



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 2, NO. 44

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 1, 1937

FIVE CENTS

# Demand Web AFM Help

## EMILY HOLT ELECTED AFRA EXEC. SECRETARY

National Board of the American Federation of Radio Artistes, elected Emily Holt as Executive Secretary of the AFRA, at a meeting held yesterday afternoon at offices of Actors Equity Association. George Heller, who is secretary of the AFRA, was made Assistant Executive Secretary.

Miss Holt, who is an attorney, was associated with Equity for seven years prior to 1934, when she resigned. During the NRA regime, she represented all performers with the exception of musicians, on the Radio Code Authority.

The AFRA meantime is fast going ahead with its organization of the  
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## RCA Victor Campaign On "Overseas Dial"

CAMDEN, N. J.—A tremendous advertising and sales promotion campaign boosting RCA Victor's "Overseas Dial" radios for improved foreign and short-wave reception will be launched in October with a seven-point program of nation-wide scope. The new merchandising program begins with full page ads in the Saturday Evening Post, in addition to other national magazines, special na-

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## Coughlin's Account Goes To Aircasters, Inc.

Aircasters, Inc., Detroit, has been appointed to handle the Father Coughlin radio series which gets under way Oct. 31. Stanley Boynton is account executive. Programs will be keyed out of Royal Oak and will be aired Sundays 4-5 p.m. Some stations have already been cleared.

## Carnation Clicks

Chicago — Carnation (Contented Hour) company has received a letter from Oahu, H. I., headquarters saying that the name of the company has stood it in good stead in Hawaii. A certain cult there, refusing to use any product of the cow, goes for Carnation milk since it has no objections to "milk from the pretty red flower."

## Speedy Producer

Chicago—Judge J. M. Braude sitting in Traffic court promised to let Production Director Maurice Lowell of NBC off easy on a charge of speeding 50 miles per hour if he would supervise production of a 15 minute safety show during which Judge Braude was to discuss "Death Begins at Fifty." Judge Braude and Lowell planned to put on the broadcast over WENR today.

## RADIO SCRIBES READY THEIR CONVENTION PLANS

Chicago — Association of Radio News Editors and Writers, has lined up a tentative schedule for its convention here, Sept. 10-12, inclusive, the speakers to include Boake Carter, piped from Philly, who will talk on the future of radio news. Leo Fitzpatrick, manager of WJR, Detroit, will deliver the convention banquet address, and Tom Flanagan, president of the Penn Tobacco

*(Continued on Page 2)*

## Ten Mutual Outlets For Maine Potatoes

State of Maine, for its potato campaign, has bought time on 10 Mutual outlets, with the schedule calling for two 15-minute periods weekly 1:15-1:30 p.m. for 26 weeks. Program will originate in Boston and will cover from there to Chicago. Starting date is Sept. 14, with local airing via WOR.

Account is handled by Brooke, Smith & French, Inc.

## Expect Parley Will Clear Chaotic Cuban Situation

## Carleton & Hovey Spot on WJZ For 26 Weeks

Carleton & Hovey (Father John's Medicine) has signed a 26-week contract for the 9:30-9:40 a.m. spot on WJZ beginning Oct. 5. Program will feature the "Armchair Quartet" each Tuesday and Thursday. John W. Queen, Boston, placed the account.

## Network Affiliates Propose Cutting Sustaining Program Costs To Pay Musicians

## WNEW CUTTING DOWN ON ITS RECORDING BIZ

WNEW, one of the largest users of electrical transcriptions and recordings for commercial purposes, has issued orders to the various agencies associated with the station that no more time is to be sold to sponsors on these types of programs in the future. Ruling affects all shows after 9 a.m. with the exception of Martin

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## Mail Order House Splurges on KDYL

The opening of the new \$300,000 Salt Lake City branch of Montgomery Ward coincides with an unusual use of radio facilities. Wards have contracted for a daily series of 5-min. remote broadcasts directly from

*(Continued on Page 3)*

## Goodkind Joins Agency

Chicago—M. Lewis Goodkind, formerly radio service manager and publicity director for Lord & Thomas agency, will join Burnet-Kuhn Advertising Co., here as vice-president, on Sept. 15. Goodkind was with the Herald-Examiner as reporter before joining Lord & Thomas 9 years ago. In new post he will handle magazine and newspaper matters as well as radio.

Advisory Committee of the Independent Radio Network Affiliates, which meets in Louisville today, is expected to have a fairly good idea whether or not the major networks (NBC and CBS) will talk turkey on the question of lowering the sustaining costs or equivalent considerations to the affiliates as a means toward helping the stations hire musicians in accordance with the demands of the AFM.

Broadcasters who felt that the networks should do their share put forth  
*(Continued on Page 3)*

## STATION LICENSE OUT SAY PHONO. DISK MEN

As a result of the conference between phonograph record manufacturers and Harry Fox, general manager of the Music Publishers Protective Association, also acting as agent and trustee for a group of copyright owners, the record men have decided to hold in abeyance their proposed

*(Continued on Page 3)*

## Almonte Is Appointed Aid to Lenox R. Lohr

John De Jara Almonte for a number of years, manager of NBC's night executive offices today becomes assistant to Lenox R. Lohr, NBC president.

Shift closes the night executive office permanently. Almonte, it is understood, will be NBC's greeter on the sixth floor.

## Juvenile Emece

KGNO has a twelve year old master of ceremonies on its new Fairmont Program, under the name "Miss Fairmont". She sings, makes most of the commercials in dialogue with her announcer, and introduces guest stars from neighboring towns.

The program sells dairy products, and is heard Saturday mornings at ten o'clock.

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FINANCIAL (Tuesday, Aug. 31)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Includes Am. Tel. & Tel., Gen. Electric, North American, RCA Common, RCA First Pfd., RCA \$5 Pfd. B., Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER, Stromberg Carlson.

The Battle of Cognac Hill
Lincoln—Jim Cox, continuity writer for the CBS studios in Lincoln and who served as a second lieutenant at the Ft. Riley, Kas. concentration of the 4th army maneuvers for the past two weeks, was commended for an excellent job in lining up broadcasts of the manipulation of the 16,000 men in mimic war. Cox broadcast by way of KFBI, Abilene, Kas., and 10 other stations did rebroadcasts. Also on the ground was Foster May, special eventer for WOW, Omaha, who made 8 electrical transcriptions which were filled in on program schedules at available times.

Kellogg Conducts Tourney
Columbus, O.—A baseball tourney for 15 year olds and under, is being sponsored by Kellogg and WCOL, with the city recreation dept. in charge. Games will be held at the Red Bird Stadium and the winners will be awarded a trip to the Cleveland Exposition as guests of Kellogg.

First in local accounts in Chicago WGES (In the heart of Chicago)

ARNEW Sets Schedule For Chi. Convention

(Continued from Page 1) Co. will speak on what the average sponsor wants from a news room. Al Hollender, of WJJD and WIND, will preside at laboratory discussion of news problems.

Discussions of various phases of writing will be led by Ken Ellington, WEBM, Chicago; John B. Hughes, of Don Lee network; Erie Smith, KMBC, Kansas City, and Ken McClure, of WOAI, San Antonio.

Adoption of a constitution, the forming of policies including code of ethics and election of officers, will take place on Saturday, Sept. 11. Induction of officers, appointment of committees, etc., will take place on Sunday.

WIP Program Expansion

Philadelphia—With the Fall season around the corner, a most extensive program expansion is being prepared by James Allen, WIP's program director. Already four brand new series and two old ones are due for airings over WIP.

Philadelphia Parade of Events, written and directed by Edward Wallace, a dramatization of local news, returns to its weekly Monday schedule on September 13. Hand of Destiny, dramatized mystery yarns, formerly heard Sundays at midnight, returns September 12. The Billings Family, a new serial script built around the life of an average family, starts a tri-weekly schedule on September 20. Eight Kids In A Hayloft, another new weekly series of programs built and adapted for young ones, starts September 18. Umbrella Court, a weekly question and answer program, the brainchild of staff announcer Ken Miller, starts September 15. And a WIP Spelling Bee, conducted weekly by a well-known personage as yet unannounced, starts September 19.

Radio Nabs Escaped Convicts

KFXJ, Grand Junction, Colorado, recently not only scooped all other news agencies but proved of material assistance to law enforcement officers during an emergency when two desperadoes sawed their way from the city jail and escaped after they and three other notorious companions had been captured near the Colorado-Utah border. KFXJ flashed the news of their original capture many hours in advance of any other medium. Coincidentally, the two criminals' escape was discovered at the very time that an afternoon edition of the news was on the air and was flashed immediately.

Police search was guided by radio instructions issued by KFXJ.

Special Hearn Program

Hearns Department Store will sponsor a special broadcast from its new store in Newark over WNEW at 8-8:15 p.m. tonight. Sponsor has arranged for leading figures in New Jersey politics to appear on program which is to officially open the store.

Extensive Ad Campaign Being Planned by WAIM

WAIM, Anderson, S. C., will shortly begin an extensive campaign via 18 newspapers and 600 billboards to publicize its affiliation with the Columbia Broadcasting System. Advertisements will plug the network's commercial shows that are carried by the station. WAIM, which is owned by the publishers of the Anderson Daily Mail, also receives front page billings daily in that paper, plugging the day's network broadcasts in a streamer at the top of page 1. Station is represented by J. J. Devine Associates, New York.

Power Consumption High During Louis-Farr Bout

Electrical consumption during the Farr-Louis broadcast jumped to an all-time high of 171,000 kilowatts according to the Consolidated Edison Co. NBC estimates from the figures furnished by the light company that 860,000 more New Yorkers listened to their radios last Monday night than at the same time a week ago. Top figures on the Louis-Braddock fight were 167,000 kws, 124,000 kws. for the Louis-Schmeling and 131,000 kws. during the Louis-Baer fight broadcast.

Chrysler Sponsors WJBK Football

Detroit—WJBK will again broadcast all of the Lions professional football games, both at home and on the road. Harry Wismer will give a play by play description of all the Lions home games and Al Nagler will handle the reconstructed broadcasts. This year the Chrysler Automobile Sales Division will sponsor all the games.

Plans are not yet completed but the games may be relayed to a statewide Michigan network.

Jack Armstrong to Start Waxing

Chicago—General Mills will begin waxing "Jack Armstrong, All American Boy" on Sept. 6 with live show to start on NBC Sept. 27. Understood that Jim Ameche's plans for a career at Paramount have fallen through and that he will be back to take over title role with support by Sarajane Wells, John Gannon and Tom Shirley. Ed Morse handles production for Blakett-Sample-Hummert and Talbot Mundy is the author.

Bulova Adds to Schedule

In addition to its evening time announcements on WEAJ Bulova has signed for six daytime time signals seven days a week. Daytime schedule begins Sept. 5. Evening series a week later. Both contracts are for a year. The Biow Co. has the account.

Ray Block Re-Signed

Ray Block, musical director, has been re-signed by the Columbia Artists, Inc. Block, who is a staff member of the Columbia Broadcasting System, also directs the vocal group heard on the Phillip Morris airings.

COMING and GOING

LOUIS K. SIDNEY, managing director of WHN, leaves today aboard the Normandie for a combination business and vacation trip to Europe. MRS. SIDNEY will accompany him. OZZIE NELSON leaves Boston Sept. 25 for Hollywood where he remains during the run of his new commercial broadcasts. HERMAN BESS, sales manager of WNEW, leaves today for Minneapolis. HOWARD CLANEY, NBC announcer, is back in town after European vacation. GEORGE NEGRETE, NBC's Mexican singer, is in Mexico City preparing for role in a new native picture "Godmother to the Devil." A. J. McCOSKER, president of WOR, returns tomorrow from vacash. HAL R. MAKELIM, sales manager of WIND, Chicago, is in New York on business. LESTER LEE leaves for Canada this week-end to be gone until after the holiday. JOE RINES leaves for Maine today and will be away until after Labor Day. HARRY LEEDY left last night for the Coast aboard the Century. KATHRYN RAND left last night to begin an engagement in Philadelphia.

C. P. MacAssey to NBC

Chicago—C. P. MacAssey of Schwimmer & Scott agency's sales staff, has joined NBC's local sales staff, according to an announcement by W. W. Smith, local sales manager. MacAssey was formerly sales chief at WCFL and when he left that post last spring he was succeeded by Mel Wolens of NBC sales staff. Buell Herman has been transferred from sales promotion to local sales at NBC.

Woodman's Farewell

Harry A. Goodman, general manager of KDKA for the past three years and who is being transferred to the New York offices of the National Broadcasting Company for executive assignment has received a unanimous expression of high regard from the entire station personnel.

Inscribed on an impressive sheet of parchment paper, 79 members of KDKA signed a resolution of farewell, with sincere wishes of the staff for success and happiness.

"Hollywood Extras" on Stage

West Coast Bureau, RADIO DAILY Hollywood—M. D. (Doc) Howe is lining up theater dates for "Hollywood Extras on the Air", program conceived and produced by Archdale J. Jones, who had it on NBC for a summer tryout period. Stage presentation follows technique of actual broadcast, with 10 people in the cast and Jones as emcee. Dates thus far are all on the Coast but Howe plans to send the troupe East.

"Thatcher Colt" Series Ending

Packer Tar Soap with "Thatcher Colt Mysteries" on the NBC-Red network signs off the air after the Sept. 26 broadcast.

"Wheaties Champions of Harmony" KAY & BUDDY ARNOLD Sponsored by General Mills WMCA 2:30-5:30 Daily



# PARLEY MAY UNTANGLE RADIO BABEL IN CUBA

(Continued from Page 1)

already existing but which are constantly held in abeyance by the Cuban Radio Commission because of a few politicians who are station-owners.

Currently a continuous babel from nearly 60 outlets, with 28 of them located in Havana, and the rule which provides for antennas to be outside of Havana city limits not heeded by those who do not wish to move them, it is believed that after the conference in November the stations will have to move their transmitters outside of the city. This will not be hailed with glee because few of the outlets have the money to do it with. Money is also expected to put a wrench into the works when the re-allocation of wave-lengths are made. Older outlets will be entitled to priority rights, but these again are lacking to great extent in capital.

Population of Cuba is estimated at 4,000,000 with a possible 175,000 receiving sets. At least two outlets have American capital invested, such as Colgate-Palmolive-Peet subsidiary with station CMQ and its short-wave affiliate COCQ. Colgate gets a spot announcement at every station break. CMCY is operated by D'Aufran-Westinghouse. At least eight short-wave outlets in addition to the regular bands mentioned above also take commercial programs, the short-wave craze being full blast in Cuba and South and Central American countries.

While some of the stations have the finest Westinghouse equipment plus vertical single Blau-Knox antennas, the lax methods of broadcasting and habit of creeping all over the dial makes the equipment angle for some stations an unimportant matter. Most outlets sell seven spot announcements daily seven days a week for \$70 a month up.

American advertisers in Cuba include, Fleischmann Yeast Co.; Richard Hudnut, cosmetics; Standard Oil of N. J. (Esso); Listerine; Sloan's Liniment; Carter's Little Liver Pills; General Electric Co.; Bristol-Myers (Ipana toothpaste); Norge refrigerators; RCA Victor; Leonard refrigerators; Kelvinator (refrigerators); Philco Radio & Tel., Westinghouse and many others. Most advertisers use considerable time besides announcements. Several chain hookups are available throughout the island.

Sloan's Liniment has one of the most popular chain features heard on the island, a daily 15-minute resume of U. S. major league baseball scores.

# NEW PROGRAMS—IDEAS

## WAAT's Airport Coverage

WAAT has been carrying a "Skyways Reporter" program from the Newark airport since early July. During the program the "reporter", Bob Becker interviews passengers departing or arriving at the world's busiest air terminal and also a number of personnel. Some of the "names" who have appeared on this program have been... Roscoe Ates, Jack Dempsey, Joe Lewis' manager Roxborough, Major Albert Warner, Lefty Gomez, Viola Gentry the famous aviatrix, M. W. Loewi—Board Chairman of the Dumont Television Laboratories, C. R. Smith—president of the American Airlines, Inc., Helen Gahagan, Lois DeFee, and many others.

Paul La Stayo, manager of WAAT, announces that his station will carry special broadcasts from the field whenever anyone of public interest passes through. In addition to the "personality" angle, such events as the arrival of cross-country record breaking events and other newsworthy items will be aired. Broadcasting activities from the airport terminal are controlled by the Wm. N. Scheer Agency of Newark and handled by Bob Becker, announcer for the agency.

## KCKN Headline Bulletins

KCKN recently inaugurated one-minute headline bulletins on each

half-hour station break throughout the day to supplement the regular hourly news broadcasts of five minutes each.

The KCKN news schedule now consists of 16 five-minute news broadcasts on each hour from 7:00 a.m. to 10:00 p.m., and 12 one-minute headline bulletins on the half-hours. (Three half-hour bulletins are omitted because of programs that continue through the half-hour).

The new one-minute headline bulletins not only keep listeners informed of important news at the half-hour interval, but also serve dramatically to call attention to the hourly news broadcasts on the hour.

The headline bulletins are introduced by the station announcer with this form: "Here are the headline bulletins of what has happened in the world since (time)."

## Air Picnic Suggestions

Coming to the aid of picnickers. WBAL, Baltimore, will devote its Wednesday morning Mary Landis programs to them. Titled "Let's Go on a Picnic", the program will feature Labor Day outings with suggestions by Miss Landis. She will offer suggestions for picnic lunches, outdoor games, and even talk of things to do in case the day is rainy. The station points out that Labor Day will probably be the last the kiddies will have to romp on an outing.

## Station License Out Say Phono. Disk Men

(Continued from Page 1)

letter to broadcasters informing them that they were about to license the use of phonograph records on stations.

Recently the disk manufacturers decided to draft a letter to station owners in effort to conform to AFM request that the indiscriminate use of disks must stop. Upon this information reaching the MPPA, the publishers through Fox immediately informed the record manufacturers that such rights were vested only in the copyright owners, and that they (the disk men) had no such rights under the law. Subsequently all hands gathered at the MPPA offices.

Record manufacturers now state they did not contemplate a fee for the proposed licenses but rather hoped to control the use of their records. Presently, the manufacturers are doing nothing about the proposed licenses.

## Bowman Plans Audience Show

Chicago—Bowman Dairy Company is plotting a half hour audience show—probably on WGN but details have not yet been announced. Last season the firm used WGN for Fireside Theater series featuring various types of Chicago entertainment. J. Walter Thompson agency is handling.

## Mail Order House Splurges on KDYL

(Continued from Page 1)

the store. Completely wired for radio, each department of the ultra-modern store will feature a broadcast, with department heads interviewed, special merchandising angles presented over the air, giving the listeners as much as possible the illusion of being in the store in person.

Intensive radio use by the store over KDYL is contemplated, as evidenced by "Neighbor Jim" a 15 minute transcription series already scheduled 3 times a week, and 30 spots weekly.

## RCA Victor Campaign On "Overseas Dial"

(Continued from Page 1)

tional and co-operative newspaper advertisements and powerful radio announcements addressed to listeners of the Magic Key network shows.

The new RCA Victor short-wave dial now eliminates the tedious fiddling which has usually been associated with short-wave tuning. A separate tuning scale spread over a fifty times greater area, the names of all the short wave stations are plainly printed on the dial.

# LOWER COSTS SOUGHT ON WEB SUSTAININGS

(Continued from Page 1)

this proposition bluntly at the recent IRNA meeting in this city and since then conferences have been held with the network officials on the matter in question. The four-hour consideration existing between NBC and affiliates and the four to five-hour station time given CBS on the sustaining feed, is the bone of contention for most of the broadcasters insofar as the webs are concerned. By cutting down on time requirement of the networks for sustaining programs, the time being free for commercial purposes of their own, would go a great ways toward easing the burden about to be imposed by the AFM.

Affiliates of NBC and CBS figure the cost to them for sustaining programs reaches an average of \$2,000,000 annually. With house orchestras of their own, stations are of the opinion they won't need a steady stream of sustainings.

## WNEW Easing Off Disk Accounts in Future

(Continued from Page 1)

Block's periods. Current commitments will be carried out, however.

It could not be confirmed whether or not the station was attempting to halt recorded and transcribed programs because of recent AFM meetings. However, to date, station has been well filled commercially on broadcasts of this nature, and even at present the majority of sponsored time is either transcribed or recorded.

## Emily Holt Elected AFRA Exec. Secretary

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radio artists, with field representatives now working in various parts of the country.

Battle for the post of Executive Secretary was a spirited one, several factions (among affiliated unions) seeking to install a man of their own choice. Also since the position is a salaried one, many "faithfuls" believed it was an opportune time for them to be rewarded. Miss Holt is considered an able organizer, executive and unusually well informed on the artist-labor situation.

## Borden Signs Prescott

Allen Prescott has been signed by Erwin, Wasey to appear on the WEA-F-Borden program which begins next month.

**CRAIG & HOLLINGBERY**  
Incorporated  
Radio Station Representatives

New York  
Jacksonville
Chicago  
Detroit

**AL DONAHUE**  
Now Appearing  
**ROOSEVELT HOTEL,**  
New Orleans  
Opens at the Rainbow Room Oct. 6th  
For Fall and Winter Season  
Fourth Return Engagement



**G**UESTS scheduled for "Hollywood Showcase," CBS sustainer, on Sept. 11 are Allen Baxter, Jinx Falkenberg and Aida Kriznetzoss; and on Sept. 18, Lloyd Pantages and Three Hits and a Miss will appear.

KFWB set a new dramatic sustainer for a Saturday 8-8:45 spot. Produced by Sara Langman, initial offering is a tabloid version of the classic "She Stoops to Conquer," with Charles Carroll and Paula Winslow featured.

Radio Productions' Inc. was discharged from bankruptcy in final court proceedings last week. J. J. Sameth, former president, now sales manager for Radio Recorders, Inc.

Jose Rodriguez, KFI-KECA classical music director, is vacationing at his ranch on the edge of the Mojave desert.

KNX has contract with F. & F. coughdrops for a 15-minute spot at 12:30 p.m., Mondays, Wednesdays and Fridays, starting Sept. 11. Type program yet to be decided upon.

Nona Croff, formerly on WEA, has been set by KFWB for a series of "interviews" on Sunday, Tuesday and Thursday mornings, sponsored by LeBon Cosmetics.

"Bureau of Missing Persons" returns as a KEHE Sunday evening sustainer, with Robert Dillon producing and Police Captain F. R. Parsons participating.

Sunset Oil's "Curtain Calls" has been revamped into "Behind the Scenes of Radio" by KFWB.

The Paul Taylor Chorus has been signed to repeat with Marion Talley on the new Ry-Krisp series.

"Moving Stories of Life," transcribed dramatic briefs written by Gene Carmen and featuring Hans Conreid, has moved to KFI.

Earle C. Anthony has added farming to his automobile and radio interests. Harvested record hay crop recently off the 20 Beuna Park acres on which KFI transmitter is located.

Stu Wilson, conductor of KHJ's "Rise and Shine" club, had an estimated 35,000 guests at his picnic-barbecue in Griffith Park. Stu has a new announcing chore on "House Undivided."

Bill Pabst, KFRC program director, San Francisco, is in town conferring with Lewis Allen Weiss of the Don Lee net. Herb Allen, KFRC announcer, has transferred to the KHJ announcing staff.

Gertrude Niesen has renewed for another four weeks with Olsen and Johnson and Richfield.

C. P. Phiemonge, business agent of the Birmingham, Ala., musician's union, in town vacationing and seeing the sights with Frederick Stark.

Hal Styles boasts having found jobs for 2,022 needy individuals, as of Aug. 22, on his KHJ "Help Thy Neighbor" program.

• • • Besides his commercial for Kopper's Coke (which will be aired via two stations), Eddy Duchin and his music with Patricia Norman vocalizing will be sponsored by Elizabeth Arden cosmetics—coast-to-coast!... Genevieve Rowe, just another voice in the Russ Morgan choir, has become soloist for the group... Jack Pearl and his wife, Wini, are still in Europe and will return in time to start rehearsal for the George White show... Jane Froman has the exact leg measurements as Marlene Dietrich—but her foot is smaller!... Martha Tilton, chorister on the Oakie College, has been elevated to spot shots with the Benny Goodman crew... Alice Faye and Andy Devine will appear with Ken Murray in "Young Man's Fancy" for Universal.

• • • A feud is going on at WLBC, Muncie, Ind., between the Old Ranger and Jake Higgins, special events announcer... On the show recently, a rabid Old Ranger fan appeared at the studios with a big club and demanded to be shown Jake... Irate listener was all set to pound the daylight out of Higgins for feuding with the Old Ranger... However, members of the staff quickly assembled for trouble and gently eased the fan outside without any damage being done... Just goes to show how seriously some people take the airwaves. Now if only sponsors would do likewise, we'd be entertained all the time... Doris Peck, The bundle of Heaven from WNBC, New Britain, Conn., swung the baton for an all-boys ork in Springfield, Mass., for eight years! The crew was tagged very apropos: "Peck's Bad Boys!"

• • • Lanny Ross-Charles Butterworth-Raymond Paige Packard show will be called "Hollywood Mardi Gras"... Gabriel Heatter's vacation was occupied with the writing of the life of James E. West of the Boys Scouts. The book will be titled: "Dr. West: American"... Spencer Bentley is the new "Bob" on the "Betty and Bob" series for CBS... Wini Shaw took her kids, Libby, Jimmy and Johnnie to Coney Island last night for the first time and went on all the rides with them!... Jolly Coburn goes into the \$1,000,000 pier for Labor Day... George Griffin and Alice Remsen resume "Castles of Romance" next week... Basil Fomeen, Al Kavelin and William Farmer are auditioning for the Rainbow Grill spot... Astor Grill won't have any name-band, or wire—unless Vincent Lopez returns... Audree Collins from Chappel may become a network star because of her vocalizing the other day before an exec... Del "Pretty-Boy" Casino walked down Broadway yesterday wearing a white jacket, brown gabardine pants, suede shoes, glossy hair—and feeling generally swell because of the Daily Mirror "Only Human" article. But what happens—a corner bunch gives him the "birdie"—but GOOD!

• • • Paul Henning, "Poet of Swing" on Rhythm in Rhyme show via KMBC, Kansas City, Mo., staged a one-man love strike last week when a week-end visit to the love-interest in Chi was summarily canceled due to a morning audition for a sponsor... Appearing for the audition with a stubble of beard that ill-becomes one known as the "Poet of Swing", he marched through the studios with a placard proclaiming "No Love—No Shave" until Woody Smith, production man, hurriedly gave in and agreed to a holiday for next week-end. Paul then got shaved. But what isn't known is whether he got the girl, if KMBC got the account—although the barber got his. "No cash—no shave"!... Viola Philo of the Music Hall in Radio City is recuperating at Israel Zion hospital... Words & Music claim that their tune, "Me, Myself and I" had twenty major plugs last week but RADIO DAILY didn't credit same... Well, we don't know if your calculation is right—because we've read a few columns the past week in which the columnists have used "Me", "Myself" and "I" much more than 20 TIMES!

**D**AVE BENNETT has joined the staff of Schwimmer & Scott agency. Bennett, formerly with the Chicago Daily News, is handling radio continuity on automotive accounts.

Carl Harris, of J. Walter Thompson's, publicity chief here, off to Detroit on a business trip.

Arthur Wisner, head of Columbia Concerts Division and his assistant Hugh Hooks are attending a fore-gathering in New York. Wisner had to leave wife, recovering from appendectomy, in hands of a nurse here.

Pierre Andre, Chicago announcer and night club m.c., went to New York with Couple Next Door cast and intends to freelance in Manhattan.

Kirby Hawkes, radio director for Blackett-Sample-Hummert, is taking his vacation at home in Elmhurst. He's walking his prize dogs and such.

Lew Cowan, radio publicist, back from a vacation in Atlantic City and business visit to New York.

George Kercher of Edward Petry force, is making a swing up to Milwaukee and Twin Cities this week.

Frank Baker of WLS continuity department has named his new daughter Florence Patricia.

Ed Paul, WLS announcer, and Eileen Jensen who is Sally of Winnie, Lou and Sally, have announced their engagement.

Fritz Blocki, radio writer, back from a vacation at Cleveland and boat cruise on Lake Erie.

Ed Kelly, Julian Bentley, Harold Safford, John Baker, George Biggar among those vacationing at WLS.

John Baker will handle the programs which WLS will give before 20,000 farm folk at the University of Illinois Stadium in connection with the Farm Sport Festival on Friday, Sept. 3. Feature of the evening will be a pageant "Organized Farmers—Marching On."

Roger Pryor, CBS bandmaster here, is giving his actress wife Ann Sothern swimming lessons at the Edgewater Beach.

Jerry Belcher, Our Neighbors broadcaster, will interview Thomas J. Kelly, golf pro at Sunset Valley Club in Highland Park next Sunday. Also his mother, wife and three sons.

### ATTENTION: RADIO ARTISTS!

CONTACTS!  
APPOINTMENTS!  
CORRESPONDENCE!  
TELEPHONE MESSAGES!

They all play an important part in your future. Don't neglect them!  
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**NEW BUSINESS**

Signed by Stations

**KDYL, Salt Lake City**

Wilson Hotel, 10 5-minute programs; Western Optical Co., 30 5-minute programs, placed by L. S. Gilham Co.; Peoples Finance Co., 60 5-minute programs, placed by L. S. Gilham Co.; Streater-Smith, Inc., 52 5-minute programs; Interstate Transit Lines, 52 15-minute news broadcasts, placed by Beaumont Homan Co.; Montana Cereal Co., 52 15-minute programs; Mutual Citrus Products, 26 5-minute programs, placed by Mayne Advertising Co.; Hudson Bay Fur Co., 8 30-minute remote control programs; Bert C. Palmer Realty, 52 5-minute programs; Montgomery Ward Co., Neighbor Jim 15-minute transcriptions, 3 weekly for 1 year, 3 5-minute remote control broadcast direct from store daily, 5 spots daily indefinitely; Dinwoodey Furniture Company, 39 15-minute programs; W. T. Grant Co., 39 15-minute programs, placed by N. W. Ayer & Sons; Standard Furniture Company, 36 5-minute programs; Arden's Inc., 1,000 spots; Albers Bros. Milling Co., 39 15-minute programs, placed by Erwin, Wasey Co., Seattle.

**PHILADELPHIA**

**WIP**

Gem Products Sales Co., laundry products, renews Transradio news through Robert M. Clutch Co.; Sam, The Tailor, spots, through Gallagher & Muir Agency; Christian Science Committee On Publication, renews talks, placed direct; Rev. F. F. Basworth, religious for a full year, placed direct; Women's Home Companion, monthly discs for a full year, through Geyer-Cornell Agency.

**WFIL**

Dodge Brothers, spots, through Ruthrauff & Ryan; B. C. Remedy Co., headache powders, sports review, through Harvey-Massendale Agency; M. London, electrical appliances, spots, placed direct; Lutheran Hour, religious, through Kelley, Stowman and Zahndt; Hardwick & Magee, rugs, spots, through Feigenbaum Agency.

**WLBC Commercials Up**

Fifteen contracts on a non-cancellable basis for a year's time were signed by the commercial department of WLBC, Muncie, Ind., last week. Minimum contract calls for a quarter hour each per day. Total number of hours sold under the direction of Bill Craig, commercial manager, exceeds 400 hours. Total of eight hours and more daily was signed by the station.

**RALPH KIRBERY**

"The Dream Singer"

MANAGEMENT  
WILLIAM MORRIS AGENCY  
BILL MURRAY

☆ **Program Reviews** ☆

**LOUIS-FARR FIGHT**

Buick Motor Co.  
WEAF—NBC-Red and Blue networks, Tues., 10-11:15 p.m.  
Arthur Kudner Inc.

**FIGHT BROADCAST NOT UP TO PAR; RINGSIDE ANNOUNCERS MUDDLED, ALMOST FORGET THE SPONSOR.**

Clem McCarthy and Edwin C. Hill, NBC announcers, sort of kicked the blow-by blow description of the Louis-Farr fight around the Yankee Stadium. Announcers could not even get together on what round they were witnessing.

Hill was the chief offender. At the end of the fifth round he started to call it the fourth. Later on he was talking about the "bell is about to begin" and got his rounds twisted up again in the fourteenth. Hill was also guilty of log-rolling. He, a Hearst writer, took time out twice to plug other Hearst writers present at the ringside.

McCarthy did as good a job as anyone we have heard with the possible exception of Charles Francis Coe. But Clem did make it appear that Farr was winning when actually Louis was taking certain rounds. He also got his lines bawled up and inverted his sentences so that the left hand was hitting the right face.

Buick, which paid for 75 minutes of broadcast time, should have received more plugs. With the exception of the opening and closing announcements by Ben Grauer and two one-minute plugs Buick was left out. Sponsor probably insisted on brief announcements but expected that commercials would have been inserted more often. Clem only inserted about three Buick mentions in his running description.

It would seem that hereafter NBC or the sponsor delegate an "official listener" to guide the announcers. A little advice conveyed to the announcers via head-sets would have gone a long way towards righting Hill on the wrong rounds and Clem's impression that Farr was winning the fight. NBC ordinarily employs a "cue" channel on its own special

events and the same system could be used on a sponsored broadcast of a news nature.

**The "Twelfth Night"**

A brilliant "last night" audience was on hand Monday to view CBS' final presentation of its Shakespeare cycle and saw the finest broadcast of the series performed by such able thespians as Sir Cedric Hardwicke, Helen Menken, Orson Welles and Talulah Bankhead. The rollicking comedy was also fortunate in having an able assisting cast to carry off the lines that had been specially prepared for them. Acting honors for the "Twelfth Night" must go to Sir Hardwicke and Miss Menken.

A new innovation in broadcasting climaxed the series when "Curtain Call" was presented one-half hour after the conclusion of the dramatization. Show, which was ad-lib, was handled smoothly by Bob Trout who presented various members of the cast.

**"The Big Apple"**

Ted Wallace and his Sing-Band, Joan Brooks, "Sugar Plum," Paul Johnson, "3 Little Chickadees" and company took part last night in radio's first nationwide presentation of the "Big Apple", the south's newest dance sensation. Program was on for a half hour show over the NBC-Blue network.

Ben Grauer in the last ten minutes of the period described the new dance which was demonstrated in the studio.

Ted Wallace and company sure can hit the hot notes. Joan Brooks and Paul Johnson are tops as vocalists. Joan sang "Where or When", "Me, Myself and I", and "Old Rocking Chair's Got Me" for three different types of songs. Johnson sang "Gone with the Wind" and a duet with "Sugar Plum", "Stop, You're Breaking My Heart".

The band is very pleasing to the ear. It was too bad program didn't allow more time for the band to display its stuff as a single unit. Troupe is a natural for radio or stage.

**GUEST-ING**

KITTY CARLISLE, CLIFTON WEBB, BENITA HUME, SIR CEDRIC HARDWICKE, FANNIE HURST and ARTHUR HAMMERSTEIN on premiere broadcast from Astor Theater tonight (WHN, 8:30 p.m.).

RICHARD CROOKS on the "Magic Key of RCA" program on Sept. 5. (NBC-Blue, 2 p.m.).

TOMMY FARR and his manager TED BROADRIBB, on Rudy Vallee-Fleischmann Yeast Hour, Thursday, Sept. 2 (8-9 p.m. on NBC-Red network).

"ZIMMY", the legless swimmer, on Robert Ripley's program (NBC-Blue, Sept. 3, 9 p.m.).

ED SULLIVAN, on Benny Davis' Stardust Revue, WOR-Mutual, Sept. 5 (6-6:30 p.m.).

LEON ERROL, on Show Boat, NBC-Red, Sept. 2 (9-10 p.m.).

ELMORE VINCENT and DON JOHNSON (Senator Fishface and Professor Figg'sbottle) guests of Jane Froman, NBC-Red network, Sept. 5, 7 p.m.

**SEATTLE**

Harry Mullen, musician of Sedro-Woolley, Wash., has been appointed to the staff of KOIL, and sings thrice weekly.

Bicycle adventuring on a five-week vacation is Master of Ceremonies Tommy Thomas of KOMO. He has been traveling along the rim of the Olympic peninsula, pedalling over slopes of the Olympic mountains on his trusty metal steed and also ferried over to Victoria, British Columbia to learn of listeners' likes ere returning to emceeing in Seattle.

Through aid of the National Youth Administration, the University of Washington is installing considerable new equipment in its campus radio studio whereby it will be enabled to make its own electrical transcriptions for broadcast purposes.

Difference in appraisal of the estate of the late Edward M. Doernbecher, president of the Puget Sound Broadcasting Co., operating KVI, has arisen. A former value of \$188,600 is considered too low through the recent filing in the superior court of Tacoma of an inventory and appraisal of Rex S. Roudebush, appraiser for the division of inheritances and escheats of the state tax commission, which places a valuation of \$421,171.77 on the estate, listing the value of 996 shares of the Puget Sound Broadcasting Company stock at \$398,400. There the main difference in appraisal occurs. Roudebush valued these shares at \$400 each instead of \$200 as did the other appraisers.

☆ **PROMOTION** ☆

**Hero Awards on WCAU**

Philadelphia — The monthly Hero Awards made by the Philadelphia Inquirer, morning newspaper, will hereafter be broadcast over WCAU from the office of M. L. Annenburg, publisher of The Inquirer. Next award, on September 7, acclaiming a member of the city's police or firemen force for an outstanding deed of valor, will have Mayor S. Davis Wilson making the presentation. Subsequent broadcasts, the first Monday of each month, will also be carried by WCAU's short-wave station.

**Give Away for Children**

To KFOX child listeners, Hal Nichols, president, is giving away magic Chinese ring tricks, device whereby coins may be made to disappear. Tie-in is with the program "It Happens In Every Family" which narrates the adventures of Jack and Mary and their uncle and aunt every night at 6:30. Only requirement for the prize is to send a self-addressed, stamped envelope.

**GLYDE BARRIE**

**CBS**

Thursday 6:15 P.M.



☆ **F. C. C.** ☆  
**ACTIVITIES**

**HEARINGS SCHEDULED**

Sept. 10: Citizens Broadcasting Corp., Schenectady, N. Y. CP for new station. 1240 kc., 1 KW., 5 KW. LS., unlimited.

Thomas J. Watson, Endicott, N. Y. CP for new station. 1240 kc., 1 KW., unlimited.

Radio Station WFNC, Fayetteville, N. C. CP for new station. 1210 kc., 250 watts, daytime.

Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 500 watts, 1 KW. LS., unlimited.

Capitol Broadcasting Co., Inc., Raleigh, N. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Oct. 1: N. B. Eglend, Roland, Ia. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Colonial Broadcasting Co., Morristown, N. J. CP for new station. 620 kc., 1 KW., unlimited.

WAVE, Inc., Louisville, Ky. CP for new station. 610 kc., 250 watts, 500 watts LS., unlimited.

Sims Broadcasting Co., Phoenix, Ariz. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Oct. 6: William C. Smith, Bogalusa, La. CP for new station. 1310 kc., 100 watts, unlimited.

Larry Rhine, San Francisco. CP for new station. 980 kc., 250 watts, daytime.

**APPLICATIONS RECEIVED**

Arlington Radio Service, Inc., Arlington, Va. CP for new station. 1140 kc., 1 KW., unlimited.

Cuyahoga Valley Broadcasting Co., Cleveland. CP for new station. 1500 kc., 100 watts, unlimited.

Cuyahoga Valley Broadcasting Co., Warren, Ohio. CP for new station. 1200 kc., 100 watts, unlimited.

Mittelle Franklin Noble, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime.

R. C. Atwood, Port Angeles, Washington. CP for new station. 1500 kc., 100 watts, unlimited.

**Biggest Barn Dance**

Chicago—Dixie may have its Big Apple but Chicago will be satisfied with putting on the World's Biggest Barn Dance in Soldiers' Field—seating more than 80,000—the night of Friday, Sept. 17 in connection with Chicago's Charter Jubilee.

The gargantuan dance with practically every member of WLS National Barn Dance taking part will be free for the entertainment of rural visitors who will be guests here during farm festival week. The world's biggest barn—a huge stage with rafters, bales of hay, lanterns and other appurtenances will be erected in the center of the field. There will be hog and husband calling contests; milking; rolling pin, post driving and sheep herding competitions in connection with the big hoop-la.

**BIRTHDAYS**

1	9	3	7
4	5		
6	11	12	13
17	18	19	20
21	22	23	
24	25	26	27
28	29	30	

Greetings from Radio Daily

September 1

Clyde Lucas Don Wilson  
Edwina Eustis William N. Daly  
John J. Anthony

**STATIONS OF AMERICA**

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

No. 63 of a series.

**KGGF — Coffeyville, Kans.**

1010 Kilocycles—1000 Watts

**H. J. POWELL, Manager**

**W. B. DURRAH, Commercial Manager**

KGGF is owned and operated by Powell & Platz, owners of the Coffeyville Journal. Established in 1930, KGGF has moved forward steadily, climaxing that growth with a network affiliation as a member of the Mutual Broadcasting System on Sept. 1.

Original licensee of KGGF was the late Dr. D. L. Connell, owner of the Picher Hospital, Picher, Okla. Powell & Platz purchased KGGF, together with a construction permit authorized by the FCC, in June, 1930. Regular program schedule was started Oct. 17 of the same year. KGGF has spent \$10,000 in the past year improving the station in anticipation of the network affiliation.

KGGF program selections present a well diversified and balanced broadcasting schedule. Musical, educational and religious features all are given their share in the day's presentations. Now, with the wide variety of entertainment available to listeners in this area, KGGF bids fair to become one of the most important outlets in Kansas. Programs from Honolulu, Canada and Europe will be heard regularly, as will all special event broadcasts and many commercial shows aired by Mutual network.

KGGF offices are located at Eighth and Elm streets and studios are situated in the Journal building. The transmitter is located in a different state, South Coffeyville, Okla. Station shares time with its sister station, WNAD, Norman, Okla.

KGGF now boasts a coverage of 100 miles. Its primary area, Coffeyville and surrounding towns, has been so well covered that station has had to increase its broadcast schedule many times in order to meet increased commercial commitments. As the revenue has grown, programs with larger budgets have been aired. The owners, believing that KGGF is a station for the people, are always attempting to expand in an effort to live up to their benefits and give listeners the best broadcasts possible.

**VIEWPOINTS**

**Television May Boost Sales by 200 Per Cent**

Reiterating the statement that there is still no definite assurance as to when commercial television will make its debut, President Lenox R. Lohr of NBC, in a recent interview, expressing the opinion, however, that when television does come it will prove quite a stimulant in the sale of the products advertised through this medium. Lohr said in part:

"We are having psychological studies made to suggest how much more merchants can expect to sell through television broadcasts than through radio, and something like three times as much has been suggested as a possible factor. We are also trying to discover what types of products can best be demonstrated.

"Already some thirty or forty national advertisers have asked to be considered as early applicants for space, but until we are nearer the threshold of performance we are not attempting to work out any contracts.

"One of the indeterminate elements involved lies in the size of the audience, which must necessarily be smaller than that of the radio audience. With the aid of ultra-high frequency relays and coaxial cables we believe we can reach, theoretically, half the population of the United States concentrated and around large cities; but by no means all of this

possible audience will buy television sets, although many might observe broadcasts in public places where sets were installed.

"The cost at which sets will be put out, however, must be a factor in the size and quality of the audience; and this is very important to the advertiser. I believe, however, that the problem of sponsoring programs will not be the most difficult we still have to solve.

"The Federal Communications Commission also is an important factor in determining the date at which television will go on the market. It has insisted on the adoption of standards to insure uniformity in sets, which will mean that all varieties can pick up the same broadcasts. It is understood that progress has been made along these lines."

MARK WARNOW: "A singer is like a creative artist in the sense that he must constantly seek those things about his business which he is aware he doesn't know. Throughout my long association with singers of all types, concert, operatic and popular, I've never yet come across one who was successful who thought there wasn't anything more to learn about his art. A singer must keep not only his mouth open, but his eyes and ears as well. He can never learn too much."

**Gala Week to Christen KOIL's Transmitter**

Omaha KOIL of Central States Broadcasting Co. has set aside the week of Sept. 12, for a gala series of programs dedicating the station's new transmitter which will increase daytime power from 2,500 to 5,000 watts.

Most important events are two Mutual chain broadcasts which will originate from the city auditorium during the Omaha Electric Show. First will be Tuesday night, Sept. 14, and will include a series of short interviews with "The Man in the Furrow." Nebraska and Iowa farmers will be interrogated on crop conditions.

During the week five Nebraska and five Iowa towns will also be saluted by special civic broadcasts—which are to originate in the honored towns. Eight entertainers, three announcers, two engineers and other KOIL staff members will make up the broadcast and vaudeville party, which will take with them Nebraska's only flying broadcasting and motorized radio units. The flying unit will cruise over the city, the announcer in the plane conversing with the announcer on the ground via short wave, talking about the particular town, its industries, schools and civic activities. Following this will be a man-on-the-street interview and vaudeville entertainment. Preceding the dedication week, KOIL will honor editors of the 10 cities, officials of both states, the mayors of Council Bluffs and Omaha and newspaper writers at a prelude party in the new transmitter house.

**British Tele Exhibition**

London—In a forceful effort to swing over the average Englishman from his natural prejudice that television is still in its experimental stages, manufacturers are displaying some startling advances in equipment at the Radio Exhibition opening at Olympia this week.

Inexpensive sets and larger screens are the bait dangled in front of a dubious public, and these developments together with an appreciable advance in quality are offered to convince the skeptics.

Feature of the show is a Philips model, developed partly by English experts at the Eindhoven Laboratories, Holland, and projects pictures 20x16 inches. From a distance of six feet, component lines are invisible and definition of images, in green and sepia, is quite equal to the home movie.

It is hoped that the whole of England will be networked for television by use of coaxial cable.

**AGENCIES**

WM. N. SCHEER agency of Newark, has a complete broadcasting staff which currently is busy doing three broadcasts weekly from the Newark airport, interviewing noted passengers, etc., and airing via local outlets.



## ORCHESTRAS - MUSIC

**L**ATEST dance craze, "The Big Apple", had its radio debut over WJZ and the Blue network last night sponsored by NBC and Consolidated Radio Artists. As a sequel to the radio show, Ed Kirkeby of CRA announced that a unit production available for theaters, clubs and ballrooms will take to the road.

Martha Perry, vocalist, goes into the French Casino Friday with Lou Breese's ork. Set by Joan Brooks, featured warbler with Ted Wallace's band, who also handles talent.

Carol Lofner and orchestra, now playing at the Casino in San Clemente, provide CBS with its most distant remote. Music comes approximately 70 miles by line before reaching KNX transmitter for broadcast to other stations of CBS Pacific Coast.

Faye Wilson, of Piedmont, Cal., replaces Ivy Cole as vocalist with Jack Winston's band.

"Genial" Jan Garber and his dance aggregation will be heard in a half-hour broadcast over KYA on Sept. 6. KYA will pick up the music of Garber's swing organization as it performs at Sweet's Ballroom in Oakland on the Labor Day holiday.

Fats Waller one-nights it at the Camden Armory. N. J. on Sept. 3.

Harold Nagel and his ork who play at the Hotel Pierre (N. Y.) roof, have

been booked by CRA to play the fall and winter season at the Corinthian Room of the same hostelry, starting Sept. 15.

Rose Marie, of baby fame, will sing to make four Master recordings. Tunes that will be waxed are: "Can't You Kind of Go for Me", "Headin' for Heaven", "Shine", and "Juba".

Woody Herman has been booked by Rockwell-O'Keefe to lead his band at a private dance on the estate of Mr. Walter Hoving at Southampton, L. I. on Sept. 3.

The Original Dixieland Jazz Band, arrive in N. Y. October 1 from the Fort Worth Centennial, to play at Christie's Old N. Y. Tavern. Set by CRA.

Eli Dantzig, booked by CRA for an indefinite engagement at the Hotel St. George (Brooklyn) starting Sept. 15. Band goes on the air with an NBC wire.

Sonny Dunham, former trumpeter and trombonist with Casa Loma, showing his own band at Hunt's Ocean Pier, Wildwood, N. J.

The latest song-writing endeavors of Al Neiburg and E. P. La Premiere resulted in two tunes, entitled, "Blue Bayou" and "Wee Bit of Shamrock" to be published by the Roy Music Co.

### OMAHA

The current infantile paralysis epidemic in Omaha, which is making its effect felt in all branches of the amusement industry, has caused WOW announcer Tom Chase to cancel his Saturday morning Uncle Tom's Playhouse program for children until the situation clears up.

WOW announcer John K. Chapel and wife have written studio friends that they're finding their European vacation enjoyable. They wrote from Paris just before starting on a tour of 13 countries.

The State Federation of Women's clubs begin a new series of programs today over WOW.

Margaret Smith, known in radio as Margaret Shanna, arrives in Council Bluffs, Ia., Sept. 3, to visit her mother. Miss Shanna has the lead in "Arnold Grimm's Daughter" for CBS. Sydney Smith, her brother, left radio work after appearing in "Twelfth Night" Sunday evening, to join the cast of Maurice Evans' "Richard II" opening in New York Sept. 15.

### ALBANY

Effective today, the Albany Knickerbocker News, evening paper, will broadcast news flashes and sports over Stations WOKO and WABY twice daily. Ed Healy will be the aircaster, with five-minute news flashes over WOKO at 6 and sports over WABY at 6:35. Charlie Young, sports editor, and Warren Flood, assistant, will help in the preparation of sports copy. The Knick-News is the result of the recent Hearst-Gannett deal in Albany, whereby the Knickerbocker Press discontinued morning publication and merged with the Evening News, allowing the Hearst Times-Union to switch from p.m. to a.m.

Royden N. (Doc) Rand, WOKO-WABY ballcaster, served as Master of Ceremonies for the radio artists program between games (Tues. Aug. 31) last night in Hawkins Stadium, Albany. It was part of "Radio Appreciation Night," a new novelty now sweeping organized baseball. In every city where such a night has been held, average attendance has been from 35 per cent to 80 per cent better than ordinary.

Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

## KOY

Phoenix, Ariz.

"... Congratulations on your publication, RADIO DAILY. We are enthused with its contents, feeling that it is an excellent informative medium of keeping in touch with the various stations throughout the country and the activity in the field of radio."

*Earl A. Nielsen*  
Manager.

## SELZNICK INTERNATIONAL PICTURES, INC.

Culver City, Calif.

"... My sincerest congratulations on a most timely magazine and one that has long been needed in the amusement industry."

*Russell Birdwell*

## WPRO

Providence, R. I.

"... I have read the RADIO DAILY carefully since you started its publication, and it is thoroughly used and appreciated by the staff."

*Stephen P. Willis*  
General Manager.

RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.



## PHILADELPHIA

**EDWARD ROECKER**, featured singer on CBS Pick and Pat show, was a visitor at WIP, where he first started in radio, and obliged by doing a guest shot on the Home-makers Club visual program.

Murray Arnold spotting the regional beauty contest winners on his WIP Tom Rocap "For Men Only."

John Clark, WFIL program director, is among the early September vacationers.

M. Leonard Matt, WDAS news commentator, will have charge of the "Parade of the Nations" to be staged at Philadelphia Convention Hall next month in connection with the Constitution celebration.

Alexander Siekierka, cellist, son of Israel Siekierka, violinist with the Philadelphia Orchestra, goes to WPG, in Atlantic City, for a concert series of radio broadcasts.

Marty Gosch, former radio co-ordinator for Warner Brothers, back in town from Hollywood, to visit his parents, who are seriously ill.

The first annual Radio Table Tennis Tournament will be staged at the Arcadia International House next month. Early entries are Murray Arnold, WIP publicist, Ken Stowman, WCAU press relationer, and Milt Shapiro, of the Shapiro-Bushman Agency.

Thomas F. Joyce, RCA Victor advertising manager, and E. J. Anzola, of the export advertising department, are back at their Camden, N. J., desks after attending a three-day sales convention in Havana, Cuba.

Gene Morgan, WFIL's Tydol news reporter, misses his daily broadcasts for the time, hurried to the hospital for observation.

Carolyn Ann Cross, directress of WIP's Homemakers' Club, has been appointed a judge of the 1937 Atlantic City Beauty Contest by Mayor Charles D. White of the seashore city.

Every day at noon, Gene Morgan, WFIL's Tydol News Reporter, interviews members of the radio audience over the air. Recently his guest was Herbert DeLanoie, head of the supply department at WIP.

June Collins, of the WIP program staff, has just opened a piano-song engagement at the Surf Room of the Hotel Hildebracht, in Trenton, N. J.

New to the engineering staff at WIP is Kenneth Fees, formerly of radio stations in Kansas City, Mo. Fees has been assigned to the field engineers corps.

## ONE MINUTE INTERVIEW

## JOHNNY GREEN

"The new comer today must look to established radio stars, rather than to the amateur collectors. In order to gain national recognition. And by established radio stars, I mean such talented entertainers as Rudy Vallee and Jack Benny. These two men have contributed more big names to radio than any other ten programs combined."

## ★ Coast-to-Coast ★

**KFOX** now has more than twenty-five remote control programs daily including Southern California Network releases, local Long Beach programs and special Los Angeles features. These remote points include dance orchestras, churches, department stores, and a Long Beach theater.

Virginia French, WDAF vocal artist, has moved to Hollywood where she will teach in the Cumnock school, and engage in free lance radio work.

Don Davis, president of WHB is in Chicago for ten days while his secretary Carmen Frey and Ailene Hoyt of the continuity dept. have just returned from their vacations.

**KIDW** notes: To assist mothers in getting their children to take afternoon naps, a daily feature of soothing music is played for a quarter-hour, uninterrupted by speech, each mid-day. Sleep coaxing period is called "Lullaby Time" . . . A very popular feature which is presented daily by KIDW is "Flowers for the Living" wherein a rose is delivered daily to some local honoree. A local floral shop supplies the flowers, which are awarded on the program . . . Source of much amusement during the coming school term will be a remote line to a classroom in the college at Lamar, Colorado. At unexpected intervals during the day the "candid" line will be opened and KIDW listeners will "go to school."

T. L. Evans, president of KCMO, has just returned from a two weeks' vacation in California.

Bob French, WHKC production manager, has just returned from a 3-day visit to N.Y.C. where he conferred with MBS officials. WHKC, as a result, will not only carry a great many shows from the network, but will also originate several programs.

WBNS, Columbus, O., plans a Shanghai series with Adrian Fuller, member of the Dispatch editorial staff, giving a word picture of the general situation in the Orient.

WMT, Cedar Rapids: Members of the staff are traveling to the Iowa State Fair this year in de luxe style for a series of "in the flesh" shows direct from the specially built studios of WMT, KSO, and KRNT, on the fairgrounds. Doug Grant, program director, has just rented a new trailer in which to transport members of the staff and equipment from Cedar Rapids to Des Moines. During the Fair, all of WMT's news programs by Grant will come by direct wire to the transmitter as well as organ programs by Frank Voelker, radio's blind organist, and the early morning farm show with Bob Leefer. . . Sumner D. Quarton, general manager, took

time off from duties last week to journey out to Colorado for a short vacation. . . Bill Quarton, commercial manager, Bob "Smashie" Mitchell, engineer, "Farmer" Bob Leefer and Mac McElroy, were the top four in the recent golf tournament held at the Cedar Rapids Cuntry Club recently to pick a team to play the lads at KSO and KRNT.

Bill Frosh, WIRE announcer, is planning to spend his vacation visiting old friends at the MBC studios in Chicago.

WFBM's "Haymakers", heard daily on Chuck Wagon and Farm Hour broadcasts, signed a two-a-day commercial for duration of the Indiana State Fair, to be aired from fair grounds and open to the public. Frederick Winter, the Ole Cuhnel, will be on hand to guide the boys through their trips down the air-lanes.

Roster of KDYL announcing staff totals eight, with the addition of Jack Gregson, formerly of KGA, Spokane, Wash.

Fran Heyser, KMBC production chief, and Barbara Winthrop, continuity editor, who have been in New York working on the diskings of Arthur Church's new utility radio strip, "Phenomenon," have returned, while M. F. (Chick) Allison, publicity director, is expected home from his vacation the first of the month.

WDNC, Durham, N. C. has become Fair conscious. During the week of Sept. 13, station's mikes will conduct "man-on-the-midway" interviews at the Durham County Fair. A fully equipped WDNC studio will be on display on the Fair grounds. The Durham Tobacco Festival, starting Sept. 20 will also have the WDNC studio exhibit and some novel programs.

"On the Air!" new early riser at WBAL, Baltimore, is developing into one of the station's big mail pullers. Offering time signals, weather reports, selected music, market reports, farming information and news bulletins, the program is getting especially large response from territories surrounding Baltimore. It has proved that many listeners enjoy a diversified hour of entertainment from 6 to 7 o'clock in the morning.

KMOX, St. Louis: "St. Louis Day" at the Missouri State Fair was side-lighted by a series of interviews with St. Louis executives and members of a party of 500 sponsored by the Chamber of Commerce. Public affair stint was handled by Jerry Hoekstra on the Fair grounds . . . On Aug. 25, 150 newsboys from Peoria, Ill., made a tour of the studios . . . Carol Gay, station's stylist, left for N. Y. where

## BOSTON

**THE** City Fuel Company of Boston will sponsor a 5-minute sports review on WEEI starting Monday, Sept. 6. The program will be heard nightly at 6:15 immediately following the news. To be known as the "Herald-Traveler Sports Page of the Air," by special arrangement with those newspapers, the program will present a concise report of the daily sport news by Jay Wesley, WEEI's special events announcer. The deal was signed by Dowd & Ostreicher Advertising Agency.

On Friday, Sept. 3 WBZ-WBZA will broadcast a special program from 9:30 to 9:45 p.m., entitled "What Every Freshman Should Know" to an NBC-Blue network. Sophomore from Boston University and Harvard University will be interviewed as also will be the Dean of Men at M.I.T.

WEEI has just issued a four-page booklet titled "This is WEEI." A piece of sales promotion, the booklet gives market data, colored maps of day and evening coverage, photographic displays of the new modern transmitter and antenna for the benefit of advertisers and agencies to whom it has been sent.

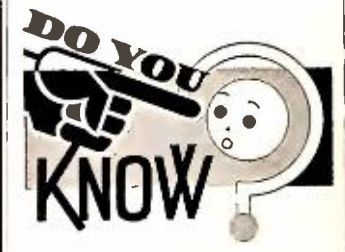
Ruth Moran of NBC sales in Boston off on her annual two week's vacation.

Dorothy Miller, secretary to John A. Holman, general manager of WBZ-WBZA, has returned to her office after an illness of several weeks.

she will make final arrangements for Lucien Lelong's visit to St. Louis on Sept. 14. During Miss Gay's absence, Lynn Loray will handle the "Let's Compare Notes" program.

The "city of brotherly love" among broadcasters seems to be Des Moines, judging from the trade deal arranged between the Iowa Network and Station WHO on Monday and Tuesday of last week. The Iowa Network's Northwesterners, hill-billy act, filled in a theatrical date in Nebraska for WHO's Four Dons, quartet, while the Four Dons reciprocated by appearing in place of the Northwesterners over KRNT's Hawkeye Dinnertime program.

Bill Pope, WESG sports announcer, vacationed on Lake Ontario, but drove the 180 miles (return) four times during the fortnight (of rests) to air Elmira's baseball games.



**DO YOU KNOW**

Bob Hope toured mid-West vaudeville theaters for four years with Fatty Arbuckle.





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 2, NO. 45

NEW YORK, N. Y., THURSDAY, SEPTEMBER 2, 1937

FIVE CENTS

## CBS August Leaps 58%

### POLISH AUDIENCE BID BY COLGATE IN CHI.

Chicago—Colgate - Palmolive - Peet Company, through Benton & Bowles, have entered the foreign language radio field with a trial program in Polish over WGES.

