



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 115

NEW YORK, N. Y., MONDAY, DECEMBER 13, 1937

FIVE CENTS

# Warners Buying Muzak

## NEW EXECUTIVE SETUP RECOMMENDED FOR NAB

By GEORGE W. MEHRTENS

Washington Bureau, RADIO DAILY

Washington — Recommending that NAB hold its 16th annual membership meeting at the Willard Hotel here Feb. 14-16, and asking that the membership pay into the association \$250,000 annually in lieu of the present \$125,000, the committee on reorganization of the National Association...

(Continued on Page 8)

## John Royal Concerned About Future Talent

West Coast Bureau, RADIO DAILY

Los Angeles—Concern over future supply of radio talent, now that vaudeville, burlesque and other theatrical sources of development have dwindled away, was expressed by John Royal, NBC v.p. in charge of...

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## New Armco Band Series Will Originate at WLW

Cincinnati—American Rolling Mills, which returns to the air Jan. 2 for the ninth season with a series of 13 Sunday afternoon concerts by the 50-piece Armco band conducted by Frank Simon, will definitely key the show from WLW. It will be heard over NBC-Blue at 3:30-4 p.m. Program will feature outstanding instru-

(Continued on Page 5)

## Ford Billings in Chi

Chicago—Ford Billings, formerly of Hearst Radio on the coast, has been here for the past week, and report has it that he is talking a deal to join Van Cronkhite Associates Inc.

## Radio Limitless

Comparing radio with the stage and screen in presentation of drama, Percival Wilde, whose "Blood of the Martyrs" was given its premiere in the WPA Federal Theater Radio Division "Contemporary Theater" series over WQXR last week, said radio offers the greater scope of the three mediums. One reason is that the radio listener becomes co-author and co-actor, he says. Wilde is author of 116 plays, including 107 one-acters, and more than 80 per cent of them have been broadcast in various parts of the world. His "Finger of God" was done three times on the Rudy Vallee program.

## GENERAL MILLS PLANS NEW DRAMATIC SERIES

Chicago—General Mills has signed Joan Blaine for a new five-weekly dramatic series, probably to take over one of the present periods in "Gold Medal Hour" shortly after first of the year. Though present show is handled by Blackett-Sample-Hummert and Russel Seeds agency, new item will be handled direct, with production in New York. Ed Smith,

(Continued on Page 6)

## Schedule Is Revised On Chevrolet Disks

Slight revision in guest star schedule of the new series of Chevrolet-WBS "Musical Moments" disk releases, on a two-a-week basis, makes the lineup now as follows:

This week's guests are: Virginia

(Continued on Page 2)

## Expansion of Wired Radio Music Service Planned by Film Company—Seen as Step Toward Television

## TWO SUITS ARE FILED BY SONGWRITERS ASS'N

Song Writers Protective Ass'n filed two suits against publishers on Friday as the first step toward obtaining a court decision as to what rights an author and composer retains in his composition after turning it over to a publisher whose practice it is now to vest the copyright ownership in himself.

Papers were served on Irving Berlin Inc. and Jack Mills Inc., but it is understood that actual complaints

(Continued on Page 5)

## Klauber Sees Over-Stress On Hollywood Date-Line

West Coast Bureau, RADIO DAILY

Los Angeles—A Hollywood date-line of itself is perhaps a presently over-rated factor, declared Edward Klauber, CBS v.p., here last week for a look-around. He declined to commit himself, however, on whether or not Hollywood would continue

(Continued on Page 6)

## Boston Mikers in AFRA

Boston — Announcers of WBZ, WNAC and WAAB have been enrolled in American Federation of Radio Artistes, following a meeting presided over by Ben Grauer and George Hicks from New York. The WEEI and WHDH mikers are signed with AGRAP.

Control of Muzak, heretofore a subsidiary of Wired Radio Inc., supplying direct wired radio music to places of business, homes, etc., is being acquired by Warner Bros. Pictures Inc., which plans to launch the entertainment service shortly on a national scale. Preliminary formalities have been completed between H. M. Warner, president of the film company, and Waddill Catchings, head of Muzak, although the final

(Continued on Page 2)

## UNION PACIFIC RAILROAD STARTING DISK SERIES

Union Pacific Railroad next month will start a large disk spot campaign in Union Pacific territory. John Hix ("Strange As It Seems") has been signed for the series. Stations on the list include WCCO, KNX and KSFO.

## Brazil's Use of Radio Shows Marked Increase

Washington Bureau, RADIO DAILY

Washington—Use of radio broadcasting as an advertising medium in Brazil has increased greatly in the last three years, it is shown in a survey of advertising in that country by Secretary of Commerce Daniel C. Roper. Brazil has 63 broadcasting stations, of which at least 55 sell advertising time. There are 15 stations in Rio de Janeiro and 11 in Sao Paulo. Effective chain broadcast-

(Continued on Page 6)

## ★ THE WEEK IN RADIO ★

... SPA Starts Something

By M. H. SHAPIRO

OPEN break between the majority of the song writers and the pop music publishers may ultimately develop into some fancy court proceedings brought by the writers... with the potential ramifications of extreme interest to all music users, radio especially... Precipitated over the question of so-called small rights, such as transcription licenses and movie synchronizations, the contemplated court action is to get a clarifica-

tion judgment which will also cover rights vested in Ascap... Songwriters Protective Ass'n also goes on record as believing its copyright interests and those of the publisher are now inimical...

NAB Reorganization Committee, in sessions started late last week, thrashed out the many proposals put forth and the ideas of the committee as well, plus those of Phil Loucks, et

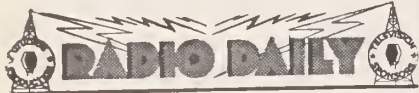
(Continued on Page 2)

## First Tele Sponsor

Calvert Distillers Corp. on Saturday became the first commercial sponsor to use television when the first of a series of advertisements was transmitted over the new Peck Television news service. Utilizing the facilities inaugurated last Thursday, Calvert advertising copy was interspersed with news bulletins throughout the day and evening.

## Late—or Early

Chicago—Kay Kyser, who puts on a post-midnight "Prof. Quiz" type of sustainer, "Kollege of Musical Knowledge," over MBS on Tuesdays at 2 a.m. from the Blackhawk, is getting more than 2,000 fan letters weekly—from listeners at that hour who contribute questions and solutions for the week's five musical queries.



# ★ THE WEEK IN RADIO ★

... SPA Starts Something

(Continued from Page 1)

Vol. 2, No. 115 Mon., Dec. 13, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher  
DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Saturday, Dec. 11)

### NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	150	149 1/2	149 3/4	- 1/4
CBS A	17 1/2	17 1/2	17 1/2	0
Crosley Radio	8 1/2	8 1/4	8 1/4	- 1/4
Gen. Electric	43 1/2	42 3/4	43 1/8	+ 1/8
RCA Common	7	6 3/4	6 7/8	0
RCA First Pfd.	51 1/8	50 1/2	51	0
Stewart Warner	10 3/8	10 1/8	10 1/8	- 1/4
Zenith Radio	18	17 3/4	18	0

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 3/4	14 3/4	14 3/4	+ 1/4
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## Orrin Towner Named WHAS Chief Engineer

Louisville—Orrin W. Towner, for 11 years with Bell Laboratories, has succeeded the late Howard E. Campbell as chief engineer of WHAS.

