and who is now in New York appearing at LaRue's, supper club, is preparing to start a network sustaining series.

"House Undivided" Signing Off

"House Undivided" on the Don Lee network, sponsored by General Foods, will sign off the air late this month. Program plugs La France and Satina. The extension of the Mary Margaret McBride series on CBS to include these products is the reason for the cancellation. McBride series goes to the coast. Young & Rubicam is the agency.

2 Join Toronto Office

Toronto—Local staff of Associated Broadcasting Co. Ltd. has been augmented by two new members. They are J. G. Acker, former station manager of CFRB (CBS outlet here) and more recently national advertising manager for London Advertiser, and Edwin H. Baker, formerly advertising manager of Canadian Magazine.

Romance at WBT

Charlotte, N. C.—Katherine Brown, secretary to the WBT program director, is wearing a big diamond ring that is reported to have put announcer Caldwell Cline deeply in the red with one of the local jewelers. Wedding is tentatively set for Jan. 21.

Advertisement for WOR-MUTUAL featuring JOSEF CHERNIAVSKY "The Musical Cameraman" on Thursdays at 8 P. M. EST. COAST-TO-COAST.

La. Stations May Unite On Musicians' Demands

New Orleans—Network affiliates in Shreveport, Baton Rouge and New Orleans yesterday were reported considering uniting to face musicians' demands. Union heads refused to make a statement. Conferences between union here and WWL, WDSU and WSMB resumed yesterday, with progress reported.

Willys 15-Min. Disks

Willys-Overland disks now being made by the NBC transcription service will be quarter-hour musical programs, entitled "Willys Orchestra of Soloists." Campaign will take the air shortly after the first of the year under the sponsorship of the 3,000 local dealers. United States Advertising Corp., Toledo, has the account with Walter Brooks supervising for Willys.

James Alden Barber at KGVO

Missoula, Mont.—James Alden Barber, former program director of KBTM, Jonesboro, Ark., returns to KGVO here as program mentor after a seven-year absence. Barber is an accomplished pianist, organist and author of several plays. His plans for KGVO program policies include more accent on dramatic productions.

U. S. Program for Canada

Montreal—Canadian Broadcasting Co. will present on alternate Fridays at 8:45 p.m. a program entitled "The United States," consisting of a commentary by Steven Cartwright, managing editor of "Current History," on U. S. affairs as they affect Canada. Cartwright, a Canadian, was formerly editor of the "Canadian Forum."

Warner Show from Lot

West Coast Bureau, RADIO DAILY Los Angeles—Warner-Lucky Strike show, "Hollywood Parade", which debuts on NBC-Red tonight, will come from Stage 9 on Warner-First National movie lot at Burbank, with audience capacity of 500.

Dona Dae With Waring

Donna Dae, vocalist who has been singing with Frankie Masters' orchestra in Chicago, joins Fred Waring's crew at the New York Paramount Theater starting Dec. 29.

COMING and GOING

H. K. CARPENTER, vice-president and general manager of WHK and WCLE, Cleveland, is in town.

ALEXANDER GRAY, who has been headlining the floor show at the Palmer House, Chicago, returns to New York on Dec. 13 and will audition for several national accounts. Ralph Wonders of Rockwell-O'Keefe office is arranging auditions.

HARRY KOGEN, NBC orchestra leader in Chicago, is on a New York visit, while Rex Maupin pinch-hits for him.

FRANK PARKER will spend holidays in Havana, returning to New York shortly after Jan. 1 to prepare for radio work.

JAMES STREET, radio writer, left for Meridian, Miss., last night to attend his father's funeral.

PAUL H. RAYMER, head of station rep. firm bearing his name, out of town for 10 days on business trip.

H. S. GOODMAN of the H.S.G. Agency returns early next week from Chicago, where he went to open an office, and also from a visit to Detroit.

WALTER E. KLAUER, president of WKBB, Dubuque, is in town for a few days.

RAYMOND SCOTT is back in New York from Hollywood.

FATS WALLER returns to New York from Hollywood next week.

ROBERT L. RIPLEY goes to Kansas City on Dec. 15 for a lecture at the Music Hall there.

SHEP FIELDS leaves for Chicago to begin an engagement at the Palmer House there next week.

ARDE BULOVA sails today aboard the Normandie for Europe.

MURRAY HANCOCK of CBS returned from the Dominican Republic.

MARIE KEITH, vocal coach and radio accompanist, returns to New York soon from an Iowa visit.

WILL YOLIN, publicity director for Phillips H. Lord, has returned from Wilkes-Barre, Pa., where he signed six people to appear on a future "Gangbuster" show.

DR. CHARLES COURBOIN leaves Thursday for Philadelphia where he will dedicate the WFIL organ which he designed.

Basil Fomeen Back on Air

Basil Fomeen, with his accordion and orchestra, will return to the air tomorrow at 11:15 p.m. in a twice-weekly schedule over WOR from the Restaurant de la Paix of Hotel St. Moritz. Second broadcast will be Saturday, 7:45 p.m.

Advertisement for Presto Recording Corp. "NOW YOU CAN BUY A COMPLETE PRESTO SOUND RECORDER FOR ONLY \$149.00" at 133 W. 19th St., New York, N. Y.

Advertisement for KSTP radio station: "NORTHWEST'S LEADING RADIO STATION OFFERS LIFELIKE RECEPTION NEW TRANSMITTER INCREASED COVERAGE BASIC RED NETWORK" with images of the station building and tower.

Advertisement for WBNX radio station: "THE MODERN BOOMERANG" "A BOOMERANG ALWAYS COMES BACK WITH A RETURN SAIL" "FOR YOUR SALES RETURNS USE THE MODERN BOOMERING" "WBNX NEW YORK 1000 WATTS DAY AND NIGHT" "The Station that Speaks Your Language"

# SONGWRITER ULTIMATUM GIVEN TO PUBLISHERS

(Continued from Page 1)

general meeting of the SPA membership at the Hotel Astor for the purpose of determining whether the SPA should make changes in its by-laws (particularly Article IX) which is the chief objection of the publishers who are against signing the new proposed form of contract. Meanwhile a more or less serious strike has been in effect for several months, with the independent writers not turning over any songs to publishers. On the other hand the so-called coast writers who have film contracts, as well as the music houses affiliated with film companies, feel that they do not have the same things in common with the non-affiliated writers or publishers.

On the strength of the latter situation, it is reported that important composers such as Jerome Kern and Sigmund Romberg are leading wholesale resignations from the SPA. Romberg has been an official of the SPA ever since it was organized. Other important writers reported as having resigned include Irving Berlin, Dorothy Fields, Gus Kahn, Dave Franklin, Cliff Friend, Oscar Hammerstein 2nd and others.