Program is handled by foreign language division of Van Cronkhite Associates, Inc., Chicago.

Other foreign language radio programs handled by VCA and placed during the week include "Orange Crush" in Detroit through J. Walter Thompson and Libby, McNeil and Libby in Chicago, also through J. Walter Thompson Co.

Understood Chevrolet Motor Company, through Campbell-Ewald is placing extensive foreign language programs during September.

### Wheaties Stunts Again On Its Baseball Series

Wheaties yesterday announced plans for a series of Radio Appreciation broadcasts during its regular airings of American Association baseball games. Stations to participate are WHAS, WIRE, WCCO, WTCN, KXBY, WBNS, WISN and KTSA. Announcers will be asked to plug appreciation dates on all broadcasts. George M. Trautman, president of the league, will award a cup to the station that pulls the largest attendance into its local ball park.

The possibility of Wheaties continuing its three hour broadcast of sport summaries on WMCA through the winter loomed yesterday when an announcement was made that a \$10,000 contest was to be started immediately by the sponsor in an at-

(Continued on Page 2)

### Fancy Slugging

Cleveland—Accountants have come through with the figures on the softball game held the other day between the production men and engineers of WHK-WJAY. Score was 54 to 17, in favor of the production men. Seems that every man on the winning team was a slugger, while the engineers boasted of one good man.

### No Box Tops?

New Orleans—WDSU celebrated its fourth annual party at Pontchartrain Beach with arrangements giving the kids free rides on the games, free lemonade and a hot dog eating contest, the winner getting a \$50 bicycle. Doctor bills were kept down by running the hot dog contest on a time instead of a quantity basis. All were given paper hats with a hat-band reading: "I Listen to WDSU."

### ATLANTA PAPER SEEKS NEW STATION PERMIT

Atlanta, Ga.—Application has been filed with the Federal Communications Commission by the Constitution Publishing Company, publishers of The Atlanta Constitution, for authority to build a radio station. The proposed station would operate for an unlimited time on 1240 kilocycles, with 1 kilowatt power at night and 5 kilowatt power during the day. Use of a directional antenna is pro-

(Continued on Page 2)

### Richards in Detroit

Detroit—President G. A. Richards of WJR, Detroit, WGAR, Cleveland, and KMPC, Beverly Hills, Cal., is back in Detroit to watch his Detroit Lions work out for their opening game in the National pro football league. Richards will remain in the auto city until after Thanksgiving Day.

## Latin American Market Dotes On Hollywood Disks, Scripts

### Lewis Browne to Air For CBS From Coast

Lewis Browne was named yesterday to succeed Elmer Davis as CBS commentator to pinch-hit during the European vacation of H. V. Kaltenborn. Browne will begin broadcasting Sept. 9 at 7:30-7:45 p.m. and will be heard weekly thereafter until the return of Kaltenborn early next month. Browne's programs will originate from studios of KNX.

West Coast Bureau, RADIO DAILY

Hollywood—Newly installed in spacious quarters here, Pan-American Radio Productions, producers of Spanish language programs, is capitalizing on the world-wide interest in cinematic news and personalities by supplying that demand in the countries of Latin America, having been given exclusive representation in this country for LS10, Buenos Aires; PRA5, Brazil; CB73, Chile; CX14 Uruguay; HCJB, Ecuador; and other

(Continued on Page 2)

### Cumulative Total For Eight Months Exceeds Gross Billing Figure For 10 Months in 1936

### MARROW OIL SIGNS FOR 7 NBC OUTLETS

J. W. Marrow Mfg. Co. (Mar-Oil shampoo) through James-Morton Inc., Los Angeles, has signed a 13-week contract for an unannounced show to begin Sept. 24 over seven NBC-Red network stations (KFI, KPO, KGW, KOMO, KHQ, KDYL, KOA) in the far west. Program will be broadcast Fridays, 1-1:15 p.m. (PST.)

### Leather Men to Launch \$500,000 Ad Campaign

St. Louis—The National Leather and Shoe Finders' Association, which maintains headquarters here in the Mart Building, will launch a \$500,000 national advertising campaign, in behalf of shoe repair shops. Radio will be an important part of the campaign.

### NBC Thesaurus Accounts

New subscribers to the NBC Thesaurus are KZRM, Manila, and WICA, Ashtabula, O. Renewals have been signed by KANS, WFDF, WDRG, WCOL, WRGV, KLRA, KOB and WROL.

CBS gross revenue for August totaled \$1,955,280, an increase over the same month in 1936 of 58.6 per cent. Cumulative total for the first eight months of 1937 is a gross of \$18,746,957, representing an increase of 36.7 per cent compared to the same period last year.

To date, the network's gross billings are greater than the Jan.-Nov. period of 1936, which included all of the presidential campaign commercial broadcasts.

### STATIONS NOT RUSHING TO TAKE ASCAP INDEX

To date, not more than 20 broadcasting stations have applied to Ascaph to send them the first of the series of 25,000 song titles most used in radio. Society which announced the service as free, last week, says it will not send the stickers out until stations make individual requests. Stickers are arranged for card index system and contain the title, author and composer and copyright information. Ascaph further states it compiled the titles and info at a cost of over 20 grand.

### Al Smith On Mutual

Mutual has booked Alfred E. Smith for an "Our Constitution" talk from Princeton University on Sept. 7, 10-10:30 p.m. Speech is in commemoration of the 150th anniversary of the signing of the U. S. Constitution.

### Seeks Talent

In his first visit to America in years, Stuart Doyle, who recently resigned as head of Greater Union Theaters in Australia, arrives in Los Angeles Saturday from Sydney and then comes to New York en route to London. He is lining up talent for his broadcasting interests in Australia.





Vol. 2, No. 45 Thurs., Sept. 2, 1937 Price 5 Cts.

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

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## FINANCIAL

(Wednesday, Sept. 1)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166 $\frac{1}{2}$	165 $\frac{1}{2}$	165 $\frac{1}{2}$	- 1 $\frac{1}{2}$
CBS A	27 $\frac{3}{4}$	27 $\frac{3}{4}$	27 $\frac{3}{4}$	- 1/4
Gen. Electric	52 $\frac{1}{2}$	51	51	- 1 $\frac{1}{2}$
North American	24 $\frac{1}{4}$	23 $\frac{3}{4}$	23 $\frac{3}{4}$	- 1
No. American Pfd.	54	54	54	...
RCA Common	11 $\frac{1}{2}$	11	11	- 3/4
RCA First Pfd.	74 $\frac{3}{4}$	73	73	- 2 $\frac{1}{2}$
Stewart Warner	17	17	17	.....
Zenith Radio	42 $\frac{1}{2}$	41 $\frac{5}{8}$	41 $\frac{5}{8}$	- 7/8

### NEW YORK CURB EXCHANGE

Nat. Union Radio	1 $\frac{1}{2}$	1 $\frac{1}{2}$	1 $\frac{1}{2}$	- 1/8
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### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	12 $\frac{1}{2}$	14

## Web Special Events On 24-Hour Schedule

NBC news and special events department went on a 24-hour basis last night. Network wants to be sure that it does not miss anything of importance that might break in the Orient. Difference in time between here and Shanghai makes it advisable to keep department on a round-the-clock schedule. Edgar J. Higgins Jr. is working the lobster trick.

### Sealtest Signs McCrae

Margaret McCrae was signed yesterday for the balance of the present series of the Sealtest Sunday Night Parties, heard every Sunday over an NBC, Red network at 10-11 p.m. Present series concludes after the Oct. 10, airing, and as yet no word of a renewal has been released. J. Walter Thompson is the agency.

IN BOSTON YOU CAN'T BEAT

# WCOP

National Representative

## WEED & CO.

New York Chicago Detroit

## Coming and Going

CORK O'KEEFE left for Detroit yesterday to discuss business with Jimmy Dorsey.

ED FOX of CRA left for Chicago yesterday.

SIDNEY BANKS, CRA hotel booker in Atlanta, Ga., arrived in town yesterday on business.

BILL BACHER arrived from Hollywood yesterday.

JOHN IRACI, president of the International Broadcasting Corp., and general manager of WOV, WBIL, WRAX and WPEN, arrives today aboard the Rex.

BOB COLLIER is flying to New York from Hollywood this week-end on deals for his "Tarzan" series and to confer with WOR regarding the "Junior G-Men" program.

A. L. ASHBY, vice-president and general counsel for NBC, with MRS. ASHBY, arrive today aboard the De Grasse from Europe.

ZEKE MANNERS returned from Canada yesterday.

MARTHA RAYE returned to Hollywood yesterday after a personal appearance tour.

MARGARET DAUM of CBS returned to N. Y. after a two month vacation in St. Louis and resumes broadcasting Sept. 10.

LEWIS TITTERTON, NBC script department head, sailed on the Normandie yesterday.

WALTER KLAUER, WKBB, is in town.

BURRIDGE D. BUTLER and GLENN SNYDER of WLS are visiting in town.

BILL RAY, newly appointed head of NBC-Chicago press, is visiting Radio City headquarters before taking over his new post on Sept. 13.

BEV DEAN, publicity director of WHK, Cleveland, at NBC, here, arranging publicity for station's NBC affiliation on Sept. 26.

RICHARD A. BOREL, manager of WBNS, Columbus, O., is in New York.

FRED WEBER, general manager of MBS, left for Chicago yesterday afternoon.

FRED A. PALMER, vice-president and general manager of KOY, Phoenix, Ariz., in town.

## Wheaties Stunts Again On Its Baseball Series

(Continued from Page 1)

tempt to name the broadcast. It is believed that program will continue on WMCA on a yearly basis, embracing all sports instead of just baseball as has been the sponsor's policy in the past.

## O'Bryon Joins Y. & R.

James O'Bryon, ex-CBS press, has joined Young & Rubicam as assistant to Bill Thomas, agency's radio publicity director. Thomas was promoted to the new post when Fred Wile, Jr. moved up to become assistant manager of the radio department.

## "Hollywood Hotel" Changes

West Coast Bureau, RADIO DAILY

Los Angeles—Igor Gorin checks out of "Hollywood Hotel" after three more broadcasts, with Frances Langford following suit shortly thereafter, it is reliably reported. These departures serve as confirmation of the break-up of the Bill Bacher formula for the Campbell souper, and the switchover of Ken Murray and Oswald to the show. Gorin has two weeks yet to go on the Texaco program, following which he is due for a vacation before resuming for another commercial.

## Warnow on "We, The People"

Mark Warnow and his orchestra were signed yesterday for the "We, the People" series which begins Oct. 7 on CBS at 7:30-8 p.m. With the signing of Warnow, who appeared on the NBC series last year, the entire cast is now under contract. Young & Rubicam is the agency.

## Atlanta Paper Seeks New Station Permit

(Continued from Page 1)

posed for night service. The Atlanta Constitution was one of the first newspapers in the South to enter the radio field, but abandoned the project and presented its equipment, after a short time, to the Georgia School of Technology.

## Hamilton Joins WRDW

Augusta, Ga.—Thomas J. Hamilton, postmaster of Augusta and for the past eighteen years editor of The Augusta Chronicle, has resigned and accepted a position as vice-president of the Augusta Broadcasting Company, operators of Station WRDW. Mr. Hamilton was recently named "first citizen of Augusta" following the opening of the new Savannah River lock and dam project, for which he had worked almost twenty years.

## More Chevy Disk Artists

Chevrolet Motor Co. yesterday signed ten artists for transcriptions. Francia White, Lucy Monroe, Lois Bennett, Howard Price, Bob Steele, Bailey Axton, Walter Cassell and James Wilkenson have been signed for two recordings each. Ben Lipset set the deal. Ray Heatherton and Ruth Carhart will record on Sept. 19 and 20 respectively. Henry Cox of Columbia Artists, Inc., set the latter two deals.

## Pro-Ker on KPO and KFI

Pro-Ker Laboratories on Sept. 12 will start "Hair Raisers", a mystery series, on two NBC-Red Pacific stations (KPO and KFI). First two broadcasts will be heard at 3:45 p.m. (PST) with a shift to the 1:15-1:30 p.m. spot for the remainder of the 13-week run. General Adv. Agency, Los Angeles, has the account.

## LATIN AMERICA DOTES ON HOLLYWOOD DISKS

(Continued from Page 1)

stations in Bolivia, Colombia, Honduras, Mexico and Cuba.

All of these stations are being supplied with a five-times-weekly "Hollywood Air Mail Letter" which is a newsletter prepared by Lucio Villegas, president of Pan-American, for the use of a "Jimmy Fidler" commentator on each station. Also with somewhat similar subject matter is "Hollywood Echoes", transcribed series in which Villegas reviews three current pictures, always selecting a musical as one of the three and dubbing numbers direct from sound track of the film to provide background music and vocal and instrumental interludes.

The firm also is reproducing "Chandu" and similar tried and proven scripts in Spanish, and in the immediate future will produce several original script shows and features of all types.

A Chilean by birth, Villegas served as consul for several of the South American countries for many years; also he was Spanish language professor at California universities.

## An Open Air Concert For KYW Corner-Stone

At the laying of the corner-stone for KYW's new Philadelphia studios, Leslie Joy, manager of the station, will have Jan Savitt and his orchestra playing on the "third floor" of the new building. The third floor will be made of planks placed across the steel girders that have just been put up. Ceremonies take place on Sept. 4 and will probably be aired. Alfred H. Morton, NBC manager of managed and operated stations, will attend the corner-stone ceremonies along with other NBC-ites.

## WPA Productions

The Works Progress Administration yesterday had plans for two new series of broadcasts to be aired over local New York stations. The first, a weekly series to be devoted to dramatizations of the works of Jules Verne, will be presented over WMCA. Tentative starting date has been set for week of Sept. 20.

Second series will be entitled "History in Action" and will be aired weekly over WHN. Series will begin Sept. 4 and will be heard at 6:15-6:45 p.m.

Radio division of the WPA Federal theater project will supervise both series.

## JOHN B. HATCH ASSOCIATES

An agency serving a N. E. clientele. Specializing in radio broadcast advertising.

(Send for booklet)  
581 Boylston Street, Boston, Mass.  
Commonwealth 0466

**PROGRAM REVIEWS**

**"BEATRICE FAIRFAX"**

Hecker Products  
(Silver Dust and Gold Dust)  
WOR-MBS, Tuesdays through  
Thursdays, 2:45-3 p.m.  
Batten, Barton, Durstine &  
Osborn, Inc.

**PROGRAM STICKS TO NEWSPAPER  
STYLE OF COLUMN WITH THE ADDED  
PUNCH OF FAIRFAX'S VOICE AND  
DRAMATIZATIONS OF LETTERS.**

With no competition whatever on the other major networks the new Beatrice Fairfax series on Mutual ought to build a very large following. In fact that is what Mutual ought to watch; sponsor might desire to shift program to a greater number of stations after a test run. For the feminine audience program has plenty of punch.

Actual letters received by the columnist are broadcast in dramatized form. Three topics dramatized yesterday were nicely arranged. One covered an unemployed husband, a love problem and a money problem. All are common domestic troubles in millions of homes.

Fairfax takes the center portion of the program for a straight of other letters. Fairfax's voice was a little hoarse yesterday but the ring of sincerity in her words is the cliché which will make the program a hit.

Arline Francis, Arthur Scott and Don MacLaughlin did an excellent job with the dramatizations. Lee Cronican is the announcer.

Sponsor is giving away a "Fairfax Personality Chart" for each box top submitted. Ken Webb of the agency is in charge of production with Arthur Pryor Jr. personally supervising each broadcast. Radio script is written by John Martin and Fairfax.

**GABRIEL HEATTER**

Rogers-Peet Co.

WOR, Mondays through Fridays,  
9-9:15 p.m.

Marschalk & Pratt, Inc.

**HEATTER COMMENTS ON SPOT NEWS  
WITH SPECIAL ATTENTION TO SPORT  
ITEMS: A MAN'S SHOW.**

Five a week series sponsored by a boys' and men's clothing manufacturer and retailer catering to the middle income brackets has an interesting show with Gabriel Heatter as news commentator.

Last night's program delved into the Shanghai situation, the Canova "Charlie McCarthy" - Edgar Bergen triangle, tuna fishing off Long Island, Mr. Rooney from Pittsburgh who is reputed to beat the race track bookies for plenty, and the tale about the

**NEW PROGRAMS—IDEAS**

**Pedantic News Analysis**

Large audience has been gained by a new educational feature launched by KLZ, Denver, during the two weeks the program has been on the air. The show, titled "Journeys Behind The News," is conducted by Ben M. Cherrington, director of the University of Denver Foundation For the Advancement of Social Sciences.

Cherrington, an international authority on political affairs, conducts his "Journeys Behind The News" by analyzing complicated international situations that baffle in their ordinary presentation.

Recognized as an authority, Cherrington, from time to time, will enlist the aid of prominent figures, who will journey to Denver to offer their views in subjects with which they are in close touch.

A recent guest, Grover Clark, Japan-born editor of Chinese publications, now professor at the University of Denver, recently aired his views of the tangled Sino-Japanese situation.

**WCCO Dramatized News**

News from the "Minneapolis Star" is going on the air over WCCO in

dramatized form at the same time it was formerly heard in bulletins. "Front Page Parade", a daily program of news dramas goes on the air at 1:15 p.m. with last minute news from the wire and city room of the newspaper.

The three or four top news stories are chosen. Variety of appeal and subject matter are a large factor in this choice. The items are then dramatized, music and sound effects are chosen, and the cast hastily rehearsed.

A special organ theme, written by Jack Malerich, WCCO orchestra leader, introduces the program each day. The company includes Hal Parkes, Star news announcer who gives late wire news, a dramatic cast of four who handle a variety of voices and dialects, and Ed Abbott, WCCO announcer.

**KIDW Scrapbook**

KIDW, Lamar, Colorado, has just inaugurated a quarter-hour program entitled "Sherrill's Scrapbook" based on the outline of "something old, something new, something borrowed, something blue," using proper musical selections and poetry as the background. Listeners are found to be very responsive in submitting contributions for the "borrowed" department.

**F. C. C. ACTIVITIES**

**HEARINGS SCHEDULED**

Sept. 13: Nathan N. Bauer, Miami, Fla. CP for new station. 1420 kc., 100 watts, unlimited.

Airfan Radio Corp. Ltd., San Diego, Cal. CP for new station. 1420 kc., 100 watts, unlimited.

Sept. 14: A. L. Beard, Jasper, Ala. CP for new station. 1500 kc., 100 watts, unlimited.

Elwood Warwick Lippincott, Bend, Ore. CP for new station. 1310 kc., 100 watts, unlimited.

Carolinas Radio, Inc., Charlotte, N. C. CP for new station. 880 kc., 1 KW., unlimited.

Oct. 8: Broadcasters, Inc., Gastonia, N. C. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Brenau College, Gainesville, Ga. CP for

new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Oct. 11: Roberts-McNab Co., Livingston, Mont. CP for new station. 1310 kc., 100 watts. 250 watts LS., unlimited.

S. L. Slover Corp., Norfolk, Va. CP for new station 1370 kc., 250 watts, unlimited.  
Harwell V. Shepard, Denton, Tex. CP for new station. 1420 kc., 100 watts, daytime.

Port Angeles Broadcasters, Spokane, Wash. CP for new station. 1500 kc., 100 watts. 250 watts LS., unlimited.

Oct. 13: Y. W. Scarborough & J. W. Orvin, Charleston, S. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Ward Optical Co., Fayetteville, Ark. CP for new station. 1310 kc., 100 watts, unlimited.

**APPLICATIONS RECEIVED**

Union Tribune Broadcasting Co., San Diego. CP for new station. 1480 kc., 5 KW., unlimited.

R. C. Atwood, Port Angeles, Wash. CP for new station. 1500 kc., 100 watts, unlimited.

Wyoming Broadcasting Co., Rock Springs. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

**DON KERR**

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour  
General Mills Sports Parade  
Fox-Fabian Professional Parade

**ORCHESTRAS  
MUSIC**

**N**ETWORK listeners will again hear Vincent Lopez and his "suave swing" orchestra when they broadcast via WOR from Billy Rose's Great Lakes Exposition on Sept. 17 and 19. The Lopez band, which was rebuilt to offer swing without noise, is in N. Y. preparatory to leaving on a brief series of one-night stands. This will be concluded in time for them to play the final ten days of the Exposition, commencing Sept. 17.

*Ozzie Nelson's orchestra at the Hotel Astor has been booked for broadcasts over WNEW, being heard each Friday night from 11-11:30 p.m.*

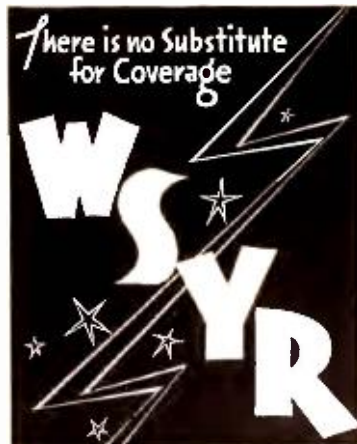
Del Courtney and his syncopators are in St. Louis for a stay at the Hotel Chase and a series of air appearances over KWK. Courtney's crew has had great success in California, and only recently invaded the East for a number of engagements.

*Frank Fisher and his Snigglefritz orchestra is amazing Minneapolis natives with their style of corny music. The unique combine has just been signed to an exclusive booking contract by Rockwell-O'Keefe and will play their way to New York.*

Johnny Hauser, in co-operation with Fanchon and Marco has built up a unit show, featuring his band and F&M personalities, and will open at the Mayfair Casino on Sept. 15.

*Frank Novak set by CRA to play an indefinite engagement at the Warwick Hotel, starting Sept. 15.*

Ran Wilde and his ork booked by Rockwell-O'Keefe for the Netherland Plaza, Cincinnati, for six weeks and options, starting Oct. 20. Band follows Jimmy Dorsey.



Send for New 16-County Program Survey

SYRACUSE, NEW YORK

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



## GUEST-ING

NACIO HERB BROWN, on CBS, "Cavalcade," Wed. Sept. 8.

GERTRUDE NIESEN, on Ben Bernie American Can program, NBC-Blue network, Sept. 21.

COOKIE BOWERS, on Rudy Vallee-Fleischmann Yeast hour, 8-9 p.m., over NBC-Red network tonight.

JANET GAYNOR and ROBERT MONTGOMERY will appear on the first Lux Radio Theater presentation of the new season Sept. 13 in "A Star Is Born" (CBS, 9 p.m.).

ELISSA LANDI on the Movie Club this Friday (WHN, 8 p.m.).

SONJA HENIE and TYRONE POWER in prelude of "Thin Ice" on Hollywood Hotel, Sept. 10 (CBS, 9 p.m.).

### Heatter Will Head New Paramount Dep't

Gabriel Heatter's contract with Paramount newsreel is now set for three years and he becomes editor and chief of staff of the new personality section of the newsreel set-up. Heatter will also be the voice covering political and international affairs. Mark Hawley and Frank Knight, of WOR, have also been signed by Paramount.

### Credit on the House

Denver—Under the title "Everybody Likes Credit" and paying tribute to noteworthy "folks in the news" a new program is slated to get under way at KLZ on Sept. 5. Each Sunday on the 15-min. spot, four persons will be selected to receive credit. The persons selected for credit either because of some heroic deed or noteworthy public action will be "guested" on the program, at which time they will be interviewed. All participants will receive awards from the Grayson's Apparel Company, the sponsors.

### Graeme Fletcher with WAIM

Anderson, S. C.—Graeme Fletcher, formerly program director of WIS, Columbia, S. C., has joined the staff of WAIM, as program director.

At the same time it was announced that WAIM has just completed the installation of a Western Electric program amplifier.



Greetings from Radio Daily

September 2nd

Fred Von Ammon



● ● ● Bobby Breen's script show, "The Singing Kid" waxed here yesterday with Gertrude Berg will come from the coast when sold—which means that the "Rise of the Goldbergs" will also come from the Golden West... Charlie Barnett broke up his band the other day and went to Hollywood solo—in an attempt to crash the flickers... Ben Bernie's final show for American Can is Oct. 19... Patricia Ryan is set for a few repeats on Town Hall... Harry Rose will transcribe a series for Alka-Seltzer... Larry Fitzgerald of the NBC Artists Service is up at the Saratoga Hospital due to a motor smack-up... Nat Brandwynne is out due to illness... Landt Trio have been given five more minutes of air time... Sharri Kaye leaves the Woody Herman vocalizing spot after tonight's engagement in Pa... Lovely Martha Perry (a newcomer) gets the coveted singing spot with the Lou Breese crew from the French Casino starting tomorrow... Ralph Kirby and his plane "Dream Ship" flew to Cleveland to compete in the 200 mile cross-country race for light planes.

● ● ● Wish Ed Wolf wouldn't do those things!... We mean, grabbing us in the lobby of the RKO Bldg., and shouting out loud—"RADIO DAILY is a great paper! I place a series of 'teaser' ads and then finally let the secret out via a double-spread announcement on a show I have to sell—and what do you think happens?"... When the blushes disappeared from our baby-skin, we profess ignorance as to what happens... "Why, the girls in my office had to have lunch sent up to them that day. Phones and wires came in from agencies and sponsors pleading for more details—until hearing the show. I never saw such a panic!... For a while I thought I was down on Wall Street at a time that a rumor spread of an impending crash!"... This was a little too much for our ego—so we asked for the punch-line!... "Excuse me," he suddenly says, "that reminds me. I'm on my way now to get an agency's NEW figure for 'Hilltop House.' You know that that's the show I've been talking about, don't you?"... Yes, Ed, we knew all along—but we wanted to keep you guessing!

● ● ● "Popeye" the script show will return to the airlines via a N. W. Ayer account just as soon as the agency feels the "Wheatena" tag has been dispelled... Gus Arnheim called his men in Memphis and told them that he was quitting the band business. They disbanded yesterday with Gus going to the coast and June Robbins en route to New York... Sid Gary will do a Chevy record... Ruby Newman is definitely set for a commercial which will be announced next week... After three weeks as biz manager for Miller Music, Al Jacobs resigned to go into business for himself... Milton Pickman went to Canada with a picture exec to discuss a story similar to Waring's "Varsity Show"—for Horace Heidt!... George Beatty will head a CBS show... Understand that Ed Sullivan broke Rudy Vallee's record at the Loew's State yesterday—a tribute to the profession!... Universal is having trouble looking for a suitable story for Edgar Bergen.

● ● ● Technicians at WROK, Rockford, Ill., fearing that slender Helene Kimberly, staff artist, might wear herself out pumping the old-fashioned foot power studio organ, suddenly remembered that a vacuum cleaner can push air as well as pull it... Acting on the thought, they bored a hole in the front of the organ, hitched one end of the vacuum hose to one of the small bellows, plugged the other small bellows—and then ran the hose through the studio wall to an adjoining room, where they attached it to the blow side of the cleaner... Then they rigged a pilot light switch on the organ... After all this work, Miss Kimberly merely flicks the switch and starts operating on the keys with the resulting tone, aided by the air pressure, sounds like a pipe organ.

## NEW BUSINESS

Signed by Stations

### WCKY, Cincinnati

Dodge Bros. division of Chrysler Motors (Dodge Trucks), seven spot announcements; through the Ruthrauff & Ryan, Inc., New York; McKesson & Robbins, Inc. (Pursang), 26 spot announcements; through H. W. Kastor & Sons Advertising Co., Chicago; Churngold Corporation, Cincinnati (Churngold Margarine), 300 spot announcements; direct; W. S. Industrial Alcohol Sales Co., Cincinnati; 52 spot announcements; through Lambert & Feasley Inc., New York; Ohio Apple Institute, participation in "For Women Only" program over one-year period; through Nesbitt Service Co., Cleveland, Ohio.

### WMCA, New York

Rosierucian Order, beginning Sept. 24 for 15 weeks. Electrical transcriptions. One spot weekly.

Pilot Radio, beginning Sept. 13 for 52 weeks. 7 news periods weekly. Alvin Austin is the agency.

Barney's Clothes, beginning Sept. 20 for 13 weeks. 6 fifteen-minute spots weekly.

Chevrolet Motor Co. renewal beginning Sept. 7. 3 weekly 15-minute musical programs.

### WSPR, Springfield

United Service Food Stores, Holyoke, Mass., six months, 15 minute disks; New England Confectionery Co., Cambridge, Mass., 52 one-minute disks.

### KFBK, Sacramento

Barton Mfg. Co., (Dyanshine Shoe Polish), 52 one-minute spots. Through Anfenger Adv. Agency, St. Louis, Mo.

### WHN, New York

National Home Diet, beginning Sept. 6, six 15-minute programs weekly for 52 weeks. Beginning Sept. 13, three 5-minute spots per week for 52 weeks.

### WMCA, New York

Pilot Radio Corp. beginning Sept. 13, for 52 weeks. News spots Monday through Saturday. Alvin Austin is the agency.

### WJEJ, Maryland

Swift & Co. (Red Steer Fertilizer), Baltimore, 44 100-word spots; Atlantic Refining Co., 11 football broadcasts, through N. W. Ayer, Philadelphia.

### "Ave Maria Hour" Guests

Charles La Torre, producer of the "Ave Maria Hour" on WMCA-Inter-city Net, will feature guest stars on his weekly programs. On Sept. 5, Alice Rinehart, well-known radio artist, who appeared on last Sunday's presentation of "St. Alice", has been engaged to offer another of her dramatizations.

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 64 of a Series

**WSPD — Toledo, Ohio**

1340 kc.—5,000 watts days; 1,000 watts nights

**J. HAROLD RYAN, Vice-Pres. and Gen. Mgr.**  
**E. Y. FLANIGAN, Commercial Manager**

WSPD, Toledo's only broadcasting station, is owned and operated by The Fort Industry Company. Licensed to operate on a clear channel, WSPD airs 17½ hours daily with an unlimited schedule. It is a basic outlet of the Blue Network of The National Broadcasting Company.

Established April 15, 1921, WSPD has just celebrated its sixteenth year of continuous, uninterrupted service to the mid-western states, one of America's richest trade regions.

Originally operating with an output of only ten watts, WSPD through the years increased its power to 50, 100, 250, 500, 1,000, 2,500 and finally to 5,000 watts. Its potential listener audience is figured at approximately one and a half million persons.

Business offices and studios are located atop the Commodore Perry Hotel, in the heart of downtown Toledo, while the new high-fidelity transmitter is located on Oregon Road in East Toledo.

Proof of WSPD prestige with national advertisers lies in the fact that more than 100 national accounts are using, or have used, WSPD to promote their products in this territory within the past year. In addition to these, more than 100 local accounts also use WSPD.

George B. Storer is president of The Fort Industry Company, which owns and operates WSPD. Other executives are J. Harold Ryan, vice-president and general manager; H. G. Wall, secretary and legal counsel; Edward Y. Flanigan, commercial manager; Russell Gohring, program director; Vern C. Alston, chief engineer. John Blair & Company represent the station.

**Coming Events**

Today: Radio-Television Fair, Leipzig.

Sept. 10-12: First annual meeting of Association of Radio News Editors and Writers, Sherman Hotel, Chicago.

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

**Early Bird Mail Pullers**

Proving that many early listeners enjoy a diversified hour, WBAL, Baltimore, reports that its "On the Air" program is developing into one of the station's biggest mail receivers. Offering time signals, weather reports, market reports, farming information, news bulletins and selected music, the program is getting especially large response from territories surrounding Baltimore.

**Infants Vox Pop**

KFJZ, Forth Worth, has a Juvenile Vox Pop program on the air every Friday afternoon called "Juvenile Opinions." Programs originate in front of the Juvenile Shoe Store here, and only children are allowed before the mike.

**Faire Binney on WTNJ**

Faire Binney, sister of the famous Constance of silent movies fame, and a picture and stage actress in her own right, starts a new program for the ladies over WTNJ in Trenton, N. J., Sept. 10 at 10:30 a.m. It will be a 5-day a week program, running 30 minutes each day.

**Dickens "Tale" by WPA**

Dickens' "Tale of Two Cities", adapted by Harry Goldsmith, will be heard in the next production of the Repertory Theater of the Air, presented by the Radio Division of the WPA Federal Theater, over WEVD, September 5, from 10-11 p.m. Howard da Silva directs the Repertory, with Douglas Chandler in charge of production.

**FRANK DEGEZ**

CUSTOM CLOTHES  
46 WEST 48 ST.  
NEW YORK

BRyant 9-9746

It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.



*Joyous Hearing*

for Deafened Ears, with the

**CORONATION ACOUSTICON**



Weight 1/4 oz.

For 35 years Acousticon's world-wide organization has been working to bring hearing to deafened ears. During that time it has sold more hearing aids than all other firms combined. Now comes our latest and greatest triumph, the Coronation Acousticon.

If you are not hard of hearing, you must know someone who is. Tell this person about this new instrument. It is so small that it is almost invisible when worn—so light the wearer forgets its presence. Yet it brings clear, strain-free hearing at all listening distances. Every Acousticon is personally custom-fitted on the Aurogauge. Consultation and fittings at your home, at our office or at 150 Acousticon agencies throughout the country. Write for new brochure.

**DICTOGRAPH**



**PRODUCTS COMPANY**

580 Fifth Avenue

New York, N. Y.





KFI's new "pack transmitter" will go into service with the advent of the Western Amateur Golf Championships at Los Angeles Country Club. John Canady will be at the microphone, with pickup made in the club house.

Communication Products, Inc., formerly Brainerd-Walder Co., manufacturers of radio and recording equipment, now functioning in new quarters on Lexington Avenue at Vine.

Jo Stafford, vocalist, has been set on "Song Time" by CBS. Program originates at KNX on Saturday of each week, with Monday to Friday broadcasts coming from New York. Betty Grable has been in the spot, for which Wilbur Hatch contributes the music.

George Fischer will have Madge Evans as his guest on his Mutual chattering Saturday, September 4, with Mary Carlisle and Gene Autry following on September 11 and 18, respectively.

Two winners in the contests conducted by Haven McQuarrie on his recent road show tour of "Do You Want to be an Actor?" have arrived in town for Warner screen tests. Lester Kuehl, Chicago, and Lenore Geller, Denver, are the two aspirants to screen fame, and both will be heard on McQuarrie's KFWB broadcast Friday night.

Homer Wellborne, Daily News golf writer, will broadcast the "blow-by-blow" battles of the western amateur golf tournament, August 31 to September 5, from the Los Angeles Country Club.

Harry Barris has been signed for Jack Oakie's Camel College as singer and actor, and teamed with Joe McCarthy on original musical numbers.

Technicians and announcers on the Earle C. Anthony twin stations, KFI-KECA, have been given salary boosts retroactive to the date of the first paycheck by Harrison Holliday, general manager.

### WOR Adds Announcers

To carry out its 40-hour five-day-week schedule, WOR has added three announcers to its staff. Tom Slater, brother of Bill Slater and formerly with WLW, Bill Tuttle, ex-WIND and William Perry, from CBS, are the new comers.

### LOUISVILLE

Dolly Sullivan, WHAS promotion and publicity, working out details of Radio Appreciation Night, at Parkway Field.

Geraldine Thompson, WAVE assistant program director and staff pianist, and Joe Fox, WHAS technician, will marry this week. Clifford Shaw of WAVE program department will take over duties upon resignation of Miss Thompson.

Lee Coulson and Joe Eaton of WHAS went to New York to attend meeting on AFM situation.

## RADIO PERSONALITIES

No. 65 in the Series of Who's Who in the Industry

IF it is an established fact that the newspaper industry has been responsible for many successful radio executives, then Leo Tyson, vice-president and general manager of KMPC is a notable example. A rugged looking fellow with an ever present twinkle in his eyes. His black hair is greying at the temples, but that is the only sign that belies his youthful appearance.

Tyson has been associated with radio for the past 7 years. He was born in Durham, N. C., and was graduated from the University of Richmond, and then entered the Naval Academy at Annapolis from whence he graduated, with high honors, in 1918. He remained in the Navy until 1922, when he resigned to enter newspaper work. He still holds the honor of being one of the youngest men ever to command a ship in the U. S. Navy.

In 1930 Tyson joined the Don Lee organization on the West Coast and was assigned to the post of Director of Public Relations at KHJ. In less than three years he had worked up to Director of Advertising and then General Manager of KHJ and the Don Lee network. In 1933 he took over the personal management of Al Pearce and His Gang, taking them to New York to fulfill a contract with the Pepsodent Company over the National Broadcasting Company, and a personal appearance tour of the east.

When Dick Richards, owner of WJR, Detroit and WGAR, Cleveland, purchased KMPC, Tyson was engaged as General Manager. Because of his remarkable work, he was recently appointed Vice-President of this new organization.

Is a former member of the Board of Directors of the NAB, and of the Board of Directors of the Los Angeles Advertising Club, and has contributed many articles to trade journals on radio broadcasting.

To Leo Tyson goes the credit for the swift spurt to prominence of KMPC. Today this station is known as "The Station of the Stars" that Leo Tyson built.



Annapolis grad who plotted radio course.



Henry Weber, WGN-Mutual musical director, and wife, Marion Claire, stage and screen star, are vacationing at Three Rivers, Wis. Miss Claire's picture "Make a Wish" opened at the Palace last Friday.

Vivian Fridell, leading lady of Backstage Wife, was showered with paper gifts this weekend on the occasion of her first wedding anniversary to Gerrit James De Gelleke, sales executive of Madison, Wis.

Mary Affick, WGN production director, to vacation in Colorado for several weeks.

Alice Hill due back from California this week after round trip through Panama Canal.

Ed Prentiss, free lance actor, is doing some log-cabining at Fox Lake.

Eric Sagerquist, musical director for Gold Medal Hour and for First Nighter, is hooking muskies in the Upper Michigan Peninsula.

Zenith Radio Corporation has announced price increases effective immediately.

Henry Klein, head of radio department at Batten, Barton, Durstine & Osborn, is vacationing at Edgar Guest's summer home, Point Aux Barques, Mich.

Visitors at WLS studios this summer are breaking all records for numbers including these for the World's Fair. About 600 a day are putting in, many times representing eight or ten states and Canadian provinces.

Thrown off their courses, or forced to abandon flight if the transmitter was on the air.

Stunt obtained a good build-up in the Minneapolis Journal, the station's affiliate, and was also a good opportunity to further publicize the station's new \$300,000 installation, with publicity verging on the angle that, to make the test absolutely perfect, a "powerful" transmitter was needed.

### Shopping Service Sells

The program, "Round the Clock with The Good Morning Man" was initiated by WATL, Atlanta, and broadcast daily except Sunday from 7-9 a.m. It wasn't long before Atlantans considered this program as "The Family Buying Gauge", as expressed in the volume of daily mail received and countless telephone calls made during the program.

In addition to the marketing advice, the show features the correct time every three minutes, with temperature reports and news flashes interspersed throughout. Interesting merchandising tie-ups, coupled with the fact there is no competitive advertising on the program, has made it a most attractive buy for advertisers.

## ★ PROMOTION ★

### Heavy on Giveaways

A recent check of the weekly schedule of WMT, Cedar Rapids-Waterloo, revealed some interesting facts as to the number of giveaways and prizes offered on local programs. Anything from golf balls to ice cream, for household hints and estimates on the growth of corn, are being offered by WMT sponsors and programs.

On one program labeled "Tangled Tunes," 7,500 letters were recently received in two weeks, and three times a week that program gave away \$5.00 in prizes on every show. Letters are sent in by listeners giving titles of tunes they are in hopes the "Tangled Tunesters" can't play. The letters are picked at random from the mail bag and for every tune the musical quartet can't play the sender receives a dollar bill.

Every day, six days a week, Benne Alter, the "Movie Man," gives away tickets to the current shows and in addition to that the sponsors of the program hand out a table lamp daily to the person sending in the best question used on the spot.

Other programs offering prizes and cash include: "Radio Riddles", five

quarts of ice cream on every program; "Man At the Transom," \$5 cash prize for the best "candid" word picture sent in for use on the show, and of course, cash to the persons who guess the nearest to the correct growth of Iowa corn per week.

### Pigeons For Promotion

Hitting a new high for freak showmanship angles, KSTP, Twin City station, capitalizing both on the war scares abroad and on all the pother about whether broadcasting activities interferes with carrier pigeon flights, cooked up an actual test for the ether and got the Fort Snelling army reservation's post go-ahead in blurring it as an army communications test. Cote of well-trained homing pigeons, obtained through the St. Paul Pigeon Flying Club, was released at the station's 25,000 watt transmitter, with Roch Ulmer, staff announcer, doing a socko job on the way the pigeons were baffled by the radio activity. On hand for the tests, to comment about the birds' flight and their usefulness in communications in time of war, were officers from the Fort Snelling post.

Test was cooked up following extensive stories in scientific publications that pigeons, with a transmitter in their path, were often baffled,

☆ **Programs That Have Made History** ☆

No. 26—Nine Years of Coffee on WTAR

**L**ISTENERS of WTAR, Norfolk, this year have been entertained in the same manner each weekday at noon as they have for the past eight years. It's the "Radio Luncheon Club," a familiar phrase in almost every Tidewater home, and a presentation of the James G. Gill Co. of Norfolk, producers of Gills Hotel Special Coffee and Tea.

Believing in the popularity of dance music at the luncheon hour as a selling force for their products, the Gill company bought a half hour daily for a one year period, and just recently have renewed for their ninth consecutive year. Starting out in earlier times when network regulations were less restricted, the program consisted of three local announcements inserted for the opening, middle and closing, of a network dance orchestra. However, during its second year, the show turned to popular recordings and since has used these exclusively.

The program may be unique from two angles. First is that, while the program starts daily at noon, it is

a quarter hour in length for 43 weeks of each year, while the summer series (when demand for coffee is at its low) is a five minute period featuring a dance or novelty hit of five years ago. Sometimes the tune may be of even more ancient vintage. For these periods, the show is labeled "Melody Memories."

Other features that may prove unusual is a give-away that has been offered for the entire eight years the series has completed, and is still running. Gill Company mails and hands out free bridge score pads to any one writing, phoning or calling for them.

For almost three years the "Radio Luncheon Club" has been identified by the Art Hickman tune "Rose Room," which still draws calls and letters from listeners who want to know the title or hear it in entirety.

Account belongs to John New, WTAR sales manager, while Lee Chadwick, WTAR script head, has handled the copy and program layout work for the past three years.

**VIEWPOINTS**

*Urges Higher Mental Aim In Radio Dramatic Fare*

Sponsors and producers of radio programs, dramatic shows in particular, do not always take the fullest advantage of the lessons that may be learned from observation of the course of events in other lines of show business. That is the opinion of Frances Carlon, actress, who is heard daily in the NBC serials, "Today's Children" and "Mary Marlin" as well as in the transcribed show, "Kitty Keene, Inc."

"It seems to me that radio drama is going through a phase of development that it might just as easily have skipped entirely," says Miss Carlon. "I refer to the almost phobic fear of the so-called 'highbrow art' that is manifested by producers and sponsors alike. In their efforts to avoid any suggestion of highbrowism on their programs, producers frequently eliminate from a script any words that may be a trifle long or a little unusual. And many a well written script goes begging for a sponsor because it is considered too highbrow to appeal to the radio audience.

"But what is the radio audience? Isn't it, by and large, the same audience that goes to the movies? Consider then the experience of the picture producers. For years they went along, shying away from the sophisticated, adult type of drama in the belief that the great public wouldn't patronize that sort of picture. But when some producer gathered up his economic courage

and ventured to make that kind of films they became an immediate success and today it is generally the adult and sophisticated films that bring the greatest returns at the box office.

"The legitimate theater, too, went through a like phase in the years before its present paralysis gripped it. Producers were afraid for a long time to send any urbane, worldly play out into the hinterlands. But when they began to do so they found an audience ready and eager to accept their offerings. I think that we who are engaged in the job of furnishing entertainment to the public are sometimes inclined to underestimate the average level of taste and intelligence among that public. But my point is that producers and sponsors of radio shows should be able to use the experience of stage and film producers to their own advantage. The public having already been educated, in a great degree, to a more adult style of entertainment than it was accustomed to 30 or 40 years ago, the radio business should not have to go back and cover that ground again. Doing so puts us rather in the position of a man who, wanting a vehicle in this streamlined age, buys a horse and buggy and drives it for a couple of years before he ventures to buy an automobile. I don't mean that all dramatic shows on the air should be of the type I suggest but there should be enough of such shows to leaven the simple, homespun dramatic fare that is almost exclusively offered listeners today.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

**WNOX**

Knoxville, Tennessee

"... You are to be congratulated on RADIO DAILY. It is certainly read with interest here at WNOX and helps us greatly in keeping abreast of what is going on in radio throughout the country."

*R. B. Westergaard*  
Manager.

**ABE LYMAN ENTERPRISES, INC.**

New York City

"... No need to tell you Lucille Linwood has formed the RADIO DAILY reading habit. This goes without saying"

*Chick Adams*

**KCMO**

Kansas City, Missouri

"... I have become a rather ardent fan of RADIO DAILY recently and like it very much."

*Larry Sherwood*  
General Manager

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.



## BOSTON

I. J. Fox Fur Trappers have gone off the WEEI airwaves temporarily. They will be back again around the first of October with a new fall and winter series.

Ethel Merman opens today at the RKO-Boston Theater for a week's engagement in a stage show titled the "Hollywood Hotel Revue of 1938." This is the first stage attraction of the fall and winter season.

Johnny Rushworth, in charge of transcriptions at WEEI goes in big for some of the old timers' dances. Johnny may be found Saturday nights "whooping it up" on square dances at the South Acton town hall.

James M. Curley, former governor of Massachusetts and now candidate for Mayor of Boston, opened the mayoralty campaign over WCOP.

Final auditions are being held at WEEI for Chandler & Company's new "Fashion Revue of the Air," by Caroline Cabot, Ray Girardin and Carleton Dickerman. Auditions were okayed this week by George Hanson, vice president and W. Brehaut, advertising manager.

Mildred W. Carlson back at the helm of the WBZ-WBZA Home Forum after a two week's vacation at her home in Conn.

Harold E. Fellows, general manager of WEEI, in New York on business.

The New England Conservatory will open their fall and winter series of broadcasts over WAAB starting Sept. 14.

William Brennan has joined the announcing staff of WORC, Worcester. He has just finished a radio course at Emerson College conducted by Arthur F. Edes, program manager of WEEI.

Neal O'Hara of the thrice weekly WEEI Radio Gazette Program has designed a unique method to keep the boys on their toes. He has started a pool in which every member of this program who slips on his talk or action during the program will contribute twenty-five cents. Up until now Neal himself has contributed more quarters than anyone else.

Ken Ovenden, one of the better mike men at WEEI, is enjoying his two-week vacation at Sebago Lake, Me.

## ONE MINUTE INTERVIEW

## H. G. Bullock

"An analysis of results shows a many times higher percentage of sales per inquiry from radio than from any other medium. . . . One entire radio attack was based on two things: Service to the listener and the personality of the air salesman. . . . this regular musical clock type of program, for instance, heard between 7-8 a.m. and sponsored by two railroad companies, gave the accurate time every three minutes, the temperature and weather forecast at frequent intervals. Music was consistently of high calibre. . . . and it brought us a high class audience".

## ★ Coast-to-Coast ★

**KVOO, Tulsa:** For the first time in the history of Oklahoma a microphone was installed in a federal courtroom when KVOO broadcast the administering of the oath to a newly appointed United States Attorney. Ken Miller, station's news editor, handled the broadcast. . . . Inaugurating the first in a series of broadcasts from the offices of city, state, and federal government, KVOO interviewed the officials of the city's police station this week. Tentative plans provide for the next of the broadcasts to come from the United States post office.

**WSPR, Springfield:** Miss Ruth Hurd has been appointed secretary to Wayne H. Latham, program director at WSPR, Springfield, Mass. She replaces Mrs. Lee Authier, resigned. . . . Arthur Bergstrom, junior announcer, is doing three shows a day at the Loew Court Square theater, the same city, where he takes the part of an announcer in a radio skit which is part of the "Springfield Follies," being produced by the theater. . . . WSPR will carry the Socony Oil Company's Yale football series this year. The seven game schedule will be fed to Springfield by the Colonial net.

Harry LeBrun and Ken French, WHEC announcers, took a microphone and short wave pack transmitter with them on a thrilling "whip" run and ferris wheel ride at the annual American Legion Fiesta and Carnival, Rochester, N. J., making listeners experience that sinking feeling at the pit of the stomach.

The annual Inter-State (Missouri and Kansas) Semi-Pro Baseball Tournament this year is being sponsored jointly by KCKN and the Junior Chamber of Commerce.

Grace Adams East, featured artist on KYA's "Concert Miniatures," was considered by most newspaper critics as the world's greatest trumpet virtuosa, was twice honored by the U. S. Navy Band this summer when she was invited and appeared as guest soloist.

Children who love travel, adventure and scientific mystery are tuning to KFOX each Tuesday and Friday evenings for "Magic Island"—new juvenile thriller concerning an artificial island inhabited by a colony of mad scientists planning destruction of the world by their fantastic inventions. Although fictional, the scientific angles of "Magic Island" are backed by research which makes the situations not too fantastic yet futuristic enough to capture the imagination.

WELI, New Haven: A new program "Star Notes" has been added to the Sunday schedule. It does not concern itself with Hollywood but

with the pleasure to be derived by the average layman from amateur astronomy. Louis Doolittle of South Norwalk, prepares and delivers the script for this heavenly feature. . . . Station goes the popular custom one better in "Keeping Ahead of the Joneses" a new Friday program which is an up-to-the-minute commentary on social life.

**KSD, St. Louis, Mo.:** Axton-Fisher Tobacco Company is sponsoring a program of modern dance music over KSD, each evening to introduce their new cigarettes, "Zephyrs." Program is heard 9:15-9:30 p.m. Monday through Saturday—the tie-in is to connect the streamlined music with the streamlined name of the cigarettes. . . . Betty June Sissom, seven year old St. Louis girl who has achieved success in motion pictures, will appear as guest artist on the KSD "Veedol Amateur Varieties" Sept. 4

**KDYL notes:** S. S. Fox, president and general manager, is back at his desk after having spent several days in San Francisco, air-planing back and forth. . . . Al Priddy, Floyd Farr and Myron Fox, announcers, have enrolled in a local aviation school. . . . Frank Austin, sports commentator, is combining business with pleasure while taking his vacation. Austin is on a fishing trip in southern Utah. . . . In connection with the new \$300,000 Montgomery Ward store in Salt Lake City at this time, a program, which features the homely philosophies and traditional old songs of Neighbor Jim and the Folks will be aired Mondays, Wednesdays and Fridays over KDYL at 9:30 a.m. This is a 15 minute wax series. Wards have been using five spots daily over KDYL during the month of August as build-up for the store's grand opening on Sept. 3.

Jack Watts has returned to the announcing staff of WJEJ, Hagerstown, Md.

Voice of the Drama is being broadcast for one-quarter hour weekly from WJEJ. Program discusses current and coming plays, casts and producers, on Broadway, as well as in Baltimore, Washington and nearby cities.

WAAT's popular Sunday feature, "Let's Talk About Stars" boasts an enterprising group of commentators. Jerry Cotter, the theatrical reporter is hard at work on a book concerning itself with the history of musical comedy in America; Bob Stokes, who handles the movie end of the program has just returned from a trip to Hollywood and is the author of a series of articles on the cinema city, which will shortly appear in a national magazine; Ray Freifelder, the program's sport reviewer, who formerly was the radio editor of the Southampton Press, has been offered

## PITTSBURGH

Norman Twigger, WCAE newscaster, back from vacation.

"Special Delivery," new half-hour dramatic show, made its bow over WCAE on Saturday at 9:30 p.m. It is written by Harry King Tootle.

Zoel Paranteau, former KDKA musical director, will swing the baton for the "Pennsylvania Pioneers," musical unit on the new Pennsylvania Publicity Commission shows. William Farren, another KDKA alumnus now located in New York, will be announcer on the same series. Reports have it that every station in Pa. will get a slice of the business on the entire set-up. First show set for Sept. 8. Walker & Downing Agency handles Pa. account.

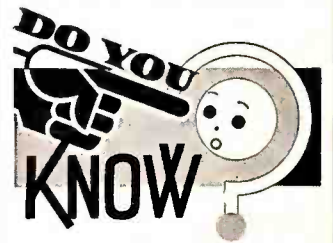
a berth as radio columnist for another L. I. paper and Jack Mitchell, emcee, has just completed a survey of audience reactions in the New England states and Canada. Mitchell intends forming his own producing group in the near future and will be guided by the results of his survey.

Richard Lancaster, Jr., has been added to the KCMO sales staff. Lancaster, a grad of the St. Louis University school of commerce and research, will be used for customer surveys along with his regular duties.

KXBY has sold a series of 50-word spot announcements to the Kansas City College of Commerce. The series will run 13 weeks, and calls for one announcement daily.

KYA and the California Radio System will inaugurate a weekly program to aid in the search of missing persons. City officials will take an active part in the broadcasts. Mothers, fathers, brothers, sisters will come to the radio audience. Program is on Sundays, at 7:30 p.m. Robert Dillon will handle the shows.

Laymon Cameron, KCMO news announcer, who has been away from the mike for a week, due to the illness of his mother at Evansville, Ind., has resigned and will be replaced by Frank Cooley, formerly of WOR and WLW. During Cameron's absence, Russ Davis, formerly of KWTO, filled in. Davis was visiting in Kansas City at the time.



Lady Kitty Barling is a member of one of England's oldest families. Her ancestry dates back to the year 1102—long before the signing of the Magna Charter.





# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 46

NEW YORK, N. Y., FRIDAY, SEPTEMBER 3, 1937

FIVE CENTS

# Chrysler Renews Bowes

## YODER MADE MANAGER OF NBC IN 'FRISCO

San Francisco—Lloyd E. Yoder, manager of NBC's western press division, has been appointed local manager in the San Francisco offices of NBC, with jurisdiction over stations KPO and KGO.

Announcement of Yoder's promotion was made by Don E. Gilman, vice president in charge of NBC's western division.

Yoder, Gilman said, would continue to supervise work of the western press division for the present.

Yoder was one of the first members of the NBC staff to join the

(Continued on Page 2)

## H. G. Little Elected V. P. Of Lord & Thomas Agency

Chicago—H. G. Little, manager of the Dayton office of Lord & Thomas, has been elected a vice president and will move shortly to Chicago where he will assist in the executive end of the business. Little has handled the Frigidaire account in Dayton and will continue to supervise this one when he comes here.

## FCC Assistant Counsel Killed In Auto Crash

Washington Bureau, RADIO DAILY

Washington—Elmer D. Hays, assistant general counsel for the FCC, was killed in an automobile accident yesterday morning, while driving this side of Baltimore. Hays, who was en route to Hanover, N. H., with his wife, his son Elmer and son's roommate, James Leach, crashed into a bus after a tire on his car blew out. All four occupants of the car were killed.

## Who Got Married?

Chicago—When Vera Della Chiesa, sister of NBC's lark, Vivian, suddenly took the leap with Logan Thompson, CBS engineer, Aug. 28, fans were convinced that it was Vivian, despite denials. Vivian, after a week-end of saying no, nearly fainted when she appeared for rehearsal Monday only to have the orchestra strike up Lohengrin's Wedding March.

## WGN Breaks Ice

Chicago—For the first time in its history WGN, the Chicago Tribune station, has sold a news program. Starting Sept. 8, Bathasweet Corp. (toiletries) will air a program of news and comment at 11:45 a.m. Mondays, Wednesdays and Fridays with Quin Ryan at the microphone. Station has aired sponsored news broadcasts through Mutual such as those of Gabriel Heatter but never has originated sponsored newscasts. H. M. Kiesewetter, N. Y., is the agency.

## KYW ENGINEER STAFF IS SIGNED UP BY ACA

American Communications Association, formerly the ARTA, yesterday announced that the entire technical staff of KYW, Philadelphia, has signed an agreement recognizing the ACA as their sole bargaining agent. Union has already begun negotia-

(Continued on Page 2)

## Hudson Motors Buys "Hobby Lobby" for CBS

Hobby Lobby program, conceived by David Elman and broadcast as a weekly feature over a coast-to-coast Mutual network since May 18 last, was bought by Hudson Motors yesterday for CBS time.

The Hudson Motor Company was represented by Guy C. Smith of the Brooke, Smith & French Advertising

(Continued on Page 2)

## NBC August Revenue Up 15%; First Gain On July Since '33

### Segal Hearing Oct. 5 On Charges by FCC

Washington—The FCC hearing regarding charges of malpractice before commission of Paul M. Segal and Geo. S. Smith. Washington attorneys, has been postponed to Oct. 5 it was revealed here today. Defendants requested postponement on grounds that chief witness would be out of town during September.

## Gives Amateur Show Another Year of Life; Survey Shows Major Again on Top For Hour Shows

### IRNA COMMITTEES REPORT PROGRESS

Louisville—Meeting held here Wednesday afternoon and evening of the Advisory Committee of the Independent Radio Network Affiliates, resulted in a general resume of progress made in the efforts of the organization to clear up the situation in connection with the AFM demands that more musicians be put back to work. No definite action in any one direction was reported as a result of the meet.

Those in attendance were Bill Hedges, of WLW, chairman of the

(Continued on Page 2)

### Don Lee New Outlets Will Join on Sept. 26

Los Angeles—Actual take-over of 14 additional stations by the Don Lee Broadcasting System has been set for Sept. 26, coincident with resumption of Standard Time in Eastern centers at present, operating under Daylight Saving.

Towns in which new Don Lee-Mutual outlets are located follow: Seattle, Spokane, Tacoma, Yakima, Aberdeen, Bellingham and Olympia, state capital, in Washington, Port-

(Continued on Page 2)

Major Bowes and his Amateur Hour is all set for another year's run on 90 CBS stations. Chrysler Corp. has signed for the time and will continue to air the show in the same spot, Thursdays, 9-10 p.m. This will make his second year under Chrysler's sponsorship.

A year ago the prediction was the end of the amateur cycle but the most recent popularity surveys show Bowes to be the top program on the air. "Charlie McCarthy" and company are still in place position. Bowes rates around 21 and "McCarthy" three points lower.

Renewal goes into effect on Sept. 16. Ruthrauff & Ryan will continue to handle the show.

## AFRA STARTS COAST DRIVE FOR MEMBERS

San Francisco—American Federation of Radio Artists headed by Eddie Cantor, is quietly digging in in San Francisco and Northern California.

The new radio artist union, slated for affiliation with the American Federation of Labor through the Associated Actors and Artistes of America and formed to forestall C.I.O. unionization of radio performers, has called a San Francisco meeting for Saturday evening.

Norman Field, second vice president of AFRA, familiar ether thespian of "Calling All Cars" and the Dr. Jim of "House Divided" will fly

(Continued on Page 2)

## Disk Pinch-Hitter

Baltimore—An inquiring reporter broadcast by electrical transcription is being put on by WFBR, Baltimore. The twice-a-week Tydol feature is handled by Henry Hickman, of the WFBR staff, usually from the lobby of the Lord Baltimore Hotel. Mr. Hickman is on vacation and the transcriptions were made to fill in while he is away.

NBC gross revenue for August, for the first time since 1933, showed a gain over the previous month, and totaled \$2,784,977. This represents an increase over August 1936 of 15 per cent and a gain over July of this year, of 2.9 per cent. Gross billing for August 1936 was \$2,422,431.

Cumulative total for the first eight months of 1937 is \$25,440,534, which compares to \$20,913,506, a year ago.