Towner won his degree in electrical engineering at U. of Kan. in 1927. He was chief engineer of Towner Mfg. Co., Kansas City, and served as operator of KFKU and chief engineer of WREN.

## Two-Hour Musical Show Signed for Run on WCAO

Baltimore—McCarthy-Hicks Inc. has signed with WCAO for a two-hour Saturday night program for an indefinite period. Show is a musical and runs from 11 p.m. to 1 a.m. It is without commercial announcement and is said to be the first program of this character and that length that has ever been contracted for in Baltimore.

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

al, in preparation for drafting a preliminary report . . . excellent progress is reported. . .

One thing off a great many minds is the fact that the Segal-Smith case is finally over . . . with the former being suspended for two months while the latter had his charges dismissed by the FCC. U. S. Court of Appeals affirmed five decisions by the FCC concerning applications for radio facilities . . . RCA ran into difficulties with the musicians' union over its proposed sponsorship of the Met. Opera, when the local sought full commercial rate over the grand opera scale. . .

CBS plans to open its new coast plant early next March . . . WLLH successfully synchronized its two transmitters, 10 miles apart, apparently opening new fields for increased use of existing facilities. . . General Foods for Jell-O will add 23 Canadian stations after the first of the year, making the show the

largest commercial hook-up with 108 outlets . . . Tele organization in New York gave a demonstration of televising news items, a service which is to be sold like news ticker stuff. . . Music publishers' code of fair trade practice received tentative approval of the FTC and will probably be okayed shortly . . . KGAR, Tucson, joins CBS as a bonus station to KOY users . . . Paul H. Raymer Co. appointed to represent the Michigan Network, effective Jan. 15, with Raymer expanding his organization as a result . . . Anti-Ascap measure is introduced in Georgia legislature . . . AFM will not license the disk makers until the IRNA biz is settled . . . the IRNA contracts are beginning to arrive each day . . . and held in escrow . . . Father Coughlin returning about Jan. 9 on 27 independent outlets . . . Ruthrauff & Ryan named Prof. Stevens of Northwestern University its official drama advisor . . . particularly on child programs. . .

## Schedule Is Revised On Chevrolet Disks

(Continued from Page 1)

Rea and Ross Graham, and Lucy Monroe and Barry Wood; Dec. 26, Phil Duey and Shirley Howard, Ruth Carhart and Walter Cassel; Jan. 2, Alice King and Ralph Kirby, Lois Bennett and Morton Bowe; Jan. 9, Doris Kerr and Walter Cassel, Dorothy Dreslin and Jan Peerce; Jan. 16, Josephine Antoine and Larry Taylor, Helen Morgan and Howard Price; Jan. 23, Evelyn Case and Robert Weede, Marion Shelby and Stuart Churchill; Jan. 30, Jane Froman and Howard Phillips, Annette Hanshaw and Bromley House; Feb. 6, Willie Morris and Hal Gordon, Josephine Huston and Ray Heather-ton; Feb. 13, Lois Ravel and Robert Steele, Patti Chapin and John Her-rick; Feb. 20, Welcome Lewis and Phil Duey, Arlene Jackson and Ross Graham; Feb. 27, Walter Cassel and Nola Day, Helen Morgan and Leonard Warren.

Victor Arden's orchestra and the Songsmiths Quartet appear throughout the series.

## WHK-WCLE Promotions

Cleveland—Beverly Dean, former WHK-WCLE publicity director and continuity chief, becomes jointly responsible with Gene LaValle at the stations for program production Dec. 15. Neil Collins, secretary of the Cleveland Community Fund radio bureau, joins the publicity staff replacing Milton Hill, who goes in the WHK-WCLE continuity department.

## Renewals for Heidt

With his switch Dec. 28 from CBS to NBC-Blue, Horace Heidt and his Brigadiers get a new 52-week contract from Stewart-Warner on the air, and a similar agreement with Brunswick to continue making disks.

## Warner Bros. Acquire Wired Radio Service

(Continued from Page 1)

agreement had not been consummated up to Saturday.

Muzak service, available via either telephone or electric light wires, has been used by New York hotels and restaurants for some time. A few homes also have had it installed.

This new move by Warners, who already control Transamerican Radio & Television and own KFVB in Hollywood, besides being producers of the new Lucky Strike network hour, is regarded as a likely step toward television by wire. Development of wired radio programs for various industries, where "occupational and recreational music" may be used to advantage, also is being considered.

## Hoppes Returns to Erpi

W. L. Hoppes, who has been on leave from Electrical Research Products for a year to serve World Broadcasting System as station relations manager, returns to Erpi the first of the year, it is announced by P. L. Deutsch, president of WBS. Hoppes will be assistant to D. C. Collins, v.p.

## "Birth of Nation" for Air?

Chicago—Conferences held here last week by Harry Aitken, veteran film man, and John Van Cronk-hite of Van Cronk-hite Associates Inc., has given rise to rumors that radio rights to "Birth of a Nation," famous silent film, are being acquired by VCA.

## COMING and GOING

MILTON BLINK, head of Chicago office of Standard Radio, leaves today for week in Canada at the firm's Toronto branch.

STAN ZUCKER, general manager of CRA, is back at his desk after trip to Middle West and South to Atlanta.

RICHARD PATTISON, director of publicity at WSPA, Spartanburg, S. C., plans a New York visit after the holidays.

WILFRED PELLETIER, the conductor, and wife in Chicago for couple of days last week.

HENRY WEBER, WGN musical director and opera conductor, and MARION CLAIRE, his wife, planning a Caribbean cruise shortly after Christmas.

JAMES SHOUSE, general manager of WLW-WSAI, and ROBERT JENNINGS, of WLW, returned to Cincinnati on Friday.

HARRY M. SMITH, general manager of WBBM, Chicago, was in New York over the week-end.

GLENN SNYDER, vice-president of WLS, is in town.

JOHN G. GUDE, CBS manager of station relations, is off on a two-week trip through the mid-west.

PAUL WHITE, CBS director of public affairs, was in Washington Friday to attend the Grid-iron dinner.

DR. J. H. DELLINGER, chief radio engineer of the U. S. Bureau of Standards, returned Saturday aboard the Washington from a London conference.

J. K. WILSON, director of Erwin, Wasey & Co., returned from Europe on Saturday.

JOHN MORRIS PERRY, director of the Metropolitan Opera Co., arrived Saturday aboard the Washington with MRS. PERRY.

JOHN ROYAL is back east from his trip to Hollywood.