# Kolorama Television Soon Ready to Market

(Continued from Page 1)

Kolorama, predicted "a reasonable degree of perfection" without radically altering present methods. A large screen is used, with a mechanical rather than the usual electronic system, and images of good quality up to 5x6 feet have been shown, though even larger projection is possible. Several demonstrations daily are continuing through the week for engineers and the press.

# 23,000 in Youth Club

Royal Baking Co. of Salt Lake and Ogden, participating in youth club activities of the "Jimmy Allen Adventures" serial, five weekly, reports that 23,000 "cadets" are enrolled in the primary area of KSL, which airs the show. Thoroughly satisfied with results, long term renewal by sponsor has been made, according to Ed Broman, account executive. Recent promotion gave cast-photos to more than 10,000 club members. Gillman Agency produces the feature.

The PERFECT MARKET'S LOUDSPEAKER WAKO ALBANY, N.Y. Newly Equipped for Super Power

# NEW PROGRAMS—IDEAS

## "Beano" Goes Radio

"Beano," the sublimated game of lottoes which had won its spurs as a carnival feature even before it was adapted for movie theaters, has gone radio in a new commercially-sponsored version over WAAB, Boston. Kay Jewelry Co. is the sponsor, and the game accordingly is titled "The Kay Plan." Listeners have a squared game board, similar to that used in lottoes, except that each square is blank. They are asked to write the name of the game in the 7 squares across the top, affording excellent spot for a commercial. Next they write the first three letters of their respective telephone exchanges and the four figures of their telephone numbers in the second row of squares. Announcer then reads off other letters or figures, each called for a certain square. Listener getting all right letters and figures produces a combination representing his phone number. He calls station, and is declared the winner in an air announcement.

## "Sports Spelldown"

Sam Levy, dean of Milwaukee sports writers and baseball expert for The Milwaukee Journal, is starting a "Sports Spelldown" over WTMJ. Sports-minded folks will be invited to WTMJ's studios for the quarter-hour broadcast. Levy will shoot at the contestants sports queries based on his long experience as sports authority.

Typical questions: "What prominent football star began his career on an ice wagon?" "Who was the only man to knock Jack Dempsey out of a ring?"

Winners will get season passes to games of the Milwaukee Brewers American Association baseball club for 1938.

## "Christmas Tree Lady"

Marking third consecutive year on air, the "Christmas Tree Lady," quarter-hour kid show, has returned for pre-holiday season to KFVS, Cape Girardeau, Mo. Virginia Bahn, program director, is the title character, and she fills the spot with informal talk about Christmas. Kids may become members of Christmas Tree Club by phoning station and later bringing toys to the studio, which are turned over to charitable organizations. Night before Christmas, organizations tell what they've done with them.

## WMBH News Magazine

A midafternoon news period, titled the "WMBH News Magazine," has been started by WMBH, Joplin, Missouri. Human interest, rather than spot stuff, is featured, including local news reported by staff, Hollywood and fashion items, and editorial-type stories on movements such as the Red Cross. Station has placed a news-bulletin board on its building, near busy bus stop.

## City Club Program

Though little more than a month old, the Tuesday evening City Club Forum over WNEW, New York, has already attracted a considerable following. Forum, made up of City Club members, their friends, and a limited number of outsiders who apply for tickets, airs in 8:30-9 p.m. spots, and presents general discussion on city, national and international topics. Many prominent civic figures have already taken part. The program was originated by, and is under the direction of, Baxter Pickering.

# General Shoe Co. Series On 12 Mutual Stations

(Continued from Page 1)

Jorie DeMott will write the script, with Mark Hawley serving as narrator. Program will originate from the WOR studios.

# Crime Dramatizations Prohibited by Argentine

Buenos Aires—The Argentine Post & Telegraph Department, which controls broadcasting in this country, has placed a ban on transmission of radio programs dramatizing any scene or development of a criminal, "hair raising" matter or anything of an immoral nature.

## Jaeger Chief WNEW Announcer

John Jaeger has been made chief announcer at WNEW. He has been a member of the staff for some years.

# Delay AFM-ET Licensing Until IRNA Deal Is Set

(Continued from Page 1)

president of the musicians' union. Tentative transcription and record license forms had been printed by the AFM, but these were destroyed as being inadequate from both the AFM and disk maker angles. Various items, however, are being straightened out.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

**KATE SMITH**

THE KATE SMITH HOUR

THURSDAYS

CBS NETWORK 8 9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

# RAYMER TO REPRESENT MICH. RADIO NETWORK

(Continued from Page 1)

Chicago offices of Raymer as the first step in the expansion program. Wm. G. Rambeau Co. contract for the Michigan stations is not being renewed upon expiration Jan. 1. Rambeau represented the Michigan network for the past five years. H. Allen Campbell, general manager of the King-Trendle radio interests, set the Raymer deal.

## Lowenfels & Son on 2 Stations

Frederick F. Lowenfels & Son (Hotel Bar Butter) is sponsoring Transradio News every Sunday at 10 a.m. over WOR and announcements over WQXR. Neff-Rogow Inc. is the agency.

## "Underworld Cathedral" Back

"Cathedral of the Underworld," after a two-year absence, returns to WMCA on Sunday at 4-4:30 p.m. The feature was started and aired for almost a decade by the late Tom Noonan.

## Pilot Society Luncheon

Pilot Radio Award Society will celebrate its first year with a luncheon Dec. 15 in the Waldorf-Astoria. Recipients of the awards made weekly for distinguished radio work will attend.

STATION

NEW YORK

Serving New York and New Jersey

HOURS A DAY

## AGENCIES

ROBERT E. POTTER, national advertising manager of Chicago Journal of Commerce, is resigning to become vice-president and general manager of the new MacDonald-Potter Inc. agency, 230 North Michigan Ave., Chicago. Arthur R. MacDonald continues president.

MASON BARLOW, Advertising, Chicago, has been organized as a general agency with headquarters at 201 N. Wells St.

E. J. POWERS, who has been western manager of Cooley & Cortes Inc., Chicago, has taken over quarters formerly occupied by that organization and launched a special representative firm under the name E. J. Powers & Co.

PAUL MARKMAN, formerly with Beaumont & Hohman Inc., Chicago, has joined Ward Hicks Advertising Agency at Albuquerque, N. Mex.

LORIN COLLINS & ASSOCIATES have landed Illinois Condenser Co. account, Chicago manufacturers of radio condensers.

EVANS ASSOCIATES, Chicago, have been appointed advertising counsel for E. C. Atkins & Co. and Creamery Package Mfg. Co., Chicago.