(Continued on Page 2)





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

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**FINANCIAL**  
 (Thursday, Sept. 2)

**NEW YORK CURB EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165 3/4	165	165	1/2
CBS A	25 7/8	25 1/2	25 7/8	1 1/2
CBS B	25 7/8	25 1/2	25 3/8	1 1/4
Crosley Radio	18 1/4	18 1/8	18 1/8	3/8
Gen. Electric	51 1/4	50	50	1
North American	24	23 1/2	23 1/2	1 1/4
RCA Common	11 1/4	10 7/8	11	—
RCA First Pfd.	72 1/2	70 1/2	70 7/8	2 1/8
Stewart Warner	16 7/8	16 1/2	16 7/8	1/8

**NEW YORK CURB EXCHANGE**

	Bid	Asked
Majestic	2 3/4	2 3/4
Nat. Union Radio	1 5/8	1 5/8
OVER THE COUNTER		
Stromberg Carlson	12 1/2	14

**Yoder Is Made Head Of NBC in 'Frisco**

(Continued from Page 1)  
 company after its establishment in the west. The new KPO-KGO manager started his radio career as an NBC announcer, later becoming press representative and manager of the press division. Widely known in the west as a gridiron official with the Pacific Coast Conference, as well as for his work with NBC, Yoder was born in Salem, Ohio, and is a graduate of Carnegie Institute of Technology.

**Foreign Product Seeks Spots**

Montecatini Sales (Medicines) will begin a spot radio campaign throughout the country to introduce their product which is manufactured in Italy. The Banfi Co., New York, handles the account as United States representatives, and C. Tyler Kelsey & Co., Inc., is the agency. Radio plans are expected to be completed by Sept. 15, and get under way immediately thereafter.

**MARTIN BLOCK'S**  
**"Make-Believe Ballroom"**  
 A WNEW FEATURE  
 1250 Kc.  
 10 TO 11 A. M. 6 TO 7:30 P. M.

**KYW Engineer Staff Is Signed Up by ACA**

(Continued from Page 1)  
 tions with the station on behalf of its employees.

The ACA announcement yesterday brought the total number of Philadelphia stations now under contract to the union to 2. WCAU, CBS outlet, was signed on Aug. 24. An announcement from ACA headquarters yesterday stated that every radio station in Philadelphia is expected to be signed by the end of September.

Yesterday's announcement proved to be of added interest in view of the fact that KYW, a 10 kw. station affiliated with NBC, is the first Westinghouse Electric owned station to become affiliated with the ACA.

**Hudson Motors Buys "Hobby Lobby" for CBS**

(Continued from page 1)  
 Agency, and the WOR Artists Bureau acted for Elman. Sponsor will air Hobby Lobby as a weekly feature beginning Oct. 6 at 7:15-7:45 p.m. over WABC and a Columbia network with a repeat broadcast at 10:30-11 p.m. for WOR and the Midwest and Pacific networks of Columbia.

**IRNA Committees Report Progress**

(Continued from page 1)  
 committee; L. B. Wilson, WCKY, head of finance committee; Mark Ethridge and Barry Bingham of WHAS, W. L. Poulson, Ed Craig of WSM, and George Norton of WAVE.

**WSIX Loses Cisler Who Goes to KTHS**

Nashville—Steve Cisler, director of WSIX since the Nashville station's inauguration last year, has resigned to take over the general management of KTHS, 10,000 watt NBC outlet in Hot Springs, Arkansas, owned by the local Chamber of Commerce. He will be joined at KTHS by H. A. Shuman as commercial manager. Shuman has been assistant manager of KFDM, Beaumont, Texas.

Shuman and Cisler have also filed application to purchase control of WHBB, 100 watt in Selma, Alabama, from the Selma Broadcasting Company. Upon FCC approval the new purchasers plan a program of equipment improvement, new entertainment features, and new studio location for the Selma station.

J. M. Draughton, co-owner of WSIX, will assume managerial duties at the Nashville station.

**"Big Sister" Renewed on CBS**

Lever Bros. through Ruthrauff & Ryan has signed a 52 week renewal for the "Big Sister" series on 57 CBS stations, Mondays through Fridays, effective Sept. 13. Program has two airings one at 11:30-11:45 a.m. and repeat at 2 p.m.

**NBC Aug. Biz Up 15%; Exceeds July Revenue**

(Continued from Page 1)  
 and represents an increase of 21.6 per cent.

Breakdown on the Blue and Red-NBC webs, shows the Red as contributing \$2,094,306, of the total August revenue and is up 34.8 per cent. The Blue did \$690,671 of the total, revealing a drop of 20.5 per cent.

**AFRA Starts Coast Drive for Members**

(Continued from Page 1)  
 to San Francisco from Hollywood to address Saturday's meeting. Artist staffs of all San Francisco bay region radio stations are expected to take part.

Vic Connors, air drama scripter, is doing preliminary spade work in organization.

AFRA now claims 400 members in Los Angeles, 400 in New York, expects at least 100 in San Francisco. Organization, Connors says, is proceeding rapidly in Chicago and other key radio cities.

**Don Lee New Outlets Will Join on Sept. 26**

(Continued from Page 1)  
 land, Salem, Eugene, Klamath Falls, Roseburg, all in Oregon; and Eureka, Cal. With the 11 California stations now in the chain, these added stations will give Don Lee a total of 25, and the distinction of being the largest regional net in the country.

**Civil Service Exams For WNYC Positions**

WNYC has just completed a series of Civil Service examinations to fill four vacancies in the announcing staff. 49 men took examinations with 11 surviving. Test given was composed of written and oral quizzes, and an investigation test is now under way to determine which four men shall land the jobs. Others will be placed on waiting lists of WNYC and Dept. of Parks. Pay scale offered new men is \$1800 for WNYC and \$2100 for Department of Parks. Latter, however, do not work entire year.

**River Swim on NBC**

Chicago—The Chicago River Swim, which is being revived by the Illinois Athletic Club, is to be broadcast in part by NBC on Sept. 11. Swim starts out in Lake and then into river which flows out of Lake finishing in front of Merchandise Mart where NBC has its studios.

**Sun-Ban Considers Ether**

Jay Lewis Associates yesterday was named to handle the account of Sun-Ban, a powdered ripe banana fruit powder which is manufactured in the Honduras. A national radio campaign is planned, but no details as yet have been revealed.

**COMING and GOING**

STAN ZUCKER, general manager of CRA, left yesterday to Dallas for a visit to the company's southwest branch offices.

EDWIN S. REYNOLDS, CBS copy writer, leaves today for a two-weeks vacation in the woods of Scotland, Conn.

W. C. IRWIN, WSOC, Charlotte, N. C., is a New York visitor.

LEONARD BRADDOCK, executive assistant to Wayne Randall, NBC director of publicity, sails today on the Rotterdam for Bermuda cruise.

F. TURNER COOKE, program director at WMAS, Springfield, Mass., has returned from a two-week vacation in Maine.

BOBBY BREEN left town yesterday for Chicago to appear at the Grant Park concert there.

CHARLES KULLMAN, Met Opera singer, arrives from Hollywood tomorrow morning after appearing in a Goldwyn picture.

JUNE ROBBINS and her mother are en route to New York from Memphis, Tenn.

GEORGE V. SULLIVAN of the Audak Co., is back in town after touring the east on a business and pleasure trip.

OSCAR BRADLEY leaves for Hollywood following his Sept. 26 broadcast.

BRAD BETHEL, director of the music division of program dept. of CBS, sails for Europe Oct. 4 aboard the Rex.

**NAB Warning on Disk Infringement Action**

Washington Bureau, RADIO DAILY  
 Washington—The National Association of Broadcasters yesterday warned all member stations about a potential infringement suit contained in Brunswick record No. 7378. Recording in question features two numbers that are under an ASCAP license and one that is not. NAB has conducted an investigation into copyrights involved and any member station now engaged in the controversy concerning the recording may obtain results of investigation upon request for same.

**Tele Man to Marry**

E. Arthur Hungerford, NBC television staff, will be married to Helen Savery this Saturday at Hoosic Falls, N. Y.

**BIRTHDAYS**

1	9	3	7
4	5	6	7
8	11	12	13
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

**Greetings from Radio Daily**

Sept. 3  
 Dave Rubinoff  
 Annie Canova

September 4  
 Tom Galletly  
 Charles Cantor

September 5  
 Harold Sanford

September 6  
 Paul Tremaine  
 John Charles Thomas  
 Bert B. Gottschalk

**NEW BUSINESS**

Signed by Stations

**KSL, Salt Lake City**

Christiansen Furniture Store Chain, 15 minutes each week, starting Sept. 2; Alka Seltzer, three 15 min. per week, disks, begin Sept. 12; American Home Products, three disk shows per week, (Anacin), begins Sept. 27; Beneficial Life Insurance Co., 15 min. per week, through W. E. Featherstone, starts Sept. 2; Strevell-Patterson Hardware Co., 15 min. per week; Chevrolet, two quarter hour each week, (tenth renewal).

**WIND, Chicago**

Albert Dickinson Company, Live Stock market reports, three times a week, from Stock Yards by John L. Clark.

Henry C. Lytton & Sons, Clothiers. Announcements.

Middle West Distributing Company, Oil Burners. Using recordings.

**WJJD, Chicago**

Three Star Laundry, Recordings on Sunday mornings. 26 weeks.

**WGN, Chicago**

Whispering Jack Smith and orchestra for Ironized Yeast. 13 weeks starting Sept. 8. Electrical transcriptions. Through Ruthrauff & Ryan, New York.

**Curtis Institute Returning**

The Columbia Broadcasting System yesterday announced that arrangements have been completed whereby the Curtis Institute of Music and the Cincinnati Conservatory concerts will return to a coast-to-coast network this fall. The Curtis Institute will mark the beginning of its eighth consecutive year on CBS when a series of 30 weekly broadcasts will begin on Oct. 13. The Cincinnati Conservatory begins a series of 35 weekly broadcasts which will be heard at 11 a.m. on Oct. 9. Both programs will feature guests.

**Show to be Aired from Boat**

Chicago—Pillsbury's "Today's Children" is to originate from a 37-foot sailboat on Lake Michigan at 10:45, N. Y. time, Friday, Sept. 3. It came about this way. Bob Griffin, male lead, observed during a rehearsal, "It's too hot to work in these studios." "What would you suggest?" asked Irna Phillips, author and leading lady of the show. "How about broadcasting from my boat out on the lake?" "Fine," said Irna. The engineering experts were consulted. And so, weather permitting, the Friday episode will be wafted ashore by short-wave and rebroadcast.

**NEW PROGRAMS—IDEAS**

**Novel Quizz Program**

Out of the deluge of quizz type shows that recently have flooded the air, KCMO of Kansas City has managed to evolve an idea that not only appears as a novel quizz program, but affords the station and the sponsor, the Kelly-Williams Motor Co., an opportunity for some novel promotion stunts.

Logged as Judge Stetson's Night Court, the program opens with the bailiff delivering the commercial immediately after the familiar "Hear Ye! Hear Ye!". Following this introduction, the quizzer assumes the usual form of such shows until a court recess is declared for tabulating the scores, after which the Judge announces a special sticker question after the jurors have returned their verdict as to the winners of the regular contest. A special five dollar prize is offered to the one answering this special question. If no one can supply the correct answer, however, the prize money goes into a pot which is held over until the next Monday night airing of the 30 minute show. The person who finally answers a sticker question receives the accumulated purse.

The first three broadcasts are for women only and questions confined to those having a timely or local interest. Participants are invited to appear on the program by the bailiff, who, dressed as a westerner in chaps and ten gallon hat, calls personally on the women selected and serves a summons for their appearance in

Judge Stetson's Night Court. Cowboys are also used on the downtown streets to advertise the program, appearing each Monday during the noon hour and during the week at the theater hour in the evening. Prizes of three and a half dollars are given to weekly winners. A local lawyer takes the role of Judge Stetson, while Lee Roberts, KCMO program director, serves as bailiff.

**WSAR Inaugurates "Joneses"**

The program "Keeping Up With the Joneses" has recently been inaugurated by WSAR.

Full of human interest, the talks follow and reflect anew the spirit which is urging business and industry forward, and illustrates how the rapidly changing times are affecting the daily lives of the public. The talks are non-partisan, non-political, and free of commercial trade names.

Local speakers are used for the talks. These speakers, identified with the businesses and activities treated upon, lend local color and interest to the series, and because of this, and the introduction to the power and fascination of radio, frequently cause them to become buyers of radio time.

Talks are fifteen minutes in length, and take in a dozen fields of endeavor, treating the contemporary scene by highlights and dramatized episodes in the lives of the men and women who are most intimately connected with these fields of endeavor.

**MCA and KHJ Cook Up Another Fancy Show**

Hollywood—Music Corporation of America and KHJ have co-operated on another ambitious effort featuring Benny Rubin, with a cast including Loretta Lee, Carroll Tevis and Carl Hoff and his orchestra. Will be titled "Great Loves," frankly burlesquing great loves of history, and is being waxed for sponsor audition. Similar teamwork of MCA and Don Lee execs is responsible for the new Buddy Rogers show.

**RCA Moving and Expanding**

Chicago—RCA transcription division is moving from its Merchandise Mart headquarters about Dec. 15 to 589 Illinois Street at Lake Shore Drive where the rest of the RCA family (except NBC) is quartered. RCA, following the lead of World, will install a processing plant. Three new studios, all air-conditioned, will be constructed on the sixth floor. Ed Foreman is head of the Chicago

**Chandler Quits WPA For Pinkham Program**

Douglas Chandler, production manager of the Radio Division of the WPA, has been appointed announcer and assistant director for the forthcoming Voice of Experience program for Lydia Pinkham, on the WLW Line. New job becomes effective Sept. 13.

**WSPR Show to Tour**

Billy Fields and His Western Radio Show, currently ethering via WSPR, Springfield, Mass., will begin a tour of the Goldstein circuit of theaters in Western Massachusetts, on Sept. 10. They will do three shows a day and two day stands at each of the 17 Goldstein houses. They will feature Ernie Gumlaw, 14-year-old popular song star of Springfield.

**Star Radio Adds Clients**

Star Radio Programs, Inc., has just added stations WORC and KRMC to its list of subscribers to the new edition of the "Good Morning Neighbor" program.

**PROGRAM REVIEWS**

**"YOUR COMMUNITY"**

Sustaining

WMCA, Thursdays, 9:30-9:45 p.m.

**PROGRAM LACKS PUNCH AND HAS VERY LITTLE PROMISE AS FAR AS LISTENING AUDIENCE IS CONCERNED.**

Of the various sustaining broadcasts launched recently by WMCA, this one leaves the most to be desired by the listeners. Program gets off to a slow start with Sam Brown giving a lengthy history of the community in a supposedly brief manner. Then follows leaders in the community with facts and figures concerning their respective sections of greater New York. First broadcast last night featured the story of the Bronx, and James J. Lyons, Jr., Bronx chief executive, was on hand to extol the merits of this worthy community, merits that it seems to this listener all dwellers in the Bronx are familiar with, and outsiders are bored listening to. Program definitely lacks punch, and has had predecessors that have told the stories far better.

**Glenna Strickland**

Miss Strickland continues to give her daily cooking hints to housewives every morning over WNEW at 11-11:30 a.m. and manages to give an instructive and pleasing program with unbelievable consistency. Aided by Begonia, a negress stooge, Miss Strickland offers many appetizing recipes on each show, and her southern accent lends authenticity to her fried chicken specials.



**JESSICA DRAGONETTE**

Palmolive

BEAUTY BOX THEATRE of the air

Every Wednesday Night, Nine - Thirty E.D.S.T.

W A B C — COLUMBIA NETWORK

WEDNESDAY - SEPT. 8th

"BLUE PARADISE"

**AL DONAHUE**

Now Appearing

ROOSEVELT HOTEL,

New Orleans

Opens at the Rainbow Room Oct. 6th

For Fall and Winter Season

Fourth Return Engagement

**"Sure—WCOP is Boston's Finest!"**

for all day coverage of the Boston area

National Representative

WEED & CO.

NEW YORK CHICAGO DETROIT





**BOB HOPE** will contribute his part of "Rippling Rhythms" from Hollywood the last three Sundays in September, following which the program discontinues to make way for the new Woodbury show with Tyrone Power.

Al Pearce will do his final Hollywood broadcast on September 7. En route East he will stop off at the Dallas Exposition for the September 14 airing, and will let the Ford dealers in Louisville "Watch the Fun Go By" on September 21, picking up regular schedule in New York the following week.

Chester La Roche, President of Young & Rubicam, is in town checking up on Packard and other fall shows handled by his agency.

Hedda Hopper is stepping out of her role as commentator for Mar-Oil on NBC Red and is auditioning for a new transcontinental. The program continues in the same spot, but will consist of novelty instrumental music.

Herbie Kay promises to introduce California to the "Big Apple", newest dance craze imported from the Carolinas and adjacent sources of new rhythms, when he opens at the Catalina Casino on September 1.

Miriam Guenther has been added to the staff of the George D. Lottman publicity office in Hollywood. Formerly associated with the Lottman office in N. Y.

Elaine Bennett, woman's page editor of the Portland, Ore., Shopping News, and commentator on KXL, is in town for a week of looking us over.

Fred C. Mertens, President of Mertens & Price, Inc., is leaving by auto this week to attend the annual convention of the National Cemetery Owners' Association in New York on Sept. 26. Firm has many accounts within the organization sponsoring their "Sunday Players". Following the convention, Mertens will spend several months in the South and Southeast visiting station accounts. Mrs. Mertens accompanies him on the trip.

Way back in 1921 "wireless enthusiasts" in Santa Monica "could hear distinctly" programs from KFI. Yesterday a letter arrived at that station from a listener in South Africa stating that KFI is "heard with clarity" in that distant British possession.

Ev Meade, producer and writer for Young & Rubicam, is back from a Lake Tahoe vacation.

Beatrice Hagen, "Radio Baby Star of 1936", takes a guest spot on "New Horizons" over KNX Friday night.

Luella Ruth Cannan, WOW, Omaha, account executive handling "Singing Violins", "Merrymakers" and "Night-ingle and Serenaders", is in town for a week or two. With her mother, Madame Emma Cannan, well-known concert singer, she is stopping at the Asbury.

Virginia Verrill will be guestar on George Jay's KEHE "Listen Ladies", September 10.



#### HOW IT ALL HAPPENED!

● ● ● We were sitting around minding our own business the other a.m. when Eddie (Buddy Clark) Wolpin came by and remarked that our facial pallor was under par!... Along came Addy Britt, Russ Morgan, Mack Millar, Mrs. Shep Fields and a few others to add their comment. In a few minutes we really were SICK!... The first to offer a remedy was Earle Ferris who suggested a stiff shot of whiskey which we never touch.... From Harry Salter came the brilliant suggestion that we go home to bed while James Saphier recommended a drive through the park in the belief that the fresh air would help.... But NBC talent scout Ernest Cutting quickly vetoed the recommendation saying that a cold might be contracted (without an agent?) but that hot lemonade would be much better.... At this point Eddie De Lange of the Hudson-DeLange crew butted in and advised a sedative—which appeared unorthodox to us.... Henry Spitzer wanted to know if we felt cold perspiration over the body—before offering some verbal assistance!

● ● ● By this time we felt that Campbell's Undertaking establishment should be notified when Charlie Ross comes by and suggests some hot broth but Art Shaw chimes in with some fresh fruit.... Milton Pickman prescribes some tablets while Mickey Alpert wants to go FISHING!... Vincent Travers suggests, of all things, a movie!... Jay C. Flippen wants to feel our pulse—but can't locate his watch.... Adele Purcell feels our brow and Ralph Wonders offers his bed!

● ● ● Of course Eddie Cantor has a remedy for everything but he's on the coast—so the suggestion might be to take a dose of Texaco gas! Or from Al Jolson would come the word to watch the horses—the neck straining would help, it appears!... Permanent cures were offered by Milton Berle who recommended some arsenic and Del "Pretty-Boy" Casino with a stiletto!... Don Lowe, NBCaster, had no suggestion—because he had just resigned his position.... Bobby Feldman proffers a tour of the nite spots and Sid Schwartz goes brilliant with the thought of ice cream.... Park-yarkarkas on the coast would suddenly discover a bad case of the chick-pox while Lester Harlow of KUOA, Siloam Springs, Ark., might diagnose the case as measles!... Lester Lee after feeling our ticker screamed and said "Ohmigosh—You're Dead!"—but his hand was numb, anyway!... Roy Wilson says to take some beans—because he has the Heinz account.... Sam Lyons refuses to commit himself to the suggestion of any product—because his acts sell EVERYTHING.... Major Bowes suggests a rest in the new seats at the Capitol but Audree Collins and Wini Shaw offer a drive to the beach.... Belle Baker promises to sing us a lullaby if we go to bed instantly!... Al Shayne wants us to take a cereal—because he auditions for the sponsor on the morrow.... Jonie Taps says that watching the ball game couldn't excite us TOO much!... Barry Wood offers to take us to a wedding where he's going to sing "Oh Promise Me!"

● ● ● Now the thing becomes silly—and our mental condition impaired.... Word reaches Ted Collins and Kate Smith up at Lake Placid and he sends down some baking powder—to drink!... Bob Hope recommends wrapping a left sock around the neck while Walter Cassel thinks if we have Martin Block play a Benny Goodman record—the blues would go.... Walter O'Keefe would recommend his sponsor's product but don't know if he's going to return after the fall.... CHARLIE McCarthy has a suggestion via Bergen—but can't recall the sponsor's name!... Naturally—not one person suggested seeing a DOCTOR!... Therefore, we're in bed today—with DOUBLE PNEUMONIA! (Your Editor hopes.)



**FRED IBBETT** has left Aubrey Moore and Wallace here to produce "Hollywood Hotel" for F. Wallis Armstrong. Ibbett has asked Willis Cooper, formerly continuity editor at NBC here, to write the "Hollywood Hotel" show and Cooper is seeking permission from 20th Century-Fox to do it.

Gene O'Connor, traffic manager for WGN, is back from a vacation in Denver.

Lynn Chalmers, former songstress with Dave Broekman on the Don Lee network, is now warbling with Harold Stokes and WGN dance orchestra.

Mark Love, WGN and WBBM basso, is back from several weeks in Alaska.

John Weigel is the new master of ceremonies for WCFL's nightly 10 to 12 Skyride broadcast.

That new top tenor with Fred Waring's orchestra is Gordon Goodman, former Salt Lake City truck driver. He replaced Gene Conklyn who remained on the west coast when the troupe came to the Drake Hotel here.

Clyde McCoy is set to follow Waring at the Drake in four weeks.

Mildred Bailey and Red Norvo off to the coast for a guest shot on Benny Goodman Camel show next Tuesday and to open an engagement at Palomar in Los Angeles. They'll have shots on CBS at 11:30 p.m. Tuesdays and Thursdays, New York time.

Morrison Wood of WGN production staff is back from a fortnight in northwoods.

Joe Rudolph, manager of WCBD is vacationing in northern Wisconsin.

Songstress Helen Jane Behlke is out at NBC and is now free lancing. She was formerly heard on the Breakfast Club.

Judge Charles F. Dougherty is off WJJD's Safety Court broadcasts for a vacation in Europe.

Aunt Jemima show had plenty of tough luck day it bowed in here. Basil Loughrane, production director of show, smashed a couple of ribs in the morning and couldn't show for push off. And just before broadcast time the WMAQ transmitter folded. Thus premiere wasn't heard locally.

Edgar Guest, Frankie Masters band and the Masters' Voices have been signed for 13 weeks more, effective Sept. 28, by Household Finance for "It Can Be Done".

Bill Murray of William Morris' New York office is visiting local crew.

Ed Craney, owner of KGIR, Butte, Mont., has invited three Chicago kids, Bob, Tom and Jim Kelly, sons of the golf pro Tom Kelly, and their mother to visit him at Butte and make a special broadcast at his expense. Craney was charmed by the boys' story of their paper, Sunset Geset, as related on Jerry Belcher's "Our Neighbors" show last Sunday.

**ORCHESTRAS  
MUSIC**

**M**URALS depicting the history of Mswing music will be part of the decorative scheme at the Trianon ballroom in Cleveland, Charles Horvath, manager, announced yesterday. He has engaged Kallman Fayer, noted Hungarian artist, to redecorate the ballroom. The "swing" murals will include Original Dixieland Jazz Band, Paul Whiteman, Benny Goodman, Fletcher Henderson, Joe Venuti and Eddie Lang.

Mario Cozzi, NBC baritone, sings the role of Scarpia in the Hippodrome's presentation of "Tosca" on Sept. 10.

Ozzie Nelson, at the Astor Roof, will remain an extra week. Later in the month, he and Harriet Hilliard hop for a week's vaudeville engagement in Boston, and, about the 25th, will leave for Hollywood, where their fall commercial over the NBC-Blue network with Feg Murray commences Oct. 3.

Stan Austin and his orchestra, start tomorrow airing over WNEW, with music originating from Donahue's at Mountain View, N. J.

Les Brown and his Duke Blue Devils, currently heard over NBC from the Playland Casino, Rye, N. Y., will begin a one night stand tour for CRA, starting Sept. 15. The Devils will make six platters for Decca Records this week.

Glenn Miller and his music men follow Glen Gray into the Nicollet Hotel, Minneapolis on October 3, for four weeks with options. Miller is featuring Kathleen Lane as vocalist. Booking by Rockwell-O'Keefe.

**Chipso's New Serial**

Chicago—Procter & Gamble is adding a new serial to its long string starting Monday, Sept. 13 over the NBC-Blue in the morning and with a repeat in the afternoon on the Red. Show is titled "Road to Life" and it's written by Irna Phillips who also turns out the "Guiding Light" for P. & G. and "Today's Children" for Pillsbury's.

**GUEST-ING**

CORNELIUS VANDERBILT, JR., VINCENT RICHARDS, LARRY KENNEDY and MILDRED JOHNSON on "For Men Only" Sept. 6 (WHN, 8:30 p.m.).

LEON JANNEY on Jay Flippen's Amateur Hour, Tuesday (WHN, 7 p.m.).

AL JOLSON, on Ben Bernie's program, Sept. 14 (NBC-Blue, 9 p.m.).

BERT WHEELER, on Show Boat hour, Sept. 9 (NBC-Red, 9 p.m.).

IDA LUPINO, on Chase and Sanborn Hour, over (NBC-Red, Sept. 5, 8 p.m.).

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 65 of a Series

**WRAK—Williamsport, Pa.**

1370 K.C.—100 Watts Night, 250 Watts Day

**GEORGE E. JOY, General Manager**

**E**STABLISHED April 16, 1930, WRAK has grown to maturity with unbelievable rapidity. But there are reasons, and the 1,487,000 persons included in the primary and secondary coverage are all reasons combined. It has been through these listeners, spread through 19 counties, that WRAK has been able to grow, and because of its vast listening audience which covers America's major markets, WRAK boasts some of the most important radio advertisers utilizing independent stations on its daily schedules.

WRAK's primary area includes 393,000 persons and has annual retail sales amounting to \$60,614,000. Primary and secondary markets have annual retail sales totaling \$201,022,000. Industries included in areas include Oil, Coal, Leather, Airplanes, Furniture, Rayon, Silk, Wire, Railroads, Lumber, Dye, Dairy and Paper manufacturers. 1936 figures show a 100 per cent increase in local business over the previous year while national business was even better, showing a 200 per cent increase.

WRAK offers a well organized merchandising department devoted exclusively to the work of general advertising. Surveys are furnished and co-operation in general extended to further the interests of all advertisers. Boasting of a complete service in Central Pennsylvania, WRAK offers Transradio News on an 18-hour-a-day basis, RCA High-Fidelity equipment, Hammond Electric organ, Blaw-Knox vertical antenna, NBC Thesaurus programs exclusively in that territory, merchandising department, newspaper affiliation with the Sun-Gazette. Proof of the pull from these services lies in the fact that on one single broadcast, WRAK pulled 14,000 responses by mail from 36 Pennsylvania counties and one New York county.

Station is owned and operated by WRAK, Inc. Business offices and studios are located at 244 West Fourth Street and transmitter is situated at 1561 West Fourth Street, both in Williamsport.

**WCTU Considers Air For National Program**

Women's Christian Temperance Union will definitely take to the air within the next month, it was learned last night. At present stations are being asked to submit a "March of Time" type broadcast as the WCTU favors a weekly news show in dramatized form. Possibility of show going network is very remote at the present time as is the possibility of waxing the series. If present program is purchased, it will be heard locally in New York as a beginning, with other cities added at a later date.

Original idea was for WCTU to wax a dramatized news event each week, using actors and a commentator. However, the sponsor now desires a more timely program, and will go on the air with live talent.

**Air Aces Cover Races**

Cleveland—Larry Roller, director of public events and special features for WHK - WJAY, announced today that he has completed arrangements which provide for WHK's coverage of the Thompson Trophy Race of the National Air Races by Major Al Williams and Jimmy Doolittle.

Both aviators will work together on the broadcast, and will be assisted by Roller. It will be on the air in Cleveland from 4-5:30 p.m., Sept. 6, and CBS will pick up the finish—last half hour of the broadcast—for network listeners.

**PROMOTION**

**WPAY Helps Save a Life**

WPAY, Portsmouth, Ohio has come to the front in many emergencies, but last Friday, was the first time it ever had the opportunity to be directly responsible for assisting in saving a life! A woman, at the point of death was urgently in need of a blood transfusion. A rare type of blood was necessary! In desperation, a member of the family came to WPAY and asked if they would broadcast for a blood donor. Every five minutes, the call for help went out. In a very short time, WPAY was notified that a great number of people had responded and that the correct type of blood had been found. The transfusion was made immediately, and because of the speed that radio alone made possible, the patient is on the road to recovery!

**Ads for KCKN Account**

To open the publicity campaign on the C. P. MacGregor feature, "Talking Drums," KCKN used a half page in The Kansan, local daily newspaper, as the first "teaser" ad. This will be followed by several smaller teasers before the date and time of the first broadcast is actually announced.

**JOHN EBERSON**

**STUDIO ARCHITECT**



**ACOUSTIC CONSULTANT**

**1560 BROADWAY  
NEW YORK CITY**



STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## Voice Visual on Screen

Actors picked for parts in Columbia Workshop dramas now "see" their voices on an illuminated screen while rehearsing so they may get exactly the right pitch, tone color, intonation and balance into their spoken lines.

The saucer-like screen is set in a small portable case. Beneath the screen, a pointer is set to any one of twelve marks denoting notes in one octave of the chromatic scale. When the pointer is turned to "A", for example, a streak of green light twists into a particular stationary pattern or "signature" representing this note. At the same time, a microphone attached to the device hums the note.

The turn of a control knob erases the pattern and sends the green light streaking in a single horizontal line from right to left on the screen. To bring back the original visual pattern for "A", the actor at the mike must hum the note. If the actor "sharps" the note, the pattern will reappear but will move to the right of the screen. If he "flats" the note, the note image will move to the left. When, however, he succeeds in getting the exact pitch, the image on the screen remains perfectly stationary. The octave below middle "C" is denoted by a single image; the middle octave produces a double image; the octave above middle "C" is denoted by a triple pattern—and so on up the scale.

This device is called the "resonoscope" and was developed by the Dumont Laboratories of New Jersey.

## KVI Dedicates Antenna

Amidst showers of congratulations, KVI dedicated its new broadcasting studio last week in the arcade of the Hotel Olympia, Seattle.

The \$20,000 Seattle studios embracing the most modern features in studio architecture mark the station's entry into the highly competitive Seattle field. KVI recently erected an expensive new transmitter on Vashon Island in Puget Sound. Programs broadcast in the new hotel studios of Seattle will go by direct wire to the transmitter located at Point Heyer on the island.

For the dedication program a large group of the finest talent in the Pacific Northwest was gathered.

## Station Improvements

New Orleans—WSMB has applied for license to cover CP as modified, for new transmitter and directional antenna and move transmitter.

Bound Brook, N. J.—W3XAL has applied for modification of license to add the frequencies of 11790, 15250 and 21460 ks., contingent on W1XAL application releasing these frequencies.

Jackson, Miss.—WJDX has applied for modification of CP for changes in equipment, new antenna and increase in power, further requesting changes in equipment and extension of commencement and completion dates.

San Francisco—KSFO has applied for license to cover CP as modified, for a new transmitter, vertical antenna and move of transmitter.

Kansas City, Mo.—KCMO has applied to the FCC for an ultra short wave transmitter permit. Lloyd Sigman, chief engineer, will construct

## WOR Adds Portable Equipment

Outside pickup facilities of station WOR with studios in New York City, have again been augmented by the addition of Western Electric 22A portable remote pickup equipments, 6 in number this time, according to J. R. Poppele, Chief Engineer. This makes a total of 9 such equipments placed in service by WOR during the summer of 1937, three having been acquired earlier in the season. The additional equipment was necessary to provide adequate service for the large number of remote programs currently handled.

The new speech input equipment is light and compact, combining portability with high program quality and the functional features of fixed studio speech input equipment. It is contained in two small carrying cases, one of which contains the amplifier unit and the other contains either an AC power unit or an independent battery power supply.

## Tele Receivers Costs Reduced

Berlin—The "Blockfernseher" or "block television receiver" which is just being offered to the trade here, is intended to materially lower the price of television sets by providing a pre-amplifier common power to 20 home television receivers.

the pack equipment which the station will use for special events.

Waco, Texas—WACO has applied for CP to make changes in equipment, and increase power from 100 watts to 100 watts night, 250 watts day.

Austin, Tex.—KNOW has applied for CP to make changes in equipment, increase power from 100 watts to 100 watts night, 250 watts day, also make changes in antenna.

Indianapolis—WIRE has applied for CP to install new transmitter and move same to new site.

Chattanooga—WAPO has applied for license to cover CP for changes in equipment, power boost, and change in hours of operation.

Richmond, Va.—WMBG has applied for CP to make changes in equipment and increase power from 500 watts to 500 watts night, 1 kw. day, using directional antenna.

## KTHS New Control Room Set-Up

Hot Springs, Ark.—KTHS, NBC outlet, has just completed installation of complete new control room equipment by its engineering staff under the direction of Chief Engineer James Moran.

The set-up includes Western Electric 23-A control console; Western Electric 22-A remote amplifiers, microphones and RCA turntables.

A new Western Electric 110-A volume limiting amplifier has been installed at the transmitter. The work was done without program interruption.

## WQAM Storm Proof

WQAM, South Florida's mainstay in time of storm emergency has made further preparations to improve its service. Chief engineer Ralph Nulsen reports the completion of the emergency power plant. Should electric facilities fail due to high winds, the pressing of a button will put into operation the standby unit, whose capacity is more than enough to supply current for WQAM's entire equipment.

The transmitter buildings represent a rather unusual departure from the standard radio station design. To protect equipment and assure a minimum of interruption to service vital to residents of Southern Florida and nearby islands in time of storm, the buildings were mounted on six foot piers. The 235 foot vertical radiator antenna tower is also mounted above the surface on massive concrete blocks. This radiator is of special design to resist high wind velocities.

The peninsula station was the first among Miami stations to install a microphone in the Weather Bureau and bring into the listener's homes the official weather reports. WIEF, the Miami Broadcasting Company's short wave relay station will stand by at the Weather Bureau "just in case" something happens to the lines of WQAM's transmitter.

## Short Waves as Health Aid

London—The medical value of television, if any, is unknown, but the B.B.C. is compiling a few statistics to see what bearing short-wave transmission has on the health of the staff.

Members of the Alexandra Palace staff find that they are extraordinarily fit when at work, but easily catch cold when on holiday, suggesting that the short wave radiation gives immunity from the influenza germ, but only when the subject is close to the transmitters.

## CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.  
WE FURNISH  
Electrical Lighting Equipment  
of Any Kind  
FOR RADIO STATIONS  
244-250 WEST 49th STREET  
New York City Tel. Circle 6-5470-1

LOngacre 5-4610

Founded 1889

## MORRIS LIBERMAN

VALANCES, FLAGS AND BANNERS—RENTAL SERVICE  
FOR RADIO STATIONS

320 West 46th Street  
New York City

**NEW PATENTS**

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

2,091,258—Amplifier. John Evans, Riverside, N. J., assignor to RCA.  
2,091,271—Receiver. James W. Conklin, Rocky Point, N. Y., assignor to RCA.  
2,091,439—Multipactor Oscillator and Amplifier. Philo T. Farnsworth, San Francisco, Calif., assignor to Farnsworth Television Incorporated.  
2,091,443—Shielded Electrode Tube. Ralph M. Heintz, Palo Alto, Calif., assignor to Heintz & Kaufman, Ltd.  
2,091,546—Short Wave Converter. Leo J. Huska, Merchantsville, N. J., assignor to RCA.  
2,091,554—Composite Refractory Body. Hal-lam E. Mendenhall, Summit, N. J., assignor to Bell Telephone Laboratories, Inc.  
2,091,663—Ultra High Frequency Transmitter. Harry William Waterman Walden, London, Eng-land, assignor to RCA.  
2,091,701—Transmitting Apparatus. Austin M. Cravath, Berkeley, Calif., assignor to The Union Switch & Signal Company.  
2,091,855—Henry Hunerkopf, Bridgeport, Conn., assignor to General Electric Company.  
2,091,862—Photoelectric Image Converter. Jacob Kessler, Richmond Hill, N. Y.  
2,091,863—Process of Making Commutator Blocks for Cathode Ray Tubes. Jacob Kessler, Richmond Hill, N. Y.  
2,091,915—Electric Discharge Device. Thomas A. Elder, Scotia, N. Y., assignor to General Electric Company.  
2,091,944—Cathode. Harold Heins, Dor-chester, Mass., assignor to Raytheon Production Corporation.

**WCMI Mobile Unit**

Ashland, Ky.—Chief Engineer E. D. Herider of WCMI recently completed the installation of WATA, the mobile unit for remote pick-ups. Unit consists of a Terraplane automobile with RCA 40-watt transmitter on 2150 kilo-cycles. Receiver is mounted for station check as well as cues.

The mobile unit has been in service on various occasions, the most recent being when placed at the courthouse in Catlettsburg, Ky., to relay the count of the recent election to WCMI, for airing to the tri-state area served by WCMI. Mobile Unit Terraplane has publicity signs on sides and back of car furthering the popularity of the station in obtaining more listeners.

**WHEC Short Wave Pack Problem**

Rochester, N. Y.—W8XPB, the short wave pack transmitter of WHEC went on a whirl the past week when Harry LeBrun and Charlotte Edwards took the outfit on the merry-go-round at a municipal park for a full half-hour. The spot provided plenty of fun for all, but the station members felt a bit on the punch-drunk side after 30 minutes of making the mistake of facing-in on the machine. After it was all over, they were informed that one should face out on the things to avoid becoming dizzy.

The problem now at hand is just what way to face when the pack transmitter is taken on the ferris-wheel this coming week at an American Legion Carnival.

**High Frequency Experiments**

Muncie, Ind.—Engineering department of WLBC under the direction of Donald Burton, owner, and Maurice Crain, chief engineer, is conducting a series of experiments with ultra high frequency receiving aerials.

☆ **F. C. C.** ☆  
**ACTIVITIES**

**EXAMINER'S RECOMMENDATIONS**  
George W. Taylor Co., Inc., Williamson, W. Va. CP for new station. 1370 kc., 100 watts, daytime, be denied.

WBNS, Columbus, Ohio. CP for increase of power to 1 KW., 5 KW. LS. be granted. 1430 kc., unlimited.

KGO, San Francisco, Cal. CP for increase in power to 50 KW. be granted. 790 kc., unlimited.

KFNF, Shenandoah, Ia. CP for increase in power to 1 KW., 5 KW. LS. be granted. 890 kc., share time.

**HEARINGS SCHEDULED**

Sept. 17: WCBA, Allentown, Pa. Vol. assignment of license to WSAN, Inc. 1440 kc., 500 watts, share time with WSAN.

Fred M. Weil, Grand Coulee, Wash. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Sept. 20: Monocacy Broadcasting Co., Rockville, Md. CP for new station. 1140 kc., 250 watts, daytime.

O. C. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

Oct. 15: C. Bruce McConnell, Indianapolis, Ind. CP for new station. 1500 kc., 100 watts, 250 watts LS., specified.

John P. Harris, Hutchinson, Kans. CP for new station. 710 kc., 1 KW., daytime.

**APPLICATIONS RECEIVED**  
WAVE, Inc., Louisville, Ky. CP for new station. 880 kc., 500 watts, unlimited.

N. B. Egeland, Roland, Ia. CP for new station. 1500 kc., 100 watts, daytime.

KANS, Wichita, Kans. Auth. to transfer control of corp. from Charles C. Theis to Herbert Hollister and Don Searle.

**Lydia Pinkham Program Sets Station Schedule**

Complete network and spot schedule for Lydia Pinkham radio campaign calls for 57 outlets. Twenty-five stations will be hooked to the WLW Line. Program featuring the "Voice of Experience" will be fed to the net from WHN beginning Sept. 13, 1:30-1:45 p.m. on a Monday through Friday schedule.

Stations on the network are: New York, WHN, WMCA; Philadelphia, WFIL; Pittsburgh, KQV; Cincinnati, WLW; Chicago, WJJD; Detroit, WXYZ; Baltimore, WBAL; St. Louis, KWK; Boston, WAAB; Providence, WEAN; Bridgeport, WICC; Fall River, WSAR; Springfield, WSPR; Bangor, WLBZ; Manchester, WFEA; Hartford, WTHT; New Bedford, WNBH; Waterbury, WBRV; Lowell, WLLH; Laconia, WLNH; Augusta, WRDO; Springfield, WNBX; New London, WNLC.

Stations which will carry transcribed programs: Kansas City, WHB; Rochester, WHAM; Wheeling, WVVA; Charlotte, WBT; Atlanta, WGST; Jacksonville, WJAX; Birmingham, WAPI; New Orleans, WDSU; Little Rock, KLRA; Memphis, WMC; Nashville, WSM; Des Moines, KRNT; Milwaukee, WISN; Minneapolis-St. Paul, KSTP; Tulsa, KTUL; Oklahoma City, WKY; Dallas, WFAA; San Antonio, KTSA; Omaha, WOW; Denver, KLZ; Salt Lake City, KDYL; Los Angeles, KFWB; Portland, Ore., KOIN; Spokane, KFPY; San Francisco, KYA; Los Angeles, KEHE; Sacramento, KFBK; Fresno, KWJ; Stockton, KWG; Bakersfield, KERN; Cleveland, WGAR; Buffalo, WGR. Transamerican is making the recordings, Erwin, Wasey & Co. is the agency.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

**NATIONAL BROADCASTING CO.**

San Francisco, Calif.

"... Needless to say, RADIO DAILY is becoming almost a Bible to me, and you may add my sincerest compliments on a grand paper."

*Jack Meakin*

**RAY PERKINS**

New York City

"... RADIO DAILY is a grand little sheet."

*Ray Perkins*

**THE McNAUGHT SYNDICATE, INC.**

Greenwich, Conn.

"... You are getting out a nice little paper and I have enjoyed reading it."

*Charles V. McAdam*

President

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.



## NEW BOOKS

## Microphone Memoirs

New book to hit the stands on the subject of radio. Microphone Memoirs deals mainly with radio in its primitive stages. Compiled and written by Credo Fitch Harris, one of the real pioneers in the radio field, the book reeks with the romance and wild and wooly experiences that radio grew up with. The volume completely ignores the technical side of radio, the author giving the impression that he holds the wonders of broadcasting in awe—and so decides to leave that phase of the business to experts.

Book reads smoothly, and concerns itself with experiences and now strange happenings that were on the daily fare of every broadcast station in those early days. Each and every "first" broadcast that WHAS, Louisville, the locale of the book, endeavored, is brilliantly and clearly related. Incidents that today are hilarious, but were catastrophes 10 years ago, are all told. Result is a book of radio in its horse and buggy stages, and it will interest every reader that has any connection with radio, either from the listening or broadcasting end.

Published by Bobbs Merrill.

## "Junior Nurse Corps" Stations

Stations set for the Swift "Junior Nurse Corps" program which debuts over the NBC-Blue network Sept. 27 are KDKA, WHK, WXYZ and WLW for the 5-5:15 p.m. show and WENR-WLS and KWK for the repeat at 6 p.m. Contract is signed for 30 weeks through Stack-Goble, Chicago.

## Recommends KGO Power Boost

Washington Bureau, RADIO DAILY

Washington—KGO, San Francisco outlet of the National Broadcasting System, yesterday was awarded an examiner's recommendation to increase power from 7500 watts to 50,000 watts. Station operates on 790 kilocycles on an unlimited basis. Final decision on grant is expected shortly.

## ONE MINUTE INTERVIEW

JOHN G. PAINE

"The history of the American popular song is the history of the political, economic and industrial development of the nation, and if one should care to take the time to review it in detail, study it from the standpoint of its ballad form and its dance form, he would find that the current songs enjoyed in each era of our development were in complete and absolute harmony with the spirit, tempo and the emotionalism of their day."

## ★ Coast-to-Coast ★

WBAL Players have started their fall activities with the first of a new series under the general title of "Club Radio", written and directed by Brad Bradley, WBAL assistant program director. Programs will be dramatic cross-sections of night life in a big city. Fragments of conversation will be picked up from night club tables and there will be dance music and a floor show. Situations involving typical people who frequent the better type of night clubs will be enacted.

Betty Ruth Curtis, of Fort Worth, Texas, is replacing Joan Thompson as studio hostess and station secretary at KFRO, Longview, Texas, while Miss Thompson is taking her regular two weeks' vacation at Post, Texas.

KOBH, Rapid City, S. Dakota—In one of her infrequent air appearances Elsie Janis, "Sweetheart of the AEF," stressed a good neighbor policy in a special KOBH Air Show last Friday. Miss Janis was in Rapid City for a personal appearance in connection with a local charity. . . . Recent interviewee of station's "man on the street" was Rollo Clarke who specializes in the consumption of glass, razor blades and fish hooks. Clarke was billed at a local theater and one of the features of the show was the consuming of a windshield from a 1937 popular low priced car. Event was aired over KOBH on a special broadcast from in front of the theater.

Plans are being made for a radio station to be built at Three Rivers, Quebec, and operated by "La Nouvelleliste," French newspaper.

The only station in Ohio outside of Columbus to give the State Fair consistent broadcasts was WHIO, Dayton, Ohio, when arrangements were made for rebroadcast from WHKC. The programs were arranged in keeping with the Dayton

station's policy of serving rural listeners.

Grand National Pictures has installed a department in Hollywood to handle radio exploitation. Bennie Bloom and Clarence Freed, representing G. Schürmer have arranged a number of coast to coast broadcasts of featured numbers in "Something to Sing About," starring James Cagney.

Central States Broadcasting Co., owner of KOIL in Omaha and KFAB-KFOR at Lincoln, will install a complete radio exhibit at the Nebraska state fair in Lincoln during the week of Sept. 5-10. Included will be a control room, air conditioned, 16 by 22-foot soundproof studio and a staff of engineers and announcers. A number of programs will be broadcast from this studio during the fair.

John McKay, KOIL commentator, interviewed Governor R. L. Cochran of Nebraska for the second of his series on "What Omaha Needs" Tuesday night. The interview with the governor was piped from the executive mansion at Lincoln.

WEBQ, Harrisburg, Ill., has just finished redecorating its studios, and the result is most breath-taking. Thousands of visitors have acclaimed the station as the most beautiful they have ever seen, which naturally, pleases the staff very much.

WPAY is beginning a new "Sunrise Special" on Aug. 31, from 7-8 a.m. It will be under the personal direction of Eddie Rhoden and will be a pleasant variation of the Musical Clock feature. Novelty selections, news items, birthday greetings, interviews with local personalities, variety talent, and numerous time signals will pour through "the air with the greatest of ease."

Frieda Etelson Balotin, Baltimore violinist who has made a big hit on WBAL's "Midsummer Moods" program, has been signed to appear on four more programs of the station.

## Magic Key from Chicago

Chicago—A portion of the Magic Key of RCA will emanate from Soldiers' Field here next Sunday where the first National Fire Fighters Tournament will be held that day. John B. Kennedy will describe such feats as scaling walls, water fights, fire alarm turnouts and life net jumps.

## Roger Phillips to KFJZ

Fort Worth, Texas—Roger Phillips, program and publicity director for Station KFJZ, Fort Worth, has gone to San Antonio where he is now production manager of Station KABC, San Antonio. KABC is under same ownership as KFJZ.

## New KOIL Transmitter

The new KOIL transmitter station, modernistic in style, is located two miles east of the new South Omaha bridge. The location is a radical departure from the former location of KOIL's twin towers on the highest hill in Council Bluffs, station officials heeding engineers' advice that moist bottom lands are superior to the old high elevations.

The single 310 foot tower is built of Truscon steel and grounded with nine miles of copper wiring.

The RCA transmitter is itself so new that the serial number is No. 1.

## BOSTON

Major General Charles H. Cole, Adjutant-General of Massachusetts is looking to NBC in Boston for assistance in putting over the Constitution Day celebration in Boston this month. General Cole was put in charge of the arrangements by Governor Hurley.

William Murphy has joined the staff of the Yankee network news service as a reporter. He was formerly with the Concord, N. H., Monitor-Patriot and with the Boston office of Transradio.

Roger Wheeler, editor of WEEF's Radio Almanac, back at his typewriter after a vacation motor trip through the Maritime Provinces with his family.

George and Juanita, popular Yankee network artists, will make a return engagement at the Palace Theater in Pennacook, N. H., on Sept. 14. They played there last month.

Gene Arend is the new secretary to Cleon B. White, manager of NBC Artist Service in Boston. Miss White replaces Dawn Kelley, who is resigning. Miss Kelley is to be married in October. She is one of the prettiest girls in Boston radio circles.

Joan Bennett paid an overnight visit to Boston with Walter Wanger, producer of Miss Bennett's new starring vehicle, "Vogues of 1938," which opens at the Keith Memorial on Sept. 17.

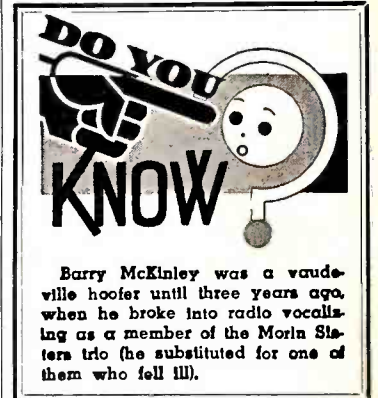
Frank Bowes, WBZ salesman, vacationing in the hills of New Hampshire.

The Zimmler String Quartet, which has just returned from the Berkshire Music Festival, will resume their popular Beethoven Cycle on WNAC on Mondays, Wednesdays, and Fridays. Joseph Zimmler, its director, is a cellist in the Boston Symphony Orchestra.

Grace Edmunds, NBC's head hostess in Boston who has been on a six weeks' leave of absence, has returned to the hostess desk. Miss Edmunds went on a motor trip through the South and West.

Jimmie and Dick, "The Novelty Boys," will resume their program for another three weeks on WEEI.

Norman Allen, who has been filling in as page boy during the past summer months at WBZ, has returned to Harrisburg, Pa. He is an instructor at the Harrisburg Academy.







# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 2, NO. 47

NEW YORK, N. Y., TUESDAY, SEPTEMBER 7, 1937

FIVE CENTS

## Chicago Script Deluge

### WOR-MUTUAL LEASES OLD ZIEGFELD ROOF

WOR-Mutual is expanding its broadcasting facilities, with the first move being in the direction of a permanent theater-studio in the Times Square sector. Lease has been signed for the New Amsterdam Roof Theater, on 42nd Street, off Seventh Avenue, effective Oct. 1, and the house will be named WOR-Mutual Playhouse. Seating capacity is 709 pa-  
*(Continued on Page 8)*

### Cowles Starts "Look" Magazine Spot Shows

Cowles Publishing Co. (Look magazine) start a series of daily half-hour programs over WMCA today. Programs, entitled "Stop, Look, Listen", are to be heard Mon., Tues., Thurs. and Fri. at 11-11:30 p.m., Sunday, 12 mid.-12:30 a.m. and Wednesday, 11:15-11:45 p.m. Garnett Marks and Don Kerr will handle the show which consists of news, weather reports and transcribed music. Schwimmer & Scott, Chicago, is the agency.

Gardner Cowles interests, which include newspapers and radio stations in the midwest, plan to put programs all over the country in behalf of the picture magazine.

### Free & Peters Appointed To Rep. WOWO-WGL

Fort Wayne—The Westinghouse stations, WOWO and WGL, have appointed Free & Peters as exclusive national representatives. WGL had no national representative previously. W. Ward Dorrell, is Westinghouse station manager here.

### What's A Few Miles

Wilkes-Barre, Pa.—New station break at various intervals, from WBAX, has been tied in with the establishment by American Airlines of a twice daily stop at the Wyoming Valley airport.

Station break is: "This is WBAX. Wilkes-Barre. 45 minutes from Broadway by American Airlines."

### Brushing Up

Raleigh, N. C.—The Office of Education in Washington has helped compile a list of the dozen most often mis-pronounced words in the order of their frequency of use, with the result that its findings are being given careful consideration by WPTF's staff of announcers. The list follows:

1. On; 2. Again; 3. Toward; 4. Interesting; 5. Accept; 6. Address; 7. Preferable; 8. Drowned; 9. Perform; 10. Automobile; 11. Attacked; 12. Forehead.

### CBS SETS MORE BIZ INCLUDING GEN. FOODS

CBS has completed negotiations with General Foods for a three-a-week series of quarter-hour programs to begin the last week in September or the week following. Sales staff has also signed renewals on the Ford-Al Pearce and his Gang show, the Pontiac-Cravens series, and the American Home Products, "Romance"

*(Continued on Page 8)*

### Drastic Changes in WCFL's New Policy

Chicago—Under new executive direction WCFL, "The Voice of Labor", the Chicago Federation of Labor station, is embarking on a new course patterned after the major network outlets here. All sponsored broadcasts by churches and other civic and educational groups are to be dropped as are all foreign language

*(Continued on Page 3)*

### New Season Will Bring Total to 50 Originating in Windy City; Offset to AFM Seen

### IRONIZED YEAST TIME ON 5 CANADIAN OUTLETS

Ironized Yeast will launch an extensive radio campaign in Canada the week of September 20th. Contracts have been signed thru Weed & Company, station representatives, for two 15-minute evening programs weekly on the following Dominion stations: CKY, Winnipeg; CJCA, Edmonton; CFAC, Calgary; CKCK, Regina and CFCF, Montreal.

The programs will continue for 13 or more weeks and will consist of 15-minute transcriptions by Whispering Jack Smith and his orchestra. Ruthrauff & Ryan is the agency.

### Great Lakes Exposition Has Ethered 599 Shows

A total of 599 shows have been aired from the Great Lakes Exposition in Cleveland so far this summer, according to a report issued today by Ralph B. Humphrey, director of radio activities at the Exposition. This total covers a period from May 29, the opening date, to Sept. 6.

Network broadcasts from Sherwin-Williams Radioland total 288. Out of this total the Mutual Network aired 273 shows, Columbia 10, NBC-Red 3, and NBC-Blue 2. Most of the Mutual

*(Continued on Page 2)*

CHICAGO—With still more sponsors demanding script shows it becomes apparent that Chicago will originate half a hundred or more of the three or five-a-week dramatic serials, in which it long has led the nation, this fall. NBC will have a score or more by the time the season is in full swing, WGN about a dozen and WBBM-CBS a half dozen or thereabouts. Recording studios account for another batch that are not outletting here, though using local talent in making them. Smaller stations will account for the remainder. One wonders how the good ladies

*(Continued on Page 3)*

### OLDSMOBILE EXCLUSIVE ON MICH. STATE PIGSKIN

Oldsmobile Motor Co. will sponsor exclusively all Michigan State Football games this fall over the Michigan Network. Contract was set through D. P. Brother Advertising Agency and marks the first time sponsor has broadcast in the sports field.

Programs will originate from WJIM and be heard over the following: WXYZ, WELL, WIBM, WKZO, WDFD, WOOD-WASH and WBCM. All told, there will be 9 football games aired, with broadcasts due to start Sept. 25 and terminate Nov. 27. WJIM will furnish a staff of 5 technicians, Howard Finch announcing play-by-play, and one announcer, as yet unselected, to handle color.

## ★ THE WEEK IN RADIO ★

### ... McNinch to Clean House

By NORMAN WEISER

FRANK R. McNINCH, newly appointed FCC chairman, began his new job by ordering a checkup of commission's personnel in what may eventually prove to be a sensational shake-up in the ranks. Attorneys from the Power Commission have orders to check upon practices, procedure and personalities. Move is understood to be the first step in McNinch's "clean-up" job for which the President appointed him. It was also understood that chairman will

assume active control of the commission by Sept. 15....

CBS showed an increase in gross revenue for August of 58 per cent over 1936. Cumulative total for first eight months of 1937 showed an increase of 36.7 per cent as compared to same period last year. Network's gross billings to date are greater than the January-Nov. period of 1936, which included added billings from heavy series of presidential cam-

*(Continued on Page 2)*

### Safety Congress

Kansas City, Mo.—M. F. (Chick) Allison, publicity director with MBC has been named chairman of the radio committee for the meetings here, October 11 to 15, of the 26th National Safety Congress and Exposition. The committee will be made up of representatives from all six of the stations in Greater Kansas City.





THE WEEK IN RADIO

... McNinch to Clean House

(Continued from Page 1)

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

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FINANCIAL (Saturday, Sept. 4)

Table with columns: NEW YORK CURB EXCHANGE, High, Low, Close, Net Chg. Includes Am. Tel. & Tel., CBS B, Crosley Radio, Gen. Electric, North American, No. American pfd., RCA Common, RCA First Pfd., Stewart Warner, Zenith Radio.

Table with columns: OVER THE COUNTER, Bid, Asked. Includes Stromberg Carlson.

WPG Battles AFM Local

Atlantic City—WPG and the musicians union are still battling it out, the latter demanding that WPG employ a sustaining orchestra of at least five pieces, or suffer the loss of union orchestras playing for sponsors via remote control. Station is operated by the city.

Mayor White stated, "While I sympathize with the desire of the union to keep its men working, it is impossible for WPG to employ sustaining orchestras day and night."

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

paign commercial broadcasts... NBC gross revenue for August, for the first time since 1933, showed a gain over the previous month. Total figures showed an increase of 15 per cent over August 1936, and a gain of 2.9 per cent over July of this year...

After sponsoring nation-wide broadcasts of the World Series for the past three years running, Ford Motor Co. last Monday dropped its option for the forthcoming battle... leaving the series open virtually at the last minute. It is believed that the N. W. Ayer & Son, Inc. still controls the option through a "gentlemen's agreement" with Judge Landis...

Louis-Farr fight caused a flurry of excitement as to who would carry exclusive accounts with Transradio and NBC engaging in a court battle... Supreme Court Justice Ferdinand Pecora on Monday issued an order restraining Transradio Press Service and Radio News, Inc., from broadcasting a ringside, or blow-by-blow, description of the fracas... Order had been sought by NBC which averred its client, Buick Motor Co., had bought and paid for a "property right." The Pecora decision is expected to establish a precedent here on future broadcasts of sporting events sold to a sponsor... Actual description of fight was put on the combined Red and Blue NBC networks as per contract on Monday evening...

Major Bowes and his Amateur

Foxx Signs with VCA On Exclusive Basis

Chicago—Jimmy Foxx of the Boston Red Sox and home run king in the league, has signed a long term exclusive management contract with Van Cronkhite Associates. Other sports figures now in the VCA fold are Battling Nelson, Johnny Evers, Sam Francis, Jane Fauntz and Jack Riley. Foxx contract gives VCA exclusive radio, newspaper, personal appearance and endorsement rights. VCA is reported setting up a special division to handle its increased and diverse sports enterprises. Other divisions include Radio Productions, Radio News Service, and Foreign Language Station representatives.

KCKN Adds to Staff

Kansas City, Mo.—Ellis Atterbury, general manager of KCKN has announced the addition to the station's staff of Owen Balch, formerly of KFH, Wichita, Kansas, and Paul Brentson of Cincinnati. Brentson goes on the air as an announcer, while Balch is to head a new department which Atterbury is creating for the purpose of providing clients with specialized aid in the building and promoting of commercial programs.