DON STAUFFER of Young & Rubicam is back in his New York office after attending to Coast business.

AL PEARCE and DINTY DOYLE left Friday evening for Chicago, and then to Detroit last evening. Will return to New York tomorrow.

JACK ROBBINS returned today from Worcester, Mass., where he spent the week-end visiting his family.

W. E. MacFARLANE, president of Mutual and v.p. in charge of WGN, Chicago, to Washington on business.

TINY RUFFNER left Hollywood over the week-end to confer with Ruthrauff & Ryan execs in N. Y.

JACK VAN VOLKENBURG, assistant to H. Leslie Atlas, CBS v. p. in Chicago, is in N. Y. on business.

HELEN GLEASON, singing star, is back in N. Y. from a western vacation.

JESSICA DRAGONETTE, who has been making personal appearances, left Saturday for Hollywood to divide her time between movies and concerts.

HENNY YOUNGMAN was in Albany over the week-end to attend the dinner to Si Fabian, theater operator.

**LEE GRANT**  
AND HIS ORCHESTRA

★ ★ ★ ★ ★ ★  
SIX-STAR REVIEW

MUSIC AS YOU LIKE IT

DAILY WMCA 2:30-5:30

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

# THE HOUR OF CHARM

MUSIC THAT LINGERS ON



PHIL SPITALNY Residing at PARK CENTRAL HOTEL, NEW YORK

## GUEST-ING

ERIN O'BRIEN MOORE, LEE SUL-LIVAN and ALICE MARION, on "Hammerstein Music Hall," Dec. 17 (CBS, 8 p.m.).

EDWINA EUSTIS, on Radio City Music Hall program, Dec. 19 (NBC-Blue, 12:30 p.m.).

MORITZ ROSENTHAL, on "Magic Key," Dec. 19 (NBC-Blue, 2 p.m.).

JEANNE MADDEN, JOHN SEAGLE and FLORA NEILSEN, on "Metropolitan Auditions of the Air," Dec. 19 (NBC-Blue, 5 p.m.).

VERA BRODSKY, pianist, on "Voice of Firestone" today. (NBC-Red, 8:30 p.m.).

DAVE RUBINOFF, and FRANCES FARMER and LUTHER ADLER of "Golden Boy," on Rudy Vallee program, Dec. 16 (NBC-Red, 8 p.m.).

PAT O'BRIEN, HENRY FONDA, WAYNE MORRIS and JANE BRYAN, in "Submarine D-1," on "Your Hollywood Parade," Dec. 15 (NBC-Red, 10 p.m.).

ANNETTE KING, on "Fun in Music," Dec. 14 (NBC-Red, 2 p.m.).

GEORGE GRIFFIN, interviewed by Nellie Revell, Dec. 21 (NBC-Red, 5 p.m.).

H. G. WELLS, on "As I See It," Dec. 21 (NBC-Blue, 4:20 p.m.).

ALAN HALE, interviewed by Elza Schallert, Dec. 16 (NBC-Blue, 11:15 p.m.).

JOY HODGES interviewed by Radie Harris, Dec. 15 (WOR, 6:45 p.m.).

AL DONOHUE and JOHNNY MERCER, interviewed by Powell Clark, on "Six Star Revue," today (WMCA, 2:30 p.m.).

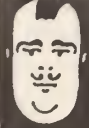
LILY PONS, with Andre Kostelanetz on the Chesterfield program, Dec. 22 (CBS, 9 p.m.).

LEO CARRILLO, Al Jolson show, Dec. 21 (CBS, 8:30 p.m.).

POLLY MORAN, on "30 Minutes In Hollywood," Dec. 19 (MBS, 6 p.m.).

## Hurleigh's News Idea

Washington Bureau, RADIO DAILY  
Washington—Robert F. (Bob) Hurleigh, 25, one-time attache RKO-Keith's, now a star newscaster at WFBR, Baltimore, is producing a new idea for a program—a cause-effect angle to outstanding news stories.



**ARTISTS MANAGEMENT**

Bob Lawrence wins all Hearts, Drake Hotel, Chicago.

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



## PETTY CASH VOUCHER

Week ending Dec. 10th

● ● ● Saturday... From KSFO, Frisco, comes the exclusive note that the janitor there received a bottle of wine from a sponsor because, during a Thanksgiving Day show of the sponsor's, a turkey was the guest of honor and forgot to behave—so the wine was to settle the "ruffled" nerves of the janitor.

● ● ● Sunday... A visit to the Hipp, where Kate Smith's basketball team is inspected for the first time—and as a "surprise" for us—the Celtics WIN their first game of the season. Sylvan Taplinger wants to give us a season-pass—figuring we're luck. How silly!

● ● ● Monday... From U.S.A.'s "forgotten state," Vermont, word arrives that Lansing Lindquist, program director of WNBX, Springfield, aired the ceremonies of a station opening in which Gov. Aiken tossed a football containing the station's key to the capt. of the Dartmouth football team—who kicked the pigskin into the Conn. River—signifying that the doors would always be open.

● ● ● Tuesday... At the Park Central, Jerry Blaine shows off his watch presented him by the music boys... In the Swing Club Wingy Mannone is entertaining Cafe Society plus Mickey Alpert, Geo. Lottman and boys from the Dorsey and Lombardo crews... Later to the Famous Door, where Louis Prima is holding court, Jack Eigen is there with his wife and Bert Lebar. Also Mirror ed. George Clark waiting for his wife, Kay Parsons, who arrives with word that she's signed a contract for Miami opening Xmas day.

● ● ● Wednesday... Though it's Belle Baker's songplugging brother Murray's birthday, it's also Freddy Martin's opening at the Ritz-Carlton and Jack Robbins is throwing a party entertaining Bernie Wolfson, coast attorney, etc. Everyone's there with their wives—because it's "dress" and women look so stately walking down the grand staircase showing off their furs and stuff... Later to Bill's Gay '90's, where Charles King sings in grand voice—and brings tears to the eyes of many because he isn't on top... Baker's wife chides him that he lied about his age—because he remembers so many OLD songs!

● ● ● Thursday... KCKN, Kansas City, Kan., pulled a neat trick the other day, when Ralph Nelson and Russ Davis of the special events staff donned hip boots, slickers and sou-westerns, borrowed from the Fire Dept., in order to air a play-by-play report of the city's first MUD-wrestling match... En route to view the Sid Schwartz play, "Something for Nothing," which we truly enjoyed, we see Harry Hershfield walking in to see "Last Gangster" at the Capitol.

● ● ● Friday... During lunch Al Pearce gets "I hope, etc." flung at him a dozen times. Johnny Augustine is talking to some execs as James Peppe walks in with an agent... It's been so cold on account of this "unusual California weather" that we bought a hot-water-bottle to warm the tootsies home.

TOTAL EXPENSE: 98 cents for a hot-water-bottle.

AUDITOR'S REMARKS: Request denied. Why doncha move into a steam heated flat—or get married!