MARIAN CHURCHILL, formerly with Lord & Thomas, Chicago, and prior to that with Blackett-Sample-Hummert here, is assistant to director of advertising at B. T. Babbitt Co., New York.

## OKLAHOMA CITY

Polly Tollison, on Meyers Motor Co. WKY program, daughter of an A. T. & S. F. executive, had the train held for her until she finished her program; then for a visit home.

Ben Bezoff, WKY announcer studying radio law, has been elected president of his law class at the Oklahoma City Law School.

"Eddie McKee at the Keys" is new 15-minute KTOK program, vocal and piano, Monday through Friday.

The boys at WKY decided Earl Hull, chief engineer, didn't know how many cigars he was smoking. An actual count by the staff revealed Earl consumed 84 cigars in a single week. Now he likes the record so well he's trying to better it every day.

Weldon Stamps, former KFPW (Fort Smith) staff announcer, now occupying same position at KTOK.

## KFEL, Denver

Manager Gene O'Fallon has completed plans for the 1937 Radio Auctions of the Goodfellow Club, which cooperates with Rocky Mountain News in activity on behalf of the needy. This is the 14th year of the series.

Station's new recording equipment will be used to transcribe the weekly program of the Gospel Broadcasting Ass'n from the Don Lee Network so that the program may be released at a suitable time in Denver. At present, the program is released over Mutual at 8:30-9:30 p.m., MST when KFEL is off the air.



● ● ● Thinking Out Loud (and sometimes talking out of turn)—For the past week or so Jack Robbins has had us on the rounds with him—and in all the years of reporting we've never visited any of the places to which he's taken us... As one of the outstanding music publishers, he doesn't spend his time in spots which have broadcasting facilities—so that he might have one of his songs plugged—but goes to "joints" which have four- or five-piece bands—in the hope of making a discovery. Like every newspaperman is supposed to have a plot for that "Great American Novel," Robbins believes that every bandleader or musician has some tune in the back of his mind—and it'll be "written some day." It's his desire to have it done now and possess it first... He goes to these dives with that thought—and encourages the musicians to play as they please—knowing that a publisher is in the house—and opportunity is knocking... Some 18 years ago he walked into Reisenweber's at 4 a.m. and picked up a song called "La Veda" which only sold a million and a half copies. Since then, he's been working under the illusion of repeating this feat—and has on "Smiles" and other tunes... Last week he grabbed Stuff Smith and Mike Parrish playing a ditty. He liked it, toyed around with it—and now it's to be published under the title of "It's Wonderful"... The near future will tell.

● ● ● Lee Chadwick, continuity director for WTAR, Norfolk, says what with all the talk about mental telepathy and the current interest in it, especially highbrow, there is a demand for a new word—and offers this suggestion "mental telopathy"... How some radio fans will wear one down is displayed by the letter recently received by Leo Fitzpatrick, general manager of WJR, Detroit. S. R. Raridon of Cleveland heard a trumpet solo on WJR 10 YEARS ago and just got around to writing asking for info on it. Being the "Goodwill Station" (but there's such a thing as going too far) Fitz went to work on filling the questions asked—such as how high a note was blown, how to find it on the piano by counting down from the extreme right, etc. Leo discovered that it was the Elks Band—long disbanded—that it was "I Love You Truly" being played, etc.—and the note struck. Now Mr. Raridon of Cleveland is very happy!

● ● ● Up until the other day we didn't know that there were TWO "Buddy Clarks"—the singer and the bandleader—and the two have had mail confusion, phone complications and introduction embarrassment. But neither will "give" to the other—the bandman saying he used it first though the singer made the monicker more famous... However, here's the distressing part of the entire thing: Neither has legal claim to the tag because the singer's real handle is "Samuel Goldberg" while the other's mother called him "Herbert Kristberg"—but let them fite about it themselves... Another name-confusion we encountered the other day was while listening to Jack Eigen's informing and snappy daily chatter on WMCA sponsored by Madison Loan Co., with Nat Brusiloff's band. The wordslinger on the show we thought was very poor and amateurish—only to discover that the "Bert Lee" announcing is Bertram Lebhar, one of the country's finest salesmen and commercial generalissimos of WMCA-Intercity!

● ● ● The haughty mien of four WGAR, Cleveland, executives may be accounted for by extra-radio offices held by them... John F. Patt, station general manager, is president of Kansas University alumni in Northern Ohio... Gene Carr, assistant manager, holds the presidency of the Westminster College grads in Cleveland... Production manager Carl George is now president of Muskingum College alumni in Cleveland... Sales promotion director Graves Taylor is the only Ohio alumnus of Washington College and hence claims the same number one rating among "them"!

## GUEST-ING

LAURITZ MELCHIOR, on "Magic Key," Dec. 12 (NBC-Blue, 2 p.m.). KIRSTEN FLAGSTAD, same program, Jan. 2.

JEAN ELLINGTON, on "Hammerstein Music Hall," Jan. 7 (CBS, 8 p.m.). WALTER CASSEL, same program, Dec. 31.

TED FETTER and NELL O'DAY, appearing in "Many Mansions," on Charlotte Buchwald's "Playgoer," Dec. 10 (WMCA, 1:15 p.m.).

DOUGLAS FAIRBANKS and AN-DREA LEEDS, on "Silver Theater," Dec. 12 (CBS, 5 p.m.).

JACKIE COOGAN and BETTY GRABLE, on George Jessel show, Dec. 12 (Mutual, 6 p.m.).

ANN DVORAK, with Tyrone Power in "Never See Snow Again," Dec. 12 (NBC-Blue, 9 p.m.).

CLARK GABLE, MYRNA LOY, LEWIS STONE, FANNIE BRICE, MICKEY ROONEY, ALLAN JONES, JUDY GARLAND, HELEN TROY and BETTY JAYNES, on "Good News of 1938," Dec. 9 (NBC-Red and WHN, 9 p.m.).

DEL CASINO, on "Hello Peggy," Dec. 12 (NBC, Red, 11:45 a.m.).

SHEILA BARRETT, return appearance on "Magazine of the Air," Dec. 9 (CBS, 3:30 p.m.). CLYDE BARRIE on same program Dec. 16.

JOSEPH BENTONELLI and NADINE CONNER, on "Vicks Open House," Dec. 12 (CBS, 7 p.m.).

## PITTSBURGH

Herbie Kay definitely set to succeed Dick Stable at Hotel William Penn, New Year's. Stable goes west. Two Pittsburghers in Kay's band: Charley Probert and Ralph De Stephano.