Hour received another year of life from Chrysler Motor Corp. last Thursday when sponsor signed new contract to go into effect Sept. 16... Although earlier predictions from experts called for the death of the series after its current contract had terminated, popularity surveys which have just been completed once again place the Major in number 1 spot for the hour shows... Program set to continue in present niche on CBS Thursday nights...

Independent Radio Networks Affiliates demand that networks, CBS and NBC, do their share in accordance with attempts by broadcasters to meet AFM demands. The four-hour consideration existing between NBC and affiliates, and the four to five hour station time given CBS on the sustaining feed, is the bone of contention for most of the broadcasters insofar as the webs are concerned... IRNA committees are now in session in Louisville, and latest reports state that progress is being made. Those in attendance include: Bill Hedges, WLW; L. B. Wilson, WKCY; Mark Ethridge and Barry Bingham, WHAS; W. L. Poulson and Ed Craig, WSM and George Norton, WAVE... John Blair & Co. announce opening of new coast office Sept. 1... WCCO announces construction plans for new \$100,000 studios and offices... ARNEW announce prime objective of convention to be held Sept. 10-12, will be to establish standards in radio newscasting...

The "Rehearsal Club" Disked By East Coast

The "Rehearsal Club," a half hour comedy-variety show, is being recorded for audition purposes at the studios of East Coast Radio Features, Ltd.

Directed by Harry Miller and supervised by Hugh C. Ernst, it will feature Guy Robertson, Billy Jones and Ernie Hare, Mitchell Ayres and his Hollywood Restaurant orchestra, Norman Price and his "Lucky Stars" Choir, Audrey (Stonewall Jackson) Christie of "Sailor Beware" fame and now in "The Women."

The show was scripted by Milt Francis and Harry S. Miller.

Fireman's Holiday

Cleveland — Graham McNamee, leading NBC announcer, flew to the National Air Races here over the weekend as a spectator and "unofficial" announcer for WTAM and NBC-Rad network programs.

Although not assigned to the air race by his New York office, McNamee assisted his friend Tom Manning in several broadcasts as guest announcer. Also with Manning at the races were two other WTAM announcers, Jane Weaver and Bob Arthur.

COMING and GOING

ROY C. WITMER, NBC vice-president charge of sales, returns to his desk tomorrow after a New England vacation.

ARTHUR B. CHURCH, of KMBC, Kansas City, expected in town tomorrow.

CHARLES E. GREEN returns tomorrow from a mid-west business tour.

LOU HOLTZ left New York Saturday for Hollywood to make pictures.

JACK BENNY and MARY LIVINGSTONE left yesterday for Chicago, where they will spend a few days, and thence to Hollywood.

EDWIN L. WHITE, chief engineer of the FCC, and MRS. WHITE left Saturday on the S.S. Pennsylvania for the International Aviation Conference at Lima, Peru.

TOM FOLEY, publicity department of N. W. Ayer & Son, Inc., New York, leaves for Atlanta today on business.

BOB KERR left for the South last Saturday to set dates for Mal Hallett. Will be gone a week.

LOUIS D. FROLICK and HERMAN FINKLE-STEIN, of ASCAP general counsel, leave today to attend hearing in Lincoln, Neb., on anti-ASCAP legislation, Sept. 11.

W. E. SCRIPPS, publisher of the Detroit News and owner of WWJ; W. H. GRINITCH, general manager of Philco; NOEL COWARD, BEATRICE LILLIE and GERTRUDE LAWRENCE arrived in town yesterday aboard the Queen Mary.

Great Lakes Exposition Has Ethered 599 Shows

(Continued from Page 1) shows have featured Myron Roman's Radioland Orchestra and guest stars.

Local stations have carried 311 exposition broadcasts. WJAY leads with 200 broadcasts; WGAR with 57 air shows, WTAM with 27, and WHK with 27.

With the Exposition's closing date extended to Sept. 26, Radioland officials expect to increase their number of broadcasts. All Radioland broadcasts emanate from an outdoor amphitheater, seating 4,000 persons.

Sears Roebuck to Test Serial

Chicago—Sears Roebuck will use "Grandma Travels," a 15 minute five a week serial, on stations in Minneapolis, Fargo and Duluth for a 13 week test period calling attention to its catalogue. Transcriptions will be made in RCA studios here. Blackett-Sample-Hummert is the agency.

WBIG Aids Community Chests

Greensboro, N. C.—The 14 agencies of the Community Chest in this locality will present 14 dramatized skits over WBIG, depicting the duties and activities of the agencies supported by the Community Chest. The programs will start on October 1st.

Major Edney Ridge, of WBIG, is associate director of publicity for the Greensboro Community Chest, and will produce these skits.

The Script Library A DIVISION OF RADIO EVENTS, INC. 535 Fifth Avenue, New York, N.Y. A Radio Script for Every Sustaining and Commercial Need



# CHI. SCRIPT FACTORY LEADS THE COUNTRY

(Continued from Page 1)

who listen in the daytime hours can keep all the plots and characters straight. But at any rate they are clamoring for more—at least sponsors believe they are.

The uncertain situation, so far as musicians is concerned, probably gives additional emphasis to the dramatic shows.

NBC's list looks like this:

Aunt Jemima of the Air for Quaker Oats; Story of Mary Marlin for P. & G. Ivory; Oxydol's Ma Perkins; Feather for Luck (sust.); Today's Children for Pillsbury's; Young Hickory, sustaining on Blue; locally for P. & G. Drene; Backstage Wife for Sterling Products; Vic and Sade for P. & G. Crisco and Ivory Flakes; Don Winslow of the Navy, (sust.); The Guiding Light for P. & G. Naphtha; Girl Alone for Kellogg's; Dan Harding's Wife for National Biscuit; and sust. on Red; Uncle Ezra for Miles Laboratories; While the City Sleeps for Bowey's, Inc.

Yet to start this fall on NBC are: Junior Nurses Corps for Swift's Sunbrite; Little Orphan Annie for Wander Co.; Jack Armstrong, All American Boy for General Mills; Kitty Keene, Inc. for P. & G., and Road to Life, a new one by Irna Phillips, P. & G. for Chipso.

WGN and Mutual have: Painted Dreams for Cal Aspirin; Bachelor's Children for Old Dutch Cleanser; Rube Appleberry for Campbell Cereal; We Are Four for Libby, McNeill, Libby; The Couple Next Door for P. & G. (Now moved to New York for several months to come); Wife vs. Secretary for Bayer Aspirin; Lucky Girl for Minit Rub, Adventures Abroad for Goldenrod Ice Cream and Dangerous Romance soon to start for Evans Fur Company.

The WBBM-CBS list includes: The Romance of Helen Trent for Edna Wallace Hopper; Betty and Bob and Arnold Grimm's Daughter for General Mills; Houseboat Hannah for P. & G., Linda's First Love for Kroger's, and Manhattan Mother (sust.). Jenny Peabody starts Oct. 11 for F & F Laboratories.

WLS has Virginia Lee & Sunbeam in addition to outletting several NBC offerings. Other shows produced and recorded here include the new Lem and Martha series for Oshkosh Overalls, Hope Alden's Romance for Tasty Bread; Judy and Jane for Folger Coffee; Pioneer Stories for Allis Chalmers.

This list, of course, does not include a flock of script shows originating elsewhere, though outletting here.

# NEW PROGRAMS—IDEAS

## KLX Dramatics

Sugar-coated dramas written and staged by all-professional casts and backed by elaborate sound effects, will be launched on Sept. 15, by station KLX, Oakland (Cal.) Tribune outlet. Six separate programs will be offered, titled "The Alameda City School of the Air." It will be sponsored by the board of education of the city of Alameda and directed by Dr. William G. Paden, superintendent of schools, and Erle Kenney. Presented in co-operation with the California State Department of Education and operating under an advisory board headed by Dr. Cyrus Mead, head of the college of education of the University of California, the classroom dramatizations will go initially to more than six hundred northern California schools. Included will be dramatizations of California and United States history, a natural science course, re-creations of scenes from famous novels, a course in California commercial geography, and a nature study fairy tale suitable for kindergarten age youngsters.

Unlike eastern university offerings for schools, which use voice only, the Alameda features will use musical backgrounds and professional drama casts. Vic Connors heads the scripting and producing staff.

## Popular Music History

The "Cavalcade of American Dance Music" is another of the new programs presented over KFRO, each Sunday afternoon. These broadcasts present the top hit tunes of years gone by, giving a brief story of their rise to fame, and present them in a continuous series, including five years each Sunday. Tunes are as far back as the hits of the gay nineties will be featured, up to and including the hits of the present day.

## WBT Welcomes Newcomers

WBT, Charlotte, inaugurated a new program titled "Welcome, Stranger" presided over by Mayor Ben E. Douglas.

Program has for talent the new-

## Husing on De Soto Disks

Ted Husing has been signed by the De Soto Motor Car Co., to make a series of 13 transcribed programs. Disks will be cut by World Broadcasting System during the month of September. Jimmy Appell of Columbia Artists, Inc., handled the deal.

## Peterson to Van Cronkhite

Chicago — John Van Cronkhite, president of Van Cronkhite Associates, has announced the appointment of Marvin H. (Pete) Peterson as vice-president in charge of sales. Peterson now with Hearst Radio Sales, will join Van Cronkhite in Chicago immediately. Van Cronkhite recently announced the appointment of Ray Launder as sales director. Prior to going to New York Peterson was associated with Blackett-Sample-Hummert agency and NBC sales force here.

comers to Charlotte for the preceding week. Strangers gather in the main WBT studio and are greeted over the air by the Mayor, who stresses the friendly atmosphere of the city.

New show is designed to acquaint newcomers to the city with their civic officials, and thereby get to know the men and women who administer the city's business.

Will be heard every Monday night.

## Travelogue for Women

Visiting many parts of Europe since the middle of July, Nina Napier has been gathering material for a new series of programs to be broadcast from WSAN, Allentown, Pa., about October 1, under the sponsorship of a local department store.

Letters from Miss Napier to Charles Petrie, continuity director of the station, will furnish the theme of the series to be called "Letters from Nina." These letters will report her experiences while visiting various nations, including the style centers of Europe.

Music will also be gathered, which will be used as one of the program's features.

Show will take the form of a travelogue, with dialogue written that will lead to musical selections and commercial credits. Since the program is definitely for women, a morning time will be chosen for the broadcast.

## Freshman Warnings

"What Every Freshman Should Know"—how to greet the superior sophomore, how to dress for campus life, and sundry other items of importance—are being discussed by two college sophomores over WBAL on Fridays. The program is designed to help the many young men and women who will start their college careers in the next few weeks. The sophomores who will do the "telling" on this program come from Boston University and Harvard University. Both a male and female point of view will be given.

## John Lair to WLW

Chicago—John Lair who has been connected with WLS for many years, currently as music librarian, is leaving to do free lance work at WLW. He will produce a daily morning show at 7:45 and do a Saturday nighter of the Barn Dance type. Going with him will be Red Foley and the Girls of the Golden West.

## Claire Opens Juvenile Series

Chicago — Malcolm Claire (Spare Ribs to hordes of children) is opening a new juvenile series over NBC at 7:15 a.m. Tuesday, Sept. 7 describing origin, manufacture and distribution of various articles with which children come in contact in their daily lives. Initial broadcasts will be concerned with bread, cloth, automobiles and furniture.

# WCFL'S NEW POLICY HAS DRASTIC CHANGES

(Continued from Page 1)

programs. View is that these definitely limit the station audience and discourage listening by the public as a whole. Such accounts as rupture belts, and many patent medicine accounts are being dropped, too.

A concerted drive is being made for worthwhile talent. Station has launched a full hour program from 1 to 2 p.m. with Norman Ross as master of ceremonies presenting recorded melodies. Show, tentatively titled, "Fun with Ross", will sell on a participating basis in blocks of 15 minutes.

Another popular new feature is Don Norman's street interview program titled "For Women Only". Station also has a 10 to midnight show of recordings, time, temperature and other public service items under the title of "Sky Ride" for Levinson Radio stores.

New accounts include: Persang, electrical recordings through McKesson and Roberts; Hiteen, announcements through Ruthrauff & Ryan; Midwest Radio stores through Key advertising agency.

Only exceptions to the rule cancelling church broadcasts is one with Father Justin's Rosary hour which has 26 weeks to run, and the All Nations Pentecostal church (colored) carried on a sustaining basis as entertainment.

Mel Wolens is the new commercial manager and Holland Engle of Erwin Wasey agency, program director. Maynard Marquardt is general manager.

The station carries many of NBC's best sustainers, including the recent Toscanini Salzburg broadcasts.

## Test Permit for Toledo

Toledo — The Community Broadcasting Co. has received permission from the FCC to operate a 100 watt test transmission between the hours of midnight and local sunset. WTOL, owned and operated by the same company, will operate on 1200 kc. from 1-5:45 p.m. Latter will be allowed to broadcast on the provision that its power does not exceed 50 watts and no interference is caused stations maintaining regular schedules.

## Davega Plans Campaign

Davega Radio Stores have announced plans for an extensive advertising campaign this fall in behalf of new Davega automatic tuning sets. Trade-in on new sets will be featured in ads. Campaign is due to run through the fall and early winter.

**MORE**  
for your  
**RADIO DOLLAR**

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

**School of RADIO TECHNIQUE**

**WESTERN ELECTRIC RECORDINGS**  
Programs recorded in our studios  
Programs taken off the air  
George Marshall Durante, Dir.  
R.K.O. Bldg., Radio City, New York





**HAL STYLES'** KHJ sustainer, "Help Thy Neighbor," goes commercial next Sunday. Sponsor is Hass-Baruch Co., wholesale grocers, and will plug Iris coffee. Program has found jobs for more than 2000 people since its inception, January 2, and rated a sponsor. Erwin-Wasey agency set the deal.

Carl Hoff, who has been waving the stick on the Al Pearce program, picks up the baton on the new Buddy Rogers-Don Lee "Script Teasers" with the departure of Pearce from these parts.

Opening time for network commercials, KHJ is dropping Frederick Stark's "Ecstasy" and David Broekman's "Music of the Stars" from current schedule.

John Swallow is back at his NBC desk after vacationing somewhere in close proximity to a crop of poison ivy. Ditto for Tracy Moore—minus the rash.

Partial details of the set-up under which the expanded Don Lee chain will function is revealed in the formation of a subsidiary operating company in Washington which has its president Karl Haymond, Tacoma, and Louis Wasmer, Spokane, as secretary-treasurer. The stations effected are KMO, Tacoma; KHQ, Spokane; and KIT, Yakima.

John Blair & Co. has been appointed exclusive national representatives for KPMC, Bakersfield; KQW, San Jose; and KGDM, Stockton. The Blair organization has newly opened local offices in the Chamber of Commerce Building, with Carleton E. Coveny, former commercial manager of KJBS and the Northern California Broadcasting System and later with KFAC, Los Angeles, in charge.

Lieutenant Biber, whose "Experiences of a Million Men" returns to the air via KFVB shortly, has organized World Wide Radio Productions Corp., with offices in the Stock Exchange Bldg., 639 S. Spring St., and will soon offer no less a personage than Judge Ben Lindsey, famous juvenile court jurist, in a new program idea called "Career Builders." Show will start on KFVB some time this month and is designed to foster interest in the Americanization of youth.

Knox Manning, formerly on the Yankee network and currently handling the Hollywood Legion fights for KFVB, becomes a three-times-daily newscaster on KHJ, taking over the chore of Jimmy Vandiveer.

KECA has set a 15-minute live talent show, "A Musical Pilgrimage", for Standard Federal Loan and Savings Association on Sundays at 10:30 a.m. Contract runs for 13 weeks from September 26 and was placed through Darwin H. Clark agency.

Harry Bryant, KHJ technician, and Alyce Dahl, formerly of the script department at the same station, were married last Sunday.



#### A LETTER TO THE EDITOR

*(Who's been vacationing—with the blue pencil!)*

● ● ● First of all, we've been arriving at the desk early every a.m. because there was no need to take advantage of your absence! (Of course, the fact that Publisher Jack Alicoate returned from Europe on Monday—had nothing whatsoever to do with this change of routine!!!)... Then came the question of printing uncensored news such as "Why does Mark Warnow galavant about town with a beard—if not to attract attention toward himself" or "Mark's brother, Harry, didn't want to cash in on the 'Warnow' tag so he switched to 'Raymond Scott'—and if the time hasn't come for Mark to switch HIS"... We didn't print that, either!... We wanted to wait until you came back to report that "Guy Lombardo's type of music is becoming nauseating to the air public and that he'll finally have real competition when the Gruen show debuts opposite him next month."... We didn't have anything to say about Jack Robbins or Jack Bregman this past week. They must have been good boys—or else our imagination has been at fault... When Sid Gary shouted his mouth off along the lines of "I'm the greatest singer of songs around—and nothing ever happens to me" we didn't want to sneak it under your nose... After all, an insignificant line like that can wait until your return, eh?

● ● ● When we saw Mose Gumble the other day and he seemed so happy and healthy in his new position we wanted to print the fact—but figured that this, too, can await your scrutinizing eyes!... George Lottman's plea for a few more men on his staff went unpublished—figuring it might be an ad—and you'd disapprove... Why, boss, we've been so good—and the temptation so great—to print the height of EVERYTHING! It concerns a songplugger, Al Porgie who wears SMOKED glasses to nite club openings! Imagine a songplugger hiding behind cheaters! Maybe that's why he doesn't get many "plugs"... Some day we hope to do a piece on this business of the "EIGHTH Estate"... It's rather disheartening to a softie like us when witnessing the Jolly Coburns at the Benny Meroff opening the other dawning unmolested by the music boys for a change—because he wasn't on the air TONITE!... True, boss, for a time we were defending the boys and offending the artists. But the time has come when we all must change our opinions—that's what makes horse-racing—what with the facts staring us right in the good eye, too!

● ● ● Of course, it's rather strange for a modest chap like ourselves to admit it, especially here—but, honestly, boss, our song with Lester Lee, "I'm Gonna Picket Your Heart" FINALLY got a major plug the other day!—but we missed listening because of our illness. Certainly you've heard about that!... Incidentally, did you know that (Baby) Rose Marie had to get a special permit from Mayor La Guardia to appear at the Roxy this week?.

● ● ● This would have been good news had we wanted to print it during your vacation: That Buddy Clark has settled down since the birth of his boy... Gosh, boss, we have a great suggestion for Benny Meroff but don't know how to word it. When you come back we'll tell you that Benny shouldn't have his sister sing "They All Laughed"—at least that DEFINITELY wasn't what Gershwin had in mind when he authored it... Here's something that would have had many people giggling out loud. Dancing the other a.m. with Bee Palmer, the greatest singer of torch songs (and hot, too!) she asked US (the greatest off-key singer in the world!) to croon to HER!... Now don't get us wrong, boss!... We wouldn't harm a fly while you vacationed—with the blue-pencil!



**DUANE WANAMAKER**, formerly advertising manager of Grunow radio, has moved to Terra Haute, Ind. where he is vice president of the Arbee agency.

Fibber McGee and Molly (Jim and Marion Jordan) marked their 19th wedding anniversary aboard a New York bound train Tuesday.

Sure Laboratories (Breath purifier) has been auditioning for a 15 minute show on Mutual. Several musical groups heard.

P. Lorillard (Old Gold) has taken an option on the Cubs and White Sox baseball games on WGN for 1938 to be broadcast by Bob Elson.

George Incedon has been appointed head of the new radio department of Ford, Browne & Mathews agency. He was formerly at Selviair Broadcasting System.

Clabber Girl baking powder has been auditioning a show at World Broadcasting System.

John L. Sullivan, ex-WGES program director, is new radio production manager at Malcolm. Saul Wolf has joined the agency as account executive.

Connie Osgood, free lance actress, reported planning to open an actors' clearing house here. Said to have been inspired by Hollywood's central casting agency.

Dave Rose is new leader of NBC Night club orchestra broadcasting on Thursday evenings with Morey Amsterdam as m.c. Betty Bennett and Johnnie Johnston as soloists.

Talk about being broad minded! The Chicago Cubs sponsored a play by play rebroadcast of the White Sox game the other night. It happened when the Cubs were rained out the other day at Philadelphia. So the Sox game of the day was re-created on the Cubs regular broadcast of "Today's Baseball Game" over WIND. The plugs, however, were for the Cubs home games.

Bill Stern is here to broadcast the All Star football game over NBC.

Harry Kerr, press chief of J. Walter Thompson in New York, meeting with radio editors here Labor Day before going on to California to help set up The Lux Radio Theater.

Ben Bernie and brother Herman to spend a day here before going on to the Coast.

Fred Waring is doing a better than \$15,000 a week business in the Gold Coast room of the Drake Hotel, said to be a record.

Ralph Atlas, president of WJJD and WIND, is laid up at home with a foot infection.

Hal R. Makelim, sales chief of WIND, is in New York on business.

Ned Reglein of WJJD reports from London that he has acquired a lot of new broadcasting ideas while in Europe.

# NEW BUSINESS

## WGY, Schenectady

Alka Seltzer—Miles Laboratories—Wade Adv. Agency, Chicago—15 min. E.T. "Stars of Hollywood." 6:15-6:30 Tuesdays and Thursdays and 4:45-5:00 Saturday. Begins Sept. 12th.

Baker Extract Co. Market Basket participation. Friday. Begins Oct. 1st. William Remington Co., Springfield, Mass.

Chevrolet Motor Co. 13 wk. renewal—15 min. et. 7:45-8:00 p.m. Wed. and Friday. Campbell-Ewald Co.

DeVoe and Reynolds. 5 min. E.T., 6:35-45 p.m. W. and Fri. Starts Sept. 8th. J. Stirling Getchell.

Grove Laboratories. Mfg. of Bromo Quinine and Nose Drops. Weather Report Service, 6:35-45. Starts Sept. 27th.

Gordon Pew Fisheries. 1 min. live announcements. 9:45-55 a.m. Mon. Wed. Fri. Starts Sept. 13th.

Home Savings Bank of Albany. Household Chat Participation. Wednesday. Start Sept. 8th. De Roubille Agency.

Thomas Leeming. Mfg. of Baume Benge. Weather Reports. 1-1:15 p.m. Start Sept. 27th. William Estey, N. Y.

Loville and Couch, Candy Mfg. 1 min. et. ann. Thursday and Fri. 6:05-6:15 p.m. Start Sept. 9th. Lavin and Co. of Boston.

Mantle Lamp Co. 15 min. et. Sun. 4:30-45 p.m. Start Sept. 26th. Presba, Fellers and Presba of Chicago.

Lamont Corliss and Co. Mfg. Nestles Eveready Cocoa. Household Chats Participation. M. W. Fri. starting Oct. 1st. Cecil Warwick and Legler, N. Y.

Pinex Cough Syrup. Weather Reports 7-7:30 a.m. Temperature Reports 1-1:15 p.m. Daily except Sunday begin Oct. 1st.

Sherwin Williams Paints. Household Chats Tues. and Thursday. Begins Sept. 9th. T. J. Maloney.

Saltesea Packing Co. (Soups). Temperature reports. 12-12:10 p.m. Start Sept. 6th. Livermore and Knight of Providence, R. I.

Williamson Candy Co. (Oh Henry). 1 min. on Mon. and Friday 6:35-45 p.m. Starts Sept. 8th. John H. Dunham, Chicago.

Good Luck Food Co. Household Chats Thursday. Starts Sept. 23rd for 13 weeks. Hughes Wolff and Co., Rochester.

## WBAP, Fort Worth

Histeen Corp. for Histeen Tablets, one-minute transcriptions and 25-word spots, for 39 times, through Ruthrauff & Ryan, N. Y. C.

J. A. Folger Co., for Folger Coffee, Judy and Jane, quarter-hour transcriptions, for 260 times, through Blackett-Sample-Hummert, Chicago.

Carter Medicine Co. for Carter's Little Liver Pills, one-minute transcriptions, for 260 times, through Street & Finney, N. Y. C.

Walker's Austex Co., for Chili Prod-

ucts, 25-word spots, for 65 times, through Wilson Crook, Dallas.

Purina Mills, for Purina Products, Sing Neighbor, Sing, quarter-hour transcriptions, for 156 times, through Gardner Advertising, St. Louis.

Dr. Salsbury's Lab., for Salsbury Products, one and five-minute transcriptions, for 65 times, through N. A. Winter, Des Moines, Iowa.

## WBBM, Chicago

Simmons Co., temperature reports. J. Walter Thompson Co.

Kosto Co., weather reports, Perris-Pau agency.

Philco Dealers of Chicago, Phyl Coe Radio Mystery. Max Enelow agency.

Baume Bengue, Chicago Hour announcements. William Esty Co.

Chrysler Dealers, Airflow Harmonies with Eddie House, organist. Through Schwimmer & Scott.

Also renewals on Carolyn Price and Jean Abbey for Woman's Home companion; and Chevrolet's Musical Moments.

## WPTF, Raleigh

Capudine Chemical Co., 13 weeks, spot announcements, through Dillard & Jacobs Agency; Firestone Tire & Rubber Co., chain spots, indefinite, NBC, agency; Vick Chemical Co., 13 weeks, spot announcements, through Morse International, Inc.; Coleman Lamp & Stove Co., 78 announcements, through Potts-Turnbull Company; Durham Merchants Ass'n, 14 spot announcements, through Harvey-Massengale, Inc.

## WSBT-WFAM, South Bend

Geo. Wyman & Co., 5 min-disks, thrice weekly; Benton's Shop, 15 min weekly transcriptions.

## KCKN, Kansas City

Chevrolet Co., 15 min., Monday and Wednesday, Sept. 6 to Dec. 1. Through Campbell-Ewald Co., Inc.

## WHB, Kansas City

W. T. Grant Stores, thrice weekly quarter hour disks, through N. W. Ayer & Son, 13 weeks.

## WNEW, New York

Riverbank Canning Co., 5 minute daily participations, 13 weeks.

## AL DONAHUE

Now Appearing

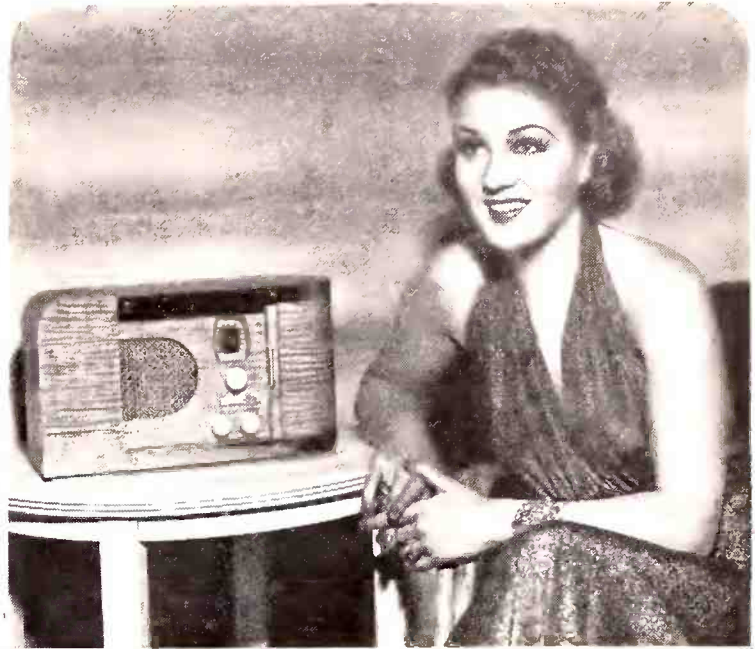
ROOSEVELT HOTEL,

New Orleans

Opens at the Rainbow Room Oct. 6th

For Fall and Winter Season

Fourth Return Engagement



GRACE BRADLEY, star of the 20th Century-Fox picture . . . "Wake Up and Live".



## DICTOGRAPH

*Silent!* **RADIO**  
with the **ACOUSTICON MYSTIC EAR**

HERE, at last, is a radio that can offend no one—a radio with advantages never imagined a few years ago. By means of its Acousticon Mystic Ear it permits "private listening"—one can listen while others read, sleep, talk. Music heard this way has a soothing ethereal quality that relaxes nerves, induces deep, natural sleep. The deafened can hear with it, too—and it's a marvelous way to get the children to bed (just put the "Ear" under the pillow). Of course it also has the conventional loudspeaker; a flip of a switch and you can entertain a room full. On sale at all the better stores or inquire of



## DICTOGRAPH

PRODUCTS CO., INC.

580 Fifth Avenue - - New York, N. Y.



## AGENCIES

DON E. GILMAN, v.p. in charge of NBC Western division, has been appointed chairman of the radio department for the convention of the Pacific Advertising Clubs Association to be held in Los Angeles next June.

PARMALEE LYMAN has been appointed production manager for the Abbott Kimball Co., Inc. Appointment becomes effective immediately.

EASTERN WINE CORP. has appointed Albert Frank, Guenther Law, Inc., to handle its advertising effective with a new fall and winter campaign. Expansion plans call for radio to be included in budget.

RADIO PUBLICITY staff of N. W. Ayer & Son, Inc., in New York will be absent this week. Joe Keeley is touring the West on business, and Tom Foley leaves for Atlanta today to do some advance work for the Al Pearce-Ford troupe which is scheduled to pay the city a visit shortly.

### Mitchell's 5,000 Letters

Chicago—Everett Mitchell, who announces NBC's Farm and Home Hour, cut his cheerful "It's a beautiful day here in Chicago" out of his script for three consecutive days. He got 5,000 letters from listeners inquiring what had happened to Chicago's weather.

### Leaves KOIN for Oil Job

Portland, Ore.—Johnny Carpenter will leave KOIN to join the promotion and advertising staff of the Associated Oil Company. He will do sports broadcasting and public address work in addition to other public relations activities.

### Bangboard Battle

Chicago—NBC has announced plans for broadcasting the great battle of bangboards—the National corn-husking contest—in which reps of nine corn belt states will vie for ear jerking honors on a farm near Marshall, Mo., on Thursday, Nov. 4. Hal Totten will probably give the ear by ear report.

### Don Marcotte to Warners

Chicago—Don Marcotte, chief of the NBC music library here, will become general professional manager of Warner Brothers reorganized standard department in New York, effective Sept. 15. Niles Trammell has made no announcement as to his successor here.



Greetings from Radio Daily

September 7

E. K. Cohan

Dan Russel

## RADIO PERSONALITIES

No. 66 in the Series of Who's Who in the Industry

IT may be the example of his pioneer grandfather, who packed his family into a covered wagon and set out in quest of something new, that inspired the radio career of Burt Squire, General Manager of WINS and the New York Broadcasting System. Ever since the day he became the first baritone to be heard over NBC's then newly opened Chicago studios, his varied career has been a series of "firsts."

Squire announced the first electrical transcription ever made, the "Maytag" program. Later, he was responsible for the first "50-50" transcription account, with air time shared by manufacturer and dealer. This was the Seiberling Tires program, which was broadcast on 122 stations in the United States and Canada, necessitating the placing of transcription machines for the first time in a number of Canadian stations which did not have them. Shortly after that, he became in turn sales manager of the Blue Network station, WGAR, in Cleveland, and of WHK the Columbia station in that city.

In August of 1935, Squire became associated with the Hearst organization as General Manager of WINS. It was here that he conceived and carried out the biggest "first" of his career: the building of the first successful New York State regional chain, the New York Broadcasting System, which was inaugurated on April 28, 1936. The success of the new network was demonstrated by the end of 1936 when it showed such promise that it was found necessary to increase the scope of its activities for 1937. As a result, the New York Broadcasting System has, in fall commitments, better than twelve hours of commercial time sold, in quarter and half hour programs.

Burt Squire is not the only member of his family with an active interest in radio. Mrs. Squire is the former Astrid Jason who, a few years ago, was heard on practically every important network dramatic broadcast.

Squire, who is still under forty, has two hobbies: ping pong and Diane, his four-months old daughter and latest "first."



A Man of Many "Firsts"

### NBC Engineers Study WTAM Transmitter Bids

Cleveland—Construction bids for the erection of a 470-foot vertical antenna at WTAM's transmitter in Brecksville, O., are being studied by NBC engineers following Federal Communication Commission approval of the project.

According to Vernon H. Pribble, station manager, plans are to place the new antenna into operation late in December when WTAM's new quarters in the first four floors of the Guarantee Title and Trust Co. building are completed. Cost of the new studios are estimated at \$350,000 with transmitter improvements and the antenna adding another \$35,000.

Name of the 22 story structure which will house WTAM is to be changed to the National Broadcasting Co. building. It will include two large and five small studios with the latest broadcasting equipment.

### KMED Joins NBC

KMED, Medford, Ore., joined the NBC network last Sunday instead of Sept. 15 as originally announced. Affiliation date was advanced because of sales department request.

### Earnshaw Disks on WGY

The Earnshaw Radio Productions, through Charles Michelson, has placed 130 episodes of the "Count of Monte Cristo" on WGY. Transcription series will be sponsored by the United Baking Company.

### Mickey Mouse Piped For Lever Bros. Ears

Los Angeles—Ruthrauff and Ryan are piping Mickey Mouse and Meredith Willson's orchestra East for the edification of Lever Brothers execs. Possible hitch in the deal is that a "voice double" for Mickey is not readily available.

Walt Disney provides the disembodied voice of Mons. Mouse ordinarily, and has so functioned when Mickey accepted guest appearances on the air last season, but draws the line at a regular weekly schedule. Difficulty will be circumvented if deal jells, no doubt. Ken Englund prepared the sample script.

### McQuiston Leaves Nat. Tele

Kansas City, Mo.—F. M. McQuiston, promotion manager for First National Television and the television school operated by that organization, has resigned to take a position with Brown and Bigelow, St. Paul. Before going with First National Television early this year, McQuiston was with the Skelly Oil Co., in the advertising department.

### Joins FCC in Seattle

Portland, Ore.—Earl D. Scott of Seattle has joined the Portland office of the Federal Communications Commission as radio inspector. He succeeds Lee R. Dawson, who was transferred to Honolulu some time ago. Kenneth G. Clark is inspector in charge.

## GUEST-ING

VICTOR C. KITCHEN, on Vivian Shirley's WNEW beauty program, 2:45 p.m., Sept. 7.

PROFESSOR KALTENMEYER, on National Barn Dance, Sept. 11, 9 p.m., over NBC-Blue network.

JIM TULLY on the Heinz Magazine of the Air, Sept. 8 (CBS, 11 a.m.).

GERTRUDE NIESEN with Ben Bernie on the American Can program Sept. 21 (NBC-Blue, 9 p.m.).

RAMON NOVARRO makes his final radio appearance in this country in three years when he appears on Professional Hour Sept. 10 (WMCA, 9 p.m.).

MOVITA and Mrs. WALLY REID, on Show Boat, over NBC-Red network, on Sept. 9 at 9 p.m.

MAY ROBSON, RAY MIDDLETON and CHARLES RUGGLES, on Kraft Music Hall, over the NBC-Red network, on Sept. 9 at 10 p.m.

BILL ROBINSON, on Benny Davis' "Stardust Revue," over WOR-Mutual, Sept. 12, 6-6:30 p.m.

GEORGE BURNS and GRACIE ALLEN on Packard Hour, Sept. 28, WEAF-NBC network, 9:30 p.m.

JOSE and AMPARO ITURBI, on Ford Hour, Sept. 19, over CBS net, 9 p.m.

GROUCHO and CHICO MARX, on "Hollywood Mardi Gras," over NBC-Red network, on Sept. 14, 9:30 p.m.

TIM RYAN and IRENE NOBLETTE, on Jello program, over NBC-Red network, on Sept. 12, at 7 p.m.

### Mayoralty Campaigns Begin N. Y. Time Buy

The Democratic Party has bought a series of 5-minute spots on WMCA and Jeremiah Mahoney, candidate for Mayor of New York, will appear on each broadcast. Series is scheduled to run for 8 weeks, but time and dates have not as yet been settled.

Majority of the radio time for the election will not be purchased until after the primaries. At that time the Fusion and Republican parties both intend to go after as much available time as possible.

### WAMS Migrates

WAMS, Springfield, Mass., celebrated its fifth anniversary by moving from the Hotel Stonehaven to the Hotel Charles. After broadcasting until 1 a.m. the station signed off at the Hotel Stonehaven and then continued its broadcast at 7 a.m. from the Hotel Charles. The intervening six hours kept a corps of electrical engineers hard at work effecting the transfer.

The new quarters are about twice as large as the old, with 13 offices, three studios and a large reception room. All the electrical equipment in the studio is new and of the latest type Western Electric apparatus. The process of being redecorated and plans for a formal dedication will not take shape until these are completed.

# ORCHESTRAS - MUSIC

**PAUL WHITEMAN** will dedicate his program each week over the NBC red network to former proteges, starting Sept. 8. Bing Crosby will be honored first when the "King of Jazz" renders three tunes from the popular singer's latest picture, "Double or Nothing." Other dedications to follow will be for Johnny Mercer, Bob Lawrence and Jack Fulton.

**Benny Goodman's Swing School** program will originate in the studios of KMBC, Sept. 21, when Goodman's band plays for the Jubilesta, Kansas City's annual fall festival.

Mr. and Mrs. Jesse Crawford and their orchestra with Bob Murray as featured vocalist are playing at the Michigan State Fair, Ford Exposition, until Sept. 12. The Victor recordings recently made by the Crawford ork and Murray have just been released.

**Jimmy Lunceford and his orchestra** will open at Sebastian's Cotton Club in Los Angeles on October 4.

Satire has been musically treated by Tommy Dorsey and his swing band. Tommy made a number of unique arrangements in which he pokes fun at various orchestras and their musical styles. One such selection, recorded by the Dorsey crew, became a best seller over night, while radio performances of these travesties have netted Dorsey many requests for repeat presentations. The series will be complete only when some other band satirizes his own band.

**Ted Wallace, who brought the original Big Apple dancers north from Columbia, S. C. inaugurates a new series on NBC with his Sing Band on Sept. 18. Will be heard every Saturday.**

Mose Gumble announces that the Professional Music Men will hold their first meeting for the fall and

winter season Sept. 17 at the Astor Hotel.

*Frank Dailey's orchestra has shifted its scene of musical operations from the Hotel Pennsylvania to the Surf Club at Virginia Beach. They continue, however, with their regular CBS broadcasts.*

George Olsen opens the International Casino on Sept. 9 over Mutual and NBC wires.

*Red Norvo, with Mildred Bailey open today at the Palomar, in Los Angeles.*

Three of the most popular orchestras in the Pacific Northwest will appear on one full hour radio show on KOMO Sept. 10, to usher in the fall fashion parade for the Bon Marche, Seattle radio-minded department store and one of the Pacific Coast's largest radio accounts. There will be two NBC bands — Archie Loveland who plays at the Olympic Hotel, and Jules Radinsky of the Club Esquire. In addition, Jackie Souders music will be on the program.

*Raymond Scott and his Quintet return to the Saturday Night Swing Club on Sept. 18 over the WABC-CBS network. Scott will be heard from Hollywood, where he and his swingsters are completing their assignment in the Eddie Cantor film, "Ali Baba Goes to Town."*

Organization of professional Gypsy musicians in New York was furthered when a large representation of the musical nomads, sans the spirit of wanderlust, convened recently to discuss their problems and to formulate plans for the coming season. Group will be known as the Leaders of Continental-Gypsy-Dance Music in New York City. It has the full endorsement of Musicians Union Local 802.

## Metzger's Piano Offer

Chicago—Ros Metzger, radio director of Ruthrauff & Ryan, has received an offer of several thousand dollars for his much-autographed piano through a legal firm seeking to acquire it for a wealthy child. Parents thought the noted names, all burned into the wood with an electric iron, would inspire the tot.

Among those who have signed are Jack Benny and Mary, George Burns and Gracie Allen, Frank Parker, John Boles, Mitzi Green, George Givot, Toby Wing, Bobbe Arnst and many others. Ros says that so many persons are stopping off to see the instrument since the Chicago Tribune ran a story about it that he can't get any work done.

## Shero Trio to WTIC

Cleveland—The Shero Trio, WTAM instrumental act for more than a year, leave to join the staff of WTIC, Hartford, Conn., September 26.

## Mutual Appoints Bijur

Mutual Broadcasting System has appointed George Bijur, Inc., as its advertising agency, effective Oct. 1. Bijur, formerly with CBS and with advertising agencies, recently hung out his own shingle.

**FRANK DEGEZ**

CUSTOM CLOTHES

46 WEST 48 ST.  
NEW YORK

BR yant 9-9746

It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.

... Radio's own daily newspaper modestly presents a series of 200 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

## WDAY

Fargo, North Dakota

"... The writer would like to add his congratulations to you on your publication. We, here at WDAY, feel that there is a place for it and sincerely hope that you will enjoy the success you deserve."

Dave Henley

## SECRETARIAL SERVICE FOR RADIO ARTISTS

New York City

"... Through RADIO DAILY readers, so much interest has been evidenced in "My Private Secretary" that there is no doubt in my mind that RADIO DAILY will help put it on the Radio Map."

Adele M. Purcell

## WTMJ

Milwaukee, Wisconsin

"... I read your publication with interest every day."

Donald B. Abert

... RADIO DAILY is seven months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.



## WOR-MUTUAL LEASES OLD ZIEGFELD ROOF

(Continued from Page 1)

trons, and it is the same house first used by NBC for an outside theater-studio for sponsors' guests. Complete redecoration and new engineering facilities are being installed under supervision of Jack R. Poppele, chief engineer.

Theater has a colorful background, having been the scene of the famed Ziegfeld Roof, where numerous stars were born, including Fannie Brice, Will Rogers, Eddie Cantor, W. C. Fields and many others. WOR-MBS used the theater in the past, on occasion.

## Wally Duncan to WNEW

Wally Duncan, ace NBC salesman, reported as having signed with WNEW in official capacity with sales department. No NBC or WNEW officials were available over weekend to make official confirmation.

## Campana's Vanity Fair Set

Chicago — Campana is just about set to push off on NBC Blue at 8:30 Monday Sept. 20 with its new variety hour which it has labelled Vanity Fair. Cal Tinney, rural comedian, will be headliner with scripting done by Frank Moss. Bob Trendler will direct orchestra. Milton Wilson, a new tenor, is to be used with a gal singer yet to be picked. Details being handled by Tom Wallace of Aubrey, Moore and Wallace.

## Northern Trust's Six Years

Chicago—The Northern Trust Company rounded out six solid years of broadcasting this week. Bank has the Northerners concert on WGN a half hour Tuesday evenings presented before an audience of 600.

## ONE MINUTE INTERVIEW

### Joseph J. Weed

"Television wire relays, not unlike the radio relays in wide use in Great Britain, may solve the problem of bringing sight-and-sound programs to remote rural homes.

"The biggest problem of the moment, is to devise a system that would satisfactorily embrace the entire nation without discrimination against the rural and small town listeners who would be outside the look-and-listen range of the big city video stations.

"Hence there's the possibility that coaxial relays, perhaps under telephone company subsidy, will 'pipe' the sight-and-sound programs directly into homes. This would be dependent, of course, on bringing down the now prohibitive cost of coaxial wire manufacture."

## ★ Coast-to-Coast ★

**B**ELIEVING that farmers in their territory can best be reached at an early hour in the morning, KFRO, operated by the "Voice of Longview," at Longview, Texas, has devoted the first half hour of its day of broadcasting, from 6-6:30 a.m. each morning to the "Farmer's Forum". This program brings the latest news from the United States Department of Agriculture, and other up-to-the-minute news of interest to the farmers.

Lee Kirby, WBT announcer, will leave for Philadelphia on Sept. 11, for a meeting with officials of the Atlantic Refining Co. and N. W. Ayer & Sons agency. Kirby is scheduled to handle the Atlantic-Duke U. series of football broadcasts which will be carried by WBT this fall.

WSPD, Toledo: Helen Marie Griffin, mail secretary at WPSD, is in Chicago on vacation....Gene and Glenn are scheduled to broadcast from Toledo Sept. 9, from 6-6:30 p.m., during their good will tour of neighboring cities for the Great Lakes exposition....Miss Marilyn Maynard, vocalist, will not come to WSPD after all, having signed a contract with Happy Felton.

Young Gregg, recently a recruit on KDYL's announcing staff, has taken over the "Sports Reel", a program of sports commentation, during the absence of Frank Austin, who is on a vacation. Gregg got his speling education via local auction rooms.

Temporary WRD studios, complete in every detail necessary for broadcasting, will be erected in the Administration Building at the Virginia State Fair Grounds during the week of the Fair. At least three hours of broadcasting will be done from the fair each day.

Pittsburgh Varieties resumes its winter series on KDKA today, with a timely program entitled, "School Days". Public schools open today and suitable musical numbers will dovetail with an appropriate script for the broadcast.

Chic Martin and his transcribed Purina Singers have returned to the WFMD air for a whole year's stay. They appear thrice weekly at noon-time and are sponsored by Purina Mills of St. Louis.

Lee Douglas, emcee of WFAM's "Morning Bugle" makes his bow as a columnist Sept. 5 with the publication of a Sunday feature column called "Radiopinions".

WSBT will originate CBS "Church of the Air", Sept. 12. Catholic broadcast at that time will be in charge of the Rev. John F. O'Hara, C.S.C., President of the University of Notre

Dame. Music will be furnished by the Moreau Seminary Choir.

Larry Sherwood, new KCMO manager, and Jimmie Johnson of the sales dept., made a week-end business trip to St. Louis.

Broadcasting from its crystal studios on the N.Y.S. Fair grounds this week, WFBL will air over six programs daily from the Fair including many of its regular features in addition to special events at the Fair. All the activities will be covered. Through WSYR, NBC-Blue network, two broadcasts will be made from the Fair on Governor's Day, Sept. 9. These are Gov. Lehman's speech and the All-American trotting race. Clem McCarthy will come here to handle the latter event.

Louisiana's first southern governors' sloop race on Lake Ponchartrain was broadcast from the Southern Yacht Club yesterday by WDSU and WWL. Governors from six southern states were scheduled to participate.

A farewell party for A. E. Nelson, manager of KOA, was held in the studios with all members of the staff and their wives attending. Nelson goes to KDKA, Pittsburgh, as manager.

Statistics show that it will cost Major Bowes \$1,700 in telephone bills to broadcast "Albany Night" from here Sept. 9. He opens at the Old Grand Theater on Sept. 10.

The Albany Baseball Club presented Royden N. (Doc) Rand, WOKO-WABY sportscaster, with a set of clubs on Aug. 31 on "Radio Appreciation Night" before 8,000 fans. Manager Bill McCorry publicly stated that the club's signing with General Mills was one of the greatest "breaks in Albany baseball history."

WKB, Kansas City, is issuing a new rate card to go into effect Sept. 15. It is understood that the new price schedule will call for a general increase over all previous rate cards.

KDAL's hook-up with CBS on Sunday took on the aspect of civic celebration with the twin ports mayors participating as announcers in the local dedicatory program. The day's schedule began with special half hour airing, featuring an organist, several soloists and talks by Mayor Bryn Ostby of Superior and Mayor C. Rudolph Berghult of Duluth. Both spoke for respective cities in bidding welcome to the beginning of direct CBS service in the twin ports listening area.

James Nye, president of the Duluth Civic Symphony Association also spoke. At the conclusion of the program, Mayor Ostby took the station

## CBS SETS MORE BIZ INCLUDING GEN. FOODS

(Continued from Page 1)

of Helen Trent" and "Our Gal Sunday" dramatic skits.

What product General Foods will promote in the Monday, Wednesday and Friday, 12-12:15 p.m., spot is not set as yet. Main office said that it might be anyone of three items. This is the eighth General Foods show to be set by the company. Four are now on the air with the rest scheduled to start next month.

Ford renewal is for 13 weeks, effective Oct. 5. Show is heard on 93 CBS stations, Tuesdays, 9-9:30 p.m. N. W. Ayer is the agency.

Pontiac's "News Through a Woman's Eye" is heard Mondays, Wednesdays and Fridays, 2-2:15 p.m., with repeat at 5:30 p.m. on 59 stations. Renewal is for 52 weeks as of Oct. 11. MacManus, John & Adams, Detroit, has the account.

American Home Products on 31 stations will be renewed Sept. 27. Shows are heard Mondays through Fridays, 12:30-1 p.m. Blackett-Sample-Hummert has the account.

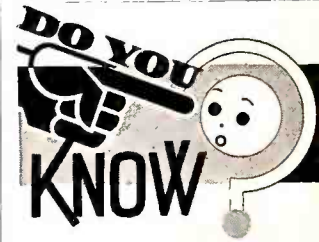
## NBC Tests Tele Sketch

NBC-RCA television experimental test today will include a script called The Match Maker, featuring James Meehan and Noel Mills. Sketch is scheduled to be televised at 1:45 p.m., and will run for 15 minutes.

stand-by and Mayor Berghult of Duluth followed with "KDAL now joins the Columbia Broadcasting System." KDAL was officially welded to the network as Mayor Berghult pushed a control button to bring in the first CBS program heard from chain's twin ports outlet.

Affiliation was nationally publicized by CBS later in the day with a half hour program on a coast to coast hook up. Frankie Masters orchestra was featured and the civic material lauding the two cities presented ala Major Bowes style.

Kate Smith's secretary, Jane Tompkins, who is the wife of Burt McConnell, Arctic explorer, has just completed a new book for children. Titled, "The Polar Bear Twins," it will be released on Sept. 9.



**DO YOU  
KNOW**

The news bureau of WCAO, Baltimore, receives 80,000 words of news daily, aside from the sports ticker, and this must be condensed into about 7,500, which is all that can be aired each day.





# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 48

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

FIVE CENTS

# Philco Adding Stations

## MUSTEROLE SIGNS SPOT ON 31 MUTUAL STATIONS

Musterole has signed for the 1:15-1:30 p.m. spot on 31 Mutual stations and WHN for a Monday, Wednesday and Friday series to begin Oct. 4. Show will feature Carson Robinson and his Buckaroos.

Stations on the network are WOR, WGN, CKLW, WAAB, WFIL, WOL, KWK, KSO, KFEL, KHJ, WHB, WKBW, WRVA, WSPD, WCAE, KSTP, WHK, WMT, WSPR, WEAN, WICC and 10 Don Lee stations besides KHJ. WHN will carry the program on the same days but at a

(Continued on Page 3)

## New Packard NBC Series Previewed on the Coast

West Coast Bureau, RADIO DAILY

Los Angeles—Young & Rubicam "previewed" the initialer of the new Packard series, "Hollywood Mardi Gras," at the NBC theater on Warner's KFVB lot Saturday night to

(Continued on Page 3)

## Extensive Coast Series Planned by Petri Cigar

Petri Cigar Co. plans an extensive advertising campaign to begin immediately on the west coast. Spot announcements will be used nightly

(Continued on Page 3)

## KELA to Open in Dec.

Chehalis, Wash.—KELA, newly authorized 500-watt station being built by Central Broadcasting Corp., of which A. C. St. John of this city is president, is expected to open early in December.

## Announcer's Record

Philadelphia—Lynn Willis, KYW announcer, has figured it all out that he has conducted about 31,500 programs and never yet has the show run passed the closing second dead-line. Willis conducts an average of 15 programs a day, five days a week. This would be 4,500 a year and Willis has been broadcasting regularly for the past seven years.

## New Prospects

West Cornwall, Conn.—Radio stations have a big new field for business, according to results obtained at the W. E. Kugeman farm. The 550 hens at the farm laid an average of 480 eggs a day while a radio was continuously operating in the henney. Then the radio broke, and egg production dropped to 380 a day. New radio was installed and the hens quickly regained their stride.

## AMERICAN BANKS START OCT. 18 OVER NBC-BLUE

The American banks-Philadelphia orchestra series of full-hour programs on a nationwide NBC-Blue network will begin Oct. 18 at 9 p.m. Practically the same list of banks will underwrite the NBC series as did the CBS half-hour last season. Some of

(Continued on Page 3)

## Jolson's New Show Opens Like a Movie "Premiere"

West Coast Bureau, RADIO DAILY

Los Angeles—Radio has gone Hollywood with a vengeance. Emulating the film industry, the Ruthrauff & Ryan agency inaugurated the new Al Jolson series at the CBS Radio

(Continued on Page 3)

## Pilot on Inter-City

Pilot Radio, through Alvin Austin, on Monday will start a quarter-hour series of INS news reports, seven nights a week, over WMCA and the Inter-City web. Program with Garnett Marks as newscaster will be heard at 10:45-11 p.m. Series is signed for a year.

## Wilson and Hagedorn Merge As Station Representatives

### "Voice of Experience" As Mutual Sustaining

"Voice of Experience" will start a twice weekly series of sustaining shows on Mutual beginning next Monday, 12 noon to 12:15 p.m., and

(Continued on Page 3)

## 30 Outlets Already Added to Original List on Disk Series—Still More Stations to be Included

## DE SOTO IS PREPARING EXTENSIVE STATION LIST

De Soto Motor Co. is preparing a large station list for a quarter-hour transcription series and also a spot announcement series with Ted Husing. J. Stirling Getchell Inc., Detroit, is handling.

## Cough Remedy Starting CBS Series on Oct. 18

Chicago—F. & F. Laboratories (F. & F. cough drops) will start its first radio advertising schedule on Oct. 18, over 43 CBS stations, Mondays, Wednesdays and Fridays, 3:30-3:45 p.m. Understood program will be a dramatic series. Blackett-Sample-Hummert, Inc., placed the account.

## KOL on Mutual Web

Seattle—After many erroneous reports, KOL has finally agreed to serve as the Mutual-Seattle outlet for programs booked by the web.

## WDGY Appointments

Minneapolis—Meridith B. Lowe, formerly of Chicago and Tulsa, has been named chief technician of WDGY.

John MacKnight is an addition to the announcing staff.

Jack Raven has been appointed merchandising manager and will handle all national contacts.

Responding to dealer demand, Philco Radio & Television has added 30 more stations on its "Phyl" Coe Radio Mysteries disks, bringing the total now up to 230, with further additions in prospect.

A \$50,000 cash contest is being conducted in conjunction with the series, which is on behalf of Philco's radio tube division, and it was originally

(Continued on Page 3)

## BROADCASTERS' GROUP RESUMES AFM HUDDLES

Committee for the Independent Radio Network Affiliates arrives in town today and goes into executive session late this afternoon or evening, preparatory to meeting with Joseph N. Weber, president of the AFM, some time tomorrow. This will start the ball rolling for the big pow-wows beginning Friday, when the IRNA membership will again convene and seek to present a solution to the broadcasters' dilemma anent the hiring of at least 2,000 additional musicians or face a strike threat. Com-

(Continued on Page 3)

## Skelly Oil Co. Disks On 21 Midwest Stations

Kansas City—Skelly Oil on Oct. 11 will start "Court of Missing Heirs" on 21 mid-west CBS stations, 7-7:30 p.m. (EST). Program deals with the life stories of persons whose deaths

(Continued on Page 3)

## Telepathy on Air

Chicago—Subject of Commander E. F. McDonald's mystery radio show, "Zenith Foundation", which started Sunday, is revealed as mental telepathy. Zenith plans to adapt tests of telepathic experimenters for broadcasting purposes, with listeners collaborating as guinea pigs. After groundwork is set by first three programs, telepathy show will be announced.

(Continued on Page 3)





Vol. 2, No. 48 Wed., Sept. 8, 1937 Price 5 Cts.

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

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FINANCIAL

(Tuesday, Sept. 7)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Cresley Radio, Gen. Electric, North American, RCA Common, RCA First 'fd., Stewart Warner, Zenith Radio. Includes High, Low, Close, Chg., and % columns.

NEW YORK CURB EXCHANGE

Table with columns: Hazeltine Corp., Majestic, Nat. Union Radio. Includes Bid and Asked columns.

OVER THE COUNTER

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

Major Bowes Resumes Sunday Show Sept. 12

Following a summer vacation, Major Edward Bowes next Sunday will resume officiating at the "Capitol Family" broadcasts over CBS at 11:30-12:30 noon Sundays.

Though he took a recess from this program for the past two months, Major Bowes continued to appear with his Chrysler "Amateur Hour" program, the leader of all radio shows in survey ratings.

C. K. Carmichael in New York

C. K. Carmichael, for the past two years associated with WBT, Charlotte, N. C., as publicity director and on special events, has left that station and is now in New York conferring on a new connection.

CLYDE BARRIE

CBS

Thursday 6:15 P. M.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Sept. 4, 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 'My Cabin of Dreams', 'So Rare', 'Have You Got Any Castles, Baby', etc.

Atlantic Refining Signs New York-Penna. Games

Atlantic Refining has signed exclusive broadcasting rights to the New York-Pennsylvania League play-off games which begin today.

Stations signed to broadcast play-by-play descriptions of the games are WESG, Elmira; WBRE, Wilkes-Barre; WAZL, Hazleton, and either WNEF, Binghamton, or WRAC, Williamsport, depending on the outcome of last night's game.

WBIG Adds Full-Time Reporter

Greensboro, N. C.—WBIG has added a full-time news reporter to its staff. This is the first station in North Carolina to employ a full-time reporter.

In addition, WBIG has a correspondent in the State Capitol, as well as all the principal cities in its area. The local and state news augments full-time Transradio News.

Enoch Price, editor, Greensboro Patriot, is now Transradio correspondent in Greensboro, and editorial consultant of WBIG.

Kay Beckman Joins Blair

Chicago—Kay Beckman, formerly of WHO, KSO and KRNT, Des Moines, and WCFL, Chicago, has joined the Chicago office of John Blair & Co., radio station representatives.

Communications Ass'n Signs 2 More Stations

American Communications Association (formerly ARTA) yesterday announced the signing of two additional stations which have agreed to recognize that body as its sole bargaining agent.

Wisconsin Network Sets Dedicatory Programs

Green Bay—Formal dedication of the new Wisconsin Broadcasting System by its member stations, WHBY here, KFIZ in Fond du Lac and WIBU in Poynette, takes place Friday with special programs.

WHBY will air its dedication at 7:15-8 p.m., KFIZ at 8-8:30 and WIBU at 1-1:30 and 8:30-9:30.

McGrady's RCA Duties

In a radiogram from London yesterday, David Sarnoff, RCA president and chairman of the board of NBC, explained Edward F. McGrady's new duties as director of labor relations for RCA.

Bill Watters Recovered

William Watters, radio writer connected with the Kass-Tohrner organization, will be back on the job tomorrow or Friday after a siege of the grip lasting more than two weeks.

COMING and GOING

JOHN VAN CRONKHITE, president of Van Cronkhite Associates Inc., Chicago, and head of the Association of Radio News Editors and Writers, arrived in New York yesterday via Washington and southern points.

MANN HOLINER, radio director of Lennen & Mitchell, arrives in Hollywood tomorrow to supervise the new Woodbury series, which stars Tyrone Power and is scheduled to start Oct. 3.

DALE CARNEGIE was also a passenger on the Berengaria, which went to Nova Scotia over the holiday.

JIMMIE WINCHESTER, sports announcer of WHN, returned yesterday via American Airlines from the Coast, where he visited his mother, who is seriously ill.

SYLVIA PRESS, WINS publicity department, leaves Sept. 18 on a cruise to South America.

ALLEN ZEE, WHN production man, returns today after a two-week vacation in Maine.

K. B. JOHNSTON, WCOL, Columbus, is in New York.

HILDEGARDE, NBC songstress, arrives in New York on the Champlain Sept. 22.

MARK ETHRIDGE and W. L. COULSON of WHAS, BILL HEDGES of WLW, L. B. WILSON of WCKY, and ED CRAIG of WSM, are expected in town today.

JACK HENDERSON left for Atlantic City last night to handle the National Security Traders' entertainment at the Traymore Hotel.

ARTHUR CHURCH, president of KMBC, Kansas City, has returned home after spending 10 days in Hollywood.