ORCHESTRAS  
MUSIC

ANSON WEEKS, now playing at the Trianon Ballroom, Chicago, is ballyhooing a new baritone, Jack Wells of Irving, Kan., for whom he sees a good future.

Herbie Kay, who was to have followed Dick Stabile at the Wm. Penn Hotel, Pittsburgh, on New Year's, will not do so after all. He follows Whiteman at the Drake, Chicago.

Ted Weems plays the Stanley Theater, Pittsburgh, week of Jan. 21. Perry Como, Weems singer, was born near Pittsburgh.

Jack Winstone, band leader at the Bal Tabarin, S. F. and heard over NBC network on the coast, gives singing lessons on the side. One of his prize pupils is a California radio editor.

Del Milne's orchestra at the Ranch, near Seattle, will play to a coast-wide audience today over KIRO and CBS. KIRO will also carry the orchestra on two additional nights a week for its local audience, broadcasting direct from the resort which is eight miles north of the city limits.

George Hall's Hotel Taft orchestra has been given additional time on CBS, adding Wednesday, 6:15-6:40 to his other spots. The orchestra is now heard Mondays—6:35-6:45; Tuesdays, 6:35-6:45 and Saturdays, 12:30-1:00 p.m.

Emery Deutsch's contract at Detroit's Book-Cadillac has been extended again, this time past the New Year. This marks the third time Deutsch's original booking has been advanced at the Detroit hotel.

Phil Harris is set to follow Jan Garber into the Palomar on Jan. 15. Incidentally, if the Garber business at this spot continues as at present, the mark set by Benny Goodman may be shattered.

CRA bookings Lee Allen and his ork into Trianon Ballroom, Cleveland, Dec. 14, with WTAM and NBC wire... Mike Riley crew into Raymor Ballroom, Boston, Jan. 2, followed by Harold Stern... Carvel Craig and ork at College Inn, San Diego, Cal., starting Dec. 20... Harry Candullo at Half Moon Inn, Steubenville, O., opening Dec. 16.

Lou Carroll and his orchestra opened at Nick Toce's Village Brewery, as a last minute replacement for the Phil Catena aggregation.

## NAT BRUSILOFF

MUSICAL DIRECTOR

New York's Own Station  
WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY CI 6-2200



**ELZA SCHALLERT** has a brand new NBC ticket for one year from Feb. 7, 1938. Option on Mrs. Schallert's sustainer was exercised two months in advance of expiration of current contract.

Rosalindi Morini, soprano of the Chicago Civic Opera Co., was guest with Frederick Stark on his "Matin Promenade" program Sunday, over Don Lee-Mutual. First time a singer has appeared on the hitherto entirely orchestral program.

Jimmy Doyle, formerly of KIRO, Eugene, Ore., has been added to the announcing staff at KHJ.

"What Would You Have Done?," Walter Johnson production for Music Corporation of America, written by Joe Hoffman, and heard over KNX and CBS Pacific Coast on Friday nights at 10:15-10:45 from the CBS Playhouse, will employ an "applause meter" to determine winning contestants offering best solutions to the dramatic, humorous and tragic situations dramatized. Delmar Edmundson, former commentator on "Magazine of the Air," will handle the show, and Wilbur Hatch will supply the music.

Lee Cooley, air reporter for CBS "Hollywood in Person," now has credentials as radio reporter No. 1 from the Motion Picture Producers and Distributors, issued by Tom Pettey of the local Hays office.

National Labor Relations Board in Washington has certified the ARTA, Local No. 15, as the exclusive collective bargaining representative of the employees of Los Angeles Broadcasting Co.

Roderick Mays, former continuity chief at KYA, San Francisco, and Paul Pierce, formerly at KFWE, have been added to the KNX-CBS scripting staff.

**PITTSBURGH**

When Maurice Spitalny takes over as conductor of the KDKA orchestras, Umberto and Al Ezizi return to the ranks as musicians.

Leonard Kapner, manager of WCAE, and Dorothy Yellig, formerly an employe of the station, married recently.

If reports are true, WWSW loses the Pirate baseball broadcasts next summer. William Benswanger, President of the Pittsburgh Baseball Club, said to have sold exclusive rights for recreation of Pirate games to General Foods, WJAS. Atlantic Refining has for years sponsored games on WWSW.

**WALT FRAMER**

*Freelance originator of*

**RADIO SWAPS** HEARD DAILY OVER WWSW  
Pittsburgh, Pa.

**New Armco Band Series Will Originate at WLW**

*(Continued from Page 1)*

mental students from various sections of the country to be selected by a special board of music school teachers. Bennett Chapple, Armco v.p., will be the "Ironmaster" on the broadcasts. N. W. Ayer & Son is the agency.

**Call Letters Assigned**

St. Louis—Call letters KXOX have been assigned to the new station to be operated here by St. Louis Star-Times. It's a 1,000-watter on 1,250 kcs.

**Keep Santa at Home**

Springfield, Vt. — City dads here were warned that WNBX was going to sell Santa's programs cooperatively in the 45 towns in which they sell local time. To keep it exclusive for Springfield, local Chamber of Commerce bought Santa and a half hour nightly for three weeks.

Full page in local newspaper announcing Santa's official arrival in town attracted less than a dozen kids. Santa's own radio buildup from the North Pole giving correct arrival on train as 4:15 attracted over 4,000 kids and parents.

Show going over big with over 3,000 letters thus far and WNBX has found it necessary to refuse admittance to kids without parents. Nick Carter, recent newcomer to WNBX from WSYR, Syracuse, is the Santa.

**Mac Davis Joins Universal**

Mac Davis, author of the current volume, "They All Are Jews" has joined the writing staff of Universal Radio Programs Inc. Davis has been writing sport material for commentators and columnists, and will take over writing and supervision of new sports scripts to be released by Universal in the near future.

**Manning Hall Joins WPEN**

Philadelphia — Manning Hall, formerly in the newspaper and theatrical fields, has been signed by George Lasker, managing director of WPEN, as director of publicity and promotion.

**Norman Made KTHS Chief Eng.**

Hot Springs, Ark.—Appointment of J. Clinton Norman as chief engineer of KTHS is announced by the Chamber of Commerce, owners and operators of the 10,000 watt station. Norman replaces J. M. Moran, resigned.

**WCAO, Baltimore**

William Paulgroves, formerly in Hagerstown, has been added to the announcing staff. He has specialized in newscasts.

Kenneth Fertig Jr., another of the latest additions to the announcing staff, is putting on an interesting three-times-weekly Hollywood chat.

Station's news room has installed a short wave receiver that is tuned constantly to local police calls. All calls giving promise of news stories are followed up.