Ray Pearl's new tune, "I Happened to Look in Her Eyes," has a prospective publisher. Pearl to remain over the winter at Bill Green's (Mutual).

Milk Fund on KDKA, sponsored by Variety Club, raised \$4,000 in pledges Saturday night. Johnny Harris trying to get Fibber McGee and Molly for next Saturday's appeal.

Mrs. Frederick G. Rodgers died Sunday. Husband for years was program manager of KDKA.

## WNEW, New York

Ray Hamilton, singing organist, will be heard in a new series weekdays at 7:15 p.m.

Thornton Fisher, noted radio sports commentator, will air Tuesdays, Thursdays and Saturdays at 7 p.m. starting tomorrow.

Douglas Arthur, emcee, has a new 2-2:30 p.m. Tuesday through Saturday series, with Libby Hall, Johnny McKeever, Slim Gaillard and Jimmy Rich among the talent.

Martin Block's "Make-Believe Ballroom" has been extended for 15 minutes more each morning, starting at 9:15 a.m.

Program ☆  
Reviews ☆

"It's The Law"

Dramatization of an actual case-history, plus the arguments presented in court to the presiding justice, bowed in Monday on WHN, 8:30-9 p.m., and gave an entertaining account of itself. Prefaced with the remarks that similar cases should not be judged by the decision rendered in the problem dramatized, program told the story of a marriage which ceased in its third day—and asked if the man was entitled to an annulment of his vows which he asked. Persons in the audience were interviewed on their opinions and preferences, with the actual court interpretations held for the fadeout. It was very entertaining outside of the replies given by the audience—who sounded like "plants."

NBC Symphony Orchestra

NBC's recently formed symphony orchestra is really going places, and the performance given last Saturday night over the Red and Blue networks under direction of Artur Rodzinski, guest conductor, who will hold forth until Christmas night when Toscanini arrives on the podium, was an impressive affair. Program included a tone poem by Sibelius, Handel's "Water Music", Debussy's "Nocturnes", Albeniz's "Trina" and Beethoven's Fifth Symphony. The tone effects elicited by the conductor in the Sibelius and Debussy selections marks the NBC orchestra as one of the ranking music-of-the-immortals makers on the airwaves.

"Rain and Sunshine"

Sponsored by R. B. Davis Baking Powder, through Charles W. Hoyt Inc. agency, this new quarter-hour on WEA, Tuesdays and Thursdays at 12:45-1 p.m., is a generally pleasing mixture of vocalizing, answers to listeners' questions, and a bit of chatter to tie things together. Program is served by a mixed team. The male member does the singing and asks the questions, with the lady answering. The questions, which listeners are invited to send, cover anything at all, with a product plug worked in occasionally. Routine is more or less informal and easy to take.

Wini Shaw Married

Wini Shaw, singer, and Fred Hofberg, broker, were married Monday in Fort Lee, N. J.

First in local accounts in Chicago

WGES

(In the heart of Chicago)

ORCHESTRAS - MUSIC

**D**R. FRANK BLACK will conduct the new NBC Symphony Orchestra when it makes its first appearance as an assisting group in the American concert debut of Heinz and Robert Scholz, duo-pianists of the Mozarteum and the Salzburg Festival, over NBC-Blue on Dec. 16 at 9-9:30 p.m.

*CRA has set Jack Denny and his ork for a repeat at the Drake Hotel, Chicago, starting Dec. 17, with a WGN-Mutual wire; also Stuff Smith in a return to the Onyx Club, New York, starting Dec. 9, before going to the Famous Door on the coast.*

British Broadcasting Corp. Orchestra will be heard over WOR-Mutual from London at 2 p.m. Saturday in the first of two international exchange broadcasts through shortwave facilities of Canadian Broadcasting Corp.

*Cyril Mansonfield has joined the Johnny Johnson orchestra as vocalist at the Village Barn, and will be heard with Johnson on his twice-weekly airings from this spot.*

Howard Warren Sprague, composer and publisher, Jacksonville, Fla., who recently put out "Just Someone to Call My Own," will re-write this number in February for swingtime dance music in a different key. Sprague also will soon publish his new dance waltz number, "Would You Care If I Loved You."

*Bill Arnold, whose orchestra is featured nightly over WATL, Atlanta, leaves the Spanish Room of the Henry*

WRNL, Richmond, Va.

Walter R. Selden, operated on for appendicitis at Stuart Circle Hospital, is expected out in six weeks.

C. Alden Baker, commercial manager, has returned from New York where he closed several commercial accounts including Chevrolet "Musical Moments" and Carter's spot announcements.

The Bill Dalton Byrd Theater organ program starts Dec. 23, three times weekly.

New studios being built in the News Leader Arcade will be completed by Feb. 1. FCC examiner has okayed application for boost to 1 kw., unlimited, and plans for directional antenna are going forward immediately, according to Earl Sowers, managing director.

WKAT, Miami Beach

John Folsom of station staff married Sonia Hartman yesterday.

The Streamlined Melodiers, girls' trio, now appearing regularly on the station.

Maude Kimball Massengale, society editor of Miami Beach Topics, is presenting "Society Hour" twice weekly.

Ted Coughlan has started airing book reviews.

Harry Richman will emcee a broadcast with a host of celebs in connection with southern premiere of the film "Victoria the Great" at Colony Theater.

*Grady Hotel on Dec. 10 for an engagement during the winter season in Florida.*

Ernie Mathias and Lois Still departed Vincent Lopez's Orchestra after Lopez finished his week at the Stanley, Pittsburgh. Now vacationing at their home in Monongahela, Pa., they plan to organize a band in California after January.

*Vincent Lopez, whose orchestra is appearing at the Earle Theater in Washington this week, has called upon educators in this country to educationalize American popular music. Educators who tune their ears only to selections of foreign composers, he said, are neglecting a potential unifying and patriotic force in our national life.*

Socaraz and his "Magic Flute" are now heard on WMCA, broadcasting from the Havana Madrid on Friday and Saturday nights at 11:30. Don Gilberto and his rumba orchestra are heard on the same program.

WAGM, Presque Isle, Me.

Irvine Gammon, county editor of Portland Press-Herald, is the new announcer on the evening Transradio News, which also has a new sponsor, L. D. Bearce Co., Caribou (Tydol distributors).

Ted Coffin, program director, has taken on duties as editor of Aroostook Radio News Service, the potato empire's daily county news service.

Harmon Sisters are the new talent for Pillsbury, which for past two months has used Bert Robertson and Lewie Boys, swingtimers.

Lewis Hersey, former WAGM manager, has taken over duties of manager and publicity director of Fort Fairfield Winter Carnival and plans pickups to be aired during Carnival in Feb.