DICK HEATH, commercial manager of KTAR, Phoenix, also returned home from a visit to the West Coast.

FRED ALLEN and his wife, PORTLAND HOFFA, arrived in Hollywood yesterday to appear in a 20th Century-Fox picture.

BEN BERNIE also arrived on the West Coast yesterday.

JACK BENNY arrived in Chicago and picked up his writers, BILL MORROW and ED BELOIN, and continues on to the Coast with them via motor.

CARLOS A. ZUBLIN of LRI, Buenos Aires, who is spending some time in this country, visited Chicago last week and inspected equipment there.

ROBERT T. KEARNEY, vice-president of Sears Roebuck & Co., sails for Europe today aboard the Manhattan.

MACK GOLDMAN, professional manager for Harms Music, arrived in town yesterday from a business trip through the middle-west.

SARA JANE TOMPKINS, of Rockwell-O'Keefe, returned yesterday from Cleveland.

HARRY LEEDY flew to Minneapolis from Hollywood yesterday.

CY MANNES arrived in town yesterday. JIMMY DORSEY arrived in town yesterday.

DICK INGRAM of the Rockwell-O'Keefe N. Y. office flew to Boston yesterday.

FCC Quiz Elliott Roosevelt

Washington Bureau, RADIO DAILY Washington—Interrogation of Elliott Roosevelt, son of the President, yesterday by FCC examiner George H. Hill over his wife's plans to buy KFJZ, Fort Worth, from R. S. Bishop for \$57,500 revealed the fact that Ruth Roosevelt was to be the actual buyer.

AL DONAHUE

Now Appearing ROOSEVELT HOTEL, New Orleans

Opens at the Fall Oct. 6th For Fall and Winter Season Fourth Return Engagement



## WILSON AND HAGEDORN MERGE AS STATION REPS

(Continued from Page 1)  
field, while Hagedorn will act for Wilson in New York.  
Under the new affiliation, the name of Wilson-Robertson will be dropped and the firm will be known as the Howard H. Wilson Company.

## Jolson's New Show Opens Like a Movie "Premiere"

(Continued from Page 1)  
Playhouse last night with all of the electrical and sartorial display of a movie "premiere." Big studio sun-ars illuminated the sky as well as the strictly formal attire of the strictly invitational audience. Rolls-royces rolled up in grandeur for the edification of thousands of the customary curbstome curious who sat for hours on soap boxes and cartons, some of which, by some unaccountable oversight of some account executive, were emblazoned with the merits of saponaceous products manufactured by competitors of the bill-footer-upper of the spectacle. The only thing really lacking was the out-front microphone presided over by an unctuous emcee.

## Skelly Oil Co. Disks On 21 Midwest Stations

(Continued from Page 1)  
left fortunes tied up in banks throughout the country and the search for the rightful heirs.  
Disks of the show will be used on four other stations in addition to the network half-hour. Program airs at the same time as the CBS-Wrigley show but mid-western stations are not used until the late repeat. Blackett-Sample-Hummert, Chicago, has the Skelly account.

## Musterole Signs Spot On 31 Mutual Stations

(Continued from Page 1)  
different time—11:30-11:45 a.m. All programs will originate in the studios of WOR. Erwin, Wasey & Co. has the account.

## Frisco AFRA Local

San Francisco—Work of organizing a local branch of American Federation of Radio Artists is under way following a meeting over the week-end attended by a delegation including Norman Field, second v.p., and others. Field flew in from Los Angeles. Pre-organization work in northern Calif. has been carried on by Vic Cummings, local writer.

**RALPH KIRBERY**  
"The Dream Singer"  
MANAGEMENT  
WILLIAM MORRIS AGENCY  
BILL MURRAY

## NEW PROGRAMS—IDEAS

### KDAL's "Alibi Airings"

Somewhat a case of "the mountain's coming to Mahomet" is the new series of traffic programs now being aired by KDAL, Duluth. The majority of traffic violations in that city are disposed of right in the police traffic bureau, only the major offenses ever reaching court. Violators appear at the traffic bureau at their leisure. It was impossible for KDAL to go to the traffic bureau, so the bureau came to KDAL.

The result: "Alibi Airings," a program which recreates actual happenings from the traffic bureau as a weekly quarter-hour sustainer. Sgt. Roy Erlandson, assistant head of the traffic bureau, together with a cast of eight to twelve men and women, stage "Alibi Airings." The entire routine of being tagged for traffic offenses, and how such offenders are dealt with, is treated in KDAL's new program.

"Alibi Airings" is aptly titled, because a typical day in the traffic bureau is just a constant parade of alibis as violators appear in answer

to their traffic summonses. Stint affords opportunity to put across traffic rules and safety message in entertaining way. Program started just in time with second annual campaign to "Make September the Safest Month" in Minnesota.

### "Blue Hangover"

A 9-9:30 a.m. program planned entirely with "blues" music, both sentimental and swing, intended as a "burnt offering" to the many over-ambitious souls who celebrated too strenuously over the week-end, was started Monday by WDSU, Durham, N. C. "Moon With a Hangover" is the theme song. Headache powder and table announcements are read during the participating program.

### "Origin of Superstitions"

How various superstitions started—including the number 13, black cats, walking under ladders, etc.—is told in a new series titled "Origin of Superstitions" being presented twice weekly over CKY, Winnipeg.

## New Packard NBC Series Previewed on the Coast

(Continued from Page 1)  
a strictly trade and newspaper audience of 450, which is "capacity."  
Despite a warning by the agency that the performance was a "first rough rehearsal," it might have gone on the air "as is" without any discredit to anyone concerned, since such veterans as Lanny Ross, Charles Butterworth, Florence George, Don Wilson, Raymond Paige and his orchestra, and of course, Amos and Andy were all up there.

The "preview" idea, however, has its good points and seems to find favor. Cantor makes it a practice, and Jolson is reported going to try it out each Monday night preceding his Tuesday broadcast. The Young & Rubicam staff also in favor of this procedure for the Lanny Ross show includes Pat Weaver, supervisor of radio for the agency; Jack Von Nostrand, producer; Carroll O'Meara, assistant producer; Austin Pearson, continuity editor; and Frank Gill, Carl Herzinger, Bill Demling, Jess Oppenheimer and Jennison Parker, writers on the show.

### CBS Controls Coast Bu.

Washington Bureau, RADIO DAILY  
Washington—CBS, in filing its August report with the Securities and Exchange Commission yesterday, revealed it had acquired 27½ per cent of the capital stock of Columbia Management of California Inc., formerly Columbia Artists of California, for \$27,500. A CBS subsidiary acquired 22½ per cent of the same unit for \$22,500. This gives CBS 100 per cent control of the Calif. bureau, the other 45 per cent control being through Columbia Concerts Corp.

## American Banks Start Oct. 18 Over NBC-Blue

(Continued from Page 1)  
the more prominent banks cooperating are Chase National, New York; National Shawmut, Boston; First National, St. Louis; Anglo-California National, San Francisco; First National, Chicago; Pennsylvania Co., Philadelphia, and the Denver Clearing House Ass'n.

Eugene Ormandy will conduct the orchestra, with Alexander Smallens, Jose Iturbi and Fritz Reiner serving as guest conductors. Feodor Chaliapin will be the featured soloist for the premiere. Guest soloists will be booked weekly. W. M. Kiplinger, Washington news-letter writer, and Dr. Neil Carothers, economist and director of the College of Business Administration at Lehigh, will deliver short talks on current topics. Program will run for 26 weeks.

James E. Sauter, who was absent from the Ferde Grofe summer series, will again produce the program and Alfred R. Allen, manager of the Philadelphia orchestra, will act as musical consultant. Wessel Co., Chicago, is the agency handling the account.

## Extensive Coast Series Planned by Petri Cigar

(Continued from Page 1)  
over stations in California, Oregon and Washington and will be handled through the San Francisco office of Emil Brisacher & Staff. Campaign will feature separate advertisements on behalf of Natividad and Costa de Oro brand cigars.

## 30 STATIONS ARE ADDED IN PHILCO DISK SERIES

(Continued from Page 1)  
intended to use only 100 outlets over the country. The contest began last week and will run 16 weeks, with a 15-minute mystery broadcast weekly. Also coincident with the drive is "Philco Week," being observed by dealers Sept. 16-25.

## Broadcasters' Group Resumes AFM Pow-wows

(Continued from Page 1)  
mittee will also report its progress on the various fronts concerned.  
Executive board meeting of the NAB will be held here tomorrow morning, the NAB apparently having decided not to hold a joint meeting with the IRNA, for the time being at least.

Finance committee of IRNA, headed by L. B. Wilson, has sent out its wires and letters, with the result that numerous small stations at least have come through with their assessment toward the \$12,000 sought for expenses. Some of the larger outlets have held off forwarding the cash, inasmuch as they state the quarter-hour rate tap is a high contribution to fight the other fellow's battles. This, of course, is only true where the large station already has musicians at work.

It is expected that the confab tomorrow between the IRNA committee and the AFM will go a long way toward showing which way the wind is blowing by way of an early adjustment.

## "Voice of Experience" As Mutual Sustaining

(Continued from Page 1)  
each Monday and Wednesday thereafter. "Voice" will also be heard over the WLW Line and other stations in a new series starting the same day under the sponsorship of Lydia Pinkham compound.

## AGENCIES

WINIFRED M. BRENNON has been appointed assistant to the president of the W. L. Post Agency and will be in complete charge of merchandising and publicity activities.

MAX HACKER, for the past four years head of the media department of Pedlar & Ryan, died Monday of a heart attack while playing golf. He was 45 years old. Previous to joining Pedlar & Ryan, Hacker was with the Blackman Co. (now Compton) and N. W. Ayer. He is survived by his wife and three children.

First in local accounts  
in Chicago  
**WGES**  
(In the heart of Chicago)



## NEW BUSINESS

Signed by Stations

## WBAP, Fort Worth

Lehn & Fink (Hind's honey and almond cream). "Helen's Home", through Wm. Esty, N. Y.; Rit Products, through Earle Indgin, Chicago; Dodge Bros. (trucks), through Ruthrauff & Ryan, N. Y.; Purity Bakeries, "Hope Alden's Romance", through Blackett-Sample-Hummert, Chicago; Penick & Ford (Brer Rabbit Syrup), through J. Walter Thompson, N. Y.; Dr. W. B. Caldwell Inc. (Syrup of Pepsin), through Cramer-Krassett, Chicago; Barton Mfg. Co. (Dyan-shine), through Anfenger Agency, St. Louis; White King Soap, through Barnes Chase Co., L. A.

## KCKN, Kansas City, Kas.

Mace-Jones Co. (Philco dealers and jewelers), "Radio Mysteries", 16 weeks.

## Airing Historical Event

Philadelphia—Local stations have made plans for a mammoth and comprehensive schedule of special broadcasts covering the city-state sponsored patriotic ceremonies commemorating the 150th anniversary of the signing of the Constitution, week of Sept. 10, a week officially designed by Mayor S. Davis Wilson as Constitution Week.

## Dolan With Wynn Stage Show

Robert Emmett Dolan, musical director of the Sealtest Sunday Night Party, yesterday was signed to handle all music for the new Ed Wynn stage musical, "Hooray for What", set to open on Broadway later this year with a number of radio stars headlining the cast.

## Sportswoman on Major's Show

Clara Bell Walsh, noted society sportswoman, has been induced by CBS executives to make a radio appearance on Colonel Jack Major's program at 3 p.m. next Monday, when she will tell about horses and how to make a real Kentucky mint julep.

## 2 Announcers Join WCAU

Philadelphia — Calvin Jackson of WRAW, Reading, and George Hogan, formerly of CBS, have joined the announcing staff at WCAU.

## WMBH Adds Announcer

Joplin, Mo.—Don Davis, announcer, of Nutley, N. J., has been added to the announcing staff at WMBH here.

1	9	3	7
L	M	T	F
2	10	4	8
3	11	5	9
4	12	6	10
5	13	7	11
6	14	8	12
7	15	9	13
8	16	10	14
9	17	11	15
10	18	12	16
11	19	13	17
12	20	14	18
13	21	15	19
14	22	16	20
15	23	17	21
16	24	18	22
17	25	19	23
18	26	20	24
19	27	21	25
20	28	22	26
21	29	23	27
22	30	24	28

Greetings from Radio Daily

Sept. 8

Milton Watson  
Niela Goodelle  
Lynn Bernhak  
Charles J. Stuart



● ● ● Present Sealtest show featuring James Melton, R. E. Dolan's band, guestars, etc., fades from the air Oct. 10 and will be replaced with a 16-piece symphonic band under the baton of Alexander Smallens of the Philharmonic! McKee-Albright of Philly take over the account from J. Walter Thompson... Harry Conn has decided not to work for Eddie Cantor this season but will concentrate on his air musical comedy which may go under the sponsorship of Goodrich tires or a General Foods product... Loretta Lee has been signed by Columbia Pictures to appear in "Freshman Follies" ... Evelyn Oaks has been signed to a five-year contract by Mack Davis at CBS! She's their "white hope" now for pictures... Frank Parker leaves the Chesterfield show Sept. 27 with no future air plans—but a picture on the Coast... Though it is generally believed that Tommy Riggs has a show-to-show contract on the Vallee hour—he is tied up (but good!) by J. Walter Thompson... Jerry Kruger will get her network chance via CBS' "Swing Session"... Hope Hampton has ordered from Levy-Wander a platinum-diamond CHARM bracelet depicting the operas she's sung in, such as a little Chinese girl for "Madame Butterfly" etc. Good thing she never did a monologist's role!... Wonder if the AFM or ASCAP would raise up in protest if they were aware of the music firms that printed their stock at non-union plants!

● ● ● Down at the Nation's Capital a lot has been going on around the studios for the past two weeks... The outstanding feature, we think, was the efforts made by the local NBC and CBS stations to tie up two of WOL's men—Art Brown and Tony Wakeman... The boys were offered triple their present salaries to make switches and join other staffs this winter... Art Brown's invitation was to do a "Musical Clock" such as he now does via WMAL... Tony Wakeman's offer was to sign with WJSV to replace Arch McDonald, whose contract is said to be up Jan. 4... The boys listened to the propositions and talked the matter over with WOL's Bill Dolph and Madeline Ensign, program director—and decided to leave their hats and coats in the locker room of their present address!

● ● ● Highest price ever paid for Musik recordings goes to the Casa Loma crew for one week's work at \$30,000!... A show written by Mrs. David Freedman with James Barton, Ted Healy and Dave Schooler's ork is a new set-up for a fall show being offered to sponsors... Report is that Joe E. Brown may head a variety show for Ford this fall!... WNEW's Sid Schwartz and Harry Essex sold their play, "Prize Family", before the holiday... Lucille and Lanny have been signed to make 13 RCA-Victor recordings—selected from 50 acts!... Lester Lee obtained that NBC show for Zeke Manners which starts Sept. 14... Bee Palmer opens at the Yacht Club in Chi—before her "come-back" debut in N. Y... Jack Marshall of the Benny Meroff crew is the town's new sensation!... Abe Lyman will follow Casa Loma into the N. Yorker, we'll betcha!

● ● ● Crickets provide competition to singers!... KDYL, Salt Lake City, technicians were confronted with a new problem last Sunday evening... The "Community Sing" broadcast from the outdoor theater at Liberty Park was ready to go on the air, when Al Gunderson, checking the pick-up, noted a peculiar high-frequency singing in his phones... An immediate check disclosed that all equipment was in ship-shape... Frantically Gunderson called the Toll Test Board of the telephone company, but no trouble was located on the lines... Announcer Myron Fox stepped up to the mike to go on the air when a large cricket alighted on the mike!... The high-frequency sing, it was discovered, emanated from the trees surrounding the open air theater—where crickets had started their fall series of concerts... Now a directional mike set-up is used and the problem solved.

## GUEST-ING

DOROTHEA LAWRENCE, opera and concert artist, on John Gambling's program, today (WOR, 6:45 p.m.).

BERT WHEELER, on "Show Boat," postponed to Sept. 16, with WARREN HULL, MRS. WALLACE REID and MOVITA in for the current week (NBC-Red, 9 p.m.).

BILL ROBINSON on Eddie Davis program, Sept. 12 (Mutual, 6 p.m.).

JOAN EDWARDS, on "Hammerstein Music Hall," Sept. 10 (CBS, 8 p.m.).

BEATRICE LILLIE, BURGESS MEREDITH, MARGARET PERRY, ANN BOOTH and RONALD GRAMHAM, on Rudy Vallee program, tomorrow (NBC-Red, 8 p.m.).

MAJOR GENERAL JAMES G. HARBORD, in welcoming message to American Legion, on "Magic Key of RCA," Sept. 12 (NBC-Blue, 2 p.m.).

## WNLC to Celebrate

New London, Conn.—WNLC, owned by the Morey brothers, celebrates its first anniversary Sept. 13 with a special program at 6:15-7 p.m. Station has enjoyed a very successful year, according to the owners, and outlook for the new season is even brighter.

John C. Hinrichs, Jr., recently left the station.

## WINS Exposing Loan Sharks

WINS "Ghost Reporter" will air the "inside" on the still flourishing loan shark racket tonight at 7 p.m. Anonymous reporter has dug up material from victims of the racket and will read their letters on the air. Program is heard Mondays, Wednesdays and Fridays at the same time.

## Joins Anthem Adopters

Danville, Va.—WBTM has joined the list of stations now using "The Star Spangled Banner" for a sign-off. A flood of favorable comment has been received.

## Radiology Congress on Air

Chicago—A score of world famous experts on X-ray and radium treatment will be heard over Chicago stations and the three chains during 5th international congress on Radiology opening Sept. 13 at Palmer House.

## RADIO ARTISTS!

Contacts!

Appointments!

Correspondence!

Telephone Messages!

We handle these details for you. Call Miss Purcell at BRyant 9-2319.

MY PRIVATE SECRETARY

Secretarial Service for Radio Artists

48 West 48th St., N. Y. C. Suite 608





ORCHESTRAS - MUSIC

**V**ARIOUS changes and additions to personnel at NBC have been put into effect by John Swallow, studio manager. Telephone traffic has increased to such an extent that all receptionists have been switched to the switchboard and are being replaced by page boys, with Russell Hudson, formerly head page, promoted to assistant to Karol Pearson, traffic manager. Bob Edwards being stepped into berth as head page and five new boys added.

Arthur Q. Bryan has been assigned the writing chore on Mutual's coast-to-coaster, "Louisiana Hayride", and Jim Bannon gets a similar assignment on the new Buddy Rogers' show, "Script Teasers".

Harvey Hardy, KNX baritone-announcer, set for the leading role in Screen Classics' film short, "Story of Hart Danks." Picture dramatizes the life of Danks, composer of "Silver Threads Among the Gold", and will be released by Columbia.

KFBK, Sacramento, is remoting a daily resume of farm news from the Allis-Chalmers Company's display at the California State Fair grounds, Sept. 3-12. Tony Koester, Farm Program Director for the station, handles the broadcast.

KGDM, Stockton, is completely modernizing with Western Electric equipment throughout. Manager A. H. Green also is applying to the FCC for upped power to better serve KGDM's trade area.

Mertens & Price, Inc., report the sale of their Wade Lane program, "Home Folks" to Altoona Brewing Co. for use on WFBG, Altoona, Pa., and "Martha Lane's Radio Kitchen" goes to the same station for the county distributor of Grunow electrical products.

Hixon-O'Donnell Co. contracted for 52 weeks of daily time signals on KNX for Day and Night Water Heater. Vernor Ginger Ale renewed for four weeks participation in "Housewife's Protective League" over the same station, and American Home Products takes a 9:30 to 10:00 a.m. spot over CBS Pacific Coast net.

Murray Grabhorn, recently ap-

**E**VERETT HOAGLAND and his ork have been held for a third week at Jantzen Beach, Portland, Ore., airing nightly over KOIN.

*The Pinehurst Boys, led by Lou Anthonis, are a new noon attraction over WELI, New Haven.*

George Hamilton is pinch-playing for Freddy Martin on his night off from the Aragon Ballroom, Chicago. The six-night week for musicians went into effect Labor Day.

*King's Jesters replace Paul Sabin on NBC from La Salle Hotel, Chicago, while Louis Panico takes over for Don Fernando from Oriental Gardens.*

Red Hodgson of "Music Goes Round" fame is playing with Roger Pryor's band at Edgewater Beach Hotel, Chicago.

*Pat Dunn and his University of*

pointed manager of KEHE, has begun his new duties. No changes in personnel imminent, Grabhorn stated. By something of a coincidence, John Austin Driscoll checked in as manager of KRKD on the same day.

Radiolites who were nice to Gene Autry, cowboy film star, while he was comparatively unknown are now getting picture breaks because of Gene. Johnny Marvin, NBC cowboy artist who arranged Autry's first audition in New York several years ago but is now living in Hollywood, has been set in Gene's current musical western at Republic, "Springtime in the Rockies." Ditto Christine, Pauline and Jo Stafford, who were among the first people Autrey met when he invaded Hollywood three years ago.

May Robson's transcription series, "Lady of Millions", produced by Associated Cinema, starts on KNX for Bauer and Black on October 17, which is exactly one month after the grand old lady celebrates the 54th anniversary of her first appearance on a stage. "Lady of Millions" has been taken for Australia by Broadcasting Service Association, through its Hollywood representative, Dr. Ralph L. Power.

Earnshaw Radio Productions made a deal this week for its "Daily Hollywood Night Letter" for 25 stations in Latin America.

Connie Vance, who dishes up feature yarns for Radio Features Service clients, is doing nip-ups over the fact that she and friend husband, Mark Murray, KNX arranger, are going to have a three-day vacation together over the week-end holiday. Free time on respective jobs keeps them comparative strangers, Connie laments.

Robert Dillon's "Bureau of Missing Persons", inaugurated on KEHE last week, is reported to have "found" five of eight missing persons sought. Program is a Sunday night feature, 7:30 p.m.

Fred Daniell, representing the Sir Hugh Dennison estate, owners of

*Kansas City ork have started their third year on WDAF, in a Sunday afternoon spot.*

Carvel Craig ork winds up summer season at Bal Bijou, Lake Tahoe, with Labor Day weekend, and prepares for eastern engagement.

*Jack Russell has opened with his 11-piece band at Waco, Lake Wawawsee, Ind.*

Roger Riddle of the vocal-guitar team of Marty and Roger, heard over KFOX, Long Beach, Cal., has written two songs which in Long Beach at least are becoming more popular than nationally broadcast show tunes. "Lovely Two Brown Eyes" and "I Didn't Even Stand A Chance" are the songs with poetic lyrics and sweet melodies. In addition to KFOX broadcasting, Marty and Roger play nightly at the Villa Riviera cocktail lounge in Long Beach.

radio stations, newspapers and film studios in Australia, planned out for Vancouver, B. C., after business conferences here.

Frank Purkett, Associated Cinema Studio v.p.-g.m., has been on the sick list for a few days. Larry Adams has been promoted to chief engineer at the studio, and Fred Bowen rejoins the technical staff.

Stuart Hamblen, cowboy singer heard daily on KEHE, is off the air for a few days undergoing facial surgery preparatory to a screen test.

Tommy Bond, Gus Edward's protege on "School Days of the Air" has been signed to a long term picture contract by Mervyn Le Roy.

Cal Kuhl, Kraft producer, back at his J. Walter Thompson desk following vacation.

Ted Hedinger joins the NBC production staff from NBC, Chicago; Maryalice Moynihan transferred from San Francisco to become secretary to Walter Baker, office-personnel manager; Esther Baxter added as secretary in Hal Bock's publicity department; Max Hutto made assistant to Fred Dick, mimeograph manager, and Margaret Kent also added to this department.

Seymour Peyser resigned as publicity chief at KHJ-Don Lee and has been succeeded by Jimmy Vandiveer, onetime newspaper man who has had his "Meet Some People" on this station for some time and done some intermittent newscasting. Jimmy will continue his program in addition to heading the press department.

Helen Hancock, assistant to KEHE program director Nafe Kaylor, is on vacation.

Virginia Verrill, featured songstress on the Show Boat hour, will not do the role planned for her in Samuel Goldwyn's forthcoming "Goldwyn Follies" and her contract with the picture company has been canceled by mutual consent.

Conrad Nagel has been set by Young and Rubicam for the emceeing of the new International Silver's "Silver Theater" program.



**GAL TINNEY** is here for rehearsals for the new Campana "Vanity Fair" show starting Sept. 20. He will also make a guest appearance on Campana's First Nighter next Friday evening.

Joe DuMond, creator of Josh Higgins of Finchville has gone to New York to make a batch of transcriptions.

Don McNeill, emcee of "Breakfast Club," dug down into his jeans and provided transportation home to Seattle for the U. S. Marine who came here just to see the "Breakfast Club" and then got sick and had to be hospitalized for several weeks.

Arch Oboler, who writes Irene Rich's scripts for Welch, here for a few days conferring with the H. W. Kaster agency.

Wendell Hall and family motored to Eagle River, Wis., for a fortnight's vacation.

Art Stringer's family has pulled up stakes and gone to Cincinnati to join him at WLW, where he is new head of promotion and press.

Bobby Brown, program director of WBBM-CBS, is home from a six-week's tour of Europe.

Hay fever K-O'd Bob Labour, WJJD announcer and commentator, despite the fact that he was reading the commercials for a hay fever remedy.

WAAF has a new program at 1:45 daily titled Lyric Serenade featuring tenor Roy Glahn.

WAAF has broken its traditional against hill-billy programs and now has one in this vein conducted by Ed Rees.

Texaco let its option on WCFL for football this fall lapse without exercising it. Station will carry the Northwestern U. home games and reports several hot commercial prospects.

M. M. Bling, chief of Chicago office of Standard Radio, has headed for Hollywood to confer with Jerry King.

Kirby Hawks, radio head of Blackett-Sample-Hummert, headed for Hollywood over the weekend to handle production on waxing of General Mills, "Love for a Day" starring Helen Gahagan. Only station announced so far for the series is WTMJ, Milwaukee. Jo Milward, who is authoring the series, is in Chicago conferring with General Mills authorities.

Al Hollender, publicist for WJJD and WIND, laid up for a day or so.

His 1,600th Show

With production of a half-hour version of the life of Paul Muni as an exploitation tie-up with Warner's film, "Zola", Dramatic Director Ronald Dawson of WOL, Washington, has completed his 1,600th show in nine years. Of this total, Dawson also either wrote or adapted 1,000 shows, and played the leads in at least 1,500 skits. Dawson went to WOL from the New York stage nine years ago and organized The Northern Dramatic Co., which hasn't missed a week of broadcasting in all that time.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA

2:30-5:30 Daily



# ★ Program Reviews and Comments ★

## "HECKER'S INFORMATION BUREAU"

Hecker Products  
(Hecker's H-O, Farina, etc.)  
WOR-MBS, Mondays through  
Fridays, 11-45 a.m. to 12 noon.  
Erwin, Wasey & Co.

SHOW HAS THE FORMULA, BUT NEEDS PLENTY OF WORK ON THE PRODUCTION END.

Yesterday's airing of "Hecker's Information Bureau", the second of the new series, was just an ordinary quarter-hour. Jean Paul King, handling the news of the day of interest to women, led off the show and it was also the best part of the program. His editors might pay less attention to front page news and dig up some of the material from other sources.

Helen Rowland was in the second portion of the show and did not impress. Her radio voice is much too coarse to hand out advice on love via the airwaves.

There seemed to be some conflict on this particular show between Rowland and Myra Kingsley, the astrologist. One was giving advice by experience, the other by the stars. Anyway, Miss Kingsley's part ought to build as the series gets older.

Sponsor is offering a Kingsley horoscope for two box tops from any of the three products plugged on the program. But the sponsor forgets to tell the listeners whether the horoscopes will be read on the air or delivered by mail.

## Chase & Sanborn Hour

There's been somewhat of a letdown lately in the Chase & Sanborn hour, heard Sunday nights at 8 over NBC-Red, and the last program made a low in the series. Edgar Bergen

## Canadian Short-Waver

Ottawa—Canadian Broadcasting Corp. is considering erection of a powerful 50 kilowatt short-wave transmitter to enable Canada to participate in world broadcasting.

At present two 50 kilowatt long-wave stations are under construction, one near Montreal, the other near Toronto, to be followed by a similar transmitter for the Prairies and one for the Maritimes.

## CBS Signs Evelyn Oaks

Evelyn Oaks, "Dixie Rhythm Girl", has been signed for exclusive management by Columbia Artists, Inc. Mack Davis handled the deal. Miss Oaks made her radio debut over WFAA and has been heard with a number of leading orchestras.

## More Disks for Kirby

Ralph Kirby has been set by William Morris offices to make three more disks for the Chevrolet series with Victor Arden orchestra. Kirby recently recorded one program for Chevy at WBS.

## "ZENITH FOUNDATION"

Zenith Radio Corp.  
WJZ-NBC-Blue Network,  
Sundays, 10-10:30 p.m.  
E. H. Brown Agency

SCIENTIFIC-HUMAN INTEREST PROGRAM WITH MUSICAL BACKGROUND PROVES QUITE FASCINATING.

Launched with much secrecy regarding its contents, with the initial broadcasts said to be mere preliminary to the actual nature of the program (rumored as being telepathy), the first airing of Zenith's new show was very successful both as entertainment and as a creator of suspense over what is to come.

Conceived by Commander E. F. McDonald, head of Zenith, and announced as a scientific program of a different sort never before attempted, the initial show illustrated how many of the great achievements of science were scoffed at when first claimed by their discoverers or inventors. Among the marvels cited is radio itself and many other inventions now accepted as routine but which were believed impossible many years ago.

The part played by superstition and prejudice, as well as ignorance, in impeding the development of science is brought out. All of which helps to build up credence for the new scientific claims to be presented later.

Show is entertainingly dressed with musical background by Roy Shield's orchestra. It is well handled dramatically, the cast being directed by C. L. Menser.

and "Charlie McCarthy" continue as the top entertainers of the show, but W. C. Fields sounds played out and his gags are beginning to come from books that pre-date Joe Miller.

## WIP Dramatic Club

Philadelphia—To provide opportunities for worthy talent seeking a radio break, and at the same time train material for programs, a Dramatic Association is being organized by James Allen, WIP program director. Accepted applicants will be trained.

## Fort Worth-Columbus Remote

Fort Worth—WBAP, which has gone in extensively for remotes from points near here, is going far afield Sept. 25 when it handles the Texas Christian University-Ohio State football game from Columbus. Cy Leland, the 50,000-watt's chief sports announcer, will be at the mike. Last Sunday, Nelson Olmsted handled a motorcycle race remote from Waco.

## CKY Changing Frequency

Winnipeg—CKY returns to its former frequency of 690 kilocycles on Sept. 15. This will necessitate frequency changes by a number of other stations.

## "AUNT JEMIMA ON THE AIR"

Quaker Oats Co.  
WJZ-NBC-Blue Network,  
Tuesday through Friday,  
9:45-10 a.m.  
Lord & Thomas, Inc.

ONE OF THE BEST MORNING VARIETY PROGRAMS ON THE AIR: LOADED WITH TALENT AND ENTERTAINMENT.

Quaker Oats Co., which originated the "Aunt Jemima" character for its pancake flour, finally decides to use the character in question, after the courts decided recently that it was really their property. Thus the show has a name which definitely ties up the product; further, it makes good on being an excellent production, which is fast but even tempoed.

Heading the cast as Aunt Jemima, is Harriette Widmer, well known as a radio character actress portraying blackface roles; Roy Brower, new discovery, handles the male vocal solos; mixed chorus of eight voices directed by Noble Cain, while a negro instrumental group conducted by Sammy Williams furnishes the music. Also, Buck and Wheat, blackface comedy team, Forrest Lewis and Vance McCune, provide the humor and continuity in company with others of the cast. All this talent crowded into a quarter-hour spot makes for a first rate ayem proposition. Pancake-flour commercials are fairly short and well delivered by Charles Lyon, out of Chicago NBC studios.

But the main letdown in these programs usually is the playlet that is sandwiched into the proceedings. In last Sunday's skit, Ida Lupino, who is a capable actress, was wasted,

## Wesson Oil Renewing

Wesson Oil on Sept. 26 will renew its "Hawthorne House" series which is broadcast on 5 NBC-Red Pacific stations Sundays, 7-7:30 p.m. (PST). Contract is signed for 52 weeks through Fitzgerald Advertising, New Orleans.

## Bosworth on Six Stations

Chicago—Rev. F. F. Bosworth, River Forest evangelist, has arranged for a "national radio revival" on six stations in Chicago, New York and Philadelphia. The Evangelist has reserved time here on WJJD, WCFL and WCBBD. Mrs. Bosworth does the preaching on WCBBD. Bosworth has given up his tabernacles to campaign exclusively by radio.

## Eddie King Joining NBC

Portland, Ore.—Eddie King, following his return from a vacation trip to Ensenada, Mexico, announces he is leaving the KGW-KEX studios here for position with NBC in San Francisco.

## "CASTLES OF ROMANCE"

Harvey-Whipple, Inc.  
(oil heaters) Springfield, Mass.  
WJZ, Tuesdays, 6:35-6:45 p.m.  
Willard G. Myers Agency

BRIEF BUT PLEASING MUSICAL VARIETY PROGRAM WITH STANDARD TALENT.

With its talent comprised of such standard radio entertainers as Alice Remsen, contralto; George Griffin, tenor, and Al and Lee Reiser, twin pianists, this 10-minute shot is a lively and tuneful affair, though it doesn't get away from the usual run of musical programs. Numbers offered were in a popular vein, with solos by Miss Remsen and Griffin, then a collaboration of the piano artists and the voices, all very pleasingly done.

## "The Animal Kingdom"

John Barrymore and Beverly Roberts, playing the leads in "The Animal Kingdom" over NBC-Blue on Monday night at 9:30, provided some of the best entertainment of its kind heard on the air in months. With material much better suited than Shakespeare when it comes to pleasing a vast radio audience, Barrymore gave a deft performance, while Miss Roberts held her own very neatly in the chief feminine role.

Incidentally, Barrymore's curtain speeches are becoming to his radio presentations pretty much what George Bernard Shaw's prefaces are to his published plays; except that Barrymore is shorter and sweeter. At any rate, in drama, comedy or curtain speech, Barrymore has first-rate radio audience appeal.

along with Don Ameche, in a dull episode about a baroness.

Nelson Eddy's vocal selections also haven't been very happy ones lately.

## Bob Hall Pinched in Mexico

San Francisco—Bob Hall, radio editor of the Call-Bulletin, is back home after a four-hour experience in a Mexican calaboose, where he was held incommunicado for essaying a candid camera snapshot of a Mexican patrolman snoozing in a chair. A wide-awake cop saw Bob. Milton Samuel of NBC and J. Clarence Meyers of KYA, Hall's companions, effected his release through aid of U. S. Consul Harry Bowman of Mexicali.

## George Cheney Dead

George Cheney, 66, pioneer recording engineer died Sunday in his home in Freeport, L. I. Cheney had been associated with Victor Records for the past 25 years. Surviving are his wife, five daughters, a brother and a sister.

## Newspaper Gives In

New Haven—First recognition of local radio by The Register came when publisher of the newspaper asked WELI to cover the cross-harbor swimming meet conducted under the paper's auspices.

## F. C. C. ACTIVITIES

### HEARINGS SCHEDULED

SEPT. 9: KOBH, Rapid City, S. D. Vol. assignment of license to Black Hills Broadcasting Co. 1370 kc., 100 watts, unlimited.

Frontier Broadcasting Co., Cheyenne, Wyo. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Journal Co., Milwaukee. CP for new station. 1570 kc., 1 KW., unlimited.

Mid-Atlantic Corp., Washington, D. C. CP for new station. 1570 kc., 1 KW., unlimited.

Trenton Times, Trenton. CP for new station. 1570 kc., 250 watts, unlimited.

Metropolis Co., Jacksonville, Fla. CP for new station. 1290 kc., 250 watts, unlimited.

SEPT. 10: Citizens Broadcasting Corp., Schenectady. CP for new station. 1240 kc., 1 KW., 5 KW. LS., unlimited.

Thomas J. Watson, Endicott, N. Y. CP for new station. 1240 kc., 1 KW., unlimited.

WEED, Rocky Mount, N. C. CP for change in frequency, power and hours of operation to 1240 kc., 500 watts, unlimited.

Radio Station WFNC, Fayetteville, N. C. CP for new station. 1210 kc., 250 watts, daytime.

Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 500 watts, 1 KW. LS., unlimited.

Capitol Broadcasting Co., Inc., Raleigh, N. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

SEPT. 14: Elwood Warwick Lippincott, Bend, Ore. CP for new station. 1310 kc., 100 watts, unlimited.

WPHR, Richmond. CP for increase in power and change in hours of operation to 1 KW., unlimited. 880 kc.

SEPT. 15: Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1020 kc., 250 watts, daytime.

SEPT. 22: Havens & Martin, Inc., Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

Petersburg Newspaper Corp., Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

John Stewart Bryan, Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

SEPT. 24: W. W. Luce, Lauderdale, Fla. CP for new station. 1050 kc., 1 KW., daytime.

L. L. Coryell & Son, Lincoln, Neb. CP for new station. 1450 kc., 250 watts, 1 KW. LS., unlimited.

Walker & Chapin, Oshkosh, Wis. CP for new station. 1010 kc., 250 watts, unlimited.

Carl Latenser, Atchinson, Kas. CP for new station. 1420 kc., 100 watts, daytime.

United Theaters, Inc., San Juan, P. R. CP for new station. 570 kc., 1 KW., unlimited.

SEPT. 27: Radio Enterprises, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.

Asso. Arkansas Newspapers, Inc., Hot Springs. CP for new station. 1310 kc., 100 watts, daytime.

Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

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

SEPT. 28: Jules J. Rubens, Aurora, Ill. CP for new station. 1040 kc., 250 watts, daytime.

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

Southern Broadcasting Corp., Bogalusa, La. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

SEPT. 29: Earl Weir, St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, unlimited.

Seaboard Broadcasting Corp., Savannah. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Athens Times, Inc., Athens, Ga. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

WMAZ, Macon. CP to increase power to 1 KW., 5 KW. LS., 1180 kc., limited.

OCT. 1: Colonial Broadcasting Co., Morristown, N. J. CP for new station. 620 kc., 1 KW., unlimited.

WLAP, Lexington, Ky. CP for change in frequency and power to 610 kc., 500 watts, 1 KW., unlimited.

Sims Broadcasting Co., Phoenix, Ariz. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

OCT. 4: WRBL, Columbus, Ga. Mod. of CP. 1330 kc., 1 KW., unlimited.

KSTP, St. Paul. CP to increase power to 50 KW., 1460 kc., unlimited.

WJSV, Washington. CP to increase power to 50 KW., 1460 kc., unlimited.

WGAR, Cleveland. CP to increase power to 1 KW., 5 KW. LS., 1450 kc., unlimited.

OCT. 7: Pacific Acceptance Corp., San Diego. CP for new station. 1200 kc., 100 watts, daytime.

Smith, Keller & Cole, San Diego. CP for new station. 1200 kc., 100 watts, daytime.

WREN, Lawrence, Kas. Auth. to transfer control of corp. 1220 kc., 1 KW., 5 KW. LS., shares time.

Adams Recording Studio, San Diego. Auth. to make electrical transcriptions and recordings for stations XEBG and XEMO, Tia Juana, Mex.

M. M. Valentine, Laredo, Tex. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Walter Biddick Co., Los Angeles. Auth. to supply electrical transcriptions to station XEMO at Tia Juana.

OCT. 11: Roberts-McNab Co., Livingston, Mont. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

S. L. Slover Corp., Norfolk. CP for new station. 1370 kc., 250 watts, unlimited.

Harwell V. Shepard, Denton, Tex. CP for new station. 1420 kc., 100 watts, daytime.

Port Angeles Broadcasters, Spokane. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

First Baptist Church, Pontiac, Mich. Auth. to transmit programs to station CKLW, Windsor, Ontario, Canada.

KGAR, Tucson, Ariz. CP to change frequency and increase power to 1340 kc., 250 watts, unlimited.

### EXAMINER'S RECOMMENDATIONS

WWL, New Orleans. CP for change in power to 50 KW. 850 kc., specified, be granted.

Warren B. Worcester, San Diego, Cal. CP for new station. 1400 kc., 250 watts, 1 KW. LS., unlimited, be denied.

William F. Maag, Jr., Youngstown. CP for new station. 1420 kc., 100 watts, daytime, be granted.

### SAN ANTONIO

WOAI Manager Hugh Half back from California, Chicago and New York.

Troubadours (Ted and Bill) are on a new KTSA musical program sponsored by Alamo Dist. Co. (Crosley).

Ray Hunt, former KONO chief announcer, in town on a visit; he's now with WHAS, Louisville.

Ernest Tubb, recording artist, Rogers, has a fiddle band on Mission Broadcasting Co. three times weekly.

Tommy Blake and his ork have opened at the Gunter Hotel roof, succeeding Henri Lishon's combo. They air over KTSA.

### FORT WORTH

Kenneth Millican, radio news commentator of Houston, is alternating between Fort Worth and Dallas, doing a series of talks on the Fort Worth Frontier Fiesta over WBAP and the Dallas Pan-Am Exposition on WFAA-WBAP.

The Chuck Wagon Gang, mixed quartet heard daily over WBAP and TQN, are on vacation. They return Sept. 19.

Cy Leland, announcer, also is on his vacation.

Russ Lamb, former announcer for WBAP, is now with WTCN, Minneapolis, as announcer and vocalist. He also will do production work.

... Radio's own daily newspaper modestly presents a series of 200 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

## LEIGHTON & NELSON

Schenectady, New York

"... We have followed with keen interest your publication, RADIO DAILY."

*George H. Nelson*

## KUOA

Siloam Springs, Ark.

"... I am a charter member of your subscription list and have thoroughly enjoyed every issue of RADIO DAILY. Our assistant engineer has taken such a deep interest that he steals all of my RADIO DAILIES. After a first reading he reads them a second time and files them."

*Storm Whaley*  
Commercial Manager

## HARRY E. CUMMINGS RADIO PROGRAM SERVICE

Jacksonville, Fla.

"... I appreciate RADIO DAILY'S value. I believe a daily brief account of the news is much more interesting and helpful than more elaboration in a monthly publication."

*Harry E. Cummings*

... RADIO DAILY is seven months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.



## KANSAS CITY

First National Television has put Kenneth Alexander in charge of the extension school where he also will act as Chief Engineer of W9XAL, the television station operated by the school, while Everett L. Dillard becomes chief instructor of the resident division of the school.

Allen Franklin, for three years program director at KVOO, has been appointed program director at KXBY to succeed Frank Bailey, who is slated to handle publicity along with the station's accounting. George Cooper has also been added to the KXBY sales staff.

Benny Carlisle, WDAF technician, is vacationing at the Lake of the Ozarks.

Bill Williams, KXBY announcer, has resigned.

Ralph Childs, formerly of KWBG, Hutchinson, has joined KXBY as news editor and announcer.

Allen Franklin, new KXBY program director, is airing a quarter hour daily sustaining, "The Cozy Corner."

Norm Souther, vice-president of Midland Television, has just returned from a two-week vacation in northern Minnesota.

## 60 Attend Spokane IRE Meet

Spokane—Annual Pacific Coast meeting of Institute of Radio Engineers at the Davenport here drew an attendance of more than 60. Prof. F. E. Terman, head of electrical engineering department at Stanford University, presided. Speakers included H. H. Beverage, Dean H. V. Carpenter, Mabel McFerran Rockwell, J. W. Wallace, Martin V. Kiebert and others.

## 2 Leave NBC Sales Staff

Walter Duncan and Robert R. Egan, both members of the NBC Radio City sales staff, have resigned. Duncan on Sept. 15 will become sales manager of WNEW and Egan has already joined "This Week", national weekly.

## Scripting Cantor Show

West Coast Bureau, RADIO DAILY

Los Angeles—Hugh Wedlock and Howard Snyder will do the scripts on the new Eddie Cantor-Texaco series. Lou Irwin set the writers, representing Herman Bernie.

## ONE MINUTE INTERVIEW

## ALFRED WALLENSTEIN

"No one any longer can doubt the importance radio has assumed in musical life. But to me it is staggering to observe how rapidly it has grown to maturity. Just four years ago arguments against the playing of classic music on the air were common. Today communications pour into our broadcasting studios, no longer asking for 'little pieces', but demanding instead performances of whole symphonies, and music of Bach, Wagner, Debussy."

## ★ Coast-to-Coast ★

WSAN, Allentown: "Uncle Willie" Seuren, conductor of the "German Hour," back from a two-month sojourn in Germany . . . Charles Sebeck, announcer and news editor, leaves shortly for a vacation trip including Boston, Hartford, New York . . . Lillian Marchetto, prominent local concert artist, whose sister also has been heard over this station, is now with the Hippodrome Opera Co. in New York . . . "Accent on Safety," with talks delivered by Edgar P. Paulsen, has been renewed until Jan. 1 . . . In cooperation with Lehigh County Medical Society, ten talks on venereal diseases are being presented by local physicians over WSAN.

Nancy Lyda Brooke, former secretary to Marjory Stewart of the Microphone Playhouse, Pittsburgh, has become music librarian at KDKA.

Bob Van Camp, Duke University organist, is officiating at the new Hammond electric organ installed at WDNC, Durham.

Paul J. Miller, production manager of WWVA, Wheeling, returned recently from an auto trip to Arizona, and reports that many stations are adopting the policies and sub-title of "The Friendly Station," which Managing Director George W. Smith put in effect at WWVA six years ago.

Nancy Turner, style expert at WFBR, Baltimore, is back on the job after a trip to London, Paris and other style centers.

Hal Wolf will do the sportcasting for the annual Ben Paris-Seattle Star Salmon Derby which KOMO, Seattle, will feed to NBC-Red on Sept. 12.

Jimmy Burke, chief engineer, and Wright Esser, production department, KWK, St. Louis, are on vacation.

James R. Curtis, president of KFRO, Longview, Tex., reports August business was the best in the station's history.

WIOD, Miami: Chuck Green, production man, and Ruth Mary Hall, pianist-organist, are walking up the aisle . . . Ruth Richardson, receptionist, is back from a visit to New York and Radio City.

David Byrn, chief announcer at KARK, Little Rock, Ark., aired the Hagenbeck-Wallace Circus when it visited that city last week.

KDYL, Salt Lake City: A new program featuring nonsense and music, with Albert Priddy arranging the nonsense, has gone on the air . . . Young (Jack) Gregg has taken over the "Sports Reel" during Frank Austin's vacation.

WBTM, Danville, Va.: "Steve" On-

darcho, general manager, is back from a southern tour . . . Rosser Fowlkes Jr., staff announcer-singer, was a recent guest artist at WMFR, High Point, N. C. . . . Lovey Austin, pianist-singer-hostess, is back home after an appendix divorce . . . Bill Hefernan, program manager, is getting in a lot of good hunting.

Edith Holder, soloist for six months on Ed Fitzgerald's variety program over WOR, is appearing at the Club Mayfair in Boston, and in a few weeks will fill an engagement in Providence, before returning to radio work and supper club appearances in New York.

J. T. "Jake" Causey, formerly publicity director of Elon College, has joined the commercial staff of WBIG, Greensboro, N. C.

"The Walk of Life" program originated by Ernie Smith, program director of WBIG, Greensboro, N. C., has been sold for three times a week to the Rhodes Furniture Co. of Greensboro and Atlanta.

Four Esquires. Ted Lane, Paul South, Joan Andrews and Carolyn James, with a new string orchestra, will appear at the fall opening of Newark's Hillcrest Club.

Lynn Mason, another discovery of Ruth Lyons, production manager of WKRC, Cincinnati, will be at the helm of "The Ship of Song," Sunday program sponsored by Schiff Shoe Co. over WKRC. Mason is a tenor, 6 feet tall.

Recent special events broadcast of memorial services for Minnesota's late Gov. Floyd B. Olson by KDAL, Duluth, was highlighted by the participation of Olson himself via the transcription route. An excerpt from the last major address made by the late governor before his death in 1936 was aired from the studio to the radio listeners and fed to the audience at the memorial service in the Duluth Armory through a receiving set there.

WSPR, Springfield, Mass.: Al Bradley, of the engineering staff is vacationing in Salisbury, Md. . . . Chief Engineer Hillis Holt is back from a leave of absence during which he built WAGA, Atlanta. . . . The love bug has bitten Announcer Art Bergstrom and Cooking Forum Director Millie Brunelle. . . . Chief Announcer Ed Tacy is back from vacation in Maine. . . . Norah Adamson, children's program director, has opened new studios in Holyoke for her dramatic classes.

WMAS, Springfield, Mass.: Francis Boisvert, formerly of the engineering

## BOSTON

The Tastyest Jesters, Wamp Carlson, Dwight Latham and Guy Bonham, are playing a week's engagement at the Metropolitan Theater. This is right across the street from the WBZ studios where they started their radio careers about eight or nine years ago.

Linus Travers, production manager at Yankee network, off to New York on a business trip.

John Moses, WBZ-WBZA control operator, has just completed his vacation and now offers for sale one good-as-new trailer.

Bob Meyers of the Yankee network news service at the Baker Memorial of the Massachusetts General Hospital recovering from a hernia operation.

## KOIL Tenders Press Dinner

Lincoln—A delegation will travel to Council Bluffs, Ia., on Sept. 10 to attend the press dinner given by KOIL, as a launching party for the new transmitter. From the CBS studios will be Reginald B. Martin, station manager for KFAB-KFOR; Joe di Natale, promotion man for KFOR; Joe W. Seacrest, committeeman for the owners; Bruce Nicoll, radio editor of Sunday Journal and Star; and Barney Oldfield, RADIO DAILY, and The Journal. Civic broadcast will be aired for 45 minutes and assembled guests interviewed.

## Audition Atlas Series

Atlas Radio Corp. has auditioned "Ports of Call", a travel series, and "Captains of Industry", dramatized biographies, for Walter Neff of Neff-Rogov.

## Williamson Joins KOL

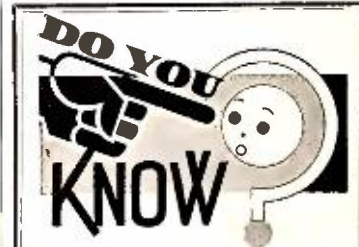
Seattle—Dudley E. Williamson has joined KOL as production manager. Elmer Pederson is manager of the station.

## New Firm Chartered

Albany—Plattsburg Broadcasting Corp., Plattsburg, has been chartered here.

staff of WHDH, Boston, has been appointed here . . . Dorothy Thompson is the new hostess. . . . Manager Al Marlin will be handing out the cigars soon.

Dick Bray, WKRC special events announcer, will interview celebs at the Carthage Fair Grounds, Sept. 15-18.



The news bureau of WCAO, Baltimore, receives 80,000 words of news daily, aside from the sports ticker, and this must be condensed into about 7,500, which is all that can be aired each day.





# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 49

NEW YORK, N. Y., THURSDAY, SEPTEMBER 9, 1937

FIVE CENTS

## Seek New World Series Sponsor

### ONEIDA DISK CAMPAIGN IS SET ON 34 STATIONS

Oneida's WBS transcription series will get under way the week of Sept. 27 over 34 stations from coast to coast. Program is a quarter-hour musical with guest stars, broadcast once weekly during daytime hours. Stations are: WLW, WGN, WJR, WCCO, WBZ-WBZA, KWK, KNX, KGO, KOIN, WOR, WCAU, KDKA, WHK, KMBC, WFAA, KOL, KSL, KOA, WOW, WGR, WFBR, WGST.

(Continued on Page 3)

### ARNEW Will Nominate Same List of Officers

Chicago—Officers now heading the temporary slate of Ass'n of Radio News Editors & Writers will be nominated as permanent, according to the list drawn up by the nominating committee, of which Al Hollender of WJJD-WIND is secretary. Slate includes John Van Cronkhite, president; Hollender, secretary-treasurer; Lee MacEwen, WLW, and Kendall

(Continued on Page 3)

### Alka-Seltzer Spotting Transcription Series

Chicago—Miles Laboratories (Alka-Seltzer) is dropping the WGN "Tom, Dick and Harry" live show Sept. 16 and replacing with "Comedy Stars of Broadway", which is being spotted on various stations.

### 2 CBS Shows Renewed

Campbell Soup's "Hollywood Hotel" and Lucky Strike's Edwin C. Hill INS news broadcast have been renewed on CBS. Former is renewed for a year effective Oct. 1. Latter's contract is extended to Dec. 31.

### Differential

Paul Bevel, advertising sales manager of a local station, is continually worrying about the difference in local and national advertising rates. So when his heir went to the doctor's to get the tonsils out and the doctor asked whether the kid wanted a general or a local anesthetic, papa shouted:

"Take a local, it's cheaper."

### Restrict 550 KC.

Washington Bur., RADIO DAILY  
Washington—FCC has ordered restrictions placed on all commercial broadcasting stations operating on a frequency of 550 kilocycles to prevent interference with naval radio along the Coast.

### AMER. CAN MAY PLACE SOME SPOT BUSINESS

Chicago—After the Ben Bernie series winds up Oct. 26, American Can will concentrate on publications and probably some spot business. Harold Weiler, handling production on present show, is reported staying with Bernie in any new radio program he may line up. Morris-Shenker-Roth is the A.C. agency.

### Fitch Co. to Use Belcher In NBC-Red Sunday Spot

Chicago—F. W. Fitch Co. (shampoo), Des Moines, which has renewed its 15-minute Sunday spot on NBC-Red preceding Chase & Sanborn Hour for 52 weeks, is reported about set on a new show featuring Jerry Belcher of "Our Neighbors". Fitch now uses Ranch Boys and the Morin Sisters.

### Beneficial Switching

Beneficial Management on Oct. 2 will move to the Saturday, 8-8:30 p.m. spot on CBS. Program is now heard Tuesdays, 10:30-11 p.m. Last program in present period will be aired Sept. 21.

## New Standard Contract Form Issued by Song Writers Ass'n

### Commercial Programs Will Remain on WGST

Atlanta—Management and operation of WGST will not be taken over for the present by the new Georgia Radio Commission appointed by Governor E. D. Rivers, and when and if such switch is made the station will retain enough commercial programs to keep up the income which Georgia

(Continued on Page 2)

## Buick and Old Golds Among Accounts Reported Interested in Baseball Classic—Mutual Gets Option

### WILLIAM A. BRADY SUES OVER "WAY DOWN EAST"

Suit was filed here yesterday in the Supreme Court by William A. Brady, producer, who seeks an injunction and damages from Blackett-Sample-Hummert, Bamberger Broadcasting Service (WOR), Mutual and Charles E. Phillips Chemical Co. on grounds that the electrical transcription series entitled "Way Down East" is an infringement of his rights.

Brady avers that Phillips Milk of Magnesia plans to resume sponsorship of the "Way Down East" transcribed mellers on Sept. 27, and that he owns the rights and title to the

(Continued on Page 3)

### Elizabeth Arden Series Will Have Duchin's Ork

Eddy Duchin and his orchestra have been set for the Elizabeth Arden series which begins Sept. 29 over a coast to coast NBC-Blue network, 8-8:30 p.m. Cecil, Warwick & Legler placed the account.

### CBS Peace Programs

First of a series of programs on peace to be aired over entire CBS network and short-waved to Europe and South America will be heard Sept. 19 at 4-5:15 p.m. Seven international statesmen will speak.

Network sales staffs are all out hoofing to sell the World Series baseball games to a prospective sponsor, now that Ford is out of the picture. Mutual leads the race this week with a one-week option on the radio rights to the games.

MBS is trying to sell the games as a package for \$200,000. Program would only be aired over Mutual. Half of the sum would go for the radio rights, other half would cover the time cost.

Buick, Old Gold cigarets and a Ruthrauff & Ryan account are considering sponsorship. Charles Gannon, vice-president in charge of radio

(Continued on Page 3)

## M-G-M SHOW SPONSORED BY GENERAL FOODS

Late last night, RADIO DAILY learned exclusively that the M-G-M radio show for which Bill Bacher was signed to a seven year producing contract, was sold to Benton & Bowles for a General Foods product.

Bacher came to N. Y. to discuss the deal with agency, Network and

(Continued on Page 3)

## Long Zenith Campaign With Plugging Pedaled

Chicago—Zenith Radio Corp., which started its new show on NBC last Sunday with no sponsor mention except for the words "Zenith Foundation," is understood to be planning long-term airing—39 weeks a year—with no plugs the first year at least. Business at Zenith is that good.

### Knight and Day

Minneapolis—WDGY has a daytime announcer by the name of Dick Day, and a night miker with the moniker of John MacKnight. When the standby comes at 6 p.m., the following statement is made:

"Your announcer has been Dick Day. Day now gives way to Night, your next announcer being John MacKnight."

(Continued on Page 3)





Vol. 2, No. 49 Thurs., Sept. 9, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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. Merseman, 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 White, 6425 Hollywood Blvd. Phone Granite 6607.

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## FINANCIAL

(Wednesday, Sept. 8)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 1/2	162 1/2	162 3/4	- 1/4
CBS A	25 1/2	24	25 1/2	0
CBS B	25 1/2	24 3/4	25 1/2	+ 1/2
Crosley Radio	15	14	14	- 1
Gen. Electric	48 3/4	47 1/2	48	0
North American	22 3/4	22	22 1/4	+ 1/2
RCA Common	10 3/4	9 3/4	10	+ 1/8
RCA First Pfd	68 3/4	67	68 3/4	+ 2
Stewart Warner	15 1/2	15	15 1/2	+ 1/8
Zenith Radio	38 3/4	37 1/4	37 3/4	+ 1/4

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 3/4	15 3/8	15 3/4	+ 3/8
Majestic	2 1/2	2 1/2	2 1/2	0
Nat. Union Radio	1 1/2	1 1/4	1 1/4	- 1/4

### Adds Jewish Program

Cleveland—Kurtz Furniture Co. has signed for a third nationality series on WJAY. Contract calls for a weekly half-hour Jewish broadcast for one year. It will feature the Louis Rich orchestra and a Jewish cantor, and will be aired on Sundays. Prior to a month ago, Kurtz Furniture had never used radio. Since then, the company has been starting new nationality shows on WJAY, and now has one daily program and two weekly programs on the station.

### KMED Personnel

Medford, Ore.—Personnel setup of KMED, which joins NBC network on Sept. 15, will be headed by Mrs. Blanch Virgin, owner and general manager; Arthur Adler, advertising manager; Lee Bishop, commercial manager, and Ray Scott, program director.

### Blair Representing KIDO

John Blair & Co. is now exclusive national representative for Boise, Ida. Sears Co. formerly represented the station.

### JOHN B. HATCH ASSOCIATES

An agency serving a N. E. clientele. Specializing in radio broadcast advertising.

(Send for booklet)

581 Boylston Street, Boston, Mass. Commonwealth 0466

## NEW PROGRAMS—IDEAS

### Streamlined News

News periods at KSFO, San Francisco, no longer bear the prosaic title of "News," but are titled "Streamlined Headlines."

Using the regular United Press dispatches rewritten for radio presentation, KSFO attempts to go UP a step better and "streamline" the news for audiences. Unnecessary words are hacked. Lengthy stories that might tend to bore the casual listener are cut in half, thereby allowing more time for short, vivid items. The entire script undergoes further streamlining when newscaster Bob Garred presents the program to the public.

Believing the public would rather be amused than shocked, news editor Tro Harper has tried to relegate crime news, violent deaths, and other objectionable material to the "back page" and in their place has attempted to play up human interest and feature material.

### "Marriage License Romances"

An unusual new program has been scheduled by WJAY, Cleveland, in "Marriage License Romances," a 15-

minute program of interviews with young brides and grooms-to-be.