**Two Suits Are Filed By Songwriters Ass'n**

*(Continued from Page 1)*

have not yet been filed in the Supreme Court. Whether or not the suits just begun will seek only a clarification judgment on the small rights, or will include the demand for the return of the 10 per cent deducted from the writers on royalty statements for collection of electrical transcription and motion picture licenses, apparently has not yet been decided. The 10 per cent re-distribution sought is the fee taken by the Music Publishers Protective Ass'n for clearing and administering the transcription and other licenses. SPA declares this should be paid by the publishers, and it is estimated that since 1931 the MPPA has collected some \$1,200,000, part of which has gone to the writers, but from which gross the 10 per cent has been deducted.

Irving Caesar, president of the SPA, stated that the organization intended to bring its test cases without undue hullabaloo and that it would be conducted in dignified and methodical fashion. Meantime a meeting is scheduled for next Wednesday between John Schulman of the law offices of Hays, St. John, Abramson & Schulman, representing the SPA, and Howard E. Reinheimer and Abe Berman, representing different factions of the writer ranks. Meeting will endeavor to arrange a by-law setup of the SPA which will be satisfactory to every type of member, including those who resigned the past week.

**KNX Again Leads in L.A.**

*West Coast Bureau, RADIO DAILY*

Los Angeles—KNX, the CBS outlet here, again led in popularity with listeners last month, according to findings of the W. R. Penney Market Research Corp. Rating for November was 235, representing number of quarter-hour periods in which station had the greatest audience, compared with 116 for its nearest competitor, KFI. First 11 months' figures give KNX 2,050; KFI, 1,233; KHJ, 266.

**More Response on Kid Shows**

St. Louis—Among the many sponsors and others who are joining the move for better children's programs is Falstaff Brewing Corp., which has "Public Hero No. 1" on NBC-Red every Monday night. Alvin Griese-dieck, v.p. and g.m. of Falstaff, has wired Commissioner George Henry Payne of the FCC endorsing his views on kid shows and calling attention to "Public Hero" as in line with the Commissioner's ideas.

**Commissioner Payne Satisfied**

*By GEORGE W. MEHTENS  
Washington Bureau, RADIO DAILY*

Washington—Reported to be satisfied that he had won a moral victory regarding his disqualification from the Segal-Smith case, Commissioner George Henry Payne, is said here today to have abandoned his plan to file an answer to the FCC's decision in the case.



**QUIN RYAN**, manager of WGN, has acquired a rowing machine and gymnasium bicycle with a view of cutting down at the chin and elsewhere.

Stephen Rouch and Mary Ann De Vay, who play Buddy and Ginger, due here for personal appearance party at Eighth Street Theater at 300th consecutive broadcast on WGN. Program is a transcribed feature.

Harry Lawrence, who writes "Kaltenmeyer's Kindergarten," has presented Bruce Kamman, the professor, a set of artificial fingernails. Bruce is a fingernail biter and usually consumes one or two during each broadcast.

Clark Dennis is subbing for Gale Page on her singing programs while she is in Hollywood being tested by Warner Bros.

Irene Wicker arrived here Friday and was written into "Today's Children" in her old role as Eileen Moran for one day.

Charlie Lyon, NBC announcer, has presented Mrs. Lyon a new dachshund labelled Mr. Snifter on the occasion of her birthday.

Bob Zuppké, Illinois football coach, here to introduce midwestern players chosen by All American Football Board in a special broadcast over CBS.

The Rummage Exchange, a department of the Famous Foods program of Martha Crane and Helen Joyce on WGN, is being revived. Feature was discontinued through the summer months. An unusual item of last spring was a request from an Indiana woman who wanted to adopt a baby. A baby was secured for her.

Attilio Baggione is singing a concert at Michigan City on Dec. 16.

**BOSTON**

WBZ-WBZA "Musical Clock" has been renewed for another 52 weeks by Spencer Shoe Co.

National finals of the Diamond Belt competitions, the Hearst All-American Championship Bouts from the Boston Garden, will be aired over WAAB and the Colonial and Mutual networks. Gerry Harrison will do blow-by-blow, with Bill O'Connell handling color.

**Hurst Buys in Frey Agency**

R. L. Hurst, former president of Batten, Barton, Durstine & Osborne Inc., Chicago, and later associated with Lord & Thomas, Chicago, has acquired a partnership in the Charles Daniel Frey Co., Chicago.

**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.

## PROGRAM REVIEWS

**G. H. Combs, Jr.**

This commentator, heard three times weekly on WHN, has a pleasing vocal delivery and a crisp style, but he makes the mistake of getting flowery and oratorical as he warms up to his stint. Program is called "Editorial Slant on the News," but, after an opening summary of the late headlines, it goes in more for human interest sidelights than for editorializing. This, however, is quite all right, because he makes some interesting observations. It's only the declamatory pitch that sounds off-key.

**"Good News of 1938"**

A creeping improvement is noted in the MGM-Maxwell House program over NBC on Thursday nights. But the show is still too much a kaleidoscope of "names" and flash that don't prove sufficiently satisfying to the ear. A novelty last Thursday was the assigning of little Freddie Bartholomew as emcee. The youngster gave a noble account of himself. Fannie Brice and her popular "Baby Snooks" were brought in for two sequences, both good. Lewis Stone, grand old character actor, was a joy to the ear in his short bit.

**Arthur Godfrey**

The prolific Arthur Godfrey, in his latest quarter-hour series for Barbasol on Fridays at 8-8:15 p.m. over WOR-Mutual, puts on pretty much the same kind of a show as he does at 8 a.m. over WABC. Cheery chatter, singing and strumming, organ accompaniment, and commercials interpolated more or less informally, make the routine easy to take.

**Briefly**

Victor Bay's "Essays in Music," Friday at 6-6:30 p.m. on CBS, are really what the title implies. The music is of "essay" quality, rich and full, smooth and restful. Theo Karle did some fine tenor vocalizing last Friday. David Ross is the appropriate narrator.

Ida Bailey Allen and her "Home-

## ONE MINUTE INTERVIEW

## ETHEL SHUTTA

"The surest sign that radio is a young and growing industry is the fact that it is still in the squawling stage. Progress is always given the incentive of near-sighted criticism, and, amazing as it may seem, there still exists a strong faction which is opposed to the progress of the industry. These squawlers, because of their inability to understand what the future has in store for radio, point the finger of criticism at it and succeed only in goading it on to greater achievements."

## NEW PROGRAMS—IDEAS

**"Pot of Gold"**

Accurate listening test, calling upon dialers to draw up list repeating with as much exactitude as possible phraseology of special announcements, is drawing big response over WPAY, Portsmouth, Ohio. Program goes on Monday through Friday at 9:30 a.m. and 9:30 p.m. It's a prize contest, titled "Pot of Gold."

**Quizzing the Quizzer**

Contestants on the Salerno-Megowen "Question-Air" over WMAQ, Chicago, are given a chance to get even with the quizzer. Toward close of program, they step up to the microphone, and shoot some questions at Bob Brown, the interrogator. Show is handled by Cecil Widdifield for Schwimmer & Scott.

**Klauber Sees Over-Stress On Hollywood Date-Line**

(Continued from Page 1)

to be important as an origination point for bigger network shows, though he pointed out that emanations must necessarily be from points where talent and production facilities are greatest.

Commercial television, in Klauber's opinion, is still a long way around the corner.

**More Human Interest In 1938 WMCA Shows**

Additional stress on human interest programs is planned by WMCA for next year, according to Donald Flamm, president. Two such shows now in production are "The People's Forum", in which the radio audience will be invited to discuss problems of national interest, and "New York Town", dealing with interesting points in Manhattan.

**High School Contest**

A nationwide contest for the best 15-minute broadcast planned and produced entirely by high school students is being launched immediately by NBC. Drama, music, talks or variety entertainment may be offered in the shows. After local and zone eliminations, finals will be aired over the network next May.

makers" sail merrily along these mornings over the WHN airwaves as one of the best programs of the kind on the air. Dramatized household incidents with a human interest touch, Charles Premmac in vocals and French definitions, ET musical background, and plenty of useful and helpful information in the domestic science line make the program both helpful and very entertaining.

There is still no quiz program that comes anywhere near the CBS "Professor Quiz." He has a knack for this sort of thing that isn't possessed by other question-askers. And the program is given a dash of freshness by occasional innovations.

**Oregon on Parade**

KOIN, Portland, Ore., has started a series of Sunday evening programs called "Oregon on Parade," presented to advertise the natural beauties and commercial possibilities to be found in Oregon. Offered in co-operation with the Portland Chamber of Commerce, the new program features short dramas based on the desirability of living in Oregon.

**Take-Off On Book Show**

Margaret Hillias, continuity writer for KXBY, Kansas City, is airing a new quarter-hr. burlesquing "Between the Book Ends." Broadcast thrice weekly, show offers nonsense verse against usual background of organ music.

**General Mills Plans New Dramatic Series**

(Continued from Page 1)

radio director of G. M., is in New York ironing out details. A name writer will be used for new show.

William Morris agency set Miss Blaine deal and also has a half-hour night spot with another sponsor in view for her.

**Brazil's Use of Radio Shows Marked Increase**

(Continued from Page 1)

ing is a comparatively recent development in that country, but it promises to become more important. Scarcity of studio talent has led to extensive use of transcriptions for programs.

**Testimonial to Feldman**

Bobby Feldman, v.p. of WMCA and well known for his charity work, will be given a testimonial dinner Jan. 9 at the Hotel Astor. Dan Healy is chairman of the committee for the dinner, which will be attended by celebrities of radio, stage, screen and other fields, also by representatives of numerous welfare organizations in whose behalf Feldman has been active.

**New WOR-Mutual Series**

"Famous Fortunes," tracing the lives of great American tycoons, will be heard over WOR-Mutual starting Feb. 8 at 7:45-8 p.m. Mark Hawley will do the narrating.

Another new WOR series, "Headlines," dramatized reenactments of the day's news, starts tomorrow at 7:30-7:45 p.m., sponsored by P. Lorillard (Muriel cigars). Program also will be heard Thursdays.

**Mrs. Buddy Clark Convalescing**

Mrs. Louise Clark, wife of Buddy Clark, radio singer, is convalescing after an appendicitis operation at Polyclinic Hospital last week-end.

## PROMOTION

**Give Schools Radio Sets**

Radio is now in daily use in Montgomery, Ala., public schools, a result of the combined efforts of WSFA and the Montgomery Rotary Club. With Montgomery merchants cooperating, the two organizations presented radio receiving sets to the city's twenty-six schools, both white and negro, as a Rotary community service project. Much of the credit for success of the venture goes to John B. DeMotte and Joe Petranka of the station's staff.

**Eager for Brioschi Calendar**

Nearly 22,000 requests have come in thus far for the calendar offered in connection with the Brioschi program over WOV at 4-4:15, Monday through Saturday. Armondo Rossi is the news commentator and Charles Berry is the announcer and also writes the continuity. The calendar is being distributed from Nov. 23 to Dec. 8.

**28 Quarter-Hours Weekly Sold on WNBX Xmas Show**

Springfield, Vt. — WNBX has sold 28 quarter-hours weekly on its "Christmas Express." The club car is utilized for a stage show with proper atmosphere and settings. The conductor is the emcee and the butcher boy is the salesman for the various advertisers bankrolling the individual trip. Show runs for one hour with each sponsor taking an individual trip via train sound effects. S.R.O. sign out on this show.

Station giving a turkey away daily for best letter answering the question, "What do you want most for Xmas?" Sponsors selling large items are taking advantage of letters for "sales leads."

**WFAS Installs Amplifier**

White Plains, N. Y.—Chief Engineer Harry C. Laubenstein has completed installing a Western Electric 110-A Program Amplifier at WFAS. Initial tests show that an effective signal strength increase of nearly one hundred per cent has resulted from this new technical addition. The station recently installed a 190-foot vertical antenna, and this, together with the newest forward step in WFAS engineering, provides the station with a dominant signal in the entire Westchester, lower Connecticut and Rockland County area.

**CBC 50,000-Watter's Debut**

Montreal — CBL, the new 50,000-watter of Canadian Broadcasting Corp. at Hornby, Ont., will make its debut Christmas Day.

The new CBS 50,000-watter at Vercheres, Quebec, went on the air Saturday.

**NEW PATENTS**

Radio and Television  
Compiled by  
**John B. Brady, Attorney**  
Washington, D. C.

2,101,068—Method of and Means for Controlling the Flow of Electric Current. Merion J. Huggins, Upper Saddle River, N. J.

2,101,137—Wave Modulation. Karl Fritz, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,101,139—Visible Detector of Invisible Radiation. Clarence W. Hansell, Rocky Point, N. Y., assignor to RCA.

2,101,153—Electrical Condenser. Herbert Muth and Wilhelm Runge, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,101,436—Directive Signaling. August Leib, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,101,438—Neutralized Coupling Circuit. Nils E. Lindblad, Port Jefferson, N. Y., assignor to RCA.

2,101,440—Short Wave Radio Transmitting Apparatus. Alfred A. Linsell, London, England, assignor to RCA.

2,101,462—Grid. Russell H. Varian, San Francisco, Calif., assignor to Farnsworth Television Inc.

2,101,520—Oscillator for Use with Kinescope Deflecting Circuits. William A. Tolson and Justin R. Duncan, Camden, N. J., assignors to RCA.

2,101,525—Linear Amplifier Circuit. Hans Bartels, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,101,529—Radio Transmission and Reception. Harry B. Breedlove, Memphis.

2,101,549—Silencing Circuits for Radio Receiver. James J. Lamb, West Hartford, Conn., assignor, by mesne assignments, to Alan N. Mann, Trustee.

2,101,563—Triode Oscillator and the like. Yves Rocard, Paris, France, assignor to Compagnie Generale de Telegraphie Sans Fil.

2,101,610—Electric Discharge Tube. Walter Dallenbach, Berlin-Charlottenburg, Germany; assignor to Maschinenriegen-Apparaten Fabriken "Meaf."

2,101,633—Antenna Belt. Sidney F. Mashbir, Washington, D. C., Frank C. Kear, Minersville, Pa., Gomer L. Davies, Cleveland, Ohio, and William H. Orton, Washington, D. C., assignors to Washington Institute of Technology.

2,101,668—Radio Communication System. John B. Bishop, Bloomfield, and William M. Knott, Fairlawn, N. J., assignors to Bell Telephone Laboratories Inc.

2,101,669—Device for the Deflection of Electron Beams. Ernst Bruche and Walter Henneberg, Berlin-Reinickendorf-Ost, Germany, assignors to General Electric Co.

2,101,670—Radio Frequency Amplifier. Maurice Byk and Jehan de Mare, Paris, France, assignors to General Electric Co.

2,101,674—Antenna. Robert B. Dome, Schenectady, N. Y., assignor to General Electric Co.

2,101,688—Tone Control Device. Rudolf Rechnitzer, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,101,703—Phase Modulation Receiver. Murray C. Crosby, Riverhead, N. Y., assignor to RCA.

2,101,785—Apparatus for Signalling with Ultrashort Waves. Ernst Wilckens, Berlin-Sudende, Germany, assignor to Julius Pintsch Aktiengesellschaft.

**Martin Starr in New Program**

Martin Starr, WMCA drama critic who is heard daily at midnight, starts a new 15-minute series Dec. 15 devoted to a resume of highlights in the legit theater and gossip of Broadway.

**12 Best Stories on CBS**

Twelve leading stories of the year, as selected by a poll of the country's city rooms, will be aired in the third annual CBS "Twelve Crowded Months" on Dec. 24 at 9-10 p.m.

★ **Coast-to-Coast** ★

**PAUL SULLIVAN**, newscaster over WSAI, Cincinnati, has been renewed by his sponsor, Capitol-Barg Dry Cleaning Co., for 100 more broadcasts, daily except Saturday at 6:30 p.m. This will make 300 broadcasts in the series. Frederic W. Ziv Inc. is the agency.

**Garnett Marks, Gotham sportscaster of WOR and WMCA, was sports guest of honor of Joeko Maxwell, sportscaster of WLTH, on his "Sports Parade" last Saturday evening.**

Westinghouse Electric & Mfg. Co. has supplied a new police radio system just completed at Columbus, Ga. One-way communication is maintained between transmitter and ten cars and two motorcycles.

**Arthur Boran, CBS mimic-comedian, has been signed by Educational Pictures to make a series of radio shorts. Shooting on Boran's first film "Air Parade" begins this week at the Educational Studios in Astoria, L. I.**

Jane Pickens will headline a special holiday show at the Brooklyn Strand Theater, Dec. 25-26.

**Jean Ellington, NBC songstress, featured in a new Sunday program with Norman Cloutier and his orchestra at 4:30-4:45 p.m. over the Blue network. Program started yesterday.**

Col. Hubert Fauntelroy Julian, the colorful "Black Eagle" who flew for Haile Selassie early in the defense of Ethiopia and who is remembered for his attempts to promote a good will tour from Harlem to Africa, will be the first guest on the "Tales of Harlem" series which inaugurates its weekly broadcasts next Saturday at 5:30-5:45 p.m. over WMCA.

**A new series of Jules Verne dramatizations of "A Trip to the Center of the Earth" started over WHN last Saturday evening at 6. WPA Federal Theater actors and actresses take part in the productions.**

Christmas is still around the corner, but Ray Block received his present this week when his "Swing Fourteen" singing group was renewed for the entire year of 1938 on the twice-weekly "Johnny Presents" programs via NBC and CBS.

**Paul Foucreau, favorite of the Canadian radio listeners who recently concluded a five-year commercial for the Leduc Drug Stores on CKAC in Montreal, had inaugurated a new series over New York's newest 5,000-watt, WBIL, every Thursday at 6:30-6:45 p.m. Foucreau presents a program of Parisian and English songs.**

Martha Deane, whose WOR program has had the Morrell & Co. (Red

Heart Dog Food) account on its list continuously since Oct. 14, 1935, deserves some of the credit for the increased sales of the dog food this year despite the fact that sponsor last June discontinued program which came out of Chicago.

**King George VI will be heard over CBS, NBC and Mutual networks on Dec. 25 at approximately 10 a.m. in a Christmas message, addressed to his subjects throughout the world.**

Al Bernard, the Minstrel Man, has lined up quite an array of radio and other talent with which he is producing and coaching minstrel shows for theaters, banquets, clubs and churches, as well as radio programs.

**All three major networks will carry play-by-play accounts of leading football games New Year's day. NBC will have an exclusive account of the Rose Bowl game and parade from California. CBS is set to describe the Orange Bowl classic from Miami and MBS will present description of the East-West game, which is the annual game played for charity and sponsored by the Shriners. Ted Husing set to announce for CBS and Don Wilson for NBC.**

Ned Wayburn, Ziegfeld Follies producer, whose hobby is astrology and who has written a musical play called the "Year 'Round," which has astrology as its theme, will be interviewed by Myra Kingsley, astrologer, on the daily service program over WOR on Dec. 17 at 11:45 a.m.

**John Broderick, salesman with WSPR, Springfield, Mass., has resigned to manage a chain of auto agencies for Mayor Anthony Stonina of Chicopee.**

Forrest Willis, announcer at WOKO, Albany, has been confined to his home for a few days with laryngitis.

**Alice Cornett missed Friday's "Song Shop" broadcast on CBS, due to being indisposed, but she is expected back this week.**

A preview of the film "Tom Sawyer" on the special "Hollywood Hotel" broadcast at 4-5 p.m., and another appearance of Lionel Barrymore as Scrooge at 5-5:45, will be part of the CBS schedule on Christmas Day.

WMAS, Springfield, Mass., dedicated its new studios, transmitter and tower in a special hour broadcast Friday night, when many noted guests were present. Station Manager Al Marlin was emcee, assisted by Program Director F. Turner Cooke, and announcers Warren Greenwood and Carl Raymond.

★ **F. C. C.** ★  
**ACTIVITIES**

**APPLICATIONS GRANTED**

Commercial Radio Equipment Co., Kansas City. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., 250 watts.

Philco Radio & Television Corp., Philadelphia. CP for new television station. 20400-210000 kc., 15 watts.

**SET FOR HEARING**

Frank Ray, Dickinson, N. D. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Jonas Weiland, New Bern, N. C. CP for new station. 1370 kc., 100 watts, unlimited.

Larry Rhine, San Francisco. CP for new station. 1150 kc., 1 KW., daytime.

**APPLICATIONS RECEIVED**

WQDM, St. Albans, Vt. Vol. assignment of license from Regan and Bostwick to F. Arthur Bostwick.

Jonas Weiland, Goldsboro, N. C. CP for new station. 1500 kc., 100 watts, daytime.