WHO, Des Moines

Lyman Cooley, travel-talker, is back on the Sunday schedule.

Sign-off time has been extended to 1 a.m., against 12 midnight formerly.

Woody Woods attended the educational broadcasting parley in Chicago.

Harold Fair, program director, now on a vacation in Florida and Cuba, also hopes to do some fishing in the Gulf.

☆ F. C. C. ☆  
ACTIVITIES

APPLICATIONS RECEIVED

Orrin A. Senzel, Rochester, N. Y., CP for new station, 1500 kcs., 100 watts night, 250 watts day.

McComb Broadcasting Co., McComb, Miss., CP for new station, 1200 kcs., 100 watts, day.

APPLICATION RETURNED

Herald Publishing Co., A. W. Huckle, pres., Rock Hill, S. C., CP for new station (old form and incomplete).

NEW BUSINESS

WCOP, Boston: Riverbank Canning Co. "Zeke Manners," ETs.

WIP, Philadelphia: Gar Wood Industries, spots.

WBAL, Baltimore: Ford Motor Company.

WWVA, Wheeling, W. Va.: Chevrolet; Musterole; William Wrigley.

KCKN, Kansas City, Kan.: Chevrolet "Musical Moments," ETs, through Campbell-Ewald.

WHN, New York: Street Railways Advertising Co., "The Voice of the City," program, placed direct for 13 weeks.

KWK, St. Louis: Musterole, "Carson Robeson and his Buckaroos," ETs, through Erwin, Wasey.

WESG, Elmira: Peter Schuyler Cigars; Skrudland Photo Service; Compagne Parisienne (perfume); Procter & Gamble; Seven-Up (soda water); Gardner Nurseries; Rota-Zol (gasoline).

KSL, Salt Lake City: Alka Seltzer, renewal, through Ed Petry Agency; DeSoto, renewal; Saylor's Chocolates through Doremus Agency.

Jingles for Sponsors

Jingles on advertisers, set to any rhyme or meter, and pertaining to sponsors of the daily Pet Unlimited Club, draw daily and weekly cash prizes for listeners over WMPS in Memphis. First day brought in jingle on Paul Hodges, but it didn't count because Hodges is the emcee. Now station is trying to sell him time in order to qualify the rhymester.

THE COUNT OF MONTE CRISTO

Radio's most thrilling dramatic serial, superbly recorded in 130 quarter-hour programs, is now available for local and regional sponsorship. A truly great production by the finest, largest cast ever used in a transcription serial. Hundreds of unique sound effects; breathless action; flawless acting.

This program has been a smashing success wherever broadcast throughout the English-speaking world.

Write or wire for exclusive territory still open, full history and synopsis, and audition samples.

EARNSHAW RADIO PRODUCTIONS

6425 Hollywood Blvd., Hollywood, California  
Eastern Office: Chas. Michelson, 116 Broad Street, N. Y.

Authors and Producers of "Black and Blue," "Chandu," "Hollywood Nite-Letter," "Radio Short Stories," etc., etc.

**UNIVERSAL**  
Complete School and College RECORDER.  
Simple to operate. Results guaranteed.



Recording Division  
UNIVERSAL MICROPHONE CO. Ltd.  
424 Warren Lane, Inglewood, Calif., U.S.A.



**K**NX has a new CBS Pacific Coast program in "Hollywood Matinee," Wednesdays at 3-3:30 p.m., on which staff announcers will be alternated. Gary Breckner draws the assignment first, with Clark Ross, baritone; Judy and Her Jesters; Chiquito, and Lud Gluskin's orchestra featured.

M-G-M has given Meredith Willson eight choristers and ten musicians to add to his present Maxwell House orchestra of 35. The "William Tell" contribution of the musical director on last week's program was a thoroughly musical job, incidentally.

Bob Baker, conductor of CBS "Hollywood in Person," is confined to his home with a touch of flu.

KFQD, Anchorage, Alaska, has taken 222 episodes of Earnshaw Radio Productions' transcribed classic, "Detectives Black and Blue."

Schwabacher-Frey, stationers, have signed a KFI contract for 313 announcements on Happy Jack Kay's daily "Breakfast Club" program. Sponsorship of the show is on a participating basis.

Irma Brady Boyle has inaugurated a series of monthly musical programs featuring the Mereblum String Ensemble over KFWB. Juvenile personnel of the group ranges in age from 8 to 18 years.

Janet Scott, Henry Anthony and Virginia Bassett are three recent additions to the cast of May Robson's "Lady of Millions" transcriptions now in work at Associated Cinema.

Broadway Bill, ace race track commentator, is back on the air with a weekly, Saturday-7:30 p.m. program over KFI. These are just the "work outs" for a daily gallop with the opening of Santa Anita on Christmas Day.

Peter Potter, CBS producer of "Western Home" and "Hollywood Barn Dance," is doubling in a role as a funny newspaper reporter in Grand National's "The Shadow Speaks."

Frederick Stark gave a young Los Angeles composer, John Spaulding Blake, a break when he presented a special orchestration of the young writer's "Yellow Jackets" over the air for the first time on KHJ last Sunday.

KEHE has inaugurated a Saturday night "Scavenger Hunt," modeled along the same lines as the goofy game as played by New York social registerites under the tutelage of Elsa Maxwell. Al Poska, "Head Huntsman," gives listeners a list of ten articles at 8 p.m., which they are supposed to turn in to the station at 9:30. It's new, anyway.

#### 15 Minutes—15 Features

"Quickies," a new commercial presenting 15 features in as many minutes, is now airing over WAAF, Chicago, originated, written, and announced by Program Director Jack Odell. Program includes news, music, fashion data.

## STATIONS OF AMERICA

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

### WJW—Akron

1210 Kilocycles—250 Watts Day, 100 Watts Night.

**JOHN F. WEIMER, President**  
**SAM W. TOWNSEND, General Manager**  
**ARTHUR W. GRAHAM, Program Director.**

**P**ROPERLY, it began in 1909. And a hard beginning it was, too, back in Mansfield. Equipment was high, funds scarce. But the bug had bitten John F. Weimer. So he started. He built his first microphone himself—a time-honored-two-button contraption, the designs for which are still a treasured possession.

The war interrupted Weimer's activities, but he was back on the job soon after, and in 1925, obtained a broadcast license. The call letters then were WLBV, changed in 1927 to WJW. In 1928, the station became the country's first 100-watter to use crystal control. Weimer himself ground the crystals.