Louis Jewelry Co., Cleveland, are sponsors of the show, to be heard Mondays at 1-1:15 p.m. starting Sept. 13. Leslie Marcus of Jay & Company, Detroit, agency handling the account, will come to Cleveland to build the initial show, and subsequent ones will be modeled after it.

Plans call for a real human-interest series. Marriage license applicants will be quizzed on their plans, hopes, ambitions, and—romances—the circumstances that led up to their engagements. "How was the question 'popped'" will be one of the most interesting queries.

### Musical Novelties

"Roaming the World" and "Musical Newsy" are two programs which KFRU, Columbia, Mo., has inaugurated for the fall season. They alternate each weekday at 11:15 a.m. "Roaming the World" is composed of representative music of the various nations, and "Musical Newsy" is what the name implies, music interspersed with oddities in the day's news.

### Commercial Programs Will Remain on WGST

(Continued from page 1)

School of Technology has been receiving from the station and to take care of operating overhead.

Pending another meeting by the commission, President M. L. Brittain of Georgia Tech will continue supervision over programs. The Governor's plan is to have the station devote more time to public interests and promoting the state.

### Yale Games on WMCA

WMCA will carry the entire schedule of home football games played by Yale this year. Contract calls for WMCA to cover games exclusively in New York, and broadcasts will be under the sponsorship of Socony-Vacuum. Games will be fed WMCA by Yankee Network. Series begins Oct. 2. Bill Slater will give play-by-play descriptions, with Dick Fishell supplying color.

### Guizar Returning

Tito Guizar, at present broadcasting twice weekly over El Mundo, 50,000-watt station in South America, has been signed to appear in Paramount's "Big Broadcast of 1938" and will return to America on Oct. 8. Guizar has been booked for tour and motion pictures by Columbia Artists.

### Ralph Edwards for Disks

Ralph Edwards, CBS announcer, was signed yesterday for 13 transcriptions for De Soto, the series that will feature Ted Husing. Transcribing will be done by World Broadcasting System.

### Kate Smith to Continue Command Performances

Kate Smith's new CBS program starting Sept. 30 for General Foods will feature another series of Command Performances, with monthly awards consisting of a first prize of \$1,000 and a second and third place winner of \$250 each. Listeners will be sole voters.

### WHN One-Act Theater

"Continental Radio One Act Theater," with a cast of more than 100 under the direction of Eugene Endrey, makes its debut Sunday at 9-10 p.m. over WHN. One-act plays will be presented. Don Albert's orchestra will supply musical background.

### Handling Consol. Edison

Consolidated Edison, set to return to the air Sept. 20 over WEAJ, will be under supervision of Lord & Thomas for the new series, which will feature John B. Kennedy and Mark Warnow conducting an orchestra and chorus.

### "Shadow" Station Lineup

Revision of stations and time for the Delaware & Lackawanna Coal series, "The Shadow," on MBS calls for WFIL, WBAL, WNAC, WTIC, WEAN and WTAG to air the show 4-4:30 p.m. The repeat at 5:30 will be carried by WOR, WGN, WKBW, CKLW and WNEF. Ruthrauff & Ryan placed the account.

### Charley Schenck Directing

Charley Schenck is now directing Jessica Dragonette's "Music Box Revue" for Benton & Bowles agency.

## COMING and GOING

JOHN BLAIR, head of the station representative organization which bears his name, is in town for a while.

GENE O'FALLON of KFEL, Denver, in town for 10 days.

JOHN J. GILLIN Jr. is in town for the IRNA Special Advisory Committee meeting.

ABE LYMAN is due back from Hollywood next week.

ED WOOD, commercial manager of WGN Chicago, is spending a week in New York on business.

VIVIAN MARTIN, opera singer, and her husband, ARTHUR SAMUELS, arrive in New York today aboard the Ile de France.

MRS. DAVID SARNOFF and her son arrive on the Ile de France today from Europe.

E. W. KIMMELBERG, first vice-president of Albert Frank-Gunther Law, Inc., is another passenger arriving from Europe today.

JACK PEARL and his wife, WINI, arrive aboard the Savoia today from a foreign sojourn.

HAROLD OXLEY left for Hollywood last night and will remain there until Christmas.

DONALD DAVIS of WHB, Kansas City, is in New York.

A. E. NELSON of KDKA, NBC-owned station in Pittsburgh, is another New York visitor.

JERRY KING of Standard Radio, Hollywood, will arrive at Chicago office this Sunday and reach New York the day following for AFM conference.

HILDEGARDE, NBC songstress, arrives back in the U. S. from London and Paris engagements on Sept. 22 aboard the Champlain.

FRED A. PALMER, manager of KOY, Phoenix, Ariz., headed east on a business trip that will include stopovers at Chicago, New York and other points.

BOB MURRAY, vocalist, is back in New York after a successful extended engagement with Mr. and Mrs. Jesse Crawford and their orchestra at the Hotel Peabody, Memphis.

E. C. MILLS of Ascap leaves this afternoon for Lincoln, Neb., to attend hearing on anti-Ascap law to be held Saturday.

JOHN L. CLARK, president of Transamerican, arrived back in town yesterday afternoon from Cincinnati.

C. E. (Ned) Midgely, BBDO time buyer, to Louisville today.

L. B. WILSON of WCKY arrived in town yesterday.

### Foreign Radio Expos

Milan—International Exposition of Radio will be held Sept. 25-30 at Porta Batiuni di Venezia here.

Brussels—International Radio and Television Exposition opens today and runs to Sept. 14 at Grand Palais du Centenaire.

### Boice Jr. Joins Transamerican

Hugh Boice, Jr. has resigned from the sales staff of WNEW to join Transamerican in a similar capacity. Boice is the son of Hugh Kendall Boice, CBS vice-president in charge of sales.

### Free Week-end for Col. Major

Clayton, N. Y.—Because of the many mentions of Clayton and the Thousand Islands made by Colonel Jack Major in his CBS program, the merchants of this town, through the Mayor, have invited him and a guest to spend the week-end here, with all expenses paid. Jack has accepted.

### MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT

CLARK H. GETTS, INC.

WALDORF-ASTORIA

## NEW FORM OF CONTRACT ISSUED BY SONG WRITERS

(Continued from page 1)

50-50 basis as to moneys received therefrom.

Publishers, however, still feel that Article IX creates a dangerous situation and may eventually hurt the whole ASCAP setup. Several publishers have already denounced the proposed SPA contract as vicious and claim they will not take any songs under such conditions. Canvass of leading publishers will be made before the MPPA takes an official stand on the matter.

## ARNEW Will Nominate Same List of Officers

(Continued from page 1)

B. McClure, WOAI, vice-presidents. Executive committee includes these officers and Jack Harris, WSM; Beckley Smith, WJAS; John Hughes, Don Lee network, and two more to be named from the floor.

Delegates started arriving yesterday for the Sept. 10-12 sessions at Hotel Sherman. Convention program is being altered somewhat, due to Tom Flannigan, president of Penn Tobacco Co., being obliged to cancel plans to address the meeting. Leo Fitzpatrick of WJR, Detroit, will be one of the speakers.

## Hurleigh to ARNEW Meet

Baltimore—Bob Hurleigh, news editor of WFBR and rated Maryland's outstanding newscaster-commentator, will go to Chicago for the convention of Ass'n of Radio News Editors and Writers, Sept. 10-12, at Hotel Sherman. Hurleigh plans to transcribe his program in Chicago on Saturday and airmail it to Baltimore for Sunday airing.

## Valentino Drops Catalog

Thomas J. Valentino has resigned as local representative for the Speedy Q catalogue and will concentrate on sales of the Gennett Sound Effect Library and the making of radio transcriptions.

## Charioteers in Night Club

The Charioteers, quartet, now heard on NBC, make their night club debut tomorrow as headliners of the fall revue at the Kit Kat Club. Maurice Rocco's orchestra and Dorothy Saulters also are on the talent roster.

## Change Canary Title

Chicago—American Bird Products, Inc., has changed title of its Mutual show from "Canary Chorus" to "American Radio Warblers".

## STAR RADIO PROGRAMS INC.

— PRESENTS —

"Good Morning Neighbor!"

"AMERICA'S IDEAL WOMAN'S PROGRAM"

250 PARK AVENUE NEW YORK CITY

# NEW BUSINESS

## WNAC, Boston

Penn Tobacco (Kentucky Winners), through Ruthrauff & Ryan; Hecker Products (Silver Dust), through Erwin, Wasey & Co.; Delaware, Lackawana & Western Coal Co., through Ruthrauff & Ryan; Baker Extract Co., through William B. Remington Inc., Springfield, Mass.; Sterling Products (Calif. Syrup of Figs), through Thompson-Koch Co., Cincinnati; Lever Bros. (Spry), through Ruthrauff & Ryan; Thomas D. Richardson Co., Phila., through N. W. Ayer; Beaumont Laboratories, through H. W. Kastor, Chicago; William Underwood Co. (deviled ham), through Alley & Richards, Boston; Durkee-Mower Co. (marshmallow fluff), through Harry M. Frost, Boston; Sherwin-Williams, Cleveland (paint), through T. J. Maloney Inc.; Smither Brothers, Poughkeepsie, through Brown & Tarcher, N. Y.; Walker-Gordon Laboratory, Plainsboro, N. J. (milk), through Young & Rubicam, N. Y.; Canada Dry Ginger Ale, through J. M. Mathes, N. Y.; Delco Frigidaire, through Lord & Thomas, Chicago; Look, Inc. (magazine), through Battenfield & Ball, Des Moines; Chevrolet, renewal; Ford, spots, through N. W. Ayer.

## Iowa Network

Montgomery-Ward, six 15-min. programs weekly; Chamberlain's Lotion, through Coolidge Adv'g Agency; Sargent Feeds, through Fairall Adv'g Agency; Chevrolet, renewal, through Campbell-Ewald; Philco, mysteries; Los Angeles Soap Co. (White King Soap), through Barnes-Chase Adv'g Agency; Zerbst Pharmacal Co., through Barron's Adv'g Agency; American Tobacco (Roi Tan cigars), through Lawrence C. Gumbinner Agency, Sterling Products (Calif. syrup of figs), through Thompson-Koch Adv'g Agency; Block Chemical Co. (Omega oil), through Husband & Thomas Adv'g Agency; Sherwin-Williams, participations, through N. W. Ayer; Look Magazine, six one-hour shows weekly, through Schwimmer & Scott; Northrup King Seed Co., through Olmsted-Hewitt Adv'g Agency.

## WOOD-WASH. Grand Rapids

Chamberlain Laboratories, through Coolidge Adv'g Co., Des Moines;

## Victor Kolar Resigns

Victor Kolar, one of the conductors of the Ford Sunday Evening Hour Symphony Orchestra on CBS, has resigned. Kolar, associated with the program since its inception in 1934, will not leave the orchestra, but will only drop the radio work. Reason advanced for resignation was that program was scheduled to undergo a change in policy for new series. Kolar was in complete charge of programs during first two years, but a guest conductor arrangement was started last year.

Histeen Corp., through Ruthrauff & Ryan, Chicago; Coleman Lamp & Stove Co., through Potts-Turnbull Co., Kansas City; Dr. W. B. Caldwell Inc., through Cramer-Krasselt Co.

## San Francisco

KSFO: W. T. Grant stores, disks, through N. W. Ayer.  
KYA: T.W.A. Airlines, spots.  
KFRC: Nestle's Ever-ready Cocoa, through Cecil, Warwick & Legler; W. A. Sheaffer Pen Co.; Russell M. Seeds Co.; California Fresh Bartlett Pear Advisory Board, through J. Walter Thompson.

## Indianapolis

WIRE: Philco, mysteries; Campana, "First Nighter"; "Court of Human Relations."  
WFBI: International Harvester, daily broadcasters, Haymakers and Dorothy Robards, from state fair.

## WNEW, New York

Alaska Pacific Salmon; Technicians' Institute, through Winer Adv'g Agency; Peter Doelger Beer, through Leonard F. Winston.

## WMBH, Joplin

Montgomery Ward, "Neighbor Jim" disks; Coca Cola, "Singin' Sam" disks.

## KCKN, Kansas City, Kas.

Philco, "Phyl Coe" Radio Mysteries, disks, placed direct by Kansas City Philco Co.; Shaw Jewelry Co., Kansas Police Court broadcast; Hurst Clothing Co., Premium Time.

## KARK, Little Rock

Purina, "Sing, Neighbor, Sing," featuring "Chick" Martin.

## KFRU, Columbia, Mo.

Philco, "Phyl Coe" Radio Mysteries, disks.

## WISN, Milwaukee

Coca Cola, CBS network show, "Coca Cola Presents the Songshop."

## WDNC, Durham

Ford Motor Co., spots; United Dollar Stores, spots; Red Top Brewing Co., Cincinnati, renewal, spots.

## State of Maine on Mutual

The State of Maine-MBS will start Sept. 21 over 15 stations, 1:45-2 p.m. Program will be aired on Tuesdays and Thursdays with Marguery Mills of WNAC. Brooke, Smith & French has the account.

## DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour  
General Mills Sports Parade  
Fox-Fabian Professional Parade

## NEW SPONSOR IS SOUGHT FOR THE WORLD SERIES

(Continued from page 1)

for Kudner, Buick's agents, was out of town yesterday, so could not be reached for a confirmation of the report.

NBC is also trying to sell the games to Buick. If bought, games will be aired on only one network as an exclusive, it is reasonably certain.

Whether the games are sold commercial or not, listeners will not lose out because plans have already been laid to air the games as a sustaining feature.

## William A. Brady Sues Over "Way Down East"

(Continued from page 1)

play which he acquired in 1897. Also that he sold the picture rights to D. W. Griffith for \$175,000 and since then the talkie rights for \$50,000 to the Rural Picture Corp. The play is still being played in stock, Brady sets forth, and the broadcasts using the same title and characters constitutes unfair competition.

Damages of \$250,000 are sought and accounting of the profits of the previous broadcasts series last season.

## Oneida Disk Campaign Is Set on 34 Stations

(Continued from page 1)

WOAI, WJAX, WWL, KHQ, WKY, WSM, WGY, KPRC, WJSV, WHO, and KFH. Batten, Barton, Durstine & Osborn placed the account.

## Metro Show Goes to General Foods Product

(Continued from page 1)

product of General Foods is not as yet known, but show is scheduled for a debut on Nov. 4.

Show will consist of every name on the M-G-M picture list.

Set-up was originally offered to Palmolive but fell through.

## AIR FEATURES, Inc.

## RADIO PRODUCTIONS

247 Park Ave. New York City



## AGENCIES

THOMAS J. CARNESE, manager of the production and traffic departments of Benton & Bowles Inc., has been appointed supervisor and co-ordinator of work in the agency's art department in addition to carrying on his other duties. He assumed his increased responsibility after returning this week from a vacation. Carnese has been with Benton & Bowles for more than five years.

ROS METZGER, Ruthrauff & Ryan radio director, Chicago, has gone to St. Louis to look after activities of Hyde Park Brewery account.

CHARLES H. EYLES, president of the Richard A. Foley Advertising Agency Inc., Philadelphia, since 1922, is receiving best wishes on his birthday this week. Eyles is former Atlantic Council chairman for the AAA and a past president of the Poor Richard Club, now member of the board of directors of the admen's circle.

FRED C. WILLIAMS, who has been with the Detroit staff of Campbell-Ewald Co. since 1934, has been appointed assistant advertising manager of Nash Motors division of Nash-Kelvinator Corp., Detroit. He will work closely with the new director of advertising and merchandising, A. R. Boscow.

## Graham-Paige Campaign

Detroit—Graham-Paige's fall advertising is being prepared under the newly appointed director of advertising and sales promotion, Storrs J. Case, appointed by Robert C. Graham, exec. v.-p. R. B. Blanchard, acting advertising manager, has been named sales promotion manager. Case comes to Graham from Nash motors.

## Arthur Harris Dead

Louisville—Arthur Harris, 64 managing director and founder of WGRC, New Albany, Ind., died Monday in St. Edward's Hospital, New Albany.

## OMAHA

Elene and Sydney Northcott, local radio script writers, have sold a series of 52 scripts, "The Memory Box of Runjit Singh," to 3UZ in Melbourne, Australia. Each script is a complete story of the Indian secret service.

Sally Dee, the "Aunt Sally" of WOW, left Monday on a two-week vacation during which she will visit "shut-ins" in Iowa with whom she has corresponded for two years.

Manager John J. Gillin Jr. of WOW entertained 25 members of the staff at a watermelon feed at his home. The melon was sent Gillin by Harold Hough of WBAP, Fort Worth, who grew it on his Shady Oaks farm.

Gaylord Avery, formerly with KABR at Aberdeen, S. D., has joined WOW as announcer.

Announcer Tom Chase, conductor of WOW's "Uncle Tom's Playhouse" every Saturday morning, is vacationing in Chicago.



● ● ● After two shots on the Vallee Hour, Red Skelton has been selected to replace Milton Berle in the title role of the flicker, "Having Wonderful Time". Skelton will continue on the Vallee show from the Coast until the deal is consummated for him to head a show of his own. . . . Bert Parks gets the announcing job from the east with the Benny Goodman show, with Bill Goodwin taking care of Jack Oskie on the Coast. . . . "Swing and Sway with Sammy Kaye" may replace Bunny Berigan on the Tim and Irene commercial via MBS. Incidentally, Barry McKinley is set for two guestar shots on this show. . . . Nadine Conner of "Show Boat" has learned to speak lines and will therefore eliminate her "talk-double" on this show hereafter. . . . Boake Carter will make his screen debut in "The Dead March", an indie film to open next week. . . . Claremont Inn will remain open through the winter with Carl Harte's crew and a wire. . . . Tim Marks of the Earle Ferris crew came home the other nite and found his baby daughter with a fractured collarbone caused by a fall from a window. . . . Walter O'Keefe and the star of "Big Sister", Alice Frost, will team up as a duet for a show. . . . Irving Berlin phoned Harry Link the other a.m. and sang a new tune from "Alexander's Ragtime Band", which is a flicker for Walter Winchell's firm. Harry didn't like the song and said "I'd rather have 'My Cabin of Dreams' to that any day!" To which Berlin replied—"What's THAT?" P.S.: Song is published by IRVING BERLIN!

● ● ● New York City's city-wide hillbilly contest finals last nite on the Mall in Central Park had the "Colonel from Kentucky" Jack Major of CBS and Zeke Manners as judges. . . . One of the favorite musical numbers to the listeners of KFRO, Longview, Tex., is "Down Among the Budded Roses". . . . When the announcer of the "All Request Program" became rather piqued at the number of requests received each day for this number, he told the audience he was playing it for the final time—and then, before the open mike, BROKE the record! . . . KFRO was literally flooded with wires, calls and letters of protest, one woman stating that she wouldn't dial the station any more unless the record was replaced.

● ● ● Al Jolson starts work on his autobiography, titled "It's Been A Swell Journey". . . . Press agent Dave Alber will write the continuity for Newspaperman Connie Miles' WOR show. . . . Eileen (Jolly Gillette) Barton will appear on a fall show. . . . Eleanor O'Malley has been signed for "Your Unseen Friend" show. . . . Ben Platt Jr. is having his schnozzle altered by Dr. Morton Berson to look like Adolphe Menjou. . . . Eddie Garr had a long talk with the J. Walter Thompson people yesterday. . . . Carlton KaDell will do some pigskin wordslinging this fall from the Coast. . . . Loew Theater exec William Downs turned composer with "Walking Down A Side Street". . . . Roger Douzens returns to the N. Y. Scene next week. . . . Abe Lyman comes east in time for the All-Champ fights at M. Sq. Garden. . . . Nat Brusiloff was visited by his five-year-old kid at WMCA yesterday. He was too busy to take the child home—so he called for a Western Union boy to deliver the infant. Later the W. U. came back crying. . . . Brusiloff Jr. had kicked and scratched—at being held by the hand.

● ● ● Dave Byrn of KARK's "Farmer's Hour", has been swamped with farm products from his listeners throughout Arkansas. Especially is he proud of the buttermilk one tuner-inner has been sending—because of his professed weakness for this product. . . . Rosser Fowlkes, WBTM's Man on the Street in Danville, Va., was looking for a hole to crawl into after last week's show in which the writer of a letter is given a cash prize—after being selected by a blind-folded spectator each week. The winner of this week's prize—was the same as last week. . . . Mustachio craze has swept WLBC, Muncie, Ind. Newest hair-raisers-under-the-lip are Ed Pierre deMiller, news editor, and Henry "Harpo" Marx, salesman. Clement X. Castle, engineer, turned traitor with a smooth face.

## GUEST-ING

HILDEGARDE, on Rudy Vallee program, Sept. 30 (NBC-Red, 8 p.m.)  
DICK POWELL, on Werner Janssen-Fleischmann Yeast program, Sept. 12 (NBC-Blue, 7:30 p.m.)

BETTE DAVIS, on Chase & Sanborn Hour, Sept. 12 (NBC-Red, 8 p.m.)

GEORGE BURNS and GRACIE ALLEN, on Packard Hour, Sept. 28 (NBC-Red, 9:30 p.m.)

GERTRUDE NIESEN, on Ben Bernie program, Sept. 21. (NBC-Blue, 9 p.m.)

BENNY MEROFF, interviewed by Powell Clark, on "Grand Stand and Band Stand," today (WMCA, 3 p.m.)

EVE Ve VERKA, on "Hecker's Information Bureau," today (WOR-Mutual, 11:45 a.m.)

CORNELIUS VANDERBILT, on Lowell Thomas program, tonight (NBC-Blue, 8:45 p.m.)

GERTRUDE LAWRENCE and MARGARET McCRAE, on James Melton program for Sealtest, Sept. 12 (NBC-Red, 10 p.m.)

JESSICA DRAGONETTE, on "Summer Stars," Sept. 12 (CBS, 7:30 p.m.)

ETHEL MERMAN, on "Hit Parade," Sept. 18 (CBS, 10 p.m.)

## DETROIT

Radio listeners got a better picture of the Gold Cup races on Labor Day than did most of the throng of 100,000-odd spectators who gathered on the banks of the Detroit River to see the speedboat classic. WWJ, CKLW and WXYZ carried sections of the race, bringing results of the first and third heat to the listening audience. The coverage of WWJ was most elaborate.

"Children's Theater of the Air" on Sunday expands to a full hour, moved from the Regent Theater to the Capitol, and will be sent to stations of the Michigan Radio Network under sponsorship of Farmcrest Baking Co. Show has been on WXYZ for over 18 months. James Jewell is dramatic director.

Raymond Toyo of "Adventures of the Green Hornet", Mich. Network serial, is back from the coast.

## NEW ORLEANS

WDSU put on the third of its special features at Heineman Park recently when it established Wheaties day, admitting all boys for three box tops of the product.

Carrie Marone is singing with Augie Schellang at Pontchartrain Beach. Tony Almerico may go into the Rose Room for the winter season.

Jimmie Wilson sang songs from Gulfport, Miss., last Sunday with Ray McNamara accompanying at New Orleans in a WWL stunt broadcast tying in with the dedication of the harbor at the Mississippi city.

Newest of the radio song birds is Irene Shirley.

Clark Alexander is now Farmer Clark on a WWL farm program.

## ORCHESTRAS MUSIC

**L**OU BREESE has assigned to Mark Balsom, violinist with his French Casino Orchestra, the role of featured male vocalist on his "Breezing Along with Breese" programs, heard twice weekly over NBC.

Codolban, gypsy violinist, and his orchestra currently heard over NBC from the Rainbow Grill, Radio City, set by CRA to open at the Hotel St. Regis, N. Y., on Sept. 26.

Lee Scott's boys booked by MCA for the entire fall season at the Clinton Hotel, Albany, starting Oct. 10.

Mike Reilly plays his third return engagement at the Fontaine Ferry Park, Louisville, tomorrow and goes into the Wagon Wheel, in Nashville, on Sept. 12 for two weeks. Through CRA.

Phil Harris set by MCA to provide the melodies for the Jack Benny air shows.

Jack Denny inaugurates the college dance season when he plays at Purdue University on Sept. 10-11.

Carl Sands' ork will open the winter season at the Music Box, Omaha, tonight.

Benny Meroff, playing at the New Yorker Hotel, will feature each Sunday as "Theatrical Night," using guest stars.

Ted Wallace and his Sing Band will do a special transatlantic broadcast on Sept. 10 to introduce the "Big Apple," to England and the continent, over NBC.

Philadelphia Items: George Dalin of Robbins Music Co. has arranged for an Oct. 9 wedding with Marian Saprala . . . Tin Pan Alley Music Co. placed the following songs with the Lewis Music Co., New York: "Summer Girl" by Frank Cremen and Frank Capano; "Heaven is Here" by Rowland Croasdale, and "Sorry-glad" by Jack Jaffe, Frank Capano and Ed Salecto . . . Paul Titus, warbler on WIP, opens with his own band at Hess' Tavern, in Haddonfield, N. J. . . . Reopening of Palumbo's Cabaret brings back the music of Bobby Morro. Cocoonut Grove ushers in the new season with Al Mayo making the music . . . Milt Kellem has been held over at the Arcadia International House until Oct. 1, Happy Felton coming in for a return engagement on that date. Spot remotes via WIP . . . Dorothy Rogers, vocalist with Will Osborne, leaves the band in Philly, anticipating the stork's arrival . . . Jewel Music Co., New York, takes over "Can't We Be Sweethearts," authored by Chris Gilbert, Sam Breitigan, Ace Pancoast and Frank Capano, Philly tin pan alley-ites.

## SAN FRANCISCO

Philip S. Lasky, KSF gen. mgr., is chairman of the Public Relations and Radio Committee for annual Navy Day celebration, Oct. 27. Lasky is a Naval Reserve lieutenant.

Rush Hughes (Langendorf Pictorial-Kellogg Sport Short) flew in from H'wood with previews for agencies on two new football shows. Hughes bows out of his two coast-wide accounts Sept. 24 to build proposed transcontinentals.

Ryland Quinn, KYA production manager, back from vacation—in bed. "Rye" started south, crashed his car 40 yards from home.

Kenneth Owen, ex-KGW at Portland, to KJBS as junior announcer.

Victor Paulsen takes over KJBS midnight to dawn "Night Owl" wax program.

Nathalie Goforth, for seven years on KYA staff, retires as secretary to Manager Bob Roberts — to become housewife.

Announcer Bob Dumm and Technician R. V. ("Doc") Howard, KSFO, stole beat on competition on return of first survivors from Shanghai war zone. Duo met SS. President Taft of Dollar Line entering San Francisco Bay, shortwaved interviews for CBS.

Mel Venter back as emcee of KFRC "Feminine Fancies" after vacation.

Verne McGill resigns as KFRC hostess to leave for long trip to Antipodes. Rose Marie Smith takes hosting post.

## PITTSBURGH

Jack Meridan, KQV, weds Marie Bevilacqua of Dormont on Oct. 27.

Ernest Neff, KQV announcer, also middle-aisles it Sept. 18 with Mary Blank.

Lillian Malone returns to her women's program on WCAE after a Florida vacation.

Edward Kreen, formerly program manager at WHJB, Greensburg, is commentator on the Victor Brewing Co. news program heard nightly on WWSW.

## COLUMBUS

Local stations are lining up their best sportscasters for the OSU football season soon to begin. John Neblett, who has proven his ability on baseball, will handle the mike for WBNS. No official announcement is forthcoming from WCOL, but Bob Seal, chief of the continuity dept., is being groomed for the job. WHKC will have Fred Joyner and D. L. Gibbons of WHK at the mike.

It is also being rumored hereabouts that a well known Detroit station will have a mike at the OSU stadium.

## RICHMOND

Bob Burdette, WRVA production manager, is recuperating in Florida from a serious heart ailment.

Conrad Howie, announcer, WMBG, is vacationing in New York. Larry Mansfield is substituting.

Ira Avery, WRVA announcer, is back from a trip to England.

Robert Mitchell, public relations director, WMBG, is back from a motor tour through the north.



There Are  
6,000,000 Like Him

...BUT HE CAN HEAR

**T**HERE are 6,000,000 hard of hearing children now on the way to adulthood. Some hear 'though their ears may have been affected since birth—others don't. Which group has the better chance for ultimate, useful citizenship?

Teachers, nurses, physicians—all agree that no child should be permitted to struggle with this handicap unassisted. Your child, if his hearing is below normal, deserves the help of a Buck Rogers 25th Century Acousticon, designed especially to appeal to children. Properly fitted, it immediately brings better hearing, guards against serious psychological pitfalls, permits normal hearing at school and normal social relations with adults and other children.

May we send you literature? Or, better still, won't you bring your child to an Acousticon office where we can *prove* the efficiency of the Buck Rogers Acousticon in meeting childhood's hearing problems?

Buck Rogers 25th CENTURY  
ACOUSTICON



DICTOGRAPH  
PRODUCTS CO., INC.

580 Fifth Avenue

New York, N. Y.



# ★ Program Reviews and Comments ★

## AL JOLSON

Lever Bros. Co.  
WABC-CBS Network,  
Tuesday, 8:30-9 p.m.  
Ruthrauff & Ryan, Inc.

**JOLSON RETURNS IN A BREEZY SHOW THAT IS GOOD DESPITE OCCASIONAL POOR MATERIAL.**

Setup on this Rinso and Lifebuoy soap program is about the same as when it left off, the talent with Jolson being Martha Raye, Victor Young orchestra and Parkyakarkus, with an added starter in George Jessel as guest star. Tiny Ruffner is on the job as announcer. In nearly all of the commercials, Ruffner cued himself from a song title just used, or conversation worked in as a buildup for the credit. Rinso used as a household boon for clothes or dishes, and Lifebuoy for bodily cleanliness and keeping fit, like the football athletes.

Jolson and Jessel in the usual introduction kidding and subsequently Miss Raye dragged out a ballad; Parkyakarkus rang in a few gags not old enough to make the listener forget where he heard or read them recently, but he was well spotted, what with having two comedians for straight-men. Other business between the three was fair and toward the close Jolson and Jessel injected the Broadway stuff via George M. Cohan's "Give My Regards to Broadway." Jolson also sang an old timer that is being revived, "You Made Me Love You," and Jessel later countered with "Toot, Toot, Tootsie, Good-bye." Songs and orchestra selections were a strong point.

Possibly the two clever comedians could have worked up a wow or two en route, instead of being satisfied to amble along with a laugh here and there. Material undoubtedly is the thing. Half hour, however, was far from being a dud. Hollywood studio audience was enthusiastic.

## LOUISVILLE

WAVE's "Minute Interviews" resume with the return of George Patterson, program director.

"Here's To You," sponsored by Oertel Brewing Co. over WHAS, has relinquished the National Theater to a musical show policy, and moved back to the Drury Lane. The station has two additional air shows, in process of being built, which will be aired from the Drury Lane.

Earl Holmlund, WHAS engineer, recently married a schoolmate from his home town in Missouri.

Accident to wife of J. Emmett Graft, WHAS technician, required blood transfusion, and tests brought out that Bill Blanton, also of WHAS technical staff, tested okay. Blanton donated pint of blood, the second time he has played the donor role.

Biff Carr, program manager of WGRC, now airing his "Curbstone Reporter" daily from spot in front of Loew's State. Free ducats to the show are presented to the persons interviewed.

## PACKARD HOUR

Packard Motor Car. Co.  
WEAF-NBC-Red Network,  
Tuesday, 9:30-10:30 p.m.  
Young & Rubicam, Inc.

**SPARKLING FIRST SHOW THAT CLICKED 90 PER CENT OF THE TIME.**

New Packard line-up by sheer force of its talent is bound to be a heavy contender no matter what the booking on opposition networks. Hard to miss with a layout that includes Lanny Ross, Florence George, coloratura soprano, Raymond Paige orchestra, Charles Butterworth, a mixed chorus of 72 voices, a rhythm singer and last but not least guest stars like Amos 'n' Andy.

Loads of good singing, top-notch arrangements and rendition by the splendid orchestra conducted by Paige, would be a good show in itself for many listeners, but the added load of comedy by Amos 'n' Andy and Charles Butterworth pushed the program over solid. The blackface team revealed tremendous popularity with the studio audience, if that is any indication of the world at large, and appeared in several spots on the show, gagging with Butterworth and later doing a sketch. (Close of the show gave Pepsodent an acknowledgment.) Butterworth was never better on the air, but Amos 'n' Andy are a cinch on any show.

Ross was in good voice and, as he stated at the outset, his songs would run the gamut of popular, operetta and even operatic songs. Miss George is a coloratura de luxe as evidenced by her "Song of India", with a modernized Paige arrangement. The chorus was powerful. Packard credits were more or less modest and planned to get the potential buyer to the salesroom first rather than sell the customer via the ether. Marx brothers are guests next week.

## "MUSICAL MOMENTS"

Chevrolet Motor Co.  
WMCA, Tues., Thur., and Sat.,  
7:30-7:45 p.m.  
Campbell-Ewald Co.

**ANOTHER WELL RECORDED AND PROGRAMMED DISK SERIES CONTINUING CHEVROLET SPOT COVERAGE.**

In behalf of the local Chevrolet dealers, the extensive spot broadcast program throughout the country continues with Vic Arden wielding the baton and following in on the Gus Haenschen platters. Graham McNamee again does the announcing, delivering two commercials and working in one-line credits here and there, but not to excess. Used car buys and service departments come in for the usual plug.

Current shows have long list of well known guest artists, this particular stanza featuring Jane Froman and Ray Heatherton. The Songsmiths quartet and Arden are scheduled for all disks. Program is nicely balanced as to the running order and makes good entertainment. Orchestra is a large one and at times tends to sound like a big symphony type combination on the loose. Seems like closing in the drapes in the recording studio would help, and remove that empty auditorium effect from the balance.

## Edward B. Hall

Boston has contributed a new voice personality in the long list of radio's ace journalists. Edward B. Hall of Cambridge, Harvard graduate, world-traveler, and writer, is the newest member of this distinguished group. Sunday evenings at 6:45-7 over WBZ-WBZA, Hall presents an illuminating review of world happenings during the previous week. From the vantage-point of a professional news editor he is enabled to maintain in-

## "PHYL COE RADIO MYSTERIES"

Philco Radio and Television  
Tube Division

WOR, Tuesdays, 7:45-8 p.m.  
Geare-Marston, Inc., Philadelphia

**ENTERTAINING PROGRAM THAT OUGHT TO PULL PLENTY FOR PHILCO'S \$50,000 CONTEST.**

First of the transcriptions to be aired in this Philco campaign was "The Case of the Dead Magician", a murder mystery. In the quarter-hour broadcast the crime is committed and solved. "Phyl Coe" is the girl-detective who solves the crime. Listeners are asked to submit their deductions as to how the crime was solved. Recordings are better than average and entire script moves along at a fast clip. Very little commercial is used. Show and contest is a cooperative deal between the manufacturer and dealers to sell Philco tubes.

intimate contact with the course of contemporary events and, from the inside, to interpret what he sees for the benefit of others. The broadcast, "News Behind Tomorrow's Headlines," is far from being a dull, vapid chronology of events. The program is flavored with pungent editorial comment, is rich in classical and historical allusion and features frequent flashes of the writer's humor and practised perspective. It would not be surprising to hear it aired over an NBC network in the near future.

## Manuel-Williamson

The Past Masters program of harpsichord and string chamber music continues to maintain a high standard, both in rendition and type of selection not usually heard on the air. At 10:30-11 p.m. Tuesday night on the NBC-Blue network, the program provides a restful period for those who seek a change from dance music, or even heavy symphonic works. A mezzo-contralto further enhances the program. Majority of the selections are short, thus providing a period easy to listen to. Program originates in Chicago NBC studios.

## "Introducing Mrs. Jones"

This twice-weekly skit on KQV, Pittsburgh, 11:15-11:30 on Tuesdays and Saturdays, tells about the adventures of the Little Old Lady from the Old Lady's home. Heroine of plot is old lady character who is sprightly beyond her years, and has a knack of getting into more mix-ups than any normal individual. As an example of her trials and tribulations, Mrs. Jones purchases a new car and it happens to be one identical to that of a notorious gangster. She is chased by policemen, trailed by bandits, and shot at by members of rival gang. Program is written by Vickey Corey.

## ★ PROMOTION ★

### Electric Co. Promotion

Campaign devised by Bill Craig, commercial manager of WLBC, Muncie, Ind., for Holmes Electric Co. already has broken all sales records. Radio campaign had new angle in that proprietor's personality plays a big part. Announcements hit airwaves with "Elliot Holmes would make you a good husband. He's generous. He's genial. He's thoughtful and kind." Close of announcement tells where Elliot can be found. Women flock to store to talk with the man who would make them a good husband and washing machines sales are breaking all records as a result. Mash notes also are being sent Elliot as the result of his being a model type of man any woman would like. Mrs. Holmes says she

doesn't mind the notes as long as Elliot stays home nights. Elliot is a bachelor.

### WOAI Folder on Production

WOAI, San Antonio, will soon issue a new folder in colors which will deal with production at the station. The folder will show several photographs of outstanding local WOAI productions, and will carry, among other facts, the statement "More Texas advertisers spend more advertising dollars yearly on WOAI than on all other stations combined in WOAI's intensive sales area," and also "In the national field, according to a survey by Sales Management, WOAI ranks fifteenth in the United States in volume of national spot business."

☆ **F. C. C.** ☆  
**ACTIVITIES**

**HEARINGS SCHEDULED**

Oct. 12: W. C. Irvin, Amarillo, Tex. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Four Lakes Broadcasting Co., Madison, Wis. CP for new station. 830 kc., 100 watts, daytime.

Nat'l Life & Accident Insurance Co., Inc., Nashville. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

KFDM, Beaumont, Tex. Vol. assignment of license to the Beaumont Broadcasting Co. 560 kc., 250 watts, 500 watts LS., unlimited.

Oct. 14: United Broadcasting Co., Tulsa. CP for new station. 1550 kc., 1 KW., unlimited.

WAAB, Boston. Mod. of license to increase power to 1 KW. 1410 kc., unlimited.

Decatur Newspapers, Inc., Decatur, Ill. CP for new station. 1550 kc., 1 KW., unlimited.

Tri-City Broadcasting Co., Inc., Schenectady. CP for new station. 950 kc., 1 KW., unlimited.

Oct. 18: Voice of Detroit, Inc., Detroit. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

WWPO, Inc., Pittsburgh. CP for new station. 1120 kc., 250 watts, unlimited.

Times Printing Co., Chattanooga. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Oct. 19: Sam Houston Broadcasting Ass'n, Huntsville, Tex. CP for new station. 1500 kc., 100 watts, daytime.

Pacific Radio Corp., Grant's Pass, Ore. CP for new station. 1320 kc., 500 watts, daytime.

Oct. 20: O. O. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

Nov. 2: KTSA, San Antonio. Vol. assignment of license to Hearst Radio, Inc. 550 kc., 1 KW., 5 KW. LS., unlimited.

WACO, San Antonio. Vol. assignment of license to Hearst Radio, Inc. 1420 kc., 100 watts, unlimited.

KNOW, Austin, Tex. Vol. assignment of license to Hearst Radio, Inc. 1500 kc., 100 watts, unlimited.

Dec. 20: Radiotel Corp., San Diego. CP for new station. 920 kc., 1 KW., unlimited.

**APPLICATIONS RECEIVED**

Mittelle Franklin Noble, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime.

Miami Broadcasting Co., Miami. CP for new relay station. 31100, 34600, 37600, 40600 kc., 15 watts.

**SET FOR HEARING**

Cadillac Broadcasting Corp., Detroit. CP for new station. 1140 kc., 500 watts, daytime.

Santo Sottile, Charleston, S. C. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Louis P. Thornton, Baker, Ore. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Kanawha Valley Broadcasting Co., Charleston, W. Va. CP for new station. 1500 kc., 100 watts, unlimited.

Valley Publishing Co., Harlingen, Tex. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

J. T. Griffen, Fort Smith, Ark. CP for new station. 880 kc., 1 KW., daytime.

Broward Broadcasting Co., Ft. Lauderdale, Fla. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

W. A. Barnette, Greenwood, S. C. CP for new station. 1370 kc., 250 watts, daytime.

Colonial Broadcasters, Inc., Savannah. CP for new station. 1310 kc., 100 watts, unlimited.

Tom Olsen, Port Angeles, Wash. CP for new station. 1500 kc., 250 watts, daytime.

Platt & Platt, Inc., Poughkeepsie. CP for new station. 1000 kc., 1 KW., limited.

Kentucky Broadcasting Corp., Louisville. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

James F. Hurley, Jr., Salisbury, N. C. CP for new station. 1500 kc., 100 watts, daytime.

KARK, Little Rock, Ark. Vol. transfer of control of Ark. Radio & Equipment Co., licensee of KARK, from John Frazer to Radio Inc. 890 kc., 500 watts, 1 KW. LS., unlimited.

WNAX, Yankton, S. D. Auth. to transfer control of corp. to South Dakota Broad-

**PHILADELPHIA**

WFIL staff has moved into its new quarters on the top floor of the Widener Building. Completion of the studios is moving ahead, with dedicatory exercises planned for October.

Joe Gottlieb of the program department and Paul Fraley of the production department are building a permanent little theater group at WCAU. Professionals already signed include J. Barney Sherry and Arthur De Angelis.

Jack Stewart, WFIL sales manager, is spending four days each week at the station's New York office.

Lawrence Witte, radio columnist whose "Static" pillar is syndicated for 112 weekly newspapers along the Eastern coast, comes to KYW tomorrow for a weekly air gossip stanza, "Mike Notes."

Sam Serota takes over direction of WFIL's "Old Salt" program this week, succeeding Allen Franklin, resigned.

Dr. Leon Levy, WCAU president, returns to his desk and duties after a holiday week-end cruise in Atlantic waters on his yacht.

Calvin Jackson, WCAU's newest announcer, comes to radio from orchestra fields, formerly the drummer man in Harvey Marburger's band.

Norma Francis, songstress, is the newest addition to the KYW talent staff, being featured on a weekly "Stuff and Such" stanza that includes the singing of Francis Carroll, Bon Bon and Jan Savitt's studio crew.

The Taylor Grants, WCAU sports announcer, are blessed eventing.

James Tisdale, WIP staff engineer, is back at the ohms and amperes after a half-month sojourn in Cuba.

John Facenda, WIP night supervisor and chief announcer, and Dorothy Munger, have set Sept. 11 for their wedding date.

Not to be outdone by her troubadoring brother, Scott McGregor, who has been one of the melodic satellites on WIP for the past several months, his lovely-to-look-at sister, Doris McGregor, has just joined the singing corps at WIP.

Arthur Q. Bryan, erstwhile WIP announcer and script writer, has resigned from KFVB, Hollywood, and will devote his full time to film writing.

Joe Garrett, former WIP announcer, has resigned as production manager at WNEW and leaves for the west coast the first of October to continue his radio career there.

A program of organ music played by Arthur Hinett and songs of long ago sung by Bob Mack, popular baritone, will be aired weekly on KYW beginning today.

Sophie Goldsmith will again adapt the Howard Pyle Wonder Clock children stories for radio presentation this season on WIP.

Ken Miller, WIP announcer, is producing the "Umbrella Court" question and answer program starting a regular run this week.

casting Corp. 570 kc., 1 KW., 5 KW. LS., unlimited.

**EXAMINER'S RECOMMENDATIONS**  
Abraham Plotkin, Chicago. CP for new station. 1570 kc., 1 KW., unlimited, be dismissed.

Philadelphia Radio Broadcasting Co., Philadelphia. CP for new station. 1570 kc., 1 KW., unlimited, be denied.

... Radio's own daily newspaper modestly presents a series of 200 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

**WMT**

Cedar Rapids, Iowa

"... I want to take this opportunity to congratulate you on your publication. Personally I think it is very interesting and I know that everyone in this organization reads it very thoroughly."

*E. F. Montgomery*  
National Sales Manager.

**ZINN & MEYER, INC.**

New York City

"... I want to say that you have a wonderful paper and that RADIO DAILY is going far and wide and I am proud to be a subscriber to it."

*David Rosen*

**WOPI**

Bristol, Tennessee

"... Here's wishing you continued success. Truly, RADIO DAILY is the best publication for the industry we have ever read. Keep up the good work."

*W. A. Wilson*

Vice Pres and General Manager

... RADIO DAILY is seven months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.





☆ Coast-to-Coast ☆



BEN LARSON, producer of the recent Milton Berle series for Gillette on CBS, arrived here a few days ago and has taken up his duties in the local Ruthrauff & Ryan office.

George Jay had Olympe Bradna on his "Listen, Ladies" program over KEHE and California Radio System yesterday at 2 p.m. Today he will have Harry Sosnick, and tomorrow Virginia Verrill.

Associated Cinema is waxing 52 Kay White transcriptions for White King Soap, with Barnes-Chase Co. placing on Coast and midwest stations.

George Buckalow, formerly on sales promotion at KNX, has returned to resume that work after several months in the East.

Bill Kelso, staff announcer at KMTR, becomes night supervisor. Also takes over all sports events and special interviewing assignments.

Aerogram Corp. will produce, wax and market "Uncle Aesop's Fable Time" property of Triangle Productions, from script of Paul Irving.

Designed as a five-a-week live and transcription show, with Clarence Muse in the title role.

KFAC has a new transcription series for juveniles sponsored by Gordon's Bread at 7-7:15, daily except Sunday.

With "Vox-Pop" and "Prof. Quiz" soaring in popularity, KFI now offers a similar but different one produced and conducted by Eugene Bloodgood, labeled "My Word." Bloodgood picks words commonly mispronounced and tries them on his participating audience each Wednesday night at 9.

Annual sales conclave of Radio Transcriptions of America field men wound up Saturday, with men returning to their respective territories over the weekend. Had been in session nearly month, with C. C. Pyle, president, apparently not one bit worried about the future of transcriptions.

William Kadison, onetime newspaper man on Los Angeles and Hollywood sheets, has been appointed day program manager for 3DB, Melbourne, Australia.

Walter Bunker, previously handling various NBC production assignments, has been promoted to assistant production manager functioning directly under Marvin Young.

Don Prindle, scripter for Joe Pen-

ner, is in town to start grinding out laughs for Joe's new series.

KMPC's "open house" last Thursday evening brought out all of local radio scribes and literally scores of radio celebs to congratulate Manager Leo Tyson on the swank of the remodeled and redecorated station.

Employees of Universal Microphone Co., Inglewood, held their annual picnic at Centinela Park on Labor Day.

KEHE's "Cosmopolitan Revue," with tongue-twisting Joe Twerp, Mitzi LaMarr, Berna Deane, Mel Angle, emcee, and Cy Feurer's music,

voted the leading organist in the midwest in a poll of 100,000 members of the Broadcast Listeners' Ass'n of America.

Lewis Charles is the latest addition to the announcing staff at WHN.

Betty Worth ("Mousey,") has returned to WHN's "Broadway Melody Hour."

WRD, Richmond: Julian Huckstep, studio engineer, resigned to pursue his education at Randolph-Macon College. Station's "Do You Need A Job?" program has placed 21 applicants in jobs within two months. Opening of the new Bellevue Theater was aired from the lobby by Sam Lawder, chief announcer.

Allen Trench, former sales manager of WWSW, Pittsburgh, and now commercial manager at WIRE, Indianapolis, originated two program ideas which are still being used by the former station. One was "Prof. Yes and No", a question and answer program, which he started last February. Other is "Audiographs", wherein audience is asked to guess the meaning of sound effects. Both shows sponsored.

CJOC, Lethbridge, Alberta, is the latest subscriber to the Star Radio feature, "Good Morning Neighbor". Several other stations are using the "Neighbor Club" script, Star's new merchandising tie-in, with good results.

World Peaceways program on WNYC, will have as guest speaker this Sunday at noon Armando Mencia of the legal department of the League of Nations. His subject will be, "Is Japan at War with China?" Mencia was secretary of the League from 1927 to 1934. Peaceways play will be the famed sketch, "Bury the Dead", under supervision of Dr. J. Max Weiss.

Renewals by Standard Radio ET library subscribers are KATA, Fort Worth; WDGY, Minneapolis; KRGV, Weslaco, Tex.; WBNX, New York; WDNC, Durham, N. C.; WSIX, Nashville; WESG, Elmira; KFOX, Long Beach, Cal.; and KCMO, Kansas City.

Ralph Waldo Emerson, staff organist at WLS, Chicago, will become organist at KOY, Phoenix, Ariz., for the winter season, following installation of a new Barton studio pipe organ at KOY.

Henry Hickman, the Tydol inquiring reporter on WFBR, Baltimore, is back on the job after a vacation.

KMOX, St. Louis: Jerry Hoekstra, director of public affairs department, made instantaneous recordings at several school openings this week. Venida Jones, organist, has been

goes network over the California Radio System today at 9-9:30 p.m.

Mortimer Smith, NBC engineer, is wearing a grin a yard wide because of the recent arrival of Richard Sewell Smith who weighed in at 9 pounds, 12 ounces.

Gary Brackner is handling the commercials for the remaining Ken Murray broadcasts, permitting Ken Niles to devote his time to "Hollywood Hotel." Dick Joy is doing a similar chore on "The Newlyweds" in the absence of Don Forbes.

ONE MINUTE INTERVIEW

CLAUDE SWEETEN

"Agencies and sponsors are now beginning to realize the value of the western maestros. It has been substantially proven that you don't have to be from New York to be a successful radio maestro."

BIRTHDAYS grid with numbers 1-30 and names: SUE, BOB, TUE, WES, FIM, TAL, JAN.

Greetings from Radio Daily

September 9

Betty Howard, Billy Dauscha, Ed Prentiss





# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 50

NEW YORK, N. Y., FRIDAY, SEPTEMBER 10, 1937

FIVE CENTS

## "Time" Switching to NBC

### COMMERCIAL PROGRAMS BEING ADOPTED BY WEW

St. Louis—WEW, the St. Louis University (Jesuit) station heretofore used only for educational and religious purposes, starts broadcasting commercial programs next week, according to A. S. Foster, business manager. Rev. Wallace Burke, S.J., formerly in charge of WWL, operated by Loyola University, New Orleans, (Continued on Page 2)

### New Mexico Broadcasters Hold Fall Meet Sept. 28

Carlsbad, N. M.—The New Mexico Broadcasting Association, comprising six of the seven stations in the state of New Mexico, will hold its fall meeting here Sept. 28 as guests of KLAH. Officers of the association are: Mike Hollander, KGGM, Albuquerque, president; Jack Hawkins, KLAH, Carlsbad, vice-president, and J. L. Martin, KRQA, Santa Fe, secretary-treasurer.

### Chas. Ritchie Appointed Sales Manager at KANS

Wichita—Herb Hollister, general manager of KANS Broadcasting Co., has appointed Charles Ritchie as manager in charge of sales. Ritchie (Continued on Page 3)

### 3 Get New CBS Contracts

Columbia Artists, Inc. yesterday set the following contracts: Brewster Morgan, director of the recent Shakespearean cycle, signed to a director's management contract until Aug. 25, 1938; Howard Barlow, music director, re-signed for one year from Oct. 11; John Reed King, renewed, effective Oct. 6 for 52 weeks.

### Ascap Doesn't Tell

Belief among broadcasters that Ascap has divulged figures on station earnings to the AFM is vigorously denied by Ascap officials. They state that it is specifically implied in their contract with stations that all figures supplied the society are to be kept secret; also that even few Ascap officials have access to such matters.

### Radio Law Courses

Washington Bur., RADIO DAILY  
Washington—John William Guider, radio law expert, has been appointed to the graduate faculty of Georgetown Law School to give courses in radio and air law.

Widely known as a communications specialist, Guider is chairman of the American Bar Association's committee on communications, also chairman of the executive council of the international committee on radio, American section.

### THEATERS EXPERIMENT WITH RADIO ON THE BILL

West Coast Bureau, RADIO DAILY  
Los Angeles—Fox-West Coast Theaters is experimenting with tuning-in the Ed Lowry "Singtime" program in various circuit theaters as part of the regular movie program. Tried out in Redondo Beach and El (Continued on Page 3)

### KIUN in New Quarters

Pecos, Tex.—KIUN, "The Voice West of the Pecos," recently moved into a new and modern building of its own. The building houses studios and business offices, with the trans- (Continued on Page 2)

### Lowell Thomas Decorated

The President of France has conferred upon Lowell Thomas, NBC commentator, the rank of Knight of the Legion of Honor.

## Early Solution is Expected In A. F. of M.-Radio Situation

### More Restrictions Placed On Canada Broadcasting

Toronto—Canadian Broadcasting Corp. directors now in special session here to discuss control by the corporation of all radio stations, and to set forth a new set of codes, have placed restrictions on liquor advertising, commentaries on stock market prices and birth control, also banning all recorded programs between the (Continued on Page 2)

## Program is Transferring from CBS to 9 o'clock Night Spot on NBC-Blue, Plugging Two Weekly Magazines

### CARBORUNDUM COMPANY IS RESUMING OVER CBS

Carborundum Co., Niagara Falls (abrasives), will return to CBS on Oct. 16 at 7:30-8 p.m. Sponsor has been a consistent user of CBS time for 12 years. Batten, Barton, Durstine & Osborn placed the account.

### KIUL Business Gains 400% in Four Months

Garden City, Kas.—In the four months since KIUL has been back under its original management, with F. D. Conrad as owner and manager, the station's commercial programs and spot announcements have gained over 400 per cent, according to Clem Morgan of Garden City Broadcasting Co. This is believed to be something of a record for a 100-watter, located (Continued on Page 3)

### Gen. Mills Disks Delayed

Chicago—Due to illness of Helen Gahagan, star, waxing of General Mills' "Love for a Day" has been put off indefinitely. Kirby Hawkes, radio director of Blackett-Sample-Hummert agency, has hopped back here from Hollywood, where Miss Gahagan was stricken by flu.

"March of Time" will move to the NBC-Blue network, beginning Thursday, Oct. 14, at 9-9:30 p.m., under sponsorship of Time, Inc., weekly magazine, and Life, weekly picture paper. Program has been on the air for seven seasons starting on CBS in March, 1931. Reason for the switch is attributed to the possibility of a larger audience at 9 p.m. as against the 10:30-11 p.m. now on CBS.

Show uses more than 30 actors and actresses on each broadcast, 19 musicians, eight production, service and (Continued on Page 3)

## CYCLE TRADES CAMPAIGN STARTS SEPT. 26 ON NBC

Cycle Trades of America (bicycle trade ass'n) on Sept. 26 will start a nationwide variety show on the NBC-Red network, 3:30-4 p.m. Bill Slater, ex-NBC sports announcer, will be on the show. Campbell-Ewald of New York is the agency.

### Lucky Strike Program Changes Policy Sept. 27

American Tobacco Co., (Lucky Strike cigarettes), Edwin C. Hill program, effective with the renewal Sept. 27, will undergo a change in policy. Entitled "Your News Parade," the show has been running Monday through Friday at 12:15-12:30 p.m. with a repeat airing at 2:30 p.m. for the west. On Sept. 27 the (Continued on Page 2)

### Burns-Allen Recess

George Burns and Gracie Allen, heard Mondays at 8-8:30 p.m. over NBC-Red network for Grape Nuts, will take a four-week vacation after the Oct. 4 broadcast. After a month in New York, they return to their air spot Nov. 8. Guest stars will be used on the program during their absence.





Vol. 2, No. 50 Fri., Sept. 10, 1937 Price 5 Cts.

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

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**FINANCIAL**  
(Thursday, Sept. 9)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 3/4	162 1/2	163	+ 1/4
CBS A	26	25 1/2	25 1/2	—
CBS B	25 7/8	25 1/4	25 1/2	—
Gen. Electric	49 7/8	48 5/8	49	+ 1
North American	23 1/4	22 3/4	23 1/4	+ 1
RCA Common	10 3/8	10	10 1/4	+ 1/4
RCA First Pfd.	69 1/2	67 3/8	67 3/8	+ 1 1/8
Stewart Warner	16	15 1/8	15 3/4	+ 5/8
Zenith Radio	39 3/4	38 5/8	38 3/4	+ 1

NEW YORK CURB EXCHANGE				
	High	Low	Close	Net Chg.
Hazeltine Corp.	15 3/4	15 3/4	15 3/4	—
Majestic	2 1/2	2 1/2	2 1/2	—
Nat. Union Radio	1 3/8	1 1/4	1 3/8	+ 1/8


  

OVER THE COUNTER		
	Bid	Asked
Stromberg Carlson	12	13 1/2

**Cudahy Adds 8 Stations**

Cudahy Packing Co., sponsor of "Bachelor's Children," script show heard Monday through Friday over CBS at 9:45-10 a.m., will add eight stations to the network Sept. 27, when program celebrates its first anniversary on the network. Stations to be added are WOKO, KNOW, WCHS, KRNT, KMBC, KFAB, WHAS and WCCO.

**Invitation TODAY**



**WALDORF-ASTORIA**  
SUITE 8, R-5  
**STEPHEN SLESINGER, INC.**  
Exclusive Representatives

**Commercial Programs Being Adopted by WEW**

(Continued from page 1)  
He has been placed in charge of WEW. He also brought Foster from WWL. Entire program structure of WEW will be changed. Downtown studios will be opened, with temporary quarters in Hotel Mayfair. Station is a 1,000-watt on 760 kc., operating from 6 a.m. to sundown.

**Lucky Strike Program Changes Policy Sept. 27**

(Continued from page 1)  
repeat broadcast will be dropped, and a network of 75 stations will be used on the 12:15 p.m. broadcast. Honolulu stations now carrying the shows will be dropped after the Sept. 24 airing. Program has been renewed until Dec. 31, 1937.

**WCOA Starting Work On 1,000-Watt Plant**

Pensacola, Fla. — Having received final approval of its request to double power, making it 1,000 watts, WCOA is immediately starting construction of its new plant. Henry G. Wells, general manager, states that plans for the new broadcasting plant, which will be located on the west side of the north approach to the Pensacola bay bridge, include a scientifically-built reinforced concrete building which can be hermetically sealed in high water or storms. It will be of modernistic design and of a new type of construction approved by expert radio engineers.

**Mutual Schedule Changed**

Mutual programs from the coast will undergo a shakeup tomorrow, with Frederick Stark's "Ecstasy" and David Broekman's "Music of the Stars" being cancelled, while The Hancock Ensemble makes its debut at 8:30-9 p.m., followed by "Louisiana Hayride" for a half-hour, another musical group at 9:30 and George Fischer's "Hollywood Whispers" at 9:45-10.

**Samuel C. Fuller to WLW**

Pittsburgh — Samuel C. Fuller (Uncle Sammy), director of the Kiddies Klub and other KDKA programs, has resigned to join the production department of WLW, Cincinnati, on Sept. 27. He has been with KDKA for five years.

**Archie Hall Joins KVOD**

Archie Hall resigned a position as program director at KOBH in Rapid City and has moved into the production department of KVOD, NBC-Blue outlet, Denver.

**MARTIN BLOCK'S**  
**"Make-Believe Ballroom"**  
A WNEW FEATURE  
1250 Kc.  
10 TO 11 A. M. 6 TO 7:30 P. M.

**More Restrictions Placed On Canada Broadcasting**

(Continued from Page 1)  
hours of 7:30 p.m. and 11 p.m. unless special permission is obtained from the CBC.

Recording ban is aimed to encourage "live" talent in the Dominion. CBC believes that growing use of recorded broadcasts is discouraging newcomers to the radio ranks. Stock market ban was decided upon when CBC received numerous complaints from listeners who had taken advice of commentators and claimed to lose large sums of money as a result.

**KIUN in New Quarters**

(Continued from page 1)  
mitter remaining at the old location a mile north of the city of Pecos. KIUN has an enviable reputation among smaller stations in West Texas, because of its success in developing community programs. At present seven daily programs for neighboring towns are being carried over the station.

Jack Hawkins, manager of KIUN, Pecos, and also of KLAH, Carlsbad, has added Transradio News at Pecos. News is being flashed five times daily at present.