**HEARINGS SCHEDULED**

Dec. 13: WMPD, Memphis. Auth. to transfer control of corp. to Memphis Press-Scimitar Co., 1430 kc., 500 watts, 1 KW. LS., unlimited.

KRGV, Weslaco, Tex. Auth. to transfer control of corp. to O. L. Taylor, Gene Howe and T. E. Snowden. 1260 kc., 500 watts, unlimited.

Dec. 16: Press-Union Publishing Co., Atlantic City. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Ann Arbor Broadcasting Co. Inc., Ann Arbor. CP for new station. 1550 kc., 1 KW., unlimited.

Summit Radio Corp., Akron. CP for new station. 1530 kc., 1 KW., unlimited.

George W. Taylor Co. Inc., Williamson, W. Va. CP for new station. 1370 kc., 100 watts, daytime.

**CALL LETTERS ASSIGNED**

John W. Haigis, Greenfield, Mass. WHAI.

**NEW BUSINESS**

WGN, Chicago: E. Fougera & Co., "Let's Play Games," ETs, through Small & Seiffer.

WPEN, Philadelphia: Procter & Gamble (Oxydol), "Album of Love," Italian program, through Blackett, Sample & Hummert.

WHN, New York: Savings Banks of Brooklyn, Queens, L. I., S. I., news, through J. Walter Thompson Co.; Washington State Apples, Inc., spots, through J. Walter Thompson.

WNEW, New York: Peruna, "Make Believe Ballroom"; Frank H. Lee Co., "Thorn-ton Fisher—Sports," through Birmingham, Castleman & Pierce, Inc.; Frank Special Cleansing Cream, "Make Believe Ballroom," the McCord Co.

KFRC, San Francisco: E. Fougera Co. (Vapex), ETs, through Small & Seiffer; Campagne Parisienne, Inc., ETs, through Northwest Radio Adv.; Bayuk Cigar, Inc., announcements, through McKee Albright & Ives.

1 9 3 7  
2 4 5 6 7 8  
17 18 19 20 21 22 23  
24 25 26 27 28 29 30

**BIRTHDAYS**

Greetings from Radio Daily

December 13  
Florence Baker  
Phil Mayer

## New Executive Setup Recommended for NAB

(Continued from Page 1)

tion of Broadcasters closed its preliminary meeting Saturday.

The committee also suggested that the board extend invitations to Senator Wheeler of Montana, chairman of Interstate Commerce Commission; Chairman Frank R. McNinch of FCC, and Commissioner T. A. M. Craven of FCC to speak at the meeting.

The recommendations of the committee released here by Philip G. Loucks, counsel, contain a provision abolishing the office of managing director now held by James W. Baldwin. However, the present board of directors has contracted until next June for that office, and the committee recommends that the incoming board fulfill the financial requirements of this contract. Baldwin, it is understood, will take over one of the offices of the new board.

Terms of all officers and directors also will be terminated, the report states. The board of directors is empowered to select an executive committee from its membership.

It is further recommended that the board assign immediately to the executive committee all copyright matters. The committee is of the opinion that the Bureau of Copyrights be divorced from the Association, and that the Association, should in future refrain from engaging in any private business enterprise of any nature whatsoever.

Another recommendation of the board would cause the Copyright Bureau to issue stock for all of the money so far advanced and that said stock be issued to a board of trustees to be held in trust for the members of the Association in such proportions and their dues payments during the period of the bureau's existence bears the whole amount advanced.

Management of the Association is concentrated in a board of directors of not less than 21 members, 15 of whom shall be from the districts created by Article 111 of the by-laws. The six additional directors are to be elected at large by the membership. Terms of all directors shall be for one year.

The proposed plan contemplates the creation of the following standing committees: Program, Labor, Sales, Law and Technical. Each district shall have the right to appoint one member to each of these committees and should any district fail to do so within 60 days following any annual meeting the president is empowered to make appointments.

## WHK-WCLE Scoop on Accident

Cleveland — United Broadcasting Co. stations WHK and WCLE scored another news beat Friday when both flashed news of a street car accident a few minutes after it happened. The car was filled with persons going to work and they were trapped when car overturned after getting out of control on a downhill run. Through a standing arrangement with the Cleveland Fire and Police departments, WHK-WCLE officials are instantly notified of all such accidents.

## WBT, Charlotte

Dewey Long, ad mgr., on return from Birmingham and Atlanta, laid up a few days by flu. Ditto Dottie McAllister, secretary to W. A. Schudt Jr., g.m.

Governor Olind Johnston of S.C. will air another "Fireside Chat" on Dec. 16.

D. E. Henderson, local attorney, is doing a twice-weekly series on the federal government tax program.

Charles Crutchfield, program director, will handle the newly signed series of 10-minute programs, five weekly, for Astor Coffee.

## WHKC, Columbus, O.

The Guild Players, a new dramatic group being formed at WHKC by Bob French, production chief, will present outstanding plays especially adapted for radio. The group is composed of staff members and prominent members of the city's leading dramatic school.

Abram Ruvinsky, musical director, has been selected to direct a 16-piece orchestra and weekly guest soloists on a series of transcribed programs for a Ft. Wayne cosmetic company. Fred Sample, head of continuity dept. will go there to plot the music and commercials for the show.

## John Royal Concerned About Future Talent

(Continued from Page 1)

programs, while here last week. Most of radio's top names came from the theater, where they learned the entertaining trade thoroughly, Royal pointed out.

"Belly laughs don't come simply by holding up an 'applause' card in front of an audience," Royal observed.

Because of big demand for writers and talent, Royal said there would be no lessening of programs originating here.

# Going Places!

tion received throughout the duration of the trip...And, while 2500 miles north of metropolitan New York, WOR was received at good program level in broad daylight."

**5** 12,405 WOR listeners pack WOR-Mutual Playhouse during month of November and an average of 600 requests per week roll in for tickets to WOR sustaining shows.

**6** WOR set to establish new record for "musical styling" as Josef Cherniavsky and his "Musical Camera," Vic Irwin and his "Musical Cartoons," and Ernie Fiorito's new revue step into line with WOR's illustrious Morton Gould.

**7** With three weeks remaining to complete the year, WOR strikes a new top in total time sold.

**1** WOR's Ed Fitzgerald holds 41% of northern New Jersey listeners at 9 a.m. and on one day niblicks his total to 54%. Second competing station rates only 20% of audience at Fitzgerald's time.

**2** Nation's greatest dance bands lined up to "swing in" the year 1938 over WOR. Beginning New Year's Eve at 11:30 p.m., Benny Goodman, Shep Fields, Guy Lombardo, Ozzie Nelson, Leo Reisman and a score more will carry on till 3:45 a.m., when in comes music from Honolulu.

**3** WOR letter-to-station mail passes 1,000,000 mark.

**4** Bartlett Expedition to arctic dubs WOR's signal "...the strongest and most consistent of any broadcast sta-

# WOR