From that time on, the station progressed rapidly. Its expansion soon demanded more room, and in 1932, Akron became the new location. At the same time a corporation was formed, with Weimer as president. Five years in Akron and still growing, the station is now a byword in public service. Well-managed and modernly equipped, it occupies a well-earned place as a radio pioneer.

### BOSTON

Merchants of Harvard Square, Cambridge, are participating in sponsorship of a pre-Christmas program, "Shop Harvard Square First," over WCOP.

Ruth Chilton, the WEEI songstress now at WSYR, Syracuse, writes that she's on a new commercial sponsored by American Stores, in addition to her sustainings.

Edward Hall, WBZ news commentator, reversed the procedure and interviewed Jerry Belcher, the "Our Neighbors" interviewer.

RCA Victor Dealers, who sponsor Rakov and his rhythm over WBZ-WBZA, are giving three minutes of each program to the Community Fund.

### LINCOLN

Bruce Nicoll, radio editor of the Sunday Journal and Star, is promoting a radio program popularity contest, offering a radio set as the prize.

Jack Hanssen and J. Gunnar Back, KFOR, conduct a nightly "Mr. Yes and No" program during the dinner hour rush. It's a man on the street variation.

Chamber of Commerce has started a salute to the trade territory weekly on KFAB, with an honor town each night.

### WMPS, Memphis

Francis Chamberlin of the commercial department is the father of a girl, his fourth.

Hiram Higsby has added a Saturday night show, "The Taffy Pull", with talent including Herb Summerfield's ork, Dave and his Rhythm Rangers, Igor Ivan, Dixie Redheads, Oklahoma Cowgirl and Sweetheart of the South.

Paul Hodges and Fred Vosse did quite a job in conducting a three-point pickup of the annual "Spirit of Christmas" parade which drew out some 200,000 Memphians.

### KANSAS CITY

Fred Edwards, new KMBC announcer, and Doris Stauffer of New York are Mr. and Mrs.

Don Davis, WHB president; Earle Smith, KMBC newscaster, and Walt Lochman, former KXBY sports man, are on the Mayor's Christmas Tree publicity committee.

M. F. "Chick" Allison, KMBC publicity head, went on the air the other day, putting the bee on one of his former profs from Kansas State College.

Helen Sorrells of WDAF dramatized the Dickens "Christmas Carol" for airing in six episodes.

John Wahlstedt Male Choir of 16 voices has returned to WHB for weekly Sunday programs. Roland Pound and Lowery Kochler are featured soloists.

### BALTIMORE

WBAL's "Treasure Hunt," sponsored by Cremo cigars, has gone over so big that prizes have been increased and broadcast moved to Ridgely Hall, Odd Fellows Temple, seating over 500. Garry Morfit continues as head huntsman, assisted by Walter Linthicum, with John Wilbourn handling production.

WFBR has been so busy that it forgot about announcing its annual Christmas party for clients. The advertisers didn't forget, however, and upon being reminded the station immediately set date, Dec. 18.

### WRC-WMAL, Washington

Commercial Manager John Dodge was abed last week due to grippe resulting from ping pong exertion. Kenneth H. Berkeley, sympathetic g.m., sent him an autographed paddle with ball attached.

Local engineers will soon review the Red Cross standard course in first aid to the injured which they completed last year. Engineers Bob Terrell and Keith Williams are conducting the review.



**C**ARL ERICKSON, WIND announcer, and Marie Fox of Rockford dashed over to Valparaiso, Ind., and told it to a preacher.

"Skelly Court of Missing Heirs" is now presented before an audience in the WBBM Air Theater.

Gina Vanna is scheduled for a third week on the Contented hour—looks like she may get the coveted soloist berth vacated recently when Vivian della Chiesa's contract expired.

Marion Jordan (Molly) is still confined to Sacred Heart Sanitarium, Milwaukee. Jim Jordan (Fibber McGee) visited her over weekend and reported her much improved.

Tom Fizdale is back from a trip to New York.

Les Tremayne, headliner of "First Nighter," was discharged from Passavant Hospital Monday, fairly recovered from gunshot wound.

Dick Jurgens takes over Dec. 14 at Trianon Ballroom for a fortnight, when he moves to the Aragon. Bill Carlsen then goes into Trianon. Ted Weems, who was at the Trianon, is to make a tour of one nighters.

A daughter was born to Mrs. John Mitchell (Helen King) who was Em of the famed team of Clara, Lu 'n' Em, at Evanston Hospital.

Gale Page, NBC contralto, is headlined in a new Saturday p.m. concert series over NBC red network with Bill Krenz's orchestra.

Francis X. Bushman has joined cast of "Skelly Court of Missing Heirs."

### KGVO, Missoula, Mont.

"Our Public Speaks," a new and novel daily feature, gives the listeners opportunity to express opinion on the topics of the day. Speakers are selected on the merits of their letters sent to the station.

Station is carrying 12 CBS commercials weekly with Thursday as the banner day of the week.

Problems of the Farmers in Western Montana are aired on the weekly program "The Farm Clinic."

Uncle Jerry, whose "Fairy Story Telling" is a favorite of the kiddies of Western Montana, has written countless numbers of stories for children.

### WMAS, Springfield, Mass.

Formal opening of the new studios, transmitter and tower will be held Thursday night.

Jeffrey Marlin, infant son (and one of a pair of twins) of Al Marlin, station manager, died Friday.

Turner Cooke, program director, wants to do a b.c. from the top of the new tower, 350 feet up, tallest self-supporting tower in New England.

**PROMOTION**

**Promotion Work Plugged**

Slant on a new promotion piece distributed by WISN, Milwaukee, is the station's promotion activity, designed to show advertisers what station is doing toward audience build-up. Done in two colors, first peek announces that station is building "Milwaukee's best mousetraps." But it isn't waiting for listeners to beat the familiar path to its door, the second fold informs. Inside, the activities are listed. These include: display advertising in Milwaukee papers; window posters and blotters supplied to advertisers; airing of program previews, providing listeners with a radio index of broadcasts; outdoor advertising; and heavy publicity releases.

**Station Visits by Dealers**

Canada Dry Ginger Ale, sponsoring a news program over WFIL, Philadelphia, has arranged nightly visits to the studios by its dealers and retailers in a buildup of company relations. Working closely with the station, tours are conducted, the technique of the program is explained, and as finale, the visitors watch the Canada Dry broadcast. Idea is designed to make the dealers radio-conscious and to implant the thought that program is theirs.

**Sponsors Swap Boosts**

Kid winners of the "Children's Hour" amateur program over KLZ in Denver are slated for guest appearances in another KLZ broadcast, thus providing sponsors of both programs with an extra build-up, each drawing mention on the other's show. Tie-up brings together Olinger's, sponsor of the kid show, and the Public Service Co. of Colorado, on the air with "Hospitality House."