**Earnshaw Adds Subscribers**

West Coast Bureau, RADIO DAILY Los Angeles—Earnshaw Radio Productions, Earnshaw-Young, Inc., reports daily additions to the list of subscribers for their "Hollywood Nite Letter." In script form, this daily airmail service includes fashion hints, recipes, personal experiences, intimate glimpses into the homes of stars and news of studio production activities, all written by Dorothy West in a chatty informal style and so constructed that a paragraph or two may be lifted for insertion in any program, or the letter material used "as is" to form the basis of a 15-minute spot.

**WNEW's Football First**

First football score period of the season will be aired by WNEW on Sept. 18 at 8:45 p.m., with Richard Brooks giving results of a dozen or so daytime games. Night games will be reported by Stan Shaw at 2:45 the following a.m. The official football broadcasts on WNEW start Sept. 25 with a three-hour session beginning 2:45 p.m.

WNEW will air play-off games in the International League (baseball) from Newark starting Sept. 14 at 3 p.m. with Earl Harper at the mike.

**Campana's Chatterer**

Chicago—Sheilah Graham, London actress and movie columnist for NANA, will be film commentator on Campana's "Vanity Fair," starting Sept. 20 on NBC-Blue, with Cal Tinney as pilot and Bob Trendler's orchestra.

**Arthur Boran Booked**

Arthur Boran, CBS mimic-comedian, opens a personal appearance engagement today at the Hippodrome Theater, Baltimore.

**COMING and GOING**

SIDNEY LYPTON, orchestra leader at Grosvenor House, London, is in town here for a week, sails back aboard the Berengaria on Sept. 11.  
JAMES SAPHIER leaves for Hollywood today on business and will be away for two weeks.  
BILL BACHER left New York en route to Hollywood last night after completing a deal for a new air series in co-operation with M-G-M.  
DINTY DOYLE left for Hollywood last night and will be gone three months.  
VIRGINIA BAKER left for Buffalo yesterday with her husband, NORMAN WALTERS.  
JACK OSTERMAN leaves for Cleveland after his appearance on the "Hammerstein Music Hall" program tonight.  
RUDY VALLEE leaves for Maine within a few days.  
MONTE PROSER leaves for Hollywood on Monday to transact some business there.  
GUY LOMBARDO returns from Toronto in time for his Sunday program.  
DOROTHEA LAWRENCE en-trains for two weeks in Montreal this morning.  
ARTHUR BORAN is in Baltimore for a week.  
ARTHUR VERNON JONES, who has done comedy in West Coast programs and recently completed his contract with Hal Roach-M-G-M, is in New York to talk about radio shows. He is being handled by Kass-Tohrner, Inc.  
RALPH TURNER, business manager for NEA Service, Inc., is in New York from the Cleveland office and will be at the Waldorf-Astoria, where Stephen Slesinger, Inc., representatives for NEA Radio News Features, has taken a suite for today.  
PAULINE SWANSON, manager of the Robert Taplinger West Coast office, leaves Monday for a two-week vacation at Malibu.  
JOHN D. MCTIGUE of NBC night press department, off on a two-week vacation.  
GENERAL HUGH S. JOHNSON will be in town Monday to confer with NBC officials over his forthcoming Bromo-Quinine series.  
LESLIE JOY, manager of KYW, is in town.  
FRANK R. MCNINCH, new chairman of the FCC, was in Hyde Park, N. Y., yesterday conferring with President Roosevelt on plans for the pending reorganization of the FCC.  
JAMES W. BALDWIN, managing director of NAB in New York to attend the associations board of directors meeting to be held here, Sept. 10.

**2 Stage Plans on NBC**

"Virginia", new operetta at the Center Theater, will be given an excerpt airing Sunday over NBC-Blue at 12:30-1:30 p.m. Principals of the show, including Ann Booth, Nigel Bruce, Gene Lockhart, Buck and Bubbles, Mona Barrie, Ronald Graham, Lansing Hatfield, Dennis Hoey, Bertha Belmore, Avis Andrews and Will Vodery's Negro choir will appear.

Another NBC-Blue presentation Sunday will be "Dr. Faustus", by Christopher Marlowe, adapted for radio by Lester O'Keefe, to be aired at 8-9 p.m. with cast including Alfred Shirley, Charles Webster, Richard Gordon, Arthur Maitland, Barbara Weeks, Peggy Allenby, William Shelley, Eric Dressler, John McGovern, William Podmore, Joseph Granby, Bennett Kilpack, Thomas Coffin, Jane Hamilton and Junius Mathews.

**Lombardo Anniversary**

Guy Lombardo on Sunday celebrates his first anniversary on the Bond Bread program.

**AL DONAHUE**  
Now Appearing  
**ROOSEVELT HOTEL,**  
New Orleans  
Opens at the Rainbow Room Oct. 6th  
For Fall and Winter Season  
Fourth Return Engagement



## EXPECT EARLY SOLUTION IN AFM-RADIO SITUATION

(Continued from page 1)

place at 10 a.m. and the second at 2 p.m.  
IRNA committee met with Weber of the AFM at his offices early in the day and informed him that the broadcasters it represented were willing to put back a number of musicians and expend the additional money such employment involved. Exactly how many musicians or how much money was not arrived at, and the conference was adjourned until 9 p.m. last night. With Pres. Weber at the conferences were Fred W. Birnbach, secretary of the AFM, and A. C. Hayden of Washington, both members of the AFM executive committee. Following the talk, Weber conferred via long distance phone with virtually all members of the Executive Committee not present. Later Weber told RADIO DAILY that he was confident progress was being made, all things considered, and that a solution might be reached shortly. Weber said he appreciated the fact that it was difficult for the IRNA committee to talk for the entire industry, or do anything beyond its limited powers.

Also meeting this morning is the NAB board of directors. Although the NAB has been invited to join its membership in a meeting with the IRNA, or hold a separate meeting on the AFM situation, latest report is that the IRNA committee has no indication of just how the NAB will act or react to any definite move made by the independently-owned stations affiliated with networks. So far the NAB has not committed itself, officially.

NBC executives in town for the AFM parleys are: Niles Trammell, v.p., central division; Frank Russell, v.p., Washington; Don Gilman, v.p., west coast; John Shepard 3rd, WNAC; Paul Morancy, WTIC; Jack Boyle, WJAR; John J. Storey, WTHC; Clair McCullah, WDEL; Hope Barroll, WFBR; H. W. Batchelder, WFBR; Joseph Imbrogulio, WFBR; E. H. Trambley, WBEN; E. C. Pullman, WIRE; Stanley Hubbard, KSTP; Walter Evans, WOWO; Clarence Leich, WGBF; Herbert Hollister, KANS; Campbell Arnoux, WTAR; Richard Mason, WPTF; R. S. Morris, WSOC; Don Elias, WWNC; Ed Hamlin, KSD; H. C. Wilder, WSYR; E. A. Hanovan, WHAM; William Fay, WHAM; Eugene Carr, WGAR; H. Slavick, WMC; Harold Meyer, WSUN; Walter Tyson, WFLA; S. Babcock, WROL; Darrold Kahn, KFDM;

## HELENA BLUE'S SEVEN STRINGS

Popular music in a modern and distinctive style. An all-girl string combination.

RADIO DEBUT  
GULF GAS PROGRAM

Sunday Evening, Sept. 12th, 7:30 E.D.T.  
COLUMBIA NETWORK

## Program Comments

### Leo Reisman

Resuming under the sponsorship of F. & M. Schaefer Brewing Co., but over WEAJ, after having done a stint over WOR for the same firm last season, Leo Reisman returned to the air last night with a generally smart, tuneful and altogether enjoyable program. Talent working with Reisman's orchestra includes Ray Heatherton, as featured vocalist, and a rhythmic and tuneful chorus group. Initial program was typical of Reisman's former offerings, with the orchestra doing "St. Louis Blues", "Vienna Life" by Johann Strauss, "Whispers in the Dark" and "Have You Got Any Castles, Baby?" the latter two with choral augmentation, while Heatherton sang "I Know Now" and "Where or When", and the chorus also did "'Cause My Baby Says It's So".

Performance moved along with snap, and commercials were not overdone. BBD&O is the agency for Schaefer.

### Lewis Browne

Pinch-hitting on CBS at 7:30-7:45 last night for the touring H. V. Kalttenborn, Lewis Browne did a very unconvincing job of relating world news. Whereas Kalttenborn is known as one of the more fearless com-

mentators, his substitute leans in the opposite direction in attempting to avoid committing himself. With a wealth of material to choose from, Browne picked one subject for his entire broadcast, and as a result became monotonous toward the finish.

### Briefly

Eve Ve Verka, who guested on Thursday's Hecker "Information Bureau", over WOR-Mutual, is among the best of the femme commentators who talk on beauty, youth and general feminine topics. Her voice and style of delivery, as well as material, held attention.

Jessica Dragonette had one of her most entertaining productions over CBS Wednesday night when she did "The Blue Paradise". It afforded opportunity for some modern as well as the older musical numbers, which Miss Dragonette, Charles Kullman and the orchestra did full justice.

Connie Boswell's guest vocalizing was the high spot on Wednesday night's Ken Murray program over CBS.

Harold Reinke, WDAY; William Pyle, KVOB.

CBS executives in town include: J. Thomas Lyons and Lewis M. Milbourne, WCAO; Allen T. Simmons, WADC; I. R. Lounsberry, WGR-WKBW; Luther L. Hill, KRNT; Franklin M. Doolittle, WDRC; Arthur B. Church, KMBC; W. L. Coulson, representing WHAS and WFBM; Howard Clark, WJAS; Clarence Wheeler, WHEC; Samuel Woodworth, WFBL; Edgar Bell, representing KLZ and KVOR; Fred Moats, KRLD; Joseph Maland, WHO; J. Leonard Rensch, WHIO; Joseph Calkins, WESG; Edney Ridge, WEIG; Mrs. Jacobsen, representing KFEB and KGVO; Vincent Callahan, WWL; Harold Danforth, WDBO; C. W. Myers, KOIN; Frank Megargee, WGBI, and C. T. Lucy, WRVA.

Also T. W. Symons, KFFY; A. S. Moffatt, WMAS; E. J. Jansen, KVI; Don Searle, WIBW; Dale Robertson, WIBX; D. A. Kahn, KGKO; Warren P. Williamson, WKBN; H. K. Carpenter, WHK-WJAY; John A. Kennedy, WCHS and WPAR; H. B. Wooten, WREC; A. L. Chilton, representing WGST and KLRA; K. G. Marshall, representing WBRC and WMER; Ralph Nicholson, representing WDAE, WQAM, WJNO and WTOC; Edgar L. Bill, WMBD; N. L. O'Neil, WSJS; W. S. Cherry, WPRO; Richard Borel, WBNS; B. F. Orr, KTRH; Harry Sedgwick, CFRB, and Ray P. Jordan, WDBJ. Representatives will also be present for WOKO, KGLO, WDOD, WBNF, WHP, WMMN and KOH.

## KIUL Business Gains 400% in Four Months

(Continued from page 1)

in a section that was formerly known as the dust bowl.

KIUL is now using five announcers, against two formerly, and is giving 12 newscasts daily. The KIUL Barn Dance recently went big-time and moved into the Ritz Theater under sponsorship that will run indefinitely.

## "TIME" IS TRANSFERRING FROM CBS TO NBC-BLUE

(Continued from page 1)

sound experts and 11 editorial and research workers. William Geer (Times staff) is editor. Homer Fickett and William Spier are production directors, and Howard Barlow, musical director. Same style of six to eight dramatic sequences will be used. BBD&O is the agency.

## Chas. Ritchie Appointed Sales Manager at KANS

(Continued from page 1)

is well known throughout the Middle West, having served for the past several years as director of sales for Derby Oil Co. He is a member of the Wichita Club and past-president of the local Advertising Club.

## Theaters Experimenting With Radio on the Bill

(Continued from page 1)

Centro houses, audience reception was such that Bakersfield, Hermosa and Pomona houses were added this week.

TONIGHT

Coca-Cola

PRESENTS

The Song Shop

A NEW RADIO SHOW

A friendly 45 minutes of good music, good songs, and good fun.

Starring

KITTY CARLISLE

Featuring

FRANK CRUMIT

Reed Kennedy... Alice Comett  
The Song Shop Quartette

24-Voice Glee Club

under the musical direction of

GUSTAVE HAENSCHEN

with a 50-piece orchestra



COLUMBIA NETWORK  
10 o'clock E.D.T.

EVERY  
FRIDAY  
NIGHT



## ★ F. C. C. ★ ACTIVITIES

APPLICATIONS DISMISSED  
Ohio Broadcasting Co., Canton, O. CP  
for new station. 1310 kc., 100 watts, daytime.  
Enterprise Co., Beaumont, Tex. CP for  
new station. 1350 kc., 250 watts, 500 watts  
L.S., unlimited.

Salinas Newspapers, Inc., Salinas, Cal. CP  
for new station. 1390 kc., 250 watts, day-  
time.

EXAMINER'S RECOMMENDATIONS  
WKBH, La Crosse, Wis. App. for renewal  
of license and authority to transfer control  
of corp. to Harry Dahl be granted. 1380 kc.,  
1 KW., unlimited.

Earle Yates, Las Cruces, N. M. CP for  
new station. 930 kc., 500 watts, daytime, be  
denied.

### "Ballroom" Comes to Life

Martin Block's "Make-Believe Ball-  
room", famed WNEW recorded show,  
came to life at 6 p.m. last night when  
Fats Waller and his orchestra made  
a personal appearance on the pro-  
gram. Block plans to use a live or-  
chestra from time to time.

### Dorothea Lawrence to Canada

Dorothea Lawrence, opera singer,  
leaves today for Montreal, where she  
will make radio appearances in ad-  
dition to enjoying a two-week holi-  
day.

### Francis X. Bushman to WGN

Francis X. Bushman, idol of silent  
films, is joining WGN radio pro-  
grams, his first appearance to be  
Sept. 16 in "Curtain Time."

### Jean Ellington Renewed

NBC Artists Service has renewed  
its contract with Jean Ellington for  
another year.

## NEW BUSINESS

### KJR, Seattle

Pacific Outfitting Co., serial "Trail  
Blazers," by David Halpern.

### WNEW, New York

Schatner's Shoe Shop (Conformal  
shoes), disks, through Newman Asso-  
ciates.

### WDAF, Kansas City

Philco, "Phyl Coe" mysteries; K. C.  
Bible College, daily except Sunday,  
30-minute religious music and ad-  
dresses.

### WICC, Bridgeport

Philco, "Phyl Coe" Radio mys-  
teries.

## AD AGENCIES

TOM REVERE, director of Benton  
& Bowles radio department, has ar-  
rived in Hollywood, accompanied  
by Donald Cope, who will take over  
duties of production supervisor. Cope  
is well known in Coast radio circles,  
having been Pacific Coast production  
head for NBC prior to joining Ben-  
ton and Bowles' New York office in  
1935.

HERSCHEL WILLIAMS, producer  
of "Show Boat" for Benton & Bowles  
agency, is taking a month's vaca-  
tion on orders of his doctor. He  
has arrived in New York.



● ● ● Palmolive Beauty Box fades from the nets Oct. 6, with Jessica  
Dragonette, Charles Kullman and Al Goodman's ork. Al has been on the  
show for three years... A Chi. account will have Mary Small's "Junior  
Revue" tied up with Ed Wolf before the next airing... Cappy Barra and  
his harmonics go NBC Sept. 29 for 13 weeks... The Benny Davis "Star-  
dust Revue" on MBS switches to a 9:30 spot Sunday... Is that M-G-M  
show for General Foods going to replace "Show Boat" for Maxwell House  
Coffee?... Politicians offered A. L. Alexander \$1,500 per speech (four of  
them!) to campaign in the coming election! A. L. refused the offer, not  
wishing to tangle up in political fights... Lester Linsk of Philly is with  
Rockwell O'Keefe on the coast now... Max Baer is definitely set to wield  
a baton over the heads of AFMen at one-nighters... The reason Frank  
Curley (Baby Rose Marie's pappy) has been seen outside of the Roxy stage-  
door while his kid was performing—is to offset legal tampering with the  
show!

● ● ● Here we go again! A memo from our circulation dept.  
says that the head of Packard Motors wanted a subscription to  
RADIO DAILY and had filled out a voucher for the \$5... Well,  
there were at least ten signers to the request—with a detailed re-  
port on our functions PLUS a listing of rules under which requis-  
itions might be made... Anyway, the five spot was granted—with  
a notation that Packard Motors must be the receiver!... WBT,  
Charlotte, is the real reason why the "Big Apple" dance stepped  
out!... Bill Schudt Jr., station manager, saw the dance taking high  
favor at the beach, looked into its beginning and sent a special  
events man to Columbia, S. C., and the "Big Apple" negro night  
club to get the originators for an air show... Thus he gave the  
first big airing to a dance that has since swept the land!

● ● ● A. & P.'s return to the air this season will be with a trans-  
cribed series titled "Love Story of Ann and Paige," with Mimic Arthur  
Boran set to do "Paige"... Virginia Baker, who was femme interest in the  
"Bill and Ginger," show was hitched to Hecker exec Norman E. Walters of  
Buffalo and will retire to reside there... Vincent Lopez returns to the  
Astor Grill (as intimated here weeks ago)... Mac Green has left Marlo  
Music... Sid Schwartz has resigned from WNEW as publicity head...  
Singer Marcia Lloyd is back from four months of retirement in Ohio...  
Tommy Dorsey's vocalist, Edythe Wright, is reported leaving for Arizona  
or Colorado... Bill Gernandt's trip to the coast will be to close a Universal  
picture deal for Prof. Quiz... A q. t. audition was piped the other day  
featuring David Ross, Joey Nash and organ-pumping which is to be sold  
as an a.m. show... At the James Cagney preview of "Something to Sing  
About" even the "pass"-engers applauded. It's swell entertainment... We  
repeat an item of many, many editions back (just to hear a few denials—  
we DARE): Fred Waring will head an air show for Old Gold this season!

● ● ● WIP, Philly, will be divided between Inter-City and  
Mutual... When Brewster Morgan, former CBS director, visited his  
home-town radio station, KCKN, Kansas City, Kas., while seeing his  
folks, he was greeted by such a crowd of old friends, schoolmates  
and acquaintances that it was difficult to complete plans for an air  
interview... Ralph Nelson, program director, learned of B. M.'s  
presence in the town and didn't have much trouble getting Morgan  
to grant an interview to his old friends... As soon as details for  
the show were set, announcements were made at hourly intervals  
on the station... So, when the time approached for the program to  
be aired, so many of his friends and people "who-knew-him-when"  
arrived to get a glimpse of a local hero—that it was impossible to  
carry on!... Morgan promised to make another appearance in the  
future—he liked it so much!

## PROMOTION

### Iowa Network Corncobs

Iowa Broadcasting System of Des  
Moines is distributing corncob pipes  
with the call letters of its stations,  
KSO, KRNT and WMT stamped in  
red around the yellow corncob bowl.

Accompanying the pipe is a letter  
from Craig Lawrence, commercial  
manager, pointing out that the pipe  
is a symbol of Iowa's \$600,000,000 corn  
crop, which means plenty of spend-  
ing money for advertisers to go after.

A few words about desirable IBS  
programs also are included.

### WHK Market Data Folder

A booklet giving briefly sum-  
marized and illustrated market and  
circulation data has been issued on  
behalf of WHK, Cleveland, NBC-Blue  
network outlet.

### Camel Adds 3 Stations

When the CBS-Camel cigarette  
show expands to the full-hour 9:30-  
10:30 p.m. period on Sept. 28, three  
stations (WKBB, WCHS and KOY)  
will be added to the network. Wil-  
liam Esty has the account.

### Eton Boys' Sixth Year

The Eton Boys begin their sixth  
year over CBS on Sept. 20 when they  
start a new series of programs to be  
aired Mondays and Wednesdays from  
5:15-5:30 p.m. over a combined coast-  
to-coast and Canadian hook-up. New  
set-up marks the largest network the  
boys have enjoyed while broadcast-  
ing as a sustaining feature of the  
network.

### Son for Bernardine Flynn

Chicago — Bernardine Flynn, the  
Sade of "Vic and Sade," is the  
mother of a seven-pound boy, born  
Wednesday night, just eight hours  
after the mother finished her radio  
stint. She will be written out of the  
script for a week or two.

## GUEST-ING

RAYMOND SCOTT QUINTET, VI-  
OLET MELE and LES LIEBER, on  
"Swing Club," Sept. 18 (CBS, 8 p.m.)

THREE MARSHALLS, on Harry  
von Zell's Gulf program, Sept. 12  
(CBS, 7:30 p.m.)

RAMON NOVARRO, on "Profes-  
sional Hour," tonight (WMCA, 9:30  
p.m.)

MARGARET SPEAKS, interviewed  
on Nellie Revell program, Sept. 14  
(NBC-Red, 5:15 p.m.) WALTER  
O'KEEFE, same program, Sept. 21;  
HELEN TRAUBEL, Sept. 28; STOOP-  
NAGLE and BUDD, Oct. 5; ERNO  
RAPEE, Oct. 12.

FREDDIE FISHER'S SCHNICKEL-  
FRITZ BAND and BATTLING NEL-  
SON, on NBC Jamboree, tomorrow  
(NBC-Red, 10 p.m.)

ARTHUR DONOVAN, boxing ref-  
eree, on Dick Fishell program, to-  
night (WMCA, 6:30 p.m.)

JIMMY DORSEY and ALEC TEM-  
PLETON, on "Swing Club," tomor-  
row (CBS, 8 p.m.)



## ORCHESTRAS - MUSIC

**DON MORRISON**, who played opposite Ida Lupino in the Chase & Sanborn sketch Sunday and in Helen Menken's serial in the east, has decided to become a Californian and will remain here indefinitely.

Al Jolson, Martha Raye, Parkyakarkus and entire cast of the new Jolson show, together with radio scribes, wine and dined at the Clara Bow-Rex Bell IT Cafe following the Tuesday broadcast.

Syd Cornell and Latham Ovens arrived to work with Don Prindle, in last week, on the script of the new Joe Penner series. Nate Tufts, producer, also arrived over the weekend.

Donald Novis is back at the Coconut Grove, where he got his start. Gus Edwards "School Days of the Air" shifts from Monday to Sunday night, 7:30-8:00, over KFWB-KNX and CBS Pacific Coast.

Gaylord Carter, featured organist on KHJ, joins the Raymond Paige orchestra for the Packard broadcast. Carter also will demonstrate his facility with a Hammond electric organ at the Paramount Theater this month.

J. Walter Thompson Co. sponsored a "press preview" of the new Hammond Organ Studio, 3328 Wilshire.

KECA gets "Moving Stories of Life" on Sept. 28 when Lyon Van & Storage starts a 52-week contract. Alice Faye and Tony Martin, newlyweds (they eloped to Yuma on Sept. 4), have received the blessings of their film studio, 20th Century-Fox, which originally placed a no-marriage clause in their contracts.

Sidney B. Gaynor has been upped from the sales staff to the post of assistant commercial manager at KHJ. Jack Owens, KEHE songsmith, has sold his "Round-Up Time In Reno" to Republic Pictures for Gene Autry's use in "Manhattan Merry-Go-Round."

The CBS Sunday "West Coast Church of the Air" switches from the current 1:30-2 p.m. spot to an early morning 8-8:30 groove on Sept. 26. First under the new schedule is from KOIN, Portland, Ore.

Charles Bulotti, who resigned as program director of KHJ recently, planned out for New York on a deal for a new network job.

John Conte, KHJ announcer, was set by Bob Braun of Thomas Lee Artists Service for a good role in Paramount's "Yesterday's Cheers."

Roy Grande, KNX continuity staff, checked in from combined vacation and honeymoon.

Joe Thompson, NBC, and Glan Heisch, KFI-KECA, off on the annual vacation.

Th Beverly Hillbillies, KMCP standbys for years, go into Tex Ritter's current "Tex Ritter with the Boy Scouts."

Eddie Oliver, who has been providing the music at swank Cal-Neva during the past season, is en route to New York and Europe. Set by Music Corporation of America for six

**NYE MAYHEW** and his orchestra will open at the Statler Hotel, Boston, Sept. 30, with a CBS wire originating from WEEL. Now heard four times weekly over Mutual from the Glen Island Casino, New Rochelle, N. Y., Mayhew will be making his second appearance at the Statler, having played there for a nine-month engagement last winter. Doug Newman, Jimmy Fitzpatrick, Al Carney and Gus Mayhew, the latter formerly of Hal Kemps orchestra, will share vocal honors. A popular female radio vocalist will also be featured with the band. Mayhew concludes his Glen Island engagement Sept. 12.

*Laszlo Bartal, eminent Hungarian concert pianist, who just arrived in this country after a concert tour of Europe and Asia, will make his first guest appearance in this country tomorrow in the Georgia Room of the Hotel Piccadilly, as a gesture to his brother, Jenő Bartal, musical director of the hotel. Immediately after the dance session in the Georgian Room, Laszlo will give a "Concert Miniature" during which he will introduce the newest in Hungarian music.*

Gus Arnheim and his band open a two-week engagement in Seattle, Sept. 17.

*Bill McCune renewed his contract through MCA for an indefinite engagement at the Hotel Bossert, Brooklyn.*

### SAN ANTONIO

Monetta Shaw, contralto, and Vera Harper, organist, are being sponsored over WOAI by Porter Loring, Mortuary.

Ken Millican, humorist and financial authority, is airing six days weekly over WOAI and Texas Quality Net. Simpson Sisters, Bert Ponard and Steve Wilhelm are in the new talent lineup for the Knight-Kap program on WOAI.

months' engagement in London and one of similar length on the Continent through MCA London office.

G. Stanley MacAllister, director of construction and maintenance for CBS, is in town checking-up on progress and details of the new CBS studios.

Union Oil's "Thrills" switches to Wednesday at 6:30 p.m. from present Tuesday night spot, but remains on NBC Pacific Coast Red despite rumors that the program might move to another net on account of NBC having to use the time to clear a coast-to-coaster.

Clarence Myers, director of publicity for KYA in San Francisco, is vacationing here.

Dolores Ehlers, who has been doubling in brass at KMTR, returns to her first love—publicity—and now heads that department for the station. Charles Davis, salesman, returns to KMTR from a sojourn at KMPC.

Reggie Childs and his ork set by CRA for two weeks at the Claridge Hotel. Memphis, commencing Sept. 17.

*Ignoring written scores, six of Bob Stanley's musicians will stage a "jam session" next Sunday night over the WOR Sylvia Froos program in an effort to show the radio audience what swing really is. Stanley and his trumpeter, Steve Schultz, conceived the idea for the musical "free-for-all". The jam session will be a regular weekly feature. Swing must come from the heart, says Stanley, and not from written arrangements.*

Mark Fisher's orchestra and the Roy Eldridge band will share musical honors at the Lake Shore Athletic Club on Sept. 19. Set by CRA.

*Mal Hallet and his ork will be the first attraction of the newly formed Community Dances Inc., for two weeks starting Oct. 1. New organization routes throughout the theater-dance circuit.*

Eddie Duchin plays a return engagement at the Chicago Theater the week of Sept. 13. Set by MCA.

*Henry Busse and his dance orchestra will celebrate their first anniversary under the sponsorship of the J. W. Marrow Manufacturing Co. (Mar-O-Oil) during their broadcast Sunday at 11:45 a.m. over NBC-Red.*

### KANSAS CITY

Larry Sherwood, KCMO station manager, leaves next week for Washington for the FCC hearing on KCMO's application for power increase and a new transmitter, Sept. 24.

KMBC sent Allen Jacobs to Tulsa by plane with portable recording equipment to make discs of the Miss Jubilesta's invitation to the Tulsa Chamber of Commerce to attend the Jubilesta, Kansas City's annual fall festival.

Dan Paul of the WDAF announcing staff is back from vacation.

### Union Files Charges

American Communications Ass'n (formerly American Radio Telegraphists) today will file charges of unfairness against Western Union with Mrs. Elinore Herrick of the National Labor Relations Board. The union alleges one of its members was discharged for union activity.

### WIRE'S First Mutual Feed

WIRE, Indianapolis, now an MBS affiliate, will pipe its first program to the net tomorrow at 5:30 p.m. It will be a description of the running of the thoroughbred "Greyhound," who will attempt to break the mile dirt track record.



**TRUMAN BRADLEY**, WBBM commentator and announcer for the Ford Sunday evening series, and Evelyn Jane Esenther of Oak Park, Ill., were married Wednesday.

Margaret Shanna, lead in General Mills "Arnold Grimm's Daughter," and Elliott Woodruff, broker, will wed, Nov. 5.

Marion Read is pinch hitting on Marshall Field's musical clock as the voice while Halloween Martin tours the east.

Jack Mathae has left WBBM production department to handle General Mills "Betty and Bob" for Blackett-Sample-Hummert. Dick Lawrence, WGN announcer and production director, is replacing him. John Harrington, Jack McCormick, Paul Luther and Tom Builta are other announcers who have gone from WGN to WBBM.

Niles Trammell, NBC v.p., gave a party at the Tavern for Don Marcotte, NBC librarian, and Al Williamson, press chief, who are leaving for other jobs.

Bill Ray, new NBC press chief, is back from a consultation with Vance Babb and others in New York.

Russell Sparks, captain of NBC page boys, has been promoted into sales promotion division.

John M. Young of NBC staff is writing the scripts for the new Zenith shows. Actors used include Bob Griffen, Art Peterson, Pat Murphy, Sid Ellstrom, Art Kohl, Hugh Rowlands, Phil Lord, Willard Waterman, Murray Forbes, Ray Johnson, Templeton Fox, Judith Lowry and Betty Caine.

Chicago Symphony orchestra's Saturday evening popular concerts under baton of Dr. Frederick Stock and Hans Lange will be aired over Mutual starting Oct. 23.

Ransom Sherman and Harry Kogen are receiving plaudits of associates at NBC for their new song, "A June Night, A Microphone and You."

Ed Cerny has been upped to musical librarian at NBC, succeeding Don Marcotte, who resigned to join Warner Bros. publishing interests in New York.

NBC "Night Club" last night expanded from 30 minutes to full hour on NBC Blue, 10-11 EDST. Morey Amsterdam is emcee.

Avis Kent is singing with Carlos Molina at the Stevens Hotel.

Sylvia Clark NBC monologist, is making personal appearances at Blue Moon Cafe, Milwaukee, and commuting for broadcasts here.

Frank Schnepfer and Charlie Corliss, NBC engineers, both came back from Labor Day holidays reporting additions to families, a girl and boy, respectively.



STATION-STUDIO  
TRANSMITTER  
and

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## Remote Control Amplifier Completed by WHK-WJAY

Cleveland—E. L. Gove, technical supervisor for United Broadcasting Co. and chief engineer of WHK-WJAY, announces that the first of six new remote control amplifiers has been completed in the WHK-WJAY laboratories.

The new amplifier, which has been under construction for some time, embodies the Gove Vertical Mixer. It is constructed to reduce tube and amplifier noises as well as distortion. It represents the latest achievements in radio engineering.

Capable of handling four microphones simultaneously, the amplifier can be operated from alternating current or a battery supply, which is contained in a matched case. Immediately upon its completion it was placed in service to bring WHK-WJAY listeners the broadcasts from the National Air Races.

## WFBR's Trailer Mobile Unit

Housed in a body specially built by the Auto Cruiser Co. of Maryland, WFBR's new mobile unit will visit every city, town and hamlet in Maryland for remote broadcasts.

Containing a complete studio, control room, short wave transmitter and motor generator—the trailer is 25 feet long, 6 feet wide and 10 feet high. It is believed that this is the only complete mobile unit in the country. Delivery is also being made of a one and a half ton panel body truck which will be the motive power unit. The truck will carry turntables and is designed to be equipped with additional broadcast facilities so that it can operate independently of the trailer.

## New British Television Sets

London—Kept quiet until the recent opening of Radiolympia, the biggest surprise in the vast show is Ultra's T. 20, a 15-valve for television and sound, with a picture 7¼ x 6¼ inches, costing \$200. Second is a table television unit that can be plugged into any existing radio set on A.C. mains. It costs only \$175. Nine television shows a day are being given during the display of the latest sets at Radiolympia.

## CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.  
WE FURNISH  
Electrical Lighting Equipment  
of Any Kind  
FOR RADIO STATIONS  
244-250 WEST 49th STREET  
New York City Tel. Circle 6-5470-1

## Station Improvements

Durham, N. C.—The engineering department of WDNC has completed installation of a Western Electric program amplifier and within the next week a new Hammond Electric Organ will be placed in its studios.

Muncie, Ind.—New high frequency antenna designed by the WLBC engineering department is now being installed to improve reception of WLBC's two portable transmitters.

Philadelphia—WIP has been granted license to cover CP authorizing move of transmitter and installation of new equipment and antenna system.

Aberdeen—KXRO has been granted license to cover CP authorizing changes in equipment, move of transmitter and increase in day power to 250 watts.

Atlanta—WGST has been granted CP to move former main transmitter to location of present main transmitter, make changes in equipment, and employ same as an auxiliary with power of 1 kw.

Nashville—WSIX has been granted CP to make changes in equipment and increase in day power to 250 watts.

Los Angeles—KNX has been granted CP covering approval of transmitter site, installation of new equipment and vertical radiator.

Oklmulgee, Okla.—KHBG granted Mod. of CP approving transmitter and studio sites, vertical radiator and changes in equipment.

## KTMS to Debut by Oct. 1

West Coast Bureau, RADIO DAILY  
Los Angeles—KTMS, new Santa Barbara station, should be on the air by Oct. 1 if present progress on building and installation is maintained. The building housing the transmitter will be completed this week, with the ground system and directional antenna completely installed, and the studio building proper will be ready about Sept. 15. Norman R. McLaughlin is station manager.

Chattanooga—WAPO has been granted license to cover CP authorizing installation of new equipment, increase in power from 100 watts to 100 watts night, 250 watts daytime, and time of operation from daytime to unlimited.

Hagerstown—WJEJ has been granted license to cover CP authorizing move of transmitter and installation of new vertical radiator.

Stevens Point, Wis.—WLBL has been granted license to cover CP and modifications thereof authorizing move of transmitter site, installation of new equipment, increase in power and change in hours of operation.

Greenville, S. Carolina—WFBC has applied for CP to install directional antenna system for night time use and increase night power from 1 kw. to 5 kw.

Champaign, Ill.—WDWS has applied for CP to make changes in equipment, increase power and hours of operation from 100 watts daytime only to 100 watts night, 250 watts day, unlimited.

Lakeland, Fla.—WLAK has applied for CP to make changes in composite equipment and increase day power from 100 watts to 250 watts.

Jackson, Miss.—WHFF has applied for CP to move studio and transmitter and change antenna.

Joplin, Mo.—WMBH has installed a new Western Electric, Style 110-A, program amplifier and a UTC, model 2-A, remote amplifier.

## KDYL's New Mobile Unit Has Three Transmitters

Salt Lake City—An ultra-modern mobile unit for KDYL is just being completed under the direction of John M. Baldwin, chief engineer, who reports that the unit comprises three separate transmitters. One, KALO is a 75-watt transmitter built into the truck. The others, W6XTV and W6XUC are portables, the first a 40-watt high frequency transmitter, and the second a specially designed ½-watt pack transmitter, operating on the ultra-high frequency of 200 megacycles.

The truck also houses a 1000-watt gasoline-driven generator developing 110 volts for power supply, and a complete P. A. system.

## KOIL Transmitter Dedication

Omaha—Dedication of KOIL's new 5,000 watt transmitter will be honored by two broadcasts Sept. 14 and 16, 11:30 p.m. to 12 midnight. Program will be fed to Mutual. Governor Karschel of Iowa will speak on the first show, Senator Burke of Nebraska will be the guest-speaker on the Thursday program. Red Nichols and his orchestra will furnish the music.

## WOW Mobile Unit

Omaha—WOW has completed a new mobile unit, designed by Engineer Bill Kotera and Chief Control Operator Joe Herold, mounted on a ton and a half truck. The short wave transmitter has 100 watts power and a practical distance of between 100 to 150 miles.

## WRNL Awards Contracts

Richmond, Va.—Earl Sowers, managing director of WRNL, announces that contracts have been signed with the Laburnum Realty Co. for the construction of new studios and offices in the Grace Arcade Building. The cost of construction will be \$41,000.

Lougacre 5-4610

Founded 1889

MORRIS

LIBERMAN

VALANCES, FLAGS AND BANNERS—RENTAL SERVICE  
FOR RADIO STATIONS

320 West 46th Street  
New York City

**NEW PATENTS**

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

2,092,049—Method of Reducing Quartz Crystal Activity. Bernard L. Clark, Medfield, Mass., assignor to Westinghouse Electric & Mfg. Co.  
2,092,069—Ultra-Short Wave Radio System. Hans Erich Hollmann, Berlin, Germany.  
2,092,070—Tone Control System. Paul F. G. Holst, Audubon, N. J., assignor to RCA.  
2,092,095—Control of Electric Circuits by Means of Electron Tubes. Max Steenbeck, Berlin-Siemensstadt, Germany, assignor to Westinghouse Electric & Mfg. Co.  
2,092,098—Crystal Controlled Oscillator. Alfred H. Turner, Collingswood, N. J., assignor to RCA.  
2,092,147—Crystal Controlled Oscillator. Loy E. Barton, Collingswood, N. J., assignor, by mesne assignments to RCA.  
2,092,206—Storage Photoelectric Device. Bernard Phineas Dudding, Oxhey, England, assignor to General Electric Co. Ltd.  
2,092,373—Protective Device. Ralph S. Holmes, Haddonfield, N. J., assignor to RCA.  
2,092,419—Radio Receiving System. Hisao Maeda, Ebara-ku, Japan, assignor to Shingawadenki Kabushiki-Kaisha, Tokyo, Japan.  
2,092,442—Communication System. Robert C. Colwell, Morgantown, W. Va.  
2,092,474—Radio Telephone Monitoring System. George Rodwin, Randall Manor, N. Y., assignor to Bell Telephone Laboratories.  
2,092,500—Automatic Volume Control. Kenneth A. Chittick, Haddon Heights, N. J., assignor to RCA.  
2,092,503—Automatic Volume Control Circuit. Lester T. Fowler, Oaklyn, N. J., assignor to RCA.  
2,092,675—Multiunit Variable Condenser. Fritz Koch, Dresden, N. J.  
2,092,708—Radio-Frequency Inductance Unit. Harold A. Wheeler, Great Neck, N. Y., assignor to Hazeltine Corp.

**Coming Events**

Sept. 10-12: First annual meeting of Association of Radio News Editors and Writers, Sherman Hotel, Chicago.  
Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.  
Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.  
Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.  
Nov. 1: Inter-American Radio Conference, Havana.  
Dec. 8-12: Eighth Annual International Radio Club Party, Havana.  
Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

**WBTM's Music Veterans**

THE Amati Concert Trio, a staff musical organization of WBTM, Danville, Va., and the Southern String Ensemble (the staff trio augmented) have been broadcasting strictly classical programs of symphonies, symphonic suites, operatic excerpts, etc., regularly for a period of seven years. This may not be a record in the strict sense of the word but it is a record of which this station is proud. Both groups are under the direction of George Heffernan, violinist, who was formerly concert master for all musical groups of Columbia's Dixie Network. A substantial library of fine musical works has made it possible to present a wide variety of programs. Bill Heffernan, WBTM's program manager, is the cellist of these musical organizations.

**Dr. Angell Starts**

Dr. James R. Angell, newly appointed NBC educational director, officially assumed his new post yesterday.

**WLTH Airs Ball Fans**

Rabid baseball fans are being given a chance to give their views and forecasts about major league teams on the "Sports Parade" conducted by Jocko Maxwell over WLTH at 6 p.m. Saturdays.  
On tomorrow's program, Maxwell also will have Red Ruffing of the Yankees as guest.

**Provensen Rejoins NBC**

Herluf Provensen, former NBC Presidential announcer, has rejoined the network announcing staff. He replaces Frank Cody, who resigned to enter his father's furniture business in Milwaukee.

**Towne Publications Program**

Towne Publications, publishers of the Roxy and Paramount theater programs, will start over WINS and the N. Y. State network on Sept. 13 at 10:45 a.m. for a daily 15-minute show handled by David Lowe.

... Radio's own daily newspaper modestly presents a series of 200 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

**DOROTHEA LAWRENCE**

New Jersey

"... RADIO DAILY, at my breakfast table, is getting to be as natural to me as ham and eggs, Damon and Pythias, and Adam and Eve."

*Dorothea Lawrence*

**WROK**

Rockford, Illinois

"... It seems about time for me to be telling you how much all of us here at WROK appreciate RADIO DAILY.

"Though necessarily we receive it two days late, everyone in the station reads it each morning for up-to-the-minute news of the industry which it presents so enticingly.  
"In my opinion no publication can match RADIO DAILY in the particular niche it fills so ably."

*Lloyd C. Thomas,*  
President and General Manager.

**EMERY DEUTSCH**

"... Anyone connected with radio should put RADIO DAILY on their 'must' list."

*Emery Deutsch.*

... RADIO DAILY is seven months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

**BIRTHDAYS**

1	9	3	7
2	10	4	8
3	11	5	9
4	12	6	10
5	13	7	11
6	14	8	12
7	15	9	13
8	16	10	14
9	17	11	15
10	18	12	16
11	19	13	17
12	20	14	18
13	21	15	19
14	22	16	20
15	23	17	21
16	24	18	22
17	25	19	23
18	26	20	24
19	27	21	25
20	28	22	26
21	29	23	27
22	30	24	28
23		25	29
24		26	30

**Greetings from Radio Daily**

Sept. 10  
Emery Deutsch     Dorothy Lowell  
Lyle Van

Sept. 11  
Anne Seymour

Sept. 12  
John Taylor     John G. Gude  
Jack Treacy     Richard Maxwell  
Helene Daniels



## BOSTON

Hecker's "Advice to the Lovelorn" starring Beatrice Fairfax scheduled to start on WNAC, WEAN, WTIC and WTAG of the Yankee network on Sept. 7, postponed until Sept. 14.

A. H. "Doc" Morton, manager of NBC managed and operated stations, visiting the WBZ studios.

Charlie Phelan, Yankee network sales manager, has added a new horse to his stable.

The Yale-Army game on Oct. 16 and the Princeton-Yale game on Nov. 13 will be fed to Mutual by Colonial net on a sustaining basis.

NBC Boston staff plans a clam-bake at Ipswich, Sept. 18.

Jack Marshard and his orchestra have opened a repeat engagement at The Ritz Roof. He will have 20 musicians under his baton. Band will be heard three times weekly from WEEI.

Charles Masse, WAAB salesman, is the father of a boy.

Frank Gallup, former WEEI announcer, has been chosen to announce the new CBS Pet Milk Show.

John A. Holman, general manager, and Frank Bowes, salesman at WBZ-WBZA, back at their desks after their vacations.

## WBT Auditor Switch

Charlotte—H. H. Holtshouser, auditor for WBT, has been transferred by Columbia to WAPI, Birmingham, and made treasurer and business manager of that station—known as "The Voice of Alabama."

Robert W. Carpenter of the New York accounting staff of CBS has been sent to Charlotte to take over the WBT books and accounting department.

## Shep Fields Sets Record

Shep Fields and his Rippling Rhythm Orchestra, appearing in person at the New York Paramount Theater, set something of a record last week, the house playing to 152,000 admissions for a gross of \$64,000. This is the third appearance for Fields at the N. Y. Paramount. Following the run, he goes to the coast for his screen assignment.

## David Carter in New Post

David Carter, formerly west coast director of publicity for CBS, yesterday was appointed general representative on the Pacific Coast for H. A. Bruno & Associates, public relations counsel.

## ONE MINUTE INTERVIEW

## JERRY MANN

"Studio audiences are a boon to the radio comic. The day will never come when a comedian fails to gauge the success of his humor by audience reaction, which can't be gotten from the dialers. Delivery, timing and voltage are all improved when a group of people the performer can see, laugh, smile, chuckle, or even fall silent as he does his stuff."

## ★ Coast-to-Coast ★

WCNW, Brooklyn, has created considerable interest and goodwill in its area, the Flatbush section, as a result of its "Voice of the Unemployed." Three times daily, jobless of both sexes are brought to the mike and asked to tell their qualifications to prospective employers. All prospects are canvassed in advance. Another popular WCNW feature is the daily sports resume aired by Chris St. James, veteran Brooklyn newspaperman, at 5:45 p.m. Station also has a two-hour variety program on Wednesday nights, 10-12, that has created some discussion.

Walter Dale, former legit actor and now an art collector and merchant in Ocean City, N. J., will be heard throughout the winter over WPG, Atlantic City, from the Steel Pier Boardwalk Studio in a series of pianologues.

WOKO, Albany: Harold E. Smith, g.m., back at his desk fully recovered from plane smashup. Doc Rand, WOKO-WABY ballcaster, led all Wheaties announcers in ad lib prize money in August.

WGY, Schenectady: Leo Bolley celebrates first anniversary on Tydol program Sept. 21; he also does a hitch for Tydol over WFBL, Syracuse. Robert Wilbur has joined the WGY, staff, coming from WSUN, St. Petersburg, Fla. Gene O'Hare, sportcaster, had R. J. Conners, correspondent, as guest last night on his Kentucky Club Tobacco program.

Harvey Olson is handling the new "Star Gazing in Hollywood," five-minute shot of movie material, over WDRG, Hartford.

WICC, Bridgeport: Elise Menn has sailed for a concert trip to Germany. Flu has cancelled Lucy Yeaton's programs. Dan Murphy and his Musical Skippers into Pleasure Beach Ballroom and a WICC wire at 11:30 p.m. on the 12th. Dick Kelly has been shifted to the field remote group.

KOL, Seattle: Dudley E. Williamson, new production and public relations director, and Rita Lane, singer, are now Mr. and Mrs. Clarence H. Talbot, formerly with KHQ and KGA, has joined KOL as announcer and producer.

Eddie Wise, staff announcer and manager of the Artists Service Bureau at WEBQ, Harrisburg, Ill., while roaming the "wilds" of Tennessee recently, discovered a new attraction. The result is a daily broadcast on WEBQ with "Wild Bill" Westbrook and his Arizona Trail Riders, unit featured for several years on WTJS, Jackson, Tenn. Also on the program are Angelina and her accordion; Smilin' Ed Arnold, vocalist-guitarist; Arizona Lou, yodeling cowgirl, and Mac McNatt and his 15-cent fiddle.

Woods Dreyfus, WISN's (Milwaukee) singing announcer, has returned from his vacation. He spent his idle hours driving his family through the state of Wisconsin and Minnesota; they visited the Wisconsin Dells, Devil's Lake and spent several days at Twin Lakes in northern Wisconsin.

Bill Lundigan, former WFBL chief announcer, now playing in Universal films, acted as representative of

## NEW PROGRAMS—IDEAS

## Another Twist on News

In order to liven up a 30-minute news broadcast, in which special events have been used daily at 11 o'clock, KADA of Ada, Okla., has made a novel change in the program three days a week. The broadcast is now broken into alternate periods of news and "The Man on the Street".

Timely questions, pertaining to news of the day, are being asked by the announcer on a street corner only a block from the downtown studios of the station in five minute periods, with the news service broadcast taking five minute periods in between.

Station Manager Jack Whitney gives the news flashes, then Program Director Bob Kniseley takes the mike for "The Man on the Street".

Possibilities of sponsorship of "The Man on the Street" five-minute periods will pay almost full time rates for the whole 30-minute program,

Whitney believes. The theater ticket reward is being worked out, and local sponsors are being lined up for the three five-minute periods.

The broadcasts from the remote on the street are made thrice weekly, on Tuesdays, Fridays and Saturdays.

## Bowling Matches

Bowling matches will be aired twice weekly by WOKO, Albany, starting late this month, with Royden H. (Doc) Rand at the mike. Women's bowling will be broadcast in the afternoon, and men at night. Albany Diners Inc., sponsor, will give a free hamburger to each bowler making a strike.

## Church Calendar

WCOP, Boston, on Sunday starts a new service for churchgoers by broadcasting the time of church services to be held in various churches. Titled the Church Calendar, program will be heard at 9:40 a.m. Sundays.

## PHILADELPHIA

Miriam Y. Birrell is writing a new series, "The Billings Family," for a tri-weekly airing on WIP, starting Sept. 20.

Program director Harold Davis is back at WDAS after a New York sojourn.

Dave Gerberg and Mildred Cohen handling the John Kohler Jewish language show on WDAS.

"The Troubador of Melody" is Don Bovy, WCAU's recent addition to its daily programs at 8 a.m.

Bob Gill, WCAU announcer, is week vacationing in Chicago.

Norris West and Horace Feyhl of WCAU program and production staffs have returned from Avalon and Wildwood, vacations.

Gene Morgan, WFIL's Tydol News Reporter, has resigned to take an announcing post in New York.

Fred Weber, WFIL announcer, back from vacation.

Joseph Morrow, WCAU field engineer, receiving congratulations on the birth of a 7-pound son.

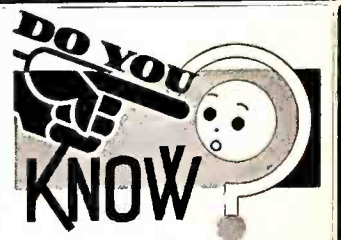
Mayor Rolland B. Marvin of Syracuse in presenting a gold badge to Deanna Durbin, making her a member of the mayor's staff, in Hollywood this week.

Ward Adams, announcer, WRVA, is back from a vacation which took him into Canada.

William Winter, Charlotte attorney and Little Theater enthusiast, has developed into an overnight sensation as a news commentator on WBT. As a result of fewer broadcasts than you can count on your fingers, Winter has several prospective clients standing in a row. With uncanny accuracy he has made some predictions that have come as true as if he were working an old man current event with loaded dice. Winter has a nice voice and in a style all his own, but perhaps more closely resembling Carter than any of the other commentators.

Burke Boyce, supervisor of Star Radio, has a radio story in the current issue of Liberty. Boyce was formerly continuity editor of NBC.

James E. Sauter of Airfeatures Inc. has been appointed secretary of General Entertainment Committee for the American Legion convention by Major General James G. Harbord.



Alan Stratton, WOV announcer, is 6 ft. 4 in. tall—and if that doesn't make him the tallest mickeman in radio, he'd like to know.





# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 51

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

FIVE CENTS

## Hope for AFM Settlement Today

### SMITH BROS. PLACING SPOTS, NETWORK SHOW

Smith Bros. (cough remedy), through Brown & Tarcher, is placing spot announcements on a large list of stations. Sponsor is also planning a half-hour network show.

### CIO Union Signs WFIL; New Local in Okla. City

American Communications Ass'n, CIO unit, has signed WFIL, Philadelphia, to an exclusive contract. This makes the third major station in Philly to line up with the CIO union as sole bargaining agent. Other two are WCAU and KYW.

ACA also reveals the creation of a new local in Oklahoma City.

### Jackson Managing WGCP; Other Additions to Staff

Albany, Ga.—Tom Jackson, formerly of WRBL, Columbus, Ga., has been appointed manager of WGCP here. Both stations are links in the Georgia Network owned by J. W. Woodruff, Sr. Other recent additions to WGCP are James Cunningham, engineer; Ross Smitherman, announcer, and A. G. Smith, salesman.

### Start NBC Philly Bldg.

Philadelphia — Cornerstone of the new \$600,000 six-story NBC building here will be laid tomorrow, with New York and Philly radio officials taking part in the ceremonies. The downtown structure, which will house offices and studios of KYW, is expected to be ready by Jan. 1.

### 3 R's by Radio

Chicago—With all schools here closed because of infantile paralysis, Chicago's radio stations and newspapers, cooperating with Board of Education will broadcast the Three R's to the city's half million school children on a daily basis starting today. Scheme calls for several periods daily by WJJD, WIND, WLS, WENR and possibly other stations.

### Jessel Deal Off

West Coast Bur., RADIO DAILY  
Los Angeles—George Jessel is reported to have called off the deal whereby Mutual would sell his show on a regional sponsorship basis. The Don Lee end of the chain found coast sponsorship promptly, but difficulty of clearing time elsewhere has discouraged Jessel. Comedian continues on Al Jolson show for another three or four weeks, then leaves for New York on a radio deal of his own.

### CIO OPENS AIR DRIVE IN TEXTILE CAMPAIGN

CIO has bought time on WGBI, Scranton, for a special series directed at textile workers of that vicinity. This marks the opening move, via radio, to reach this division of labor, and time is now being sought on other stations all over the country for the same purpose. Network shots are also being considered.

### RCA is Denied Right To End Philco License

Wilmington, Del. — RCA cannot terminate a license held by Philadelphia Storage Battery Co. for the manufacture and sale to Philco of radio receiving sets sets under RCA  
(Continued on Page 7)

### Broccoli Campaign

D'Arrigo Bros. of Boston, on behalf of Andy Boy Broccoli, start a 26-week series of announcements tomorrow on WNEW and a Women's News program on WOV. Agency is Neff-Rogow Inc.

## ★ THE WEEK IN RADIO ★

... "Time" Shifts to NBC—AFM Still in Air

By NORMAN WEISER

AFTER seven seasons on CBS, "March of Time" suddenly decided to switch to NBC, and beginning Oct. 14 will be heard over the Blue network . . . Reason for switch was attributed to the possibility of gaining a larger listening audience at 9 p.m. as against the 10:30-11 p.m. spot now on CBS. . . .

Prior to the opening session in the AFM dispute last week-end, it was believed that an early settlement would be reached between broadcast-

### Independent Network Affiliates Continue Conferences Over the Week-End-- Seek Acceptable Yardstick

### CBS DAYTIME SALES JUMP 275 PER CENT

CBS weekly daytime sales for the months of July and August jumped 275.5 per cent over the same period a year ago, the network reported. NBC showed a 39.3 per cent increase for the July-August period.

CBS reported a 308.1 per cent increase in weekly daytime billings for last month, while NBC reported a 40.6 per cent increase.

The eight-month cumulative daytime receipts on CBS were \$5,281,148.  
(Continued on Page 7)

### Two NBC-Blue Programs Are Renewed for Year

Two NBC-Blue network clients, Lamont Corliss and Pacific Coast Borax, have signed 52-week renewals. Former renews "Husbands and Wives" on 33 stations, Tuesdays, 8-8:30 p.m., effective Oct. 5, through J. Walter Thompson. Latter show, through McCann-Erickson, is renewed as of Oct. 1 on the basic network plus WLW, Fridays, 8:30-9 p.m.

### Godfrey in "Look" Series

Arthur Godfrey has been signed by Look Magazine as the first network "name" commentator in a "Stop, Look, Listen" thrice-weekly series over WJSV, Washington. Sponsor is building a series of local live shows all over the country, with possibility of a network hookup later.

Independent Radio Network Affiliates and the AFM on Saturday were virtually agreed in principle on the tentative stipulation that the broadcasters hire additional musicians to the extent of an added payroll of \$1,500,000 annually. Hope was held out that a definite yardstick would be worked out over the week-end and formally presented to the AFM after approval by the radio men.

Meetings at the Waldorf Astoria on Friday and Saturday, with no network representatives present as per desire of the IRNA, were mainly held on the question of two resolutions proposed Friday. These involved optional methods of adding musicians to the station payrolls and whether such optional deals would be presented to the AFM. On the basis of the stations absorbing the \$1,500,000 via affiliated, owned and managed outlets, but not including network key stations, it was thought desirable that some stations work it out on a possible basis of three times the quarter-hour rate, for instance, or an approximate 5 per cent of the  
(Continued on Page 2)

### Want More Symphony, Less Serials, Advice

Columbus—In a survey by the Columbus Citizen, whose readers balloted on their favorite radio fare, symphony music led with 63 per cent, followed by popular music, 42; news, 41; variety, 38; drama, 35; comedy, 34. Serials got only 16 per cent, with complaints against most of them; sports received just 13 per cent—and only 10 per cent wanted more advice.

### New WRBL Studios

Columbus, Ga.—Following an extensive three-week promotion campaign, new studios of WRBL were formally opened yesterday with gala all-day ceremonies and the issuance of a special 12-page radio paper. There was a big turnout of civic leaders in compliment to James W. Woodruff Sr., president, and James W. Woodruff Jr., g.m.

(Continued on Page 2)





★ THE WEEK IN RADIO ★

... "Time" Shifts to NBC—AFM Still in Air

(Continued from Page 1)

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Saturday, Sept. 11)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Crosley Radio, Gen. Electric, North American, RCA Common, RCA First Pfd., Stewart Warner, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp., Majestic, Nat. Union Radio.

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

McNinch Back from Parley Washington Bureau, RADIO DAILY Washington — Frank R. McNinch, new FCC chairman, back from a Hyde Park conference with President Roosevelt, said he would take over his radio duties Sept. 20 and return to his Power Commission post after the FCC reorganization is completed.

"The President has given me a free hand to find out what may need correction and to apply the required remedy," said McNinch.

A. H. Saxton Promoted West Coast Bureau, RADIO DAILY Los Angeles—A. H. Saxton, NBC chief engineer stationed at San Francisco, has been promoted to supervise both Northern and Southern divisions and will divide his time between Hollywood and San Francisco. Curtis Peck moves up to chief engineer in San Francisco. Donal DeWolf continues as chief here.

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

broadcasters it represents have agreed to put back a number of musicians to work and expend the additional money such employment involved... Following the Thursday sessions Weber conferred via long distance telephone with virtually all members of the Executive Committee not present...

World Series airing still up in the air as week ended with no sponsor as yet sold on the idea of bankrolling. Buick Motor Co. and Old Gold cigarettes both showed interest in series, but as yet neither have signed any contracts... Mutual network pulled a surprise out of the bag when it came up with a one-week option on the series and the announcement that MBS would attempt to sell series for flat rate of \$200,000. Half of said sum would go for radio rights and other half would cover the time costs...

Philco added 30 stations on its "Phyl Coe" Radio Mysteries disks,

bringing the total now to 230, with further additions in prospect...

With still more sponsors demanding script shows, it became apparent that Chicago will originate half a hundred or more of the three- or five-a-week dramatic serials this fall. NBC is set for at least a score by the time the season is in full swing...

WCFL announces new policies for the station patterned after the major network outlets in Chicago... Howard A. Wilson and Horace Hagedorn enter into a partnership arrangement as station reps... Song Writers Protective Ass'n issued new form of standard contract for use of its members in turning over songs to publishers... Metro-Goldwyn-Mayer sold its show to General Foods and rumors that "Show Boat" is about to fade in favor of new series are once more revived. This time it seems fairly certain that the M-G-M show will step into the Thursday night spot now held by Maxwell House Coffee.

Settlement Today Seen In AFM-Radio Situation

(Continued from Page 1)

gross receipts less discounts and commissions.

This two-way plan was proposed because some stations feel that they do not want an AFM auditor looking over their books, while others believe it would be no trouble for the AFM to use the same auditor as Ascap. Other broadcasters were of the opinion that the card rate system would be better for them. Thus the situation resolved itself into the proverbial yardstick acceptable to the radio men and also the AFM.

Registration on Friday was exactly 124 broadcasting executives, with many holding proxies, making the total number of stations represented around 175. Samuel R. Rosenbaum, head of WFIL, Philly, and member of the IRNA special advisory committee, made a masterful presentation of the situation and progress made at the opening of the Friday afternoon session which did not get under way until 4 p.m. W. S. Hedges, head of the committee, and Emile Gough, secretary, also spoke at length and reviewed the work of the committee.

Present at all meetings were James W. Baldwin, managing director of the NAB, and members of the NAB board. The NAB board held a meeting Friday morning and another at night, but it failed to get enough time to call a membership meeting. NAB has yet to commit itself officially, one way or the other, but it is now taken for granted that whatever action IRNA takes, the rest of the industry will probably be bound through AFM action, either on networks or electrical transcription pressure. It is also believed that the NAB and small watters not members may seek to get a better deal from the AFM, if possible.

