



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 116

NEW YORK, N. Y., TUESDAY, DECEMBER 14, 1937

FIVE CENTS

## Treaty is Agreed Upon at Havana

### Looking On ... AND LISTENING IN

**RADIO POLL** For the past ten days or so, radio editors and other authorities on newspapers and magazines throughout the country have been casting their votes in the inaugural of Radio Daily's annual Radio Poll.

The response is enthusiastic.

Within another fortnight the complete returns will be in and soon thereafter the industry will know what the critical appraisers of air entertainment regard as the outstanding programs, performers, sports announcers and commentators.

As in the case of Film Daily's "Ten Best Films" poll, which for years has been the recognized consensus on the best in artistic and entertainment value among films, the radio poll will reflect national opinion as viewed through the eyes of trained observers who collectively speak for practically the entire army of dial fans.

Yearly check-ups of this kind are an invaluable service not only for their crystallized information on tastes and trends, and the recognition they give to worthy achievement, but also because they provide inspiration and incentive to strive for continually higher standards.

**STAR SPLURGE** The first few MGM-Maxwell House shows were classic examples of the futility of trying to make radio entertainment out of a prodigal parade of trailerized movie stars.

On the other hand, the new Warner-Lucky Strike program last week demonstrated the efficacy of employing a radio format—though even this program could have dispensed with a few of the atmospheric "names."

In the theater or on the screen, a glamorous star may be able to save a poor story, but on the air the script is more definitely the thing.

—D. C. G.

### Xmas Idea

A move to encourage giving of radio sets as Christmas gifts has been launched by Radio Today, whose editor, Orestes H. Caldwell, former radio commissioner, will urge the issue over NBC-Blue network tomorrow at 6:15 p.m. Caldwell also will suggest donating old radios to the needy instead of trading in.

### HEARST GROUP DISCUSSES EXPANSION AND PROGRAMS

Fort Worth—Plans for expansion of the Hearst Radio group, improvement of programs and development of greater public service were discussed at the two-day conference held here last week, with Southwest and Pacific Coast managers attending.

Among those present were Joseph V. Connolly, New York, president of Hearst Radio; Elliott Roosevelt, (Continued on Page 6)

### Book Film Guest Stars Three Months in Advance

West Coast Bureau, RADIO DAILY  
Los Angeles—Probably due to fears of eventual curbs on permitting film stars on the air, and also to the rising demand for talent, movie names are being booked for radio guest appearances as much as three months (Continued on Page 2)

### John A. Schultz to Spend More Time on West Coast

West Coast Bureau, RADIO DAILY  
Los Angeles—John A. Schultz, v.p. of Fanchon & Marco Inc. with headquarters in New York, arrived here last week with intention of dividing his time in future between Hollywood and New York offices, spending six months on each coast. Schultz (Continued on Page 3)

### Bernie Talent Signed

Lew Lehr, Nicholas Brothers, Jane Pickens and Buddy Clark have been definitely signed for the Ben Bernie-U. S. Rubber program which debuts Jan. 12 on CBS. Herman Bernie set the deals.

## Kellogg Gets Lion's Share In American League Games

### Drama Recommendations Made By Chicago Forum

Chicago—A drama-improvement forum, held last week by program directors, production men and others, made a number of recommendations, including:

Less sponsor interference, more effort by broadcasters to stimulate dra- (Continued on Page 2)

## Americas to Present Solid Front at Cairo Meet—10 Channels Added to Waveband—Border Stations to be Curbed

(Special to RADIO DAILY)

Havana—The nations of North, South and Central America will present a united front when they reach the world radio conference in Cairo, Feb. 1, 1937, it was revealed here in the closing sessions of the First Inter-American Radio conference which has been convened for the past six weeks.

The list of recommendations, including the problems of voting, press transmissions to multiple destinations, allocation of frequencies, tolerances and spurious transmissions, bands for amateurs, the designation of radio waves in kilocycles, frequencies for aviation in the bands from 6,000 to 30,000 kilocycles and the suppression of interference caused by electrical apparatus, was (Continued on Page 3)

### 108 for CBS

CBS added 21 stations the past year, bringing its total to 108, a summary of the network's 1937 activities shows. In the broadcasting end, gains were recorded in education, music and public affairs.

### RADIO PRESS IS PLANNING TELEPHONY NEWS SERVICE

Continental Radio Press Inc., supplementary news service recently organized, will enter into an experiment with Press Wireless Inc. on Dec. 15 to demonstrate the practicability of transmitting news by radio telephony. This will be the first such experiment, according to T. L. Christie, executive editor of CRP, who said that he would cooperate in transmitting two 15-minute periods of news daily, Monday through Friday, 9-9:15 a.m. and 5-5:15 p.m., over (Continued on Page 5)

### Adding Second Program For Pall Mall Cigaretts

American Cigarette & Cigar Co. (Pall Mall cigarettes), sponsor of Dorothy Thompson on Fridays over 29 NBC-Red stations at 10:45-11 p.m., will add a second show Jan. 4. New series, also to feature Miss Thompson, (Continued on Page 3)

### 2 PHILADELPHIA STATIONS LICENSED ON PHONO-DISKS

Philadelphia—National Ass'n of Performing Artists has licensed two local outlets, WDAS and WPEN, to play disks made by its members, with two other stations negotiating for licenses and others substituting transcriptions for phonograph recordings (Continued on Page 5)

### Glass Container Starting Half-Hour Drama Series

Glass Container Ass'n of America (bottled milk) begins a new series of half-hour dramatic programs over seven NBC-Blue stations Jan. 9. at (Continued on Page 2)

### First Lady

After appearing in a telephone interview from Washington on last week's Kate Smith program on CBS, Mrs. Franklin D. Roosevelt wrote in her syndicated and popular newspaper column that she instinctively took a liking to Miss Smith and hoped for the opportunity of a better acquaintance than a radio connection.



Vol. 2, No. 116 Tues., Dec. 14, 1937 Price 5 Cts.

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Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

FINANCIAL

(Monday, Dec. 13)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Hazeltine Corp.

OVER THE COUNTER

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

Glass Container Starting Half-Hour Drama Series

(Continued from Page 1)

1:30-2 p.m. Advertiser is starting off radio campaign in key cities, and program will be heard as far west as Chicago at the beginning. U. S. Advertising Corp., Toledo, has the account.

Pepsodent Sets Time

Pepsodent will take the 5:30-6 p.m. period on NBC-Red for its "Mickey Mouse" series which begins Jan. 2. Original order called for the 3:30-4 p.m. spot.

Basil Loughrane of Lord & Thomas is now on the coast arranging the details.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Dec. 11, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Table with columns: Selection, Publisher, Times Played. Lists songs like 'Once In Awhile', 'Farewell, My Love', 'Nice Work If You Can Get It'.

Drama Recommendations Made By Chicago Forum

(Continued from Page 1)

matic enterprise, promotion of good dramatic programs by networks and stations even if they don't sell right away, more experimentation like Columbia Workshop, higher pay for writers so Hollywood won't take them away, educating salesmen to sell ideas and talent instead of just time, heavier exploitation of programs, awards for excellent achievements.

Among those attending session were: Bobby Brown, Stan Thompson, Walter Preston, Kaye Brinker, Orrin Tovrov, Stuart Dawson, Phil Bowman, Dick Lawrence, Ted McMurray, Hal Burnett, Frank Rand and Dick Chindblom, Blair Walliser, Russ Young, Myrtle Stahl, Judith Waller, Miles Reed, Joe Allabough.

From agencies and others: Jack Hurdle, Jack Mathae, Ed Morse, George Fogel, Joe Ainley, Lou Jackobsen, Cecil Widdifield, Arthur Meyerhoff, Harold W. Kent, Albert Crews, and Read Wight.

WWL-AFM Agreement

New Orleans—With collapse of united station front to musicians' demands, WWL yesterday approved agreement embodying closed shop with modifications protecting station's special events and civic broadcasts. The united conferences broke down as WSMB rejected modified closed shop and WDSU remained silent.

More Names for Pilot Party

David Ross, Andre Baruch, John S. Young and Ben Gross yesterday were added to the list of names who have accepted invitations to attend the Pilot Radio Award Society luncheon at the Waldorf-Astoria tomorrow.

4 More 50,000-Watters Are Planned in Canada

Montreal—In addition to CBF, which opened Friday in Vercheres, 35 miles east of here, and the companion station opening Christmas morning in Hornby, Ont., four more 50,000-watters are understood to be planned by Canadian Broadcasting Corp. The chain will stretch clear across Canada.

IBEW Signs WINS Technicians

IBEW Local 913, Radio Engineers & Technicians, recently formed in New York, stated yesterday that it had signed the WINS technicians 100 per cent, and a new contract embracing 40-hour week and wage increases has been drawn up for negotiations upon expiration of station's present deal. The IBEW unit is aligned with AFL. It recently was selected by majority vote at WEVD.

Emlyn Owen to Marry

Green Bay—Emlyn Owen, production manager and staff organist of WTAQ, CBS outlet, joins the ranks of the benedicts, Dec. 28. The bride will be Gladys Wangen of Superior, where ceremony is to take place.

WWVA Availability Sheet

Wheeling, W. Va.—WWVA is now issuing a weekly complete availability sheet to facilitate work of agencies in planning schedules. John Blair & Co. is station's rep.

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

WARNING!

Radio executives visiting New York are being approached by a photographic service which claims it is assigned by RADIO DAILY. Company operates under a name similar to one of the large press associations.

RADIO DAILY has not authorized the firm to use its name, nor does it condone the practice. Picture requests from RADIO DAILY are sent direct to your station.

Persons approached are requested to communicate with RADIO DAILY, so that proper action may be taken.

COMING and GOING

ARTURO TOSCANINI arrived in New York yesterday on the Conte di Savoia.

RAYMOND GRAM SWING, MBS commentator on Foreign Affairs, in Washington to deliver an address today at the Carlton Hotel before the Woman's National Party on "Women and Business Cycles."

JOHN VAN CRONKHITE of Van Cronkhite Associates Inc., Chicago, is expected in New York today.

IRVING FOGEL is in New York, accompanied by MURRAY GRABHORN, manager of KEHE, on a deal to set Elliott Roosevelt on NBC with a weekly commentary. Program will come from Fort Worth, where Roosevelt functions as head of the Hearst stations.

HERBERT ROSENTHAL, in charge of CBS artists bureau, returned from Hollywood yesterday with ARTHUR RUSH, in charge of the Coast branch.

BILL LEWIS, v.p. of CBS in charge of programs, returned to his desk after a week's conference away from the office.

MRS. MACK MILLAR leaves for Hollywood tomorrow to take charge of her husband's office on the Coast for six months.

P. J. HENNESSEY, NBC legal counsel in Washington, returns from the Havana conference late this week.

JAMES SHATTUCK, CBS program service division, returned yesterday from an 18-day cruise to West Indies.

IRVING REIS, CBS program supervisor, leaves for Hollywood on Friday to join Paramount Pictures.

Book Film Guest Stars Three Months in Advance

(Continued from Page 1)

in advance. J. Walter Thompson office has just signed Adolphe Menjou and Verree Teasdale for March 6. Many similar instances are reported.

TELL YOUR STORY

to the people who have money to spend. The richest state in the Union is New York.

Reach Them Through

THE MOHAWK VALLEY BROADCASTING SYSTEM

29 West 57th Street, New York Telephone: FLaza 5-3269

In Atlanta THEY LISTEN TO WATL

## TREATY IS AGREED UPON AT HAVANA CONFERENCE

(Continued from Page 1)  
approved by almost unanimous accord and approved in principle unanimously.

Of primary interest, however, were the agreements on broadcasting among the nations of the North American region, consisting of the United States, Canada, Mexico, Cuba, Haiti and Santo Domingo. Treaty becomes valid when all these countries have signed.

The present broadcast bands between 550 and 1,500 kcs. were increased by at least ten channels, now extending from 550 to 1,600 kcs, and 34 new high-power stations are made possible. The net result is the U. S., when the agreements and allocations are ratified, will have 63 stations of class 1 (50 kw. or more) on clear channels, Mexico will have 15, Canada 14, Cuba 5, and Newfoundland, Santo Domingo and Haiti one each.

Allocations for Class 1 and Class 2 stations has been so arranged that with ratification and engineering adjustments not one of the 700 stations in the U. S. will have to discontinue operation or be materially curtailed, yet the bugaboo of interference is expected to be practically eliminated within the next two years.

Mexico has indirectly agreed to discontinue the troublesome border stations which have caused serious interference.

Elaborate provisions are made, setting up technical standards with which the countries will comply to insure good broadcasting service and to avoid interference. These standards were worked out by the engineering department of the FCC.

An international radio office for the exchange of technical information is to be established here.

One of the recommendations to be made at Cairo is that the greatest facilities be extended for news broadcasts.

The second Inter-American Radio Conference will be held in Santiago, Chile, in 1940.

### Directing U. P. Disks

West Coast Bureau, RADIO DAILY

Los Angeles—Cyril Armbrister will direct the new "Strange As It Seems" series being produced by the Raymond R. Morgan Co. for the Union Pacific Railroad, and starting Jan. 2 on 15 CBS stations in the territory served by the U. P. Felix Mills gets the musical assignment, and the Caples Co. of Chicago is placing the disks in varying Sunday afternoon spots on each station.

### NBC Moving Day

NBC executives in Radio City yesterday held a moving day. Clay Morgan moved down to the fourth floor, Alfred H. Morton moved up to Morgan's former office and William S. Hedges moved into Morton's office.

Shifts were made to place the executives in closer contact with their respective departments.

## NEW PROGRAMS—IDEAS

### "Umbrella Court" Origin

Origination of "Umbrella Court" is claimed by The Minneapolis Journal, which has presented the program over KSTP, St. Paul-Minneapolis, for 60 consecutive weeks. The Journal has the program fully covered by copyrights, according to R. S. Barclay, promotion manager.

Success of the feature has won for it various awards as the best program

of the northwest, and has created a demand for the program in other sections. The Washington Post is now using it over WMAL, and the Granada Theater, Sioux Falls, S. D., has bought it.

Program is sold by the Journal on the basis of 10 per cent per week of the highest published half-hour rate of the station, with a minimum charge of \$10 weekly.

### John A. Schultz to Spend More Time on West Coast

(Continued from Page 1)


has been commuting back and forth regularly during the past two years, but now states that increasing radio activities of the firm, coupled with increasing Hollywood originations, have necessitated longer stays at this end of the line.

Long identified with theatrical production and nationally known for their movie theater presentation of Fanchon & Marco "Ideas," the organization now is aggressively entering the radio field, both as an agency for talent representation and in the production of air shows. Schultz only recently re-signed Al Pearce under F. & M. management for several years to continue on CBS for Ford, and has a coast-to-coaster on the fire at the moment for Olsen and Johnson, who just completed a 26-week series on the NBC Coast Red for Richfield Oil. Pinky Tomlin and many other top-ranking radio performers—also are under F. & M. banner.

### Kate Smith Will Fight "First Lady" Title Claim

Attorneys for Kate Smith, Vaughn De Leath and CBS appeared before Justice McCook of the Supreme Court yesterday and argued about the use of the title "First Lady of Radio," with the final result that counsel for Miss Smith agreed to file papers within five days in order to hasten a decision.

Early in the argument Kate Smith side stated it would exchange letters in which Miss Smith would concede that Miss De Leath, who brought action, was the first lady to broadcast, but would not concede that it was applicable as a title to Miss De Leath's present status as compared to Kate Smith. Attorney Reuben Caidin, for Miss De Leath explained that the title was now considered his client's trade mark. Sidney Kaye appeared for CBS. Engelman & Rosenberg represented Kate Smith and Ted Collins.



**BETTER BROADCASTS for BETTER BUYERS**

**INTERSTATE BROADCASTING CO.**  
730 Fifth Ave., New York

### Adding Second Program For Pall Mall Cigaretts

(Continued from Page 1)

will be aired weekly over following NBC-Blue stations: WJZ, WBZ, WBZA, WBAL, WSYR, WHAM, WENR. Program will be transcribed and aired over WWJ on Sundays beginning Jan. 9. Both shows will be entitled "People in the News." Compton is the agency.

### WIOD Remote from Ship

Miami — An interesting remote broadcast from a ship at sea was aired over WIOD in connection with the International Radio Club party last week. Program came from the S.S. Florida en route to Havana. John Reese of WLW acted as host for the broadcast. Blanca Estrella, Latin-American commentator on WIOD, also appeared.

## KELLOGG GETS BIG SHARE IN AMER. LEAGUE GAMES

(Continued from Page 1)

present contract. Home games not broadcast.

In Chicago, Kellogg will be restricted to two stations on broadcast of White Sox games, heretofore aired on commercial basis on five stations by six commercial sponsors. Chicago choices of sponsor not revealed. In Boston, Philadelphia and Detroit, Kellogg may elect two outlets. Situation in Cleveland is in doubt, local club not having made known its attitude. Amount Kellogg will pay is detail to be arranged between firm and local clubs.

### Heinie's Christmas Party

Milwaukee — A capacity crowd of some 18,000 packed the Milwaukee Auditorium on Saturday night for the fifth annual Christmas benefit party of Heinie and His Grenadiers, WTMJ star act. Proceeds went to Milwaukee Journal Goodfellow Fund to aid underprivileged children. Orchestra assisting Heinie included Clyde Lucas, Lee Roth, Stan Jacobson, Frank Werth and Gregg Mannors.

### Buddy Manners Married

Buddy Manners, WHN vocalist, was married Sunday to Bernard Citron, non-professional. Couple leave for Havana on Dec. 27.

## AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

### INTERNATIONAL PRODUCTION STUDIOS

33 W. 60th St., N. Y. C.



Columbus 5-7366-7

Mr. Donald S. Shaw  
McCann Erickson, Inc.  
285 Madison Avenue, N. Y. C.

My dear Mr. Shaw:

As vice-president in charge of radio for McCann Erickson, you have, no doubt, found many occasions to use a recording studio.

For this reason, through the medium of advertising, we are calling your attention to the International Production Studios, one of the most up-to-date and completely equipped in the East.

We use high fidelity recording and low noise level within two air-conditioned studios, where each job gets the personal attention of highly qualified engineers and technicians, which enables us to turn out the best in recordings.

A telephone call from your office will bring a free sample of our work, with no obligation to you.

Why not give us a trial?

Very truly yours,

Kenneth W. Howard  
Sales Manager.

KWH/amh

## AGENCIES

GIL GIBBONS has resigned from WHKC, Columbus, to accept the post of assistant production manager in the Radio Division of Lord & Thomas, Chicago.

BASIL LOUGHRANE, Lord & Thomas Chicago exec, is in Hollywood for conferences with Jack Runyon and Tom McAvity on the forthcoming Mickey Mouse show for Pepsi. Supposedly set for a Sunday afternoon spot on NBC Red starting early in January, understood the agency is trying to find a hole later in the day.

ASSOCIATION OF NATIONAL ADVERTISERS INC. has elected American Tobacco Co. to membership. Sherwood E. Silliman will represent the company in the ANA.

THORNLEY & JONES INC., Chicago, handling the Stewart-Warner Alemite account, will place part of the increased advertising budget in cooperating with motor car manufacturers to educate the public on need of correct lubrication of special mechanisms in new type autos. Alemite division holds its annual convention at Edgewater Beach Hotel, Chicago, Dec. 15-16.

H. M. (MIX) DANCER, former v. p. of Henri, Hurst and McDonald, Chicago, has joined Blackett-Sample-Hummert in that city.

R. L. (BUCK) HURST, new-business manager for Lord & Thomas the past two years, has resigned and joined Charles Daniel Frey Agency, Chicago, where he will have an executive post in connection with agency's expansion program.

SMALL & SEIFFER INC., will move to larger quarters at 24 West Fortieth Street about Jan. 31.

## CANADA

Mercer McLeod, CBC program director from Vancouver, is in Winnipeg with his wife to direct some features.

Laurence Gillian, program producer for BBC in London, has been loaned to CBC for six months. Among his main assignments will be special Christmas programs.

An hour of the weekly NBC symphony concerts conducted by Toscanini will be aired over CBC starting Christmas night.

CBC will air "Die Walkure" from New York via NBC on Dec. 18.

## WELI, New Haven

Pat Goode, New Haven postmaster and executive at WELI, was a WBRY speaker on the local notables program.

Frank Garguilo, tenor, married Clara Gianini.



● ● ● Tim and Irene with Hal Gordon have been notified that Admiracion shampoo cancels their MBSHOW Jan. 9—but D'Artega's band hasn't received word yet... Charles Martin has been renewed for 52 weeks on the Phillip Morris CBS-NBC shows... Contract renewals have been awarded the entire cast of the Jolson show... Betty Winkler of "Girl Alone" has been renewed for another year with the show set to go coast-to-coast after Jan... Mary Margaret McBride will do six shows from Florida after Dec. 22—and will return in time to begin her five-weekly series on CBS in Jan... "Nancy Marie" bowed in at the Al Donahues on Sunday weighing eight lbs. Mother and father doing well... George Olsen goes on one-niters this month... Frankie Parrish and Marie Sardi will be Abe Lyman's vocalists at the French Casino... Charles "Mousie" Warren returns to the fold Friday after a nasal operation at Mt. Sinai... Blue Barron goes into the Edison Green Room Dec. 30.

● ● ● At Del Casino's testimonial party in Leon & Eddie's on Sunday, Jean Ellington, Jesse Block and Eve Sully, Patricia Norman, Judy Starr, James (CBS) Appell, Neila Goodelle, Jerry Blaine, Benny and Margie Davis, Jack Bregman, Milton Pickman with Maria Vale, Sidney Piermont and a million music publishers (but Shapiro, Bernstein) turned out... Speaking of early morning sports programs... KFAB, Omaha-Lincoln, had a "Sports Across the Breakfast Table" featuring Harry Johnson at 7:30 a.m. six days a week, sponsored for six months... Catherine Chaloner, latest addition to the cast of Ronald Dawson's "The Yarnspinner" show on WOL, Washington, got mike-fright when the mikes were opened on the show—this despite the fact that she's been a Broadway star for the past two decades... Dawson had to hold her up for the performance and she did a grand job in the end.

● ● ● A petrol company (not Shell) will close a 52-week air contract this week calling for the life-dramatization of the country's leading bandleaders (a sort of "Hall of Fame" idea) with the maestros appearing four weeks each... Belle Baker refused to go into the Hollywood... Freddy Martin goes into the coast's Cocoanut Grove June 28... Fred Allen's first show in N. Y. will be Jan. 5... Rubinoff goes to the coast after a Vallee turn Thursday. Why?... Mack Millar is doing Billy Rose's publicity now... Benny Goodman's contract with the Penn. is until May 15—but he may leave for a few weeks' siesta... Blue Drake, a swing singer, goes into the Hickory House Friday... Jean Grombach will not give up his recording business when he goes into the legit set-up... Arthur Rush of the coast's CBS artists bureau, accompanied Herb Rosenthal back east for a once-over.

● ● ● Sol Lesser had to go to a radio station (KGMB, Honolulu) for the title of Bobby Breen's next flicker, "Hawaii Calls," and the screen credits will include "Title inspired by Station KGMB"... Station is represented by Conquest Alliance... Lou Irwin is looking for talent to take to the coast with him... Girls on the staff of KDKA, Pittsburgh, are completing plans for their Xmas party to be held in the studios. Each gal places her name on a slip of paper listing three gifts she'd prefer—then there'll be a drawing to see who gives what to whom—with the donor's identity a secret until packages are opened... The men will supply the refreshments for the shindig... John L. Horgan, w.k. hotel manager, who Ripley said remembers 1,000,000 names and faces, will be Nick Kenny's guest tonite on his WMCA show and will give a success spiel... Jane Withers, 20th Century-Fox juvenile star, reported being signed by Gen. Mills for 26 weeks at \$76,000 for period.

## GUEST-ING

SPENCER TRACY, JAMES STEWART, FANNY BRICE, FREDDIE BARTHOLOMEW, FRANK MORGAN, CORA WITHERSPOON, DOUGLAS McPHAIL, JUDY GARLAND and BETTY JAYNES, on "Good News of 1938," Dec. 16 (NBC-Red, 9 p.m.).

FRED E. BAER of Ghostwriters Bureau, on Edgar A. Guest's "It Can Be Done," Jan. 11 (NBC-Blue, 8:30 p.m.).

MRS. F. D. ROOSEVELT on "Let's Talk It Over," Dec. 16 (NBC-Blue, 2:15 p.m.).

BETTY JANE ATKINSON, violinist, on "Magazine of the Air," Dec. 23 (CBS, 3:30 p.m.).

PAULIST CHOIR, on Kate Smith show, Dec. 23 (CBS, 8 p.m.).

## OMAHA

Jack Wells, romantic singer on KOIL and KFOR, has joined Anson Weeks' orchestra.

Larry Krell has been assigned to read "Wig-Waggin' with Wag," new sports program on WOW prepared by Ralph Wagner.

Edward L. Brant of Chicago, United Press radio man, came to WOW recently to aid in new plans for the "streamlining" station's news casts.

Echo Guiou, former KOIL dramatist, is now in Hollywood carrying a role in the Irene Rich program.

Norval Schneringer, who has been doing continuity for an Omaha agency, has rejoined KOIL and KFAB as news writer.

Harriet Cruise Kemmer, featured KFAB vocalist, is now singing from the coast studios of CBS.

## WSOC, Charlotte

Cliff Williams is a newly appointed announcer, succeeding Dick Faulkner, who went to WAPI, Birmingham, as assistant program director.

The national anthem has been adopted as the nightly sign-off.

Four colleges, one high school, two Parent-Teachers organizations and several intra-school organizations now air on a regular schedule over the station.

## Caswell on CBS Coast Duet

San Francisco—George W. Caswell Co. (coffee) on Jan. 4 will start "Party Bureau" with Mrs. Elsa Latta on two CBS Pacific coast stations (KNX and KSFO), Tuesdays and Thursdays, 2:30-2:45 p.m. (PST). Long Advertising Service placed account.

Give Your Loved Ones a Life Policy for Xmas

Jules Warberg  
—INSURANCE—

JOHN 4-2800 BEKMAN 3-0375  
80 JOHN ST., NEW YORK

**COLONEL JACK MAJOR**  
PADUCAH TO NEW YORK (On the train)  
Today, 3-3:30 P.M. EST  
WABC-CBS Network  
The Colonel From Kentucky

**PROGRAM REVIEWS**

**"Voice of the City"**

Under this O. Henry title, WHN at 8:30-8:45 a.m. yesterday started a new daily series of visits to interesting places around town. Idea is to give New Yorkers aural glimpses of their own city which most of them never see, and listeners are invited to write in and suggest places for future visits.

First excursion was to police headquarters, where the workings were described from the training of cops to the making of arrests with the help of department's radio system.

Program was fairly interesting, but it seems like a pretty early spot to get the kind of attentiveness required for such features.

**Briefly**

Jack Benny had so many big laughs on his last Sunday night program that the finish had to be chopped off some.

Mae West was quite good in her skit on Sunday night's Chase & Sanborn hour, but it took a lot of strain on the imagination to enjoy her even a third as much as seeing her on the screen. This despite some very neatly fitted lines in the Arch Oboler script.

Lots of folks are beginning to look forward eagerly to those Saturday night quarter-hour chats by Linton Wells on CBS. He is a very satisfying commentator, in speech as well as in subject matter.

**Campus Radio Workshop**

Syracuse, N. Y.—Both Syracuse stations, WFBL and WSYR, are co-operating with Syracuse University in the construction of a campus radio workshop where all future university broadcasts will originate. The layout will include two studios, observation room, control room, reception room and an office for Prof. Kenneth G. Bartlett, director of university radio activities.

**Al Metcalf Laid Up**

Pensacola, Fla.—Al Metcalf, who was in charge of continuity and production for WCOA, has resigned and will spend the next few weeks at his home in Denver recuperating from an elusive ailment that prevents him from working.

**KGFF Birthday Party**

Shawnee, Okla.—Elaborate preparations are under way for seventh anniversary party of KGFF on Dec. 15. Celebration will be observed all week.

**PROGRAM DIRECTORS!**

Strengthen your programs with sure-fire comedy scripts.  
Fifty cents to two dollars!  
Syndication makes these prices possible.  
Exclusive rights in your territory.  
SAM H. STIEFEL ENTERPRISES, INC.  
1619 Broadway, New York, N. Y.  
Radio Script Service Department

**2 Philadelphia Stations Licensed on Phono-Disks**

(Continued from Page 1)

ords. WPEN signed for a year, while WDAS has a tentative agreement for three months, for fear of further litigation with the NAPA. Although a high Penn. state court decision has upheld the NAPA, WDAS expects that other suits pending in other states may result in a decision favorable to radio and so adjust the situation.

WIP and WHAT, which have not yet signed with NAPA, have replaced records with transcriptions for the present. WFIL, WCAU and KYW, which do not use records, were not approached. KYW, however, is using a special series of RCA Victor Red Seal records on a commercial program sponsored by RCA, but NAPA held that this program was promoting sale of the disks.

NAB had already advised the Philly outlets and others not to sign agreements with NAPA. Outfit on the coast, called American Society of Recording Artists, has also sought to license stations, but this is said to be an organization for profit, whereas NAPA has set itself up as a voluntary organization for non-profit. AFM is also said to be in back of NAPA and opposed to the ASRA.

According to Herbert Speiser of the Maurice J. Speiser offices, attorneys for NAPA, license for stations to play records of its members is based on station wattage and its card rate.

NAPA has one suit pending in Federal Court against one station, brought in the name of Paul White-man.

**98% of Buffalo Homes Equipped With Radios**

Buffalo—Completing a survey of radio set ownership and daily listening hours for the past five years, officials of Buffalo Broadcasting Corp. disclose that of the 139,860 homes here, 137,000 have radios, an average of 98 per cent and an increase of 33.1 per cent over the 1932 mark. An average of 4.1 listening hours daily in 1932 has risen one hour to a point of 5.1, an increase of 22.4 per cent.

Officials also have predicted a second 10 per cent broadcasting rate increase since 1932 to be effective Jan. 1. This will place rates at 20 per cent above the level of eight years ago. More modern broadcasting equipment and increased consumer coverage were reasons for the increase, they said.

**Harvard Declines Sponsorship**

Cambridge, Mass.—Harvard University has declined to allow sponsorship of its 1938 home football games although the athletic committee was in favor of the move. "Against university policy" is said to be the reason for the decision.

Yale-Harvard games played at Cambridge are always aired as a sustainer by the networks.

**Radio Press Is Planning Telephony News Service**

(Continued from Page 1)

a frequency of 8.655 megacycles from the Press Wireless transmitter at Hicksville, L. I.

Christie emphasized that the transmission will be purely for test purposes and will be staged under an experimental license granted Press Radio by the FCC. If successful, the FCC will be asked to issue a permanent license for the purpose of transmitting a new and cheaper method of transmitting news. Press Wireless, which has been experimenting for several months with radio telephony claims excellent results and that it is superior to telegraphic code because it does not require a trained operator on the receiving end, and is approximately three times as fast.

**Nashville Stations See Better Publicity Break**

Nashville—Change in the local newspaper situation, following formation last week of Newspaper Printing Corp., will result in WSM, WLAC and WSIX getting a better publicity break. Up to now, local press has done little on radio news aside from listing daily schedules and brief program notes on Sunday.

Under new setup, with Nashville Tennessean becoming just a morning paper and the Banner dropping its Sunday edition, a daily column on radio affairs, chiefly WSM's local programs and personalities, will appear in the former paper, while the Banner will have a big Saturday edition with a radio page.

**Larry Allen to Manage CRA in San Francisco**

San Francisco—Abandonment of NBC's local Artists Service some weeks ago has led to a further extension of Consolidated Radio Artists activities in Northern California, it is announced by Don E. Gilman, v.p. in charge of Western Division of NBC.

By arrangement with Charles E. Green, national head of CRA, Larry Allen, formerly in charge of NBC Artists Service here, becomes local manager of Consolidated. Allen will arrange and contract for radio artists and bands to be used in broadcasting and public appearances. He assumes his new duties Jan. 1.

**Tex Baker's Ramblers Booked**

Tex Baker and his Texas Ramblers, original WCNW hayloft gang, have been booked to appear at the Patio Theater, Brooklyn, Dec. 18. Several prospective sponsors will see the show.

**LUCILLE & LANNY**

LINWOOD GREY

"2 voices and a pianny"

6 times w'ly WJZ-NBC Blue 8:45 A.M. EST

Arrangements by Lanny Grey  
Management NBC Artists Service

**ORCHESTRAS MUSIC**

LYN MURRAY's orchestra is now being heard eight times weekly via CBS. He has three morning programs and five evening broadcasts. These programs include three with Ruth Carhart, three with Patti Chapin, and two with Barry Wood.

Glenn Lee's orchestra is playing a short engagement at the Texas Hotel "Den," in Fort Worth, between the leaving of Bob McGrew's orchestra for Bermuda for a dance assignment, and the arriving of Dick Barrie's orchestra which comes in for the holidays. All orchestras at the "Den" broadcast over KTAT.

Lloyd Snyder, whose orchestra airs several times weekly over WBAP from the Ringside Club, near Fort Worth, has set a new long-time record for engagements at this place. Snyder's ork has been playing at Ringside for three months. Snyder leaves Jan. 1, for assignments in San Antonio and Shreveport, but is slated to return to Ringside in the spring.

Abe Lyman's signing to direct the orchestra at Billy Rose's French Casino will mark his return to night club work after a year's absence. Lyman continues his radio work.

Ray Block, CBS orchestra leader and vocal coach, is rehearsing still another choral group for a forthcoming refrigerator commercial. His "Swing Fourteen" is heard currently on both major networks.

Larry Clinton, composer, arranger and leader, whose new orchestra has been a "best seller" on Victor records, yesterday signed a management contract with Consolidated Radio Artists Inc. Prior to organizing his own orchestra, Clinton arranged for Casa Loma, the original Dorsey Brothers band, Isham Jones and Ferde Grofe. He is currently broadcasting each Thursday for Victor over WEAJ at 11:00-11:30 p.m. and on WJZ each Saturday evening at an earlier hour.

Merle Pitt, WNEW swing band-leader, had two offers to play Miami Beach hotel engagements this winter, but had to turn them down because of previous network commitments.

**Another Way to Tell the KVOO Story!**

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



**TOM BRENEMAN**, best known for his "Western Home" and "Good Afternoon, Neighbors" on KNX-CBS, has been transferred to new duties at KSFO, San Francisco, as CBS producer at that point. First chore will be "My Secret Ambition" over CBS Pacific Coast at 7:30-8 p.m., with the producer also acting as emcee.

Gale Page, NBC artist who has been heard over the network from Chicago, is out here for a screen test.

The Ritz Brothers and Ethel Merman have waxed some audition platters which already are on their way East for agency and sponsor approval.

Harry Fields, ex-vaudevillian who has been active in local radio for some time, has joined Associated Cinema Studio in a production berth.

Robert Hollinshead, back in town from an extended concert tour, has resumed conducting the KEHE "Concert Miniatures," heard Monday nights at 8.

The anonymous "Little Counsellor," femme philosopher and advice-giver, is back on KEHE with a Wednesday and Friday program at 11:45 a.m.

Ruth Miller Chamlee (Mme. Mario Chamlee), lyric soprano, is making her West Coast radio debut over KMPC and will be heard over that station at 4 p.m. each Monday.

KHJ has switched to International News Service from Transradio Press. General Manager Lewis Allen Weiss cleared KHJ's schedule after midnight Saturday to permit of carrying the annual DX program of the Newark News Radio Club, Newark, N. J. The program came, however, from WFMD, Frederick, Md., which station is on a wave-band very close to KHJ.

"Little Joe" Warner started a series of KFI quarter-hours last Saturday and will be heard each week on that day at 7:45 p.m. Warner sang the "Longest song in the world" on the "Gilmore Circus" previously.

Harry Savoy has been added to the regular cast of Ed Lowry's "Sing-time," heard on KHJ Tuesday nights at 7 for Fox-West Coast. Savoy takes the vocal spot formerly held down by Elaine Arden, who has gone East.

Don Forbes, KNX chief announcer, lectured to the drama class at L. A. Junior College last week, while Gary Breckner spoke to the students of Leuzinger High School.

Stanley Smith, radio emcee and picture actor, is the new master of ceremonies on KHJ-Music Corp. of America "Tunetwisters."

Clarence Muse left over the weekend for personal appearances in Sioux City, Omaha and Chicago, booked by M. D. (Doc) Howe.

Mertens and Price Inc. report their "Sunday Players" taken for 52 weeks by WKRC, Cincinnati, for the Fischer Baking Co.

## NEW BUSINESS

WSOC, Charlotte, N. C.: Musterole, "Carson Robison and his Buckaroos", ETs, through Erwin, Wasey; Pepsi-Cola Bottling Co., "Ginger and the Buffalo Boys," swing-hillbilly program; Seven-Up Bottling Co., "Adventures of Sonny and Buddy", ETs.

KCKN, Kansas City, Kan.: Skrudland Photo Service, ETs; Glamor Permanent Waves, spot announcements; both through Northwest Radio Advertising Co.

WIP, Philadelphia: John B. Stetson (hats), spots; General Electric & Supply Corp. (radios), spots.

WPEN, Philadelphia: Procter & Gamble (Oxydol), music, through Blackett-Sample-Hummert.

KYW, Philadelphia: Refrigeration & Air Conditioning Sales Training Corp., ETs,

through National Classified Advertising Agency; Chevrolet, ETs, through Campbell-Ewald; Colgate-Palmolive-Peet Co. (Super Suds), spots, through Benton & Bowles; Beaumont Laboratories, ETs, through H. W. Kastor & Sons; F. A. North (Lester pianos), music, through Courtland D. Ferguson, Inc.

WNEW, New York: Nostane Products (Minervite), "The Joymakers", spots, through Schillin Advertising Corp.; Alkine Laboratories (Flemolyn), "Make Believe Ballroom", through Schillin Advertising Corp.

WLW, Cincinnati: Refrigeration & Air Conditioning Institute, program renewal, through James R. Lunke & Associates; Colgate-Palmolive-Peet, "Myrt and Marge" and "Hilltop House", ETs, through Benton & Bowles.

### Hearst Group Discusses Expansion and Programs

(Continued from Page 1)

vice-president and managing director of southwest and pacific coast operations; Neal Barrett, KOMA, Oklahoma City; H. C. Burke, KTSA, San Antonio; James Pate, KNOW, Austin and WACO, Waco; Bob Roberts, KYA, San Francisco, and Murray Grabhorn, KEHE, Los Angeles.

#### KNOW's Scoop

Austin, Tex.—Scooping other local news agencies in reporting last week's Army airplane crash, KNOW received hundreds of phone calls from appreciative listeners anxious for information about the tragedy. Jesse Melinger of KNOW commercial department and Paul Forchheimer of the production staff were in the studio at the time of the crash and were tipped off by a friend who notified station and police headquarters simultaneously.

#### Wright Esser at KSD

St. Louis—Wright Esser, formerly with BBC in London, is now on the KSD continuity staff here as special feature writer. He is writing and producing "Yodel's Alpine Inn."

#### WREC, Memphis

Eugenia McGee, Tupelo, Miss., lyric soprano whom WREC discovered, has moved to KMOX, St. Louis, and has advised friends here that she will be given two CBS spots as well as a KMOX local, and likely will sing in the St. Louis Municipal Opera. Miss McGee sang on WREC's "Cheer Up Time" with Robert Sanders, baritone. She has been replaced by Mary Frances Keenan.

Ernie Nevers, football star, and Leo Fisher, Chicago American sports writer, spoke over station last week. Fisher and Charles H. Maughan, WREC publicity man, renewed acquaintance after 18 years. They were on the famous Great Lakes Bulletin in the Navy.

WREC will start Atlas Radio's "Ports of Call" on Jan. 2 with Memphis Power & Light Co. as sponsor.

### CBS Coast Cornerstone Will Be Laid on Jan. 11

West Coast Bureau, RADIO DAILY

Los Angeles — Cornerstone of the new CBS studios will be set in place with appropriate ceremonies and state and civic dignitaries saying a few words on Jan. 11, Donald W. Thornburgh, CBS v.p. in charge of West Coast operations, announces. It is probable that the Sunset-Gower corner will receive at the same time its official designation as "Columbia Square," recently given it by resolution of the Board of Supervisors in a two-way complimentary gesture to Columbia Broadcasting and Columbia Pictures.

#### Hampton Handling Scripts

"Marco Polo, the Venetian," by Catherine Turney of the M-G-M writing staff; "One More Genius," Broadway play, by same author, and "The Black Pearl," by Dorothy Lawson, are among new radio scripts being handled by the David B. Hampton office.

Julie Benell has been signed through Hampton to appear in "Stella Dallas," NBC series.

Kenn Randall handles the Hampton radio department.

#### WOAI, San Antonio

Hugh A. L. Half, president, back from Washington on business.

Lew Valentine, production manager, also emcee of "Morning Revue," passed out cigars recently. It's a boy.

Carl A. Doty, promotion and merchandising manager, has returned from a business trip to Nashville.

Leona Bender recently had Yvonne Leroux, the Quints' nurse, on her "Woman's Page".

George Bolles of KMBC, Kansas City, visited Beeman Fisher, station manager.

Howard Smith and Charles Boyer of the Rogers-Smith ad agency in Chicago and Dallas, were in town for the deer hunting season.

Pat Flaherty, sportscaster, interviewed Moon Mullins, former Notre Dame star and new coach of Loyola.



**THE THREE ROMEOS** (Sam Cowling, Louis Perkins and Gilbert Jones), heard several years ago as the Old Apple Trio over WLW, and elsewhere, make their bow Dec. 17 on NBC's "Club Matinee." They also will appear in other NBC programs. Alice Hill and Madeline Morgan have joined the cast of "Jenny Peabody." Aline Neff writes the show.

It's a girl at the Carl Wester household. Wester heads the radio production agency bearing his name.

Val Sherman, WBBM announcer, also is a proud pappy. He drew a girl, too.

Milton Douglas will be featured at the Palmer House along with Shep Fields starting Tuesday.

M. W. Wood, NBC sound effects supervisor, has resigned to join Jam Handy Picture Corp., Detroit, as director of recording. Tommy Horan has been named acting supervisor here. Bob Graham, formerly with WSUI, has been added to sound effects force.

Don McNeill, Annette King and Jack Baker of NBC to Fargo, N. Dak. next week for a personal appearance.

#### WISN, Milwaukee

A new series of 39 programs makes its debut Dec. 25 at 9 a.m. under sponsorship of Warner-Saxe Uptown Theater. Titled "Robinson Crusoe Jr.," and featuring the Mauch Twins, program will have a tieup wherein each theater in the circuit will run trailers advising audience to tune in on the WISN broadcasts.

Mary Ann LeMay of the dramatic and continuity departments and Donald Weller, chief engineer, recently starred in the play, "The Late Christopher Bean," presented by Shorewood Opportunity School.

For the eighth consecutive year, station will exclusively air one of Milwaukee's most sacred events, the Christmas Eve Mass at St. John's Cathedral. Several other highlights are included in the WISN program schedule for Christmas.

#### 3 Shows for Jim Ameche

Chicago — Jim Ameche, signed to headline the new Johnson's Wax series, "Attorney at Law," now has three shows. Others are "Jack Armstrong" and "Grand Hotel."

Fran Carlon will be feminine lead in "Attorney," with Fred Sullivan and Grace Lockwood also in it. It's a Carl Wester production.

**Radio Newsfeatures**

Available to only one radio station in each city

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250 Park Avenue New York

**101 STATION EXPLOITATION IDEAS**  
*IN ADDITION TO*  
**1001 OTHER ITEMS OF INTEREST**  
*IN THE*  
**1000 PAGES OF RADIO ANNUAL**



*Throughout 1938 you will find **RADIO ANNUAL** on the desks of busy executives everywhere. A ready reference work covering radio completely.*

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

**READY SHORTLY AFTER the FIRST of the YEAR**

SAN FRANCISCO

Janet Baird, NBC commentator and interviewer, doing a children's program entitled "Story Store" twice weekly over Coast Blue web on Mondays.

Jack Moyles, KSFO announcer-actor, has returned from Los Angeles, where he went on a business and pleasure trip.

George Magnes, former ad agency man, has joined the sales staff of KJBS.

Mort Werner, KJBS singing announcer, plans to fly to N. Y. on Dec. 20 to confer with the Hot Record Exchange on their acquisition of his stock of 8100 popular recordings. Mort values his collection at 10G. One platter includes Ted Lewis, "Fats" Waller, Benny Goodman, Jack Teagarden, Joe Venuti, Eddie Lang, and others.

KSFO adds three half-hour live talent shows weekly to its schedule for Legendorf United Bakeries in January. Program is a combination man-in-street and vox-pop, with Dean Maddux at the mike and Marcia Miller assisting on the femme angle. Plan is to have a special mobile truck and pick up the broadcasts from different grocery markets. Leon Livingston is the agency.

Don Allen, the "Hollywood Reporter," changed to a new time. Now splicing personality news via KPO between 9:30 and 9:45 p.m. on Thursdays.

KJBS has started a weekly program of skiing news Thursdays at 8:30 p.m. with Clinton Bidwell speaking on snow conditions, etc. KYA has Oliver Kehrlein, chairman of the Junior Chamber of Commerce winter sports committee, also Thursdays at 7:15 p.m.

Hal Burdick, "Night Editor" on NBC for Cardinet Candy Co. of Oakland, will emcee the charity midnight frolic for the Seattle "Times" on December 18. He'll do his regular city room news drama the next night from there. Hal used to work on "Times."

Both KPO and KGO will have Arthur S. Clippinger plugging his "Better English" course with 15 minute spots after New Year's.

ONE MINUTE INTERVIEW DOROTHEA LAWRENCE

"The mere entertainment value of a radio program is not enough. Radio must be directed to the growing generation of future tuners, too. In this artist's humble opinion the outstanding program which does pave the way for a greater intelligent and appreciative generation of radio listeners and furnishes the finest entertainment is the priceless music-appreciation radio course under the direction of Dr. Walter Damrosch."

Coast-to-Coast

MYRTLE SPANGENBURG and Al-len Timm, long time vocal favorites on WTMJ, Milwaukee, start a tri-weekly, quarter-hour series, "Myrtle and Allen," on Jan. 3 for Nelson Brothers, air-minded furniture merchants of Milwaukee and Chicago. The firm's new programs are in addition to their popular "Behind the Mike" series five times a week.

Colonel Theodore Roosevelt Jr. and Dr. James E. West, National Boy Scout Executive, will appear together over WABC on Dec. 17 at 6:35. Negotiations for Colonel Roosevelt's network appearance as a radio commentator being carried on through Allan Wilson of Conquest Alliance.

Byron Keath played the role of Carrodo in "Death Takes a Holiday,"

KANSAS

Dan Paul will air an interview with Robert L. Ripley over WDAF on Dec. 15, when the believe-it-or-not man is here for a lecture.

Ellis Atteberry, KCKN general manager, has added Harry Kelly to his sales staff. Station also has sold time on its "Crack o' Dawn Patrol" to four more participating sponsors.

KMBC for the fourth year will feed the Stone Church Choir's "Messiah" to CBS on Dec. 19 under supervision of P. Hans Flath, KMBC musical director.

WHB sent Bob Coldwell, announcer, to Weston, Mo., with a mobile recording unit to disk the 25th anniversary of the opening of Missouri's first tobacco market.

Kay Irving (Gertrude Wilkerson of the KCKN staff) has started a news feature over KCKN planned exclusively for women.

WCAE, Pittsburgh

Leonard Kapner, manager, now honeymooning with the former Dorothy Yellig of Pittsburgh. Will be back at his desk tomorrow.

Station has introduced narrator to interpret Roman Catholic services from Sacred Heart Church. The role is being handled by Clifton Daniel, former chief announcer and now program director.

A law series for the layman is being plotted under the auspices of the Allegheny County Bar Association.

WBAL, Baltimore

A weekly Camera Club program, handled by John S. Rowan and Carl Emery, has been set in a Sunday spot.

Katherine Dierken spoke on "How to Write for Radio" before American Penwomen.

Two insurance companies, a book shop, a meat concern and a charitable organization have taken time on "Plaza 4900."

presented over WNYC on Saturday afternoon under direction of Ted Cott.

Buddy Clark resumes his regular Thursday night CBS series this week. He was heard on the web yesterday at 6 p.m.

Pianists Al and Lee Reiser are soon slated to do a coast-to-coast series for one of their former sponsors. They will feature one of their own piano compositions each week.

Collette Lyons, Warner Bros. actress and a good comedienne, is reported being quietly groomed for the air. She's now in New York getting material.

Willard Robison, back from vacation, will be heard over NBC.

Walt Disney's "Snow White and the Seven Dwarfs" will have an air premiere on Chase & Sanborn show Dec. 19, with the various voices of the animated characters appearing "in person."

Julie Benell and Noel Mills appeared on "Your Unseen Friend," directed by M. H. H. Joachim, over CBS last Saturday night. Deal handled by David B. Hampton office.

PHILADELPHIA

Manning Hall, new director of publicity and promotion at WPEN, has organized an artists bureau and worked out plans for switching to all English broadcasts.

WCAU has verified reports that it will open a New York office on Jan. 3, located in CBS building.

Helynn Larsen, former stylist on Cycle Trades of America, joins WCAU "Women's Club of the Air", replacing Ethel Foster.

WIP will receive a signed scroll from Penna. Art & Science Society in recognition of service in fostering the arts.

Feud between WDAS and WPEN continues, with WDAS now planning another hour of Italian and Jewish programs, plus a special events department in both foreign tongues. Stations also have various other competitive programs.

WOKO, Albany

Billy Rose, announcer, signed by Righter & Son Coal Co. for a Sunday morning song series. Johnny Lee is pianist.

Douglas McMullen is the artist on a series of "Let's Swap Stories" sponsored by Dearstynne Bros.

Mary O'Neill will have 9-year-old Sonny Michon on her Dec. 21 "Column of the Air."

KTAT, Fort Worth

Roy George, program director, is laid up by a bad cold.

Len Finger, announcer, is back on the job after being out several weeks—also due to a cold.

Advertisement for TONY SARG'S Puppet Parade. Includes text: TEDDY BERGMAN cordially invites advertising agencies to hear audition recordings of TONY SARG'S Puppet Parade. AN INNOVATION IN THE JUVENILE RADIO PROGRAM FIELD. An original fantasy with music composed especially for child appreciation, and sound effects the like of which have never been heard on the airwaves. Features King Peter, Ali Ben Royal Magician, Herkimer Headsnipper Royal Executioner, Trapeze The Thinker, King Jawbone, and a portrait of Teddy Bergman. Produced by SOUND MASTERS, INC.