**Sponsor Political Program**

"Play Politics," a two-day contest-game which tied-in with the recent local election under sponsorship of Roger's Jewelry Co., is reported as the most thorough campaign of its kind ever aired by WCMI, Ashland, Ky. Tally sheets were distributed by the local store, and listeners were asked to tabulate the election results as aired by Announcer Ruhle. Listener who submitted the neatest and most accurate sheet was awarded a gold watch, with several other prizes added.

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

Greetings from Radio Daily

December 8th  
 Frankie Basch Howard Meighan  
 Elaine Melchior

**SAN FRANCISCO**

Frank Oxarart, veteran radio exec and formerly mgr. here for Allied Advertising Agencies, has joined the KYA staff as account exec.

Charley Gerrard, NBC "villain" actor, is back from Cinema City and appears in next "I Want a Divorce" show Thursday.

KYA Station Manager Bob Roberts trained out Friday night for Fort Worth to attend a meet of Hearst radio execs of the Pacific and Southwest divisions, called by Elliott Roosevelt, vice prez. Will be gone ten days.

Two pix studios dickering for film rights to "I Want a Divorce," NBC dramatic series sponsored by S. & W. Food Products.

Louis Graf of the Titan Transcription Co. has gone south for a few days in connection with station XELO, Tia Juana, which he represents nationally.

Irving Parker, head of Radio Feature Service, the Earle Ferris coast office, up from L. A. last week on a visit.

Her colleagues at NBC presented Helen Kleeb, actress, and new bride of Newspaperman John Prendergast, with an elaborate hospitality tray.

Merton Bories, accompanist for the late Maurice Gunsby, in town and visiting friends at NBC. He's a program manager for a northwest station.

Milt Samuel, NBC press chief, home with throat infection.

New NBC show, "Musical Cocktails," bowed in last week over KPO. Crystallac Laboratories (auto polish) signed the show for 52 weeks, starting an instrumental trio, Clarence Hayes and Grayce Joyce, vocalists.

Janet Baird, NBC's young commentator and interviewer, has started a new program designed for young people titled "Story Store" over the Pacific Coast Blue network.

Hal Burdick is recording "Night Editor," his NBC net feature, for Max Graf. Will be aired on KSTP, St. Paul.

"Listen," authored by Pat Kelly, KFRC press head, and narrated by Herb Allen, changed its time Sunday, Dec. 5, to 3:30, a half-hour earlier. Show is being groomed—and boomed for sponsorship.

Monty Margetts, latest addition to NBC's acting staff, appears in her first starring vehicle Thursday in the S. & W. "I Want a Divorce" drama penned by Peter B. Kyne, author.

Walter Kelsey, NBC swing fiddler, started a Saturday 1:30-2 p.m. coast-to-coast series Saturday with a novelty band of a dozen. Kelsey has been heard recently on t. c.'s with the Johnny O'Brien Harmonica High Hat group.

Agatha Turley, KYA singer back from Hollywood, swears the Hollywood studio production pace is too great for her. Recuperating from a nervous breakdown, she won't return for about six months. When she does, contracts will put her soprano on the celluloid.

**PHILADELPHIA**

With elaborate ceremonies, and Dr. Charles Courboin at the console, WFIL will christen its new \$22,000 specially built Kilgen organ on Thursday.

American Communications Ass'n, representing some 90 per cent of WIP engineers, has had a series of confabs with Ben Gimbel, station prexy, regarding a new contract.

A local station for religious broadcasts only is sought by Rev. Percy Crawford.

Marie La Tell is now being heard over WIP in her blues songs.

Mill Spooner is the organist of the new WFIL Kilgen organ.

Bill Lang, KYW announcer, is the father of a boy.

Louis J. Lewis starts a new series of programs over WIP called "Meet Yourself."

Richard W. Weatherill returns again over KYW.

William J. Butler is the newest commentator on the staff of WIP.

Jack Stewart, WFIL sales manager, leaves for the coast shortly to look over the ground for opening of a WFIL coast office.

William Ware, WCAU announcer, was married the other day to Lois Davies of Austin, Tex.

Jerry Stone, WDAS director of publicity, eloped with Virginia Long.

Rupert George returns to WIP's Minstrels.

James "Tophat" Allen, WIP program director, is now doing theatrical commenting.

Leroy Miller is the conductor of KYW's Musical Clock program.

WCAU's Robert Street and wife leave for a short vacation in Havana.

John Facenda switches from his "Football Roundup" at WIP to a new program called Curiosity Court.

Harold "Buzz" Davis is now covering the boxing matches from the Olympia Club for WDAS.

Allen Scott started a "Groan Column" accidentally on his aircast over WFIL and now can't let go if he wanted to.

Powers Gouraud, Boake Carter, Larry Vincent, all heard over WCAU will appear at the Variety Club banquet Dec. 11.

KYW's Norman Sickles is going to Hollywood.

Phil Irving formerly heard over KYW is now heard over the network under contract to Vaughn DeLeith.

Norris West is back at WCAU after a short stay in New York.

**WELI, New Haven**

Kenny Lamont's Sunday noon organ recitals from Dreamland Theater are being fed to Intercity network.

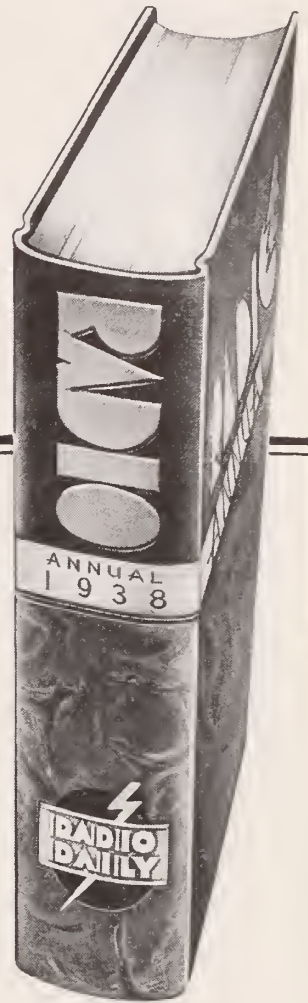
Adam Genet and his Roaming Minstrels and the Branford Croatian Tamboritz ork are back on the air, while Guy Masella, Rhythm Rogues and Theater News are off.

Rocky Mountaineers are being fed to WSPR, WNBC and WATR.

Jimmy Peppe of Ohio is new manager for Sammy Kaye ork.

Ralph Dellaselva, formerly here, is now bringing notables to the mike at WBRY.