Non-compulsory contributions

WOR Programs Shifted

Georgie Price's Sunday program on WOR-Mutual has been shifted to 6:30 p.m., spot formerly occupied by Benny Davis show, which moved to 9:30-10 p.m. Sylvia Froos is now heard at 7-7:30 p.m., the former Price spot.

toward an initial \$12,000 fund for IRNA expenses, have exceeded all expectations, according to L. B. Wilson, head of the finance committee and there is a strong possibility that over 50 per cent of the money received will be proportionately refunded. Wilson requested IRNA stations to contribute a sum equal to the outlets quarter-hour rate.

Fireworks were not lacking at the meetings and considerable opposition to proposed plans was expected, especially from southern station groups. Not all IRNA men feel they can hire musicians. Many hire none now and others do not see their way clear to taking on additional men. Most pessimistic of the broadcasters feel that the NAB should be made a stronger organization with more power given to the managing director, etc., and much talk again bobbed up anent a "czar," with many candidates proposed, from M. H. Aylesworth down.

Much of the Saturday meeting from 10 a.m. to 2 p.m. was taken up with opposition that came nine-tenths from southern outlets. Resolution No. 1 was prepared for passage at the afternoon session starting 3 p.m., although considerably revised. This is more or less a matter of precluding a closed shop in connection with certain amateur acts and "acknowledged virtuoso, or other than band groups and novelty and novelty instruments..." and free right of selection of musicians... right to use staff musicians as the station sees fit... cancellation clause if FCC license is modified... term of contract for not less than three years

COMING and GOING

HERSCHELL HART, radio editor of the Detroit News, was in town over the week-end.

JOSEPH WEED of WEED & Co. returns to his office today after a Pennsylvania trip.

LOU HOLTZ goes to Dallas to appear at the Pan-American Casino for two weeks starting Sept. 18.

CLAYLAND T. MORGAN, director of public relations for NBC, sailed Saturday aboard the Ile de France for Europe with MRS. MORGAN. HERMAN BERNIE left New York on Friday for the west coast and is due to arrive there today.

ENRICO RAVEL and his wife sailed Saturday aboard the Conte di Savoia for Europe.

MICKY ALPERT leaves tonight for Boston, where he will spend a few days' vacation, returning to his baton-wielding duties at the Riviera on Wednesday night.

MAJOR GENERAL JAMES G. HARBORD, chairman of the RCA board, sails from New York on Sept. 29 aboard the Normandie for France, where he will dedicate the American battle monument at Chateau-Thierry on Oct. 7.

STUART F. DOYLE, Australian movie magnate, who is now heavily interested in radio through Commonwealth Broadcasting Co., arrives in New York this week by way of Hollywood. He is en route to London.

RAY PERKINS leaves for Syracuse, N. Y., to fulfill a personal appearance engagement there Wednesday.

DR. JAMES ROWLAND ANGELL, NBC educational counsellor, sails next month for Europe to study radio educational methods for a few months.

from Oct. 1, 1937... arbitration clauses... and right to expend station quota over period of nine months of musician employment.

Resolution No. 2 weighs methods of applying the yardstick... and options as mentioned above. Considerable agitation put the networks definitely on the spot and it is believed certain that the webs will reduce the sustaining program service consideration to about two hours daily time from the station in exchange. It was expected that Edward K. Klauber, executive vice president of CBS would address the p.m. session on this subject. It will cost the NBC and CBS webs nearly \$500,000 each annually should they reduce their sustaining program setup.

There is no Substitute for Coverage WSYR Send for New 16-County Program Survey SYRACUSE, NEW YORK

In swift tempo, Columbia's technical improvements continue to shrink space. At the flick of a switch, in all sections of the country, new stations, new power, and every advance in the science of radio, make the "nearest Columbia station" leap miles nearer to millions of listeners. Turn the page for more details on these Columbia changes.

... **to shrink space**

Columbia's improvements in facilities are as continuous in these days of radio's maturity as ever before. This report, therefore, is "as of date of issue only." New developments are immediately available from the CBS Market Research Division, with any further details you may wish about the stations and markets which are mentioned on the next page.



new

**14** additional stations have joined  
the Columbia Network since January 1.

WGBI . . . Scranton, Pa.    WRVA . . . Richmond, Va.

WAIM Anderson, N. C.    WEOA . . . Evansville, Ind.

WMAZ . . . Macon, Ga.    WCHS . Charleston, W.Va.

WCOC . Meridian, Miss.    WPAR Parkersburg, W.Va.

WKBB . Dubuque, Iowa    KGLO . Mason City, Iowa

WTAQ . Green Bay, Wis.    KDAL . . . . Duluth, Minn.

WKBH . La Crosse, Wis.    KOY . . . . Phoenix, Ariz.

Complete data on each are available from CBS.

more

**10** Columbia Network Stations  
increased their power. From Buffalo to San  
Francisco, CBS stations have increased their  
power; and in such key markets as Cincinnati,  
Des Moines, Knoxville, Little Rock, Orlando,  
Pensacola, Peoria and Sioux City. Of particular  
interest is the new KSFO, San Francisco which  
has both increased its daytime power to 5,000

watts, and greatly increased its overall efficiency with a complete new transmitter installation that engineers call one of the very finest in the country.

**better**

**48**

*Columbia Stations made other major advances in their facilities.*

In addition to KSFO, Columbia stations in every section of the country have made major improvements in broadcasting facilities. These frequently are the equivalent of a 20% to 200% power increase in the brilliance and strength of the stations' signal. The whole story is told in the latest CBS brochure "...TO SHRINK SPACE" which gives, in detail, all CBS technical improvements since the first of the year. Your copy is available on request.

**C O L U M B I A**  
***Broadcasting System***



## ORCHESTRAS MUSIC

VAUGHN DE LEITH's patriotic song, "Old Glory," will be played by the Championship American Legion Band heading the Tennessee delegation as it parades up Fifth Avenue during the Legion convention next week.

Johnnie Olson of Milwaukee, during his tri-weekly broadcasts of the two and a half years past, has written a different set of lyrics for 780 of his theme songs. He uses an opening and closing theme with original lyrics every time. "Sometimes it takes nearly two hours to complete one theme," says Johnnie, "but they must be different every time." Olson's Eight Brothers program is heard over WHMJ, Milwaukee, and the state net.

Robert Emmet Dolan's theme song will soon be published. Ed Heyman is writing lyrics to it.

William Stoess and his symphonic orchestra yesterday started a weekly 11:30-12 noon series of concert music originating from Cincinnati and heard over WHN in New York.

Lowry Clark, aired nightly over WMNF, Plattsburg, with his band from Tackawanna Lodge, Lake Champlain, is opening at the Arcadia Ballroom, Detroit, on the 15th. He will be heard over WXYZ and the Michigan Radio Network.

Ellis Williams, vocalist, is now being featured in the twice weekly WATL dance melody program originating from the Spanish room of the Henry Grady Hotel, Atlanta, where Harry Hearn's orchestra plays nightly.

Dusty Roades opens at the Muehlbach Hotel, Kansas City, for an indefinite stay, starting Sept. 17. Set by Rockwell-O'Keefe.

Goldie, trumpeter formerly with Paul Whiteman, will conduct his own orchestra at the Rathskeller in the Gibson Hotel, Cincinnati, commencing Sept. 16. Through Rockwell-O'Keefe.

Ray Keating and his WOR-Mutual Orchestra have been signed to play at Murray's in Tuckahoe for three more months. Show features Buddy Kennedy, Olive White and others.

The contract of Bill McCune and his Staccato Styled Music has been re-signed for his Hotel Plaza cocktail dansant. The engagement starts Sept. 23.

Alex Neimann, American violinist, has been engaged as concertmaster of the Jenö Bartal orchestra in the Georgian Room of the Hotel Piccadilly. Neimann's engagement will mark the introduction of Beethovenized Jazz, newest musical creation of maestro Bartal.



● ● ● Shep Fields has but one avenue to which his successful record-breaking engagement at the Paramount might be attributed—and that is, Radio! A little over two years ago, Shep didn't have anything beside a baton and a job conducting an ork for a dance team—with publicity stating it's the Band of the Dance Team!... A short time afterward, Shep broke away and had "Rippling Rhythm" to offer. Then came radio—and a sensation overnight—with magnetic power at the box-office—only because of radio—and, like Sally Rand, BUBBLES!... Which brings to mind an unsolved problem on the ways and methods to conduct business in this profession... In something like the past two months, the Bob Hope—Shep Fields—Del Casino combo has become the most soothing show for many ears. Its comedy has improved a thousand-fold. So what happens? It goes off the airwaves to be replaced with dramatic offerings by a flicker star.

● ● ● Vacation time is over and a new semester has turned the corner—bringing many changes along with it. Ben David has resigned from WOR, as have Fred Bethel of CBS music dept., who will be succeeded by Davidson Taylor. Charles Spear has resigned from the CBS script dept., also Stuart Wells, who was in charge of the new idea branch at CBS... Recently a columnist printed that Enric Madriguera, the ork leader, was married to his vocalist, Patricia Gilmore, which brought this wire to the offending scribbler: "You are wrong stop E. M. can't be wedded to P. G. because E. M. is married to ME." The wire was signed "Joseph Guarnerius"—which is the name of Enric's VIOLIN!

● ● ● Another thing that has us puzzled is why the networks and agencies let a singer like Wini Shaw escape them?... This is the final tip we'll give in her behalf... Mark Warnow must be the "white-haired boy" over at Lucky Strike. At any rate, Warnow, on completing his CBS series on "Hit Parade," switches to the NBC show for the same sponsor... Incidentally, since Richard Himber bowed in for Lucky, we have never enjoyed the show more... His arrangements really make it a "Hit Parade"... Frank Hennings leaves the general managership at Exclusive to go with Irving Berlin... Item here regarding Ascapi & AFM re: publishers printing at non-union plants, caused a barrage of letters to be sent out for offenders to answer!

## NEW BUSINESS

### Los Angeles

KFI: Haley's M-O, "Way Down East"; Bab-O, "David Harum"; Campbell Cereal Products (Malt-O-Meal), "Rube Appleberry," disks, through Emil Brisacher & Staff.

KECA: Safeway Stores, "Land of Whatsit," disks, through J. Walter Thompson.

KNX: American Home Products, 52 weeks; Procter & Gamble, "Kitty Keene Inc."

### WHN, New York

Alaska Pacific Salmon; Technicians' Institute, through Winer Adv'g Agency; Peter Doelger Beer, through Leonard F. Winston. (These accounts previously credited to WNEW through inadvertence.)

### WRR, Dallas

Coca Cola Bottling Co., high school football games; Adam Hat Stores, wrestling; 7-Up Bottling Co., children's program; Atlanta Hub Co. (clothing).

### WHO, Des Moines

Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), through Wade Advertising Agency, Chicago; Health Research Foundation (Vimm), newscast.

### Chicago

WJJD: McKesson & Robbins, through H. W. Kastor Agency.  
WGN: Anderson Co. (Sleetmaster), through Schwab & Beatty.

## AGENCIES

NEFF-ROGOW, INC. has increased its office space at 30 Rockefeller Plaza. New quarters will be occupied by the copy and production departments. Edward L. Bartlett of Philadelphia recently joined the agency.

MANN HOLINER, radio exec of Lennen & Mitchell agency, is in Los Angeles to open a local office for the firm.

ERWIN, WASEY & CO. will start placing extensive newspaper campaigns for Consolidated Cigar Corp. late this month, to run until Christmas.

STACK-GOBLE AGENCY, Chicago, on Oct. 1 takes over Bowey's, Inc., which has "While the City Sleeps," by Finney Briggs, on NBC.

WM. N. SCHEER Advertising Agency of Newark has appointed Robert J. Walsh as program director. In addition to handling programs, Walsh is a former announcer.

D. J. KEPNER, formerly an account executive in the New York offices of Ruthrauff & Ryan, has been placed in charge of the agency's Lakeland, Fla., office.

MARGUERITE LEONARDI, formerly with Federal Advertising Agency, has joined Bowman, Deute Cummings, Inc. in an executive capacity.

NEILSON MATHEWS has joined Geare-Marston Inc., Philadelphia, as an account executive. He was formerly vice-president of the Carter-Thompson agency.

H. B. IRVINE has become an account executive with Campbell-Lampie, Inc.

### McCosker on Committee

Alfred J. McCosker, president of WOR and chairman of Mutual, has been appointed by Major General James G. Harbord as one of three vice-chairmen of the American Legion convention entertainment committee. Lenox R. Lohr and William S. Paley are the other vice-chairmen.

### Handling Football Show

Richard Brooks, John Jaeger and Doug Arthur have been assigned by WNEW to handle its three-hour football show starting Sept. 25. Sponsor, being sought, will also get two 15-minute spots for airing of results. Program will cover outstanding games not broadcast by other stations.

### WBAL Signs Jake Slagle

Baltimore—Jake Slagle, two-times all-American backfield from Princeton, has been signed exclusively by WBAL to do the play-by-play description of the 11 football games to be aired this fall.

### Morris Kahn Dies

Morris Kahn, 66, president of the Transmitter Equipment Co., died in his office last Friday following a collapse earlier the same day. He is survived by a son, Morton.



★ Program Reviews ★



**JOHN AUSTIN DRISCOLL**, newly-appointed manager of KRKD, continues his policy of building up live broadcasts with the addition to KRKD's schedule of "Curbstone Quiz," daily man-on-the-street interviews conducted by John Austin; "The Kid's Showcase," for juvenile consumption, and "The Devil's Workshop," mystery thriller.

Kay Van Riper is going to revive her popular "English Coronets" over the Don Lee network. Series ran on KFWB for many months but was discontinued when the author became too much in demand as a screen writer. Gail Gordon and Bradley Page again will have important roles.

Oscar and Elmer did a guest routine on the KNX "Hollywood Barn Dance" Saturday night.

Norris Goff, Abner of Lum and Abner, packed his bag after the Friday broadcast and headed for Ensenada in the company of Jack Runyon and Carl Stanton, Lord & Thom-sites.

Radio Transcription Co. of America is doing a novel series, "That Was the Year," in which the musical atmosphere will be entirely vocal, with the theme only hummed. Mahlon Merrick's choral ensemble will do the vocal "accompaniment."

Yvonne Minnette has been added to the front office staff at Associated Cinema Studios.

Rumors and counter-rumors regarding "One Man's Family" have been pegged by Carleton Morse, who announces that the program definitely will remain in Hollywood indefinitely.

George Godfrey will direct the May Robson transcription series, "Lady of Millions," and Jackson Wheeler will do the announcing chore, according to Frank Purkett of Associated Cinema Studios, where the show goes into production this month.

The Stafford Sisters, Jo, Pauline and Christine, featured on David Broekman's Mutual program and heard on several other network programs recently, have been set for a vocal spot in RKO's "Damsel in Distress" with Fred Astaire.

Bernie Milligan, radio editor of the Hearst Morning Examiner for the past five years, resigned and is en route to New York on a deal for a radio connection outside the newspaper field.

Don W. Thornburg, CBS vice-president, is back at his desk after vacation.

Al Pearce pulled out for Dallas, where he broadcasts his Ford program Tuesday.

Bill Morrow, gagster for Jack Benny, arrived on the same train as Mary Livingstone. Jack stopped over in Waukegan for a few days.

Virginia Lee, vocalist, died last week.

"THE SONG SHOP"

Coca-Cola Co.

WABC-CBS, Fridays, 10-10:45 p.m.

D'Arcy Advertising Co.

**SPONSOR PRESENTS EXPENSIVE SHOW, BUT NET RESULT IS DISAPPOINTING.**

With Frank Crumit as emcee, sponsor presented Kitty Carlisle, Reed Kennedy, Alice Cornett, a quartet, 24-voice glee club and 50-piece orchestra under the baton of Gustave Haenschen for his premiere program over some 90 CBS stations Friday night.

Individually, each artist is good. But for the amount of money expended by the sponsor for talent the show turned in an unimpressive broadcast.

Program went along like a benefit performance. As each star appeared before the microphone he swapped a few words with the emcee and went into his number. No continuity ran through the first show. Might be some love interest in subsequent airings.

Program included Miss Carlisle singing "One Kiss," and "A Waltz Was Born In Vienna." Reed Kennedy sang "March of the Grenadiers." Alice Cornett did "That Foolish Feeling." Other numbers were "Deep River," "Gee, But You're Swell," "All God's Children Got Rhythm," "His Old Cornet," and a special arrangement of "September In The Rain" played by the orchestra.

The entire production was reminiscent of the old CBS-Bond Bread "Tea Time" program which the Coca-Cola emcee and his wife Julia Sanderson used to head a few seasons ago.

"Old Family Almanac"

Somewhat typical of programs that are popular on many independent stations around the country, "The Old Family Almanac," aired at 9:15 a.m. daily over WNEW, makes very easy listening for the morning time. Against a background of subdued music, a commentator dispenses gentle philosophy, words of wisdom, sentiment, solace, poetry, a few brief remarks on the day's important event or personality anniversary — and a sprinkling of commercials. It's all handled quite smoothly and the set-up suggests even bigger possibilities.

"For Women Only"

Patterned a bit along the lines of the Martha Deane program on WOR, this daily 8:45 a.m. quarter-hour on WNEW, under American Institute of Food Products sponsorship, misses its mark on most counts. The femme commentator has a rather stogy male aide who comes in for an occasional exchange of chatter on cooking and other domestic items, including some that are of interest to men. But neither the topics nor prosaic style of handling are likely to make much of an impression on listeners.

Strickland Gillilan

Long rated one of Washington's leading humorists, whose witticisms have been widely read in the press, Strickland Gillilan started a WOR-Mutual series Friday at 8-8:15 p.m. Emanating from WOL, Washington, the quarter hour is devoted to genial observation by Gillilan. His commenting on the initial program was not particularly sparkling, considering what might be expected of a wit of his caliber, but was gently humorous and agreeably philosophical.

RCA is Denied Right To End Philco License

(Continued from Page 1)

patents, according to a ruling Friday by Chancellor J. O. Wolcott in Chancery Court.

In the court's opinion, royalties due RCA should be computed on the selling price of Storage Battery to Philco rather than on Philco's price to the trade.

Court held there had been no breach of contract by Storage Battery, also that this firm does not hold a controlling interest in Philco.

Phil Cohan on Coast

West Coast Bureau, RADIO DAILY Los Angeles—Phil Cohan, new producer on the Chesterfield program, is in town. Harry Ommerle does two more before departing CBS to join the William Morris office in New York.

Milton Cross Turns Farmer

Milton J. Cross, veteran NBC announcer, has bought a 100 acre farm at Woodstock, Vt. Plans to raise goats and poultry.

CBS Daytime Sales Jump 275 Per Cent

(Continued from Page 1)

an increase of 106.2 per cent over last year, and on NBC daytime revenue is up 70 per cent for a total of \$6,966,451.

WOV to Feed WNBC, WELI

Starting today, WOV will feed regular programs to WNBC, New Britain, Conn., and WELI, New Haven. Service will include two or three programs a day to start.

John Hayes Promoted

John Hayes, WOR announcer, has been promoted to assistant to Harry Carlson, production manager, by Julius Seebach, program director.

AL DONAHUE

Now Appearing  
ROOSEVELT HOTEL,  
New Orleans  
Opens at the Rainbow Room Oct. 6th  
For Fall and Winter Season  
Fourth Return Engagement

**PERSISTENT** reports that Fibber McGee and Molly (Jim and Marion Jordan) will move to Hollywood for good. Mrs. Cecil Underwood, wife of the producer of McGee show, has moved back to Hollywood.

Bruce Kamman rounded out his first five years as Prof. Kaltenmeyer on Sat. He made a guest appearance on Alka-Seltzer Barn Dance that day, too.

Aline Neff is writing the new Jenny Peabody serial for F. F. Cough Drops starting on CBS Oct. 18.

Betty Caine, leading lady of "A Tale of Today," has a ring from Raymond Johnson, head man of "Guiding Light."

Ed Roberts, program director of WCBD, has given out a ring to Helen Conrad.

Eric Sagerquist, musical director, on fishing excursion in Wisconsin.

Bobby Breen, whose picture just closed at Palace Theater, is now making a personal appearance at the place.

Ralph Atlass recovered and back at his desk at WJJD and WIND. Lou Whittall, his secretary, polished off ten years with him this week.

Ned Reglein, WIND program director, struggling with schedules following six-week tour of Europe.

Bill Baldwin, WGN announcer, is laid up at home.

After commuting more than 70,000 miles in three years between Chicago and Detroit weekends to announce Ford Sunday evening hour, Truman Bradley has declined to return this year and will concentrate on his American Family Comment show here on WBBM and free lance announcing hereabouts.

Martha Crane and Helen Joyce start "Feature Foods" on WGN today. Various food concerns are participating sponsors.

COL. JACK MAJOR

Will Have As His Guest Today

CLARA BELL WALSH

3-3:30 EDST



WABC-CBS NETWORK



## ★ F. C. C. ★ ACTIVITIES

**HEARINGS SCHEDULED**  
Sept. 13: Nathan N. Bauer, Miami. CP for new station. 1420 kc., 100 watts, unlimited.  
Airfan Radio Corp., Ltd., San Diego. CP for new station. 1420 kc., 100 watts, unlimited.  
Sept. 15: Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1020 kc., 250 watts, daytime.  
Sept. 17: Fred M. Weil, Grand Coulee, Wash. CP for new station. 1420 kc., 100 watts, 250 watts L.S., unlimited.  
Sept. 16: Walter H. McGenty, Rice Lake, Wisc. CP for new station. 1210 kc., 250 watts, daytime.  
Lillian E. Kiefer, Brooklyn. CP for new station. 1500 kc., 100 watts, specified.  
WWRL, Woodside, L. I. Mod. of license to 1500 kc., 100 watts, 250 watts L.S., specified.  
Paul J. Gollhofer, Brooklyn. CP for new station. 1500 kc., 100 watts, specified.  
Leonard A. Verslius, Grand Rapids. CP for new station. 830 kc., 500 watts, daytime.  
Sept. 23: Salinas Newspapers, Inc., Salinas, Cal. CP for new station. 1390 kc., 250 watts, daytime.

## DALLAS

Ralph Nimmons, program director of WFAA, has set a new sustaining program featuring Helyn Hill White, editor of the Model Kitchen and Home Department of Sunday Dallas News.

Irving Gross, WFAA public relations director, is vacationing in Cleveland.

WRR's Kiddie Program, one of the oldest of its kind in the southwest, has acquired a sponsor, 7-Up Bottling Co., for a year, according to John Thorwald, WRR manager.

## Helen Lynd with Oakie

West Coast Bureau, RADIO DAILY Los Angeles—Helen Lynd, Broadway comedienne, has been added to the cast of Jack Oakie's College. Signed for 26 weeks on the Camel program starting Sept. 29.

## Uncle Tom's Kiddies Back

"Uncle Tom's Kiddies" returned to the air for the third year yesterday over WHN, with program under direction of Hal Willis extended to a half-hour at 12:30-1 p.m.

## WJBL Names Devine

Decatur, Ill.—WJBL has appointed J. D. Devine & Associates as its exclusive national representative.

## ONE MINUTE INTERVIEW

### JOHN B. HATCH

"In America, radio broadcasting is the most important member in the family of communications. It is important primarily because we have the wisdom to recognize its broad powers to serve humanity as a whole. The failure of any man to recognize this importance can be attributed to the same cause that unfortunately leads one to believe the old adage—'Out of sight—out of mind.'"

## ★ Coast-to-Coast ★

**DUDLEY WILLIAMSON, KOL** production manager, and two assistants clambered aboard the American mail liner President Jefferson, even before she was completely docked at her Seattle pier last week, carried their equipment over the side and brought to Seattle listeners first hand interviews with its shipload of Shanghai refugees. Williamson interrogated the refugee passengers before they disembarked. Among them were Mrs. Theodore Roosevelt, Jr. and her son Quentin.

Rose Flynn appeared yesterday in the cast of "It's a Racket" over WOR at 7:45 p.m. and at 9 p.m. the same day in WHN's "One Act Theater of the Air," where she played in "An Angel Straight from Hell."

World Peaceways, Inc., which broadcast a one-hour program over WNYC yesterday noon, will air an anti-war symposium over WQXR at 6:30-7 p.m. today.

Lydia Todd, fashion expert at WBAL, Baltimore, back from Europe, resumes her broadcasts today under the new title of "Letters from Lydia."

Jack Gregson, new member of the staff at KDYL, Salt Lake City, has been appointed special events man. Manager Sydney S. Fox has an extensive stunt schedule planned.

WCKY, Cincinnati: Lee Wood and Mary Jane have started a new "Household Hour" embracing comedy, music and talk... Evening Dramatic School of the University of Cincinnati will air a series of dramatic programs under direction of Louis Eaton, with Elmer Baughman of WCKY handling production... Jeanne Ellis, 10-year-old singer with Paul Whiteman, got her start here five years ago.

First of a series of experimental free-verse productions by the WPA. Federal Theater radio division, will be heard at 7:30-8 tonight over WHN.

Johnnie Olson, veteran radio entertainer, realized a childhood ambition recently when officials of the Milwaukee Railroad granted him permission to ride in the cab of the "Hiawatha" from Chicago to Milwaukee. Speed of 111 miles per hour was registered. To climax the thrill, Johnnie interviewed the Engineer and the Designer of the Hiawatha on his Eight Brothers program over a state net.

WPTF, Raleigh, has recreated the position of program director, a post filled by Production Manager Graham Poyner since the resignation of Mary O'Kelley, and has appointed Wesley Wallace to take over the job. Poyner will continue as produc-

tion manager, but will turn over many routine duties of the department to Wallace. Added to the staff is Mary Ellen Lawrence, secretary to the program director. Mary Lou Haywood transfers to the station's reception room as night hostess, while Raymond Cosby continues as secretary to Poyner.

More than 3000 admirers of Harry Heilmann turned out at 10 o'clock in the morning at Grand Rapids to see their favorite sports announcer, whose broadcasts of the Detroit Tigers' baseball games are heard in Western Michigan through the Michigan Radio Network facilities of WOOD-WASH. His noonday broadcast, in front of a downtown hotel, also blocked traffic while he was on the air. A special broadcast from the studios of WOOD-WASH. followed.

WBT, Charlotte: Lee Kirby will be at the mike for the nine football games to be aired over this station by Atlantic Refining... Manager William A. Schudt Jr. is preparing to launch another series of educational programs coincident with the return of school time.

J. Thomas Lyons of WCAO, Baltimore, became a grandpop while attending the Friday meeting of the IRNA at the Waldorf-Astoria. Son was born to John B. Lyons, WCAO salesman, son of J. Thomas Lyons.

A special weather report, made up by the Weather Bureau about 8:30 a.m., is aired by WNEW. This report differs from the one broadcast earlier or carried in the morning papers.

"The Clouds Look Down," farm drama by James Hill, newest member of NBC script division, will be aired at 8:30-9 p.m. Wednesday over NBC-Blue.

WDAS, Philadelphia: Since Pat Stanton, g.m., became a benedict, three other staff members plan matrimony... Louis Palens, asst. commercial mgr., is sporting a new business card reading: "Attorney-at-Law, Federal practice only"... Jerry Stone, publicity chief, returns from vacation this week... Harold Davis, program director, came back minus 13 pounds, but he still has 185.

Jean Parker, sister of Frank, returns Wednesday to the "Morning Review" on WOV after an illness.

Fred Mueller, formerly with WKY, Okla. City, and KLZ, Denver, and Mrs. Mueller have moved to Colorado Springs, where Mueller is now commercial manager of KVOR.

KVOR, Colorado Springs: Leon Marshall, formerly local salesman, shifted to national accounts as local

## GUEST-ING

PHIL BAKER, on Packard's "Hollywood Mardi Gras," Sept. 21 (NBC-Red, 9:30 p.m.).

ALBERT SPALDING, on Coca Cola show, Sept. 24 (CBS, 10 p.m.).

SHEILA BARRETT, replacing Ramon Navarro, on Gulf show, Sept. 19 (CBS, 7:30 p.m.).

MAURICE EVANS, WILLIE HOWARD, HELEN STANSBURY and The STROUD TWINS, on Rudy Vallee program, Sept. 16 (NBC-Red, 8 p.m.).

ALFRED DE LIAGRE, LINA ABARBANELL, ROGER WOLFE KAHN, JAMES MONROE and ERIN O'BRIEN-MOORE, on Chamberlain Brown program, today (WMCA, 1:30 p.m.).

ANITA LOUISE and IAN HUNTER with Bette Davis in "That Certain Woman," on "Hollywood Hotel," Sept. 17 (CBS, 9 p.m.).

FREDRICK MARCH and FLORENCE ELDRIDGE, on Lux program, Sept. 20 (CBS, 9 p.m.).

JOHN BROWN and MARY KELLEY, on Jell-O show, Sept. 19 (NBC-Red, 7 p.m.).

BEN BERNIE, on Al Jolson program, Sept. 21 (CBS, 8:30 p.m.).

RAY BLOCK and his MIXED CHORUS, on Consolidated Edison broadcast, Sept. 20 (WEAF, 7:30 p.m.).

JOE DI MAGGIO, on Mary Small "Junior Revue," Sept. 15 (NBC-Blue, 8 p.m.).

GLENDIA FARRELL, FRANCIS LEDERER and DALIES FRANZ, on "Kraft Music Hall," Sept. 16 (NBC-Red, 10 p.m.).

BOB STEVENS and Southern Harmony Four, on "Show Boat," Sept. 16 (NBC-Red, 9 p.m.).

## James Stewart for Silver

James Stewart, film star, will appear opposite Rosalind Russell during the first four broadcasts of "Silver Theater," sponsored by International Silver, beginning Oct. 3 at 5-5:30 p.m. over CBS.

merchandise... Charles C. Roberts Jr., announcer, and Grace Darland have been honeymooning in Okla. City... Wauhilla LaHay, program director, vacationing in Santa Fe and other points... Hugh B. Terry, manager, ad-libbed at the mike for portions of the Will Rogers rodeo aired from Polo Park.

1	9	3	7
4	5	6	7
10	11	12	13
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

## Greetings from Radio Daily

Sept. 13  
Gretta Palmer  
Joseph Lopez  
James L. Clemenger





# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 52

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

FIVE CENTS

## NAB Calls Parley on AFM

### Looking On ... AND LISTENING IN

**A. F. of M.** There is something to be said for both sides in the American Federation of Labor controversy with the broadcasters over the question of employing additional musicians, and in reaching an agreement it is important that a mutual "live and let live" attitude prevail.

From the union standpoint, provocation unquestionably has been supplied by the over-use of recorded music by many smaller stations; a practice, incidentally, that is unfair not only to musicians who receive only a nominal single recording fee, but makes these stations unfair competitors of stations using more live talent.

And the abuse of recordings doesn't build or maintain radio audiences, either.

On the side of the broadcasters, it is imperative that the AFM not be permitted to put over any interlocking agreements.

Any deal whereby Ascaph would work with the AFM to prevent networks from feeding music to stations that are in trouble with the union should be shunned.

Licensing of outlets by the AFM also is dangerous and unnecessary.

The union, in case of stations violating agreements, can invoke the unfair list, calling out musicians and taking other permissible steps.

Broadcasting is still young, still feeling its way along, and should not be saddled with obligations that may prove too heavy a few years from now.

The AFM lost a lot of employment in the theater field because of demands which the theater operators considered too stiff; thus playing right into the hands of the movies.

Radio now offers opportunity to regain that lost employment.

It is to the AFM's advantage not to spoil that opportunity.

—D. C. G.

### BARNSDALL REFINING BACK ON AIR SEPT. 26

Chicago—Barnsdall Refining will return to the air Sept. 26 over 17 mid-west CBS stations, 10:30-11 p.m. Program, entitled "The Fun Bug," will originate from KTUL, Tulsa. Contract is signed for 26 weeks through Cooperative Adv. Agency, Tulsa.

### Ken Murray and Oswald Set for "Hollywood Hotel"

CBS yesterday officially confirmed the signing of Ken Murray and "Oswald" Labriola for the "Hollywood Hotel" series. The comedians finish their Wednesday series for the same sponsor Sept. 22, and will take over the new show Oct. 1.

### Cont'l Agency Network Meets Sept. 17 in St. Louis

Sixth annual convention of the Continental Agency Network, composed of 10 advertising agencies in principal cities of the U. S., will be held Sept. 17-19 in St. Louis. Included in the agencies to be represented are: Anfenger Advertising

(Continued on Page 7)

### Chevy Signs Orchestra

Chicago—Seymour Simon's orchestra has been set by MCA through Campbell-Ewald agency for the Chevrolet series starting Sept. 26 over CBS. Show will be a production with soloists, probably Jan Peerce and others yet to be picked.

## Kendall B. McClure of WOAI Elected President of ARNEW

### Paul Y. Clark Appointed WJBK Commercial Mgr.

Detroit—Paul Y. Clark has been appointed commercial manager of WJBK, succeeding M. E. Kent, who left to become general manager of WTOL, Toledo. Clark has been in the advertising field 16 years, including 10 years with the Detroit Free

(Continued on Page 2)

## Association Retaining Counsel and Will Departmentalize—Network Affiliates Group Reports Progress

By M. H. SHAPIRO

As a result of the meetings of the Independent Radio Network Affiliates and the numerous developments that cropped up by way of ironing out the situation confronting the industry via the American Federation of Musicians, the board of directors of the National Association of Broadcasters went into action and decided to retain "counsel to represent the membership in matters of national importance." Further, the NAB board voted to call a general meeting, tentatively arranged for Oct. 12, and among other things propose at the meeting that dues be increased. Latter will be virtually the same resolu-

(Continued on Page 8)

### Such is Fame

On his NBC question bee last Saturday night, Uncle Jim asked a contestant to identify certain radio stars by their theme songs. First number warbled by Jim was: "Your time is my time."

And the contestant answered: "Nelson Eddy."

### EIGHT STATIONS ADDED ON SANKA-CBS ACCOUNT

General Foods, for the CBS-Sanka coffee series, has signed eight more stations. New additions, KLS, KLZ, KOY and CBS Pacific coast group, gives the program coast-to-coast coverage. Program starts Oct. 7, 7:30-8 p.m. Young & Rubicam has the account.

### Conrad Nagel to Produce "Silver Theater" Series

Conrad Nagel, stage and screen star, has been signed to produce International Silver's "Silver Theater" series beginning Oct. 3 at 5-5:30 p.m. over a CBS network. First stars to be heard are Rosalind Russell and James Stewart.

### Neb. Anti-Ascaph Law Termed Unconstitutional

Omaha—Nebraska's recently enacted anti-Ascaph law usurps federal copyright provisions, violates international treaties and is unconstitutional, it was declared by Louis Froehlich, Ascaph counsel, at the federal court hearing which opened Saturday and continued through yesterday,

(Continued on Page 7)

### RCA \$50,000 Contest

Camden—A \$50,000 prize contest for the best 25-word statements on "Why I like RCA Victor electric tuning" will be launched on "Magic Key," NBC-Blue Sunday program, Sept. 20, to run for five weeks.

### Smiling Ed Injured

Chicago—Smiling Ed McConnell was seriously injured Sunday when his car collided with that of another motorist at Fife Lake, Mich. McConnell, who was returning to the Michigan resort after doing his Acme White Lead program on NBC here, was taken in an ambulance to the Munson Hospital, Traverse City.

### Steady Customers

Boise, Ida.—While in a checking-up mood, KIDO discovered that 11 of its larger accounts have been airing over the station without interruption since KIDO opened for business eight years ago. Six of the accounts have regular programs ranging from quarter hours to full hours daily. One has had same spot entire time.

(Continued on Page 8)





Vol. 2, No. 52 Tues., Sept. 14, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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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, Sept. 13)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	161	157	159	— 3/4
CBS A	24 3/4	24	24 1/2	— 1/8
CBS B	24	23 3/8	24	—
Crosley Radio	14	13	13	—
Gen. Electric	48	44 3/4	46	— 1/8
North American	23 3/4	21 1/2	21 5/8	— 1/8
RCA Common	9 7/8	8 7/8	9 3/8	—
RCA First Pfd.	67 1/2	62	64 1/2	— 1/2
Stewart Warner	147 1/2	135 1/2	141 1/2	— 1/4
Zenith Radio	37	33	35	—

### NEW YORK CURB EXCHANGE

Majestic	2 3/8	2 3/8	2 3/8	+ 1/8
Nat. Union Radio	1 1/4	1 1/8	1 1/8	— 1/8

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	11 1/2	13

### WHBQ Adds to Staff

Memphis—Several staff additions and changes at WHBQ are announced by Bob Alburty, manager. Ned Cronk, promotional and publicity man, has been signed as sports editor and commentator. Robert W. Ramsey, U. of Ark. graduate, joins the continuity department. James P. Turner of the production department has left to manage the new station at Okmulgee, Okla., and is succeeded here by Reginald Ferguson.



### Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.  
250 Park Avenue New York

## NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Sept. 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.

Selection	Publisher	Times Played
So Rare (Robbins Music Corp.)		37
Have You Got Any Castles, Baby (Harms Inc.)		33
I Know Now (Remick Music Corp.)		33
Whispers In The Dark (Famous Music Corp.)		32
That Old Feeling (Leo Feist Inc.)		31
Can I Forget You (Chappel and Co.)		26
Remember Me (Witmark and Son)		26
Yours And Mine (Robbins Music Corp.)		26
My Cabin Of Dreams (Irving Berlin Inc.)		25
Moon Got In My Eyes (Select Music Corp.)		24
Afraid To Dream (Miller Music Inc.)		22
Me, Myself And I (Words and Music)		20
Stardust On The Moon (E. B. Marks Music Co.)		20
Stop, You're Breakin' My Heart (Famous Music Corp.)		18
Harbor Lights (Marlo Music Co.)		17
So Many Memories (Shapiro Bernstein Inc.)		17
Smarty (Popular Melodies)		16
You And I Know (Robbins Music Corp.)		16
First Time I Saw You (Santly Bros. Joy Inc.)		15
In A Little Carolina Town (Crawford Music Corp.)		15
Loveliness Of You (Miller Music Inc.)		15

### Paul Y. Clark Appointed WJBK Commercial Mgr.

(Continued from Page 1)

Press and the last six years in radio, serving in a contact capacity for WWJ and CKLW.

Other recent WJBK staff changes announced by J. F. Hopkins, owner-g.m., include departure of Jerry Fairbanks, announcer, to become program manager of WTOL, where Marvin Krause, formerly of WJBK and WIND is chief announcer, and resignation of Wayne MacDonnell for an engineering post at WTOL, while Larry Gentile left to join CKLW. Ed MacKenzie has moved into Fairbanks' spot; Fred Knorr succeeds Gentile as nite owl, Theodore Stahl succeeds MacDonnell and William Walker is the new remote operator.

### KVOO Makes Morning Survey

Tulsa—The recent local poll of early morning listeners here was made by KVOO, instead of another local station which was inadvertently credited with the survey. A sponsor's hillbilly orchestra was used, with listeners asked if they'd prefer to hear it at 6:30 or 9:30 a.m. Vote was so close that sponsor put the same band on both periods.

### Three Proud Pappas

It's a boy at the home of Paul Frinke, chief engineer of WJBK, Detroit; ditto for Charles Brennan, control room engineer at WISN, Milwaukee, and a girl for George Brown, engineer at WSPD, Toledo.

### Expanded Lee Network Signs First Contract

West Coast Bureau, RADIO DAILY

Los Angeles—Lewis Allen Weiss, general manager of the Don Lee chain, has signed the first contract covering the extended 24-station network. Alka-Seltzer's "Newspaper of the Air" goes Pacific Coast via Don Lee on September 27 in a deal involving \$250,000. Program is daily except Sunday at 9:00 p.m., and originates at KHJ with Glen Hardy as commentator.

The newly added Don Lee stations are: KOL, Seattle; KFIO, Spokane; KMO, Tacoma; KIT, Yakima; KTQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KGY, Olympia; KALE, Portland; KSMI, Salem; KORE, Eugene; KRNR, Roseburg, and KIEM, Eureka.

### To Conduct Writing Course

Erik Barnouw, former Arthur Kudner Inc. program director and script writer, will conduct a course at Columbia University this fall on "Radio Writing." A practical "workshop" method will be followed, with an eye on commercial radio. Prominent network executives, script-writers, directors, agency executives and others will be invited to appear as guests. Classes will be held Monday evenings.

### Cont'l Agency Network Meets Sept. 17 in St. Louis

(Continued from Page 1)

Agency; John Faulkner Arndt & Co., Brewers, Weeks; A. H. Fensholt Company; Hughes, Wolff & Co.; La Porte & Austin; Larchar-Horton; Dan B. Miner Co.; Scott-Telander; Walker Downing.

## COMING and GOING

CLAIR B. HULL, manager of WDZ, Tuscola, Ill., and family are on a two-week vacation trip through the east and Quebec.

ALFRED H. MORTON, manager of NBC managed and operated stations, heads the delegation to Philadelphia for tomorrow's cornerstone laying for the new KYW building.

GIANCHAND MOTWANE, radio and electrical dealer of Bombay, India, arrives in New York this week to confer with Frederick Stark of the Walgreen Co. radio export division from whom he purchases goods.

GRACE MOORE, who has left Santa Monica Hospital for a rest at her Brentwood Heights, Cal., home, is due in New York sometime in October.

BOB MURTHY, manager of the New Kenmore Hotel, Albany, in town buying bands.

FATHER JOHN RENGEL, Chaplain of the Chicago Actors' Guild, arrives in New York tomorrow on his vacation.

JOHN KOEHL, radio editor of the Fort Wayne News-Sentinel, is in town until tomorrow.

H. R. EBENSTEIN, president of Atlas Radio Corp., went to Denver to attend the Morris Plan Bank convention.

A. A. SCHECHTER, NBC's head of news and special events broadcasts in Boston, goes to Belmont, Mass., to air in the International Open Match golf tournament, Sept. 22-28.

LEWIS J. PROCTOR, vice-president of IT&T, and family arrived yesterday from Europe aboard the Normandie.

DOROTHY THOMAN of WHN went to Chicago for two weeks.

COLONEL JACK MAJOR, the CBS "Colonel from Kentucky", heads for Canada on Sept. 28 on a moose-hunting trip, on which he will be accompanied by a Canadian and an Indian guide.

BENNY CASH and TOMMY STANCIL, vocal duo heard over WJNC, Durham, N. C., vacationing in New York.

DAVE MILLER, former musical director of the Miami Beach French Casino, and more recently a radio dance conductor in the middle west, is in New York at the behest of a prospective sponsor.

E. C. MILLS, general manager of Ascaph and Louis Froehlich and Herman Finkelstein of Ascaph counsel, return today from Omaha, where they attended the Federal court hearing on anti-Ascaph legislation.

JOHN ELMER and JAMES W. BALDWIN, president and managing director, respectively of the NAB, left last night for Washington.

### Half-Hour Show from Store

Salina, Kas.—Duckwalls, 10 cent to \$1 stores throughout Kansas, are going in for broadcasts from their local store in a big way. "The Voice of the People," the local street broadcast, has been originating in the Duckwall Store for over a year, but now in addition to the Vox-Pop presentation, the Rhythm Rangers, novelty instrumental group, play a 15-minute show direct from the Salina store immediately following the street broadcast. Several hundred people have been on hand at every broadcast. Both 15 minute presentations are carried by the Salina studios of KFBI in Abilene and Salina.

### MEET ME AT THE FOOTBALL GAME

Band and Dance Orchestra ready



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GROWING  
STATION

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# *we cover the* **ITALIAN MARKET— A BILLION DOLLAR MARKET**

There is a tremendous Italian population concentrated between Connecticut, New York City, Westchester County, New Jersey, Philadelphia and Delaware: 2,500,000 Italo-Americans; 500,000 families; 8,000 groceries; 2,000 drug stores and numberless outlets for practically any product you wish to sell.

We know this market and we feel we know it very intimately. We have worked with it ever since the first Italian program was ever broadcast. It is a billion dollar market and we can place it in the palm of your hand through WOY-WBIL in New York and WRAX-WPEN in Philadelphia.

For the last six years WOY and WRAX-WPEN have done a remarkably fine job: in 1936-1937, 95% of WOY advertisers renewed their old contracts; 20% of WOY, WRAX-WPEN programs are now running without interruptions for more than four years. Time available on WBIL is selling rapidly on the strength that it is fast becoming the most popular Italian Station for evening broadcasts.

We can sell your product—food, clothing, cigars, cigarettes, automobiles, tires, gasoline—whatever you have to sell. If you wish detailed information concerning this market, please write today. We are equipped to serve you. A representative of our merchandising department will call at your convenience without any obligation whatever on your part.

<b>ITALO-AMERICANS</b>	
<b>(FIRST AND SECOND GENERATIONS)</b>	
New York . . . . .	1,200,000
Westchester County . .	82,082
Connecticut . . . . .	261,000
New Jersey . . . . .	507,000
Philadelphia . . . . .	350,000
Delaware . . . . .	121,000
<b>TOTAL</b>	<b>2,521,082</b>

## **WOY WBIL • WRAX WPEN**

Day - 1000 Watts      Night - 5000 Watts

Day - 500 Watts

Night - 1000 Watts

132 West 43rd St., New York, N. Y.

22nd and Walnut Sts., Philadelphia, Pa.



## GUEST-ING

HELEN MORGAN, on Jack Eigen's "Broadway Newsreel", today (WMCA, 10 p.m.).

BEN BERNIE, on Al Jolson program, Sept. 21 (CBS, 8:30 p.m.). JOE PENNER, same program, Sept. 28.

MARKA, hand analyst of Hotel Piccadilly Circus Bar, on Glenna Strickland "Happiness Circle", tomorrow (WMCA, 9:15 a.m.).

BOB STEVENS and HARMONY FOUR, NBC San Francisco artists, on "Show Boat", Sept. 16 (NBC-Red, 9 p.m.).

EDWARD ARNOLD, on first Rudy Vallee broadcast from coast, also set for a Lux dramatization in January.

MARTHA DEANE, on the Aunt Jenny broadcast, Sept. 17 (CBS, 11:45 a.m.).

ROY CAMPBELL'S ROYALISTS, on Walter O'Keefe program, tomorrow (NBC, Red, 9 p.m.).

CLARENCE and CLAUDE STROUD, comedians, on Rudy Vallee show, Sept. 16 (NBC-Red, 8 p.m.).

AMPARO ITURBI, pianist, with JOSE ITURBI, conductor-pianist, on Ford Sunday Evening Hour, Sept. 19 (CBS, 9 p.m.).

## Joan Brooks' Busy Week

Joan Brooks, who auditioned for an NBC commercial last night, starts a new series at 7:15 tonight over NBC-Blue with an instrumental group conducted by Eddie Rogers; opens a personal appearance engagement tomorrow at the Warwick Hotel; records for Master-Variety with the Ted Wallace Sing Band on Thursday, and on Sunday at 7:30 p.m. starts a weekly broadcast over NBC-Blue with Ted Wallace and Sing Band, Rhythm Quads, Paul Johnson, 3 Little Chickadees, Three Oarsmen and T's Barrel House Quintet.

## Newspaper Cancels Swaps

Philadelphia—The Inquirer has notified WFIL and WIP that all time for space swaps with the stations will be terminated Sept. 15. Instead of giving newspaper lines for institutional plugs on the air, The Inquirer's promotional activity in radio will be limited to special events tie-ups with WCAU.

## WMCA News Addition

WMCA is now carrying Press-Radio News six days a week. New schedule calls for two shows daily, morning spot at 10:45 a.m. and evening spot at 6:20 p.m. These shows are in addition to other news shots heard regularly on the station.

## AD AGENCIES

McCANN ERICKSON, INC., Buenos Aires branch has been appointed to handle the Argentine advertising of Studebaker cars by Ditlevsen & Cia, Ltd. of that city. Appointment becomes effective with the announcement of the new 1938 line.

GUSSOW, KAHN & CO. AGENCY will handle the Roxy Clothes Corp. radio campaign in the future.



● ● ● George Jessel told us the other yawning that he foregoes his performing career because of a new term contract with Warners as a producer. He will only make four guestar appearances this year—besides the transcribed De Soto series....The femme singer on the Joe Penner show will be the "Mystery Singer" who replaces Joy Hodges....Buddy Clark refused a berth in the Fall Phil Baker show....Bert Lahr has been signed to appear in the Winchell-Bernie flicker, "Love and Hisses".... Jack Hasty will be in charge of scripting for the Gruen show, which includes Sheila Barrett and Joe Rines gagging....Lovely Lynn Martin debuts as a solo tomorrow nite on the Walter O'Keefe airing....Sam Arnow is out of Republic Pictures as N. Y. Talent Scout....Gus Arnheim is organizing a new band on the coast to play at the Fair there with June Robbins vocalizing. He is reported set for the "Vox Pop" commercial....Headline in the Oolagah (Okla.) Oozings: "Oolagah Rid of Tinney—Cal Tinney Reported to have Hornswoggled Campana Co. Out of Job as Radio Master of Ceremonies!"....Cal is "hawg editor" of the paper.

● ● ● Television must be nearer than many of us suspect....In an off-the-record discussion with Dr. Morton Berson, famous plastic surgeon of N. Y., he related the bugaboo of many air stars who have already contacted him for facial operations foreseeing television.... Helen Sawyer of KSFO, Frisco, has been doing air interviews for some years but never encountered the experience of the other day when a "Mr. Hailstone" asked for a few moments. He was shown into her office, but inasmuch as she was busy at the moment she failed to look up when the door opened. When she did, she swallowed and looked again. In front of Helen stood a 6-foot Indian in full war regalia, feathers, tomahawk and all. "Me Chief Hailstone. Me want to talk on radio".

● ● ● "Show Boat" WILL be replaced with the MGM show being produced by Bill Bacher on Nov. 4....Sandy Williams who just closed at the Wm. Penn in Pitts. goes to the Stevens in Chi....Lucky Strike is reported dickering for an all-star show to emanate from the coast....Jane Rhodes, who sang with the Johnny Green crew during the summer on the Packard show, has been held over to appear with Lanny Ross on the new "Hollywood Mardi Gras"....Cartoonist Jimmie Guenther, WDAS, Philly, has been offered a berth with several agencies since the WDAS newspaper campaign began to increase interest for listeners....Russ Morgan's sponsor has set aside the Sept. 21 airing for the benefit of the visiting Legionaires who will witness the show....Gabby Hartnett, catcher for the Cubs, will appear on the Edgar A. Guest show in the middle of the pennant fight....Val Irving is set for a N. Y. debut since clicking big in Canada....Lyn Phillips, who did the brat role in Ivington's version of the "Children's Hour," will be aired via CBS....Fred Waring is a hold-over at the Drake, after which he will do eight weeks of vaudeville with no commercial until after Jan. 1.

● ● ● You've all heard of nail-driving contests for women—but they usually take place on a stage. Johnnie Olson on WTMJ, Milwaukee and State net, turns the tables, however, and will air a women's nail-driving contest on one of his shows this month—giving a blow-by-blow description....Robin Gaardsmoe, 5-year-old vet of the mike, is now a full-fledged staff announcer at KFBI, Salina and Abilene, Kan. He doesn't do Mother Goose rhymes on the show he produces and announces—but swings with the swing bands via records....WWL, New Orleans, has been completely reorganized both in personnel and new business, since the arrival of Vincent Callahan there three months ago.

★ F. C. C. ★  
ACTIVITIES

## HEARINGS SCHEDULED

SEPT. 23: WHOM, Jersey City. CP to increase power to 250 watts, 1 KW. LS. 1450 kc., unlimited.

Sharon Herald Broadcasting Co., Sharon, Pa. CP for new station. 780 kc., 250 watts, daytime.

Allen T. Simmons, Mansfield, O. CP for new station. 780 kc., 1 KW., daytime.

SEPT. 24: L. L. Coryell & Son, Lincoln. CP for new station. 1450 kc., 250 watts, 1 KW. LS., unlimited.

KFOR, Lincoln. CP to change frequency and increase power to 1450 kc., 1 KW., 5 KW. LS., unlimited.

Walker & Chapin, Oshkosh, Wis. CP for new station. 1010 kc., 250 watts, unlimited.

Carl Latenser, Atchison, Kans. CP for new station. 1420 kc., 100 watts, daytime.

United Theaters, Inc., San Juan, P. R. CP for new station. 570 kc., 1 KW., unlimited.

SEPT. 27: Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

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

SEPT. 28: Jules J. Rubens, Aurora, Ill. CP for new station. 1040 kc., 250 watts, daytime.

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

KSLM, Salem, Ore. CP for change in frequency and increase in power to 1360 kc., 500 watts, unlimited.

Southern Broadcasting Corp., Bogalusa, La. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

## KSO-KRNT Staff Changes

Des Moines—Recent KSO-KRNT staff changes include appointment of Edmund Linehan as assistant program director, succeeding Lansing Benet, who resigned to become program director of KSOO; assignment of Jimmy Randolph, former NBC vocalist-producer and recently musical director of KFRR, to the continuity department in Linehan's place; Harriet Ristvedt, added to continuity department to succeed May Floyd Sinex, resigned, and addition of Dale Morgan, Wayne Welch and Wayne Varnum to the sales staff, following departure of Phil Hoffman to manage WBNX and Ronald B. Woodyard to be assistant g.m. of KSOO.

Program Director Ranny Daly also has created a new special events department headed by Ken Brown.

## Williams Sisters Debut

The Williams Sisters (Ethelyn, Alice and Laura), who have been heard over KPO, San Francisco, featured in "Carefree Carnival" with Meredith Willson, and in Tacoma, make their network debut over WJZ and NBC-Blue tomorrow at 3 p.m. on J. Ernest Cutting's "Airbreaks."

I have the honor of numbering among my clients the following prominent personages:

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ARTIE SHAW	TOMMY DORSEY
FRANK PARKER	BERT HIRSCH

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ORCHESTRAS - MUSIC



**LOUELLA PARSONS** has been signed by Warner Bros. for a role in the film "Hollywood Hotel." Jack Sherrill, agent-manager of Deanna Durbin, was married to Frances Coffey last week.

Ann Jamison, vacationing in the old home town in Canada, will be off "Hollywood Hotel" for a couple of weeks.

Benny Rubin will guestar with Buddy Rogers on the KHJ-Mutual "Script Tease" show tomorrow and replace Buddy as emcee for three consecutive weeks following while he is off on a personal-appearance tour.

Joe Penner is due in this week to ready his 1937-38 series. Cast of last year returns intact, with some added starters, and includes: Lou Merrill, Martha Wentworth, Dick Ryan, Margaret Brayton, Phil Kramer, Mel Blanc, Buddy Duncan, Sidney Miller, Fred Shields, Gene Austin, Coco and Malt, and Jimmy Grier's orchestra, with Camille Soray as vocalist under a new monicker. Jackson Wheeler gets the announcing assignment.

Wendy Barrie has been signed to appear with Jack Haley on the new Log Cabin show. Glenda Farrell was slated originally, but film chores too numerous.

Rudolph Block Jr., son of Bruno Lessing, Hearst columnist, and nephew of Paul Block, stepped into the radio editor's berth vacated by Bernie Milligan on the morning Examiner.

Before departing from Hollywood at conclusion of the Palomar engagement, Benny Goodman and crew waxed four sides for RCA-Victor. Others recording during the past week were Hal Kemp (4) and Lionel Hampton (6).

Raymond Hatton, film actor, has been signed for a comedy spot on Jack Oakie's College.

Claudette Colbert has called off her Young & Rubicam deal for a series of four appearances on the "Silver Theater" program.

Tyrone Power will do "Cardboard Lover" on his initial appearance for Woodbury.

When Burns and Allen will take a four-week respite from their Grape Nuts chore, Oct. 4, they will be relieved by Bob Burns, Phil Baker, Al Jolson and Eddie Cantor, in that order, with all deals set by the William Morris office.

Florence George, femme singing star with Lanny Ross on the NBC Packard show, has bought herself a Universal Microphone Co. "professional model" recording machine and will "air check" her own programs in future, as well as make records for friends at Christmas time. University of Redlands is another Universal customer.

Frederick C. Dahlquist, president of American Radio Features, producer of "Thrills" and other programs, planned to Chicago on Saturday for a three-week stay.

**LES BROWN** and His Duke Blue Devils orchestra have been set to record an NBC transcription program and to make a series of six records for Decca this week. Deal handled by Ed Kirkeby of the New York office of CRA. Brown soon starts on a tour of eastern colleges.

WDAS, Philadelphia, is presenting a new series of Irish programs, marking the ninth consecutive year the Four Provinces Irish Orchestra has been air-cast. The program features Victor and Columbia artists in the flesh.

Jack Denny and his orchestra have been booked through CRA to play at the New Penn Club, Pittsburgh, starting Sept. 24. The orchestra will be heard over KDKA and the NBC network.

The Original Dixieland Jazz Band, currently featured at the Fort Worth exposition, will return to New York on Oct. 1 to open for CRA at Dan Christie's Old New York Club.

Maurie Sherman and his orchestra go into the Polo Club, Dayton, Ohio on Sept. 18 for CRA.

A new cooperative band opens Wednesday at Joe Rosen's Rainbow Inn. They are the Rainbow Revels, organized in Chicago and heard for the first time in New York. They will be aired over WOR and also WNEW.

Hal Kemp's band, recently renewed by Chesterfield for another 13 weeks over CBS on Friday nights with Alice Faye as vocalist, will continue its present engagement at the Coconut Grove of the Hotel Ambassador

in Los Angeles until the end of October. At that time Hal and the boys will play theater, ballroom and college dance engagements along the West Coast, returning to Hollywood every Friday night for their Chesterfield program.

Benny Meroff, comedian orchestra leader, will make a short pix for Warner Bros., featuring his band, on Sept. 29-30. Arranged through Rockwell-O'Keefe.

The Aloha Islanders, featuring Ray Kinney, heard several times weekly over WOR-Mutual from the Hotel Lexington in New York, is the only Hawaiian unit in New York being featured as a dance orchestra. The Islanders use a steel and two guitar combination for the background, played by native Hawaiians, while the rest of the band is comprised of the usual instruments blending in softly with the guitars.

Paul Whiteman and his orchestra are scheduled to play a series of one nighters in the southwest for CRA while enroute to the Pacific coast for theater engagements in Los Angeles and San Francisco. On Nov. 4 the Whiteman orchestra opens at the Drake Hotel in Chicago with a WGN and Mutual network wire.

Bill Hoffman, onetime featured organist in Loew theaters, later accompanist for Rubinoff, and now solo entertainer at the Cafe Lamaze piano, has invented and patented a device to enable organists to play on all four manuals of multiple-manual instruments at one and the same time. The trick now is to revive organs in theaters . . . and Bill's got something there.

WDGY Reinstates Chief Eng.

Minneapolis—George Keene Jacobson, former WDGy chief engineer, who was involved in labor difficulties at the station, has been reinstated by Dr. George W. Young, owner and g.m., in lieu of a plan to arbitrate whether or not the c.e. was discharged for union activity or otherwise. Since the labor troubles arose, Dr. Young engaged M. B. Lowe as permanent radio consultant and chief technician, who continues as technical department head.

WEST Scores a "First"

Easton, Pa.—Anthony Hauck, the Hauptmann case prosecuting attorney, who had refused to write articles on the trial, gave his first public story of the case in speaking before the Kiwanis Club here recently, with WEST airing the talk. Hauck told about the work of collecting evidence in connection with the kidnaped Lindbergh baby.

LaValle to Conduct Classes

Cleveland—Gene LaValle, director of dramatics at WHK-WJAY, has been signed by Cleveland College of Western Reserve University to con-

duct its weekly course in radio dramatics. Students will come to the new WHK-WCLE studios for the classes.

Fishell