Victor Zembruski, Polish ork leader, soon celebrates his 250th week at WATR.



***If it concerns Radio you will find it in the coming 1938 RADIO ANNUAL—now in work and ready for distribution shortly after the first of the year.***



*... distributed complimentary to Radio Daily subscribers as part of Radio Daily service.*

## COLUMBUS

Thomas Eagleson, OSU student, now appearing over WHKC, is the new rival of Jimmy Scribner and other multi-voiced radio actors. But he has some distance to go to catch up with Scribner, as Eagleson does only 10 different voices in his show.

Larry Lawrence, "Rhyming Rambler," returns over WHKC with his broadcast of news presented in rhyme.

WCOL is making a special effort to build up its local program schedule, concentrating on remotes. To facilitate this, the station will sign off at midnight, instead of 1 a. m., thus allowing engineers to devote more time to their duties on the daylight and evening hours.

## CINCINNATI

Robert G. Jennings of Crosley's WSAI has scheduled Mayor Russell Wilson as emcee of initial Christmas Fund show series, "Miles O'Dimes," in cooperation with Cincinnati Post. Paul Kenney, Post radio editor, will emcee the next day.

Paul Sullivan, WLW's ace news commentator, is handling the second current Remington - Rand program. Additional series runs through Jan. 1, when spot will be occupied by North American Insurance Co., Chicago.

## KFOX, Long Beach, Cal.

Don Alderman, commercial representative, has motored north for a week of hunting.

Hal Nichols, owner, received an award from Mt. Sinai Hospital, Los Angeles, for assistance on the hospital's recent screen star ball game.

Norman Masterson, actor, bears a striking resemblance to Jack Benny and even talks like him.

Iola Josephson, actress, does most of the little boy parts in station's dramas.

## KOMO-KJR, Seattle

George Dean, formerly of KVOS, Bellingham, is a new member of the announcing staff here.

A chorus of 75 voices under direction of Owen Williams is presenting a series of Christmas carol programs over KJR for Bon Marche store. All members of chorus are store employees.

## ONE MINUTE INTERVIEW

## MEREDITH WILLSON

"This era of experimentation in music, which has produced new rhythmic approaches in orchestration—new sounds in instrumentation—is, I believe, soon to make way for a new period of serious development, during which time certain gaudy novelties will disappear, leaving new musical Americanisms of substance. These will be legitimized, so to speak, by the composers of this new period, and the general result will be a trend in musical presentation along the lines of a new simplicity."

## ☆ Coast-to-Coast ☆

THE Iowa Network, which has been broadcasting weekly "fireside" chats by Iowa governors for the past five years, is continuing the series with the talks of Gov. Nelson G. Kraschel. In addition, U. S. Senators Clyde L. Herring and Guy M. Gillette are resuming their transcription broadcasts made in Washington and aired regularly on the Iowa Network. To further inform Iowans of Washington legislation that affects them, weekly transcriptions by Richard Wilson, Des Moines Register Washington correspondent, are rushed to IBS for regular broadcasts.

With the Harrison print shop contributing the printing, WBIG has distributed placards urging the good folks of Greensboro, N. C., to "join the Goodfellows' Club, tune to WBIG at 1 p. m. daily, and help the Salvation Army help the helpless."

Dave Nowinson, publicity director and continuity writer of the Iowa Network, Des Moines, landed an article on Schubert's Serenade in the December issue of World Digest.

WWVA, Wheeling, W. Va., again has Stone & Thomas store, for the fifth year, sponsoring Christmas carols over the station daily from Dec. 15 until Christmas.

The Pepperettes, girl trio, will appear as guests on the Dr. Pepper-Dixie Network next Sunday at 5:30 CST.

Mutual on Dec. 26 will air a 45-minute program from London via BBC. His Grace the Archbishop of Canterbury will be heard during the special Christmas program which will start at 3 p. m.

Arthur Boran will emcee at the American Greater Dentist's convention in Hotel Pennsylvania today.

After a tryout, Salco Oil Co. has signed a full-year contract with WBRY, New Haven, for the two-a-week street interview conducted by Jack Henry and Bill Blatchley.

Bill Pope, sports announcer, was emcee Sunday on the first of a series of three special features being aired by WESG, Elmira, in the interests of the local "Arctic League," charity organization.

The Merry Macs last night made their second appearance in two weeks on the Al Pearce show over CBS.

WOR Forum Hour, originated and conducted by S. Theodore Granik, begins its ninth season Sunday at 7-7:30 p. m. Program, originating at WOL, Washington, will be heard over Mutual network.

WIOD and WQAM down in Miami had an interesting week or so in

connection with President Roosevelt's fishing trip down that way. Stations' mobile units were used to good advantage. Special daily newscasts were aired daily for the President.

Chief Engineer Paul Frinke of WJBK, Detroit, has been up to his neck in work, moving all the equipment in the control room. Not such a feat ordinarily, but WJBK stays on the air 24 hours daily, and all work must be done while the station is on the air. Without the help of dual equipment it turns out to be quite a task.

Martha Tilton, the "Sweetheart of Swing" with Benny Goodman's orchestra, has completed her first movie short, for Columbia pictures, titled "Brokers' Follies."

Herbert MacEwen has resigned as manager of the Bradford office of WHDL. David W. Jeffries is successor.

Polling a new high of 4,000 votes for one production, the new "Are You a Writer" program passed its eighth week on KJR, Seattle, by bringing the total number of listener ballots for that time to 20,000.

## SAN ANTONIO

George Johnson, KTSA salesman, has been promoted to assistant to Manager H. C. Burke. Johnson also is commercial manager.

Fred Neidert, formerly of KTRH, Houston, is new control operator at KABC.

Alamo Broadcasting Co. (KABC) will move to the second floor of the Milam Bldg. about Jan. 1, according to report, and after the shift the station joins NBC-Blue network, becoming a unit of Frontier Broadcasting Co.

Pat Flaherty, WOAI sportscaster, also vocalizes.

## WCMI, Ashland, Ky.

Cap, Any and Flip, singers of sacred and sentimental songs, have joined the staff.

Slim Fortier has brought his "Smile Club" here from the coast.

Lew Stubman, announcer and pianist, is now a benedict. Wife says only trouble is he wakes her up in the night reading time spots.

Paul Holton, engineer, formerly at WPAY, has joined technical department here.

## Mario Braggiotti to Marry

Chicago — Engagement of Mario Braggiotti, radio pianist, and Mary Melville (Baby) Clow, Chicago socialite, is announced. Marriage is to take place Jan. 15. A honeymoon in the southwest where Braggiotti will be playing for concerts, is to follow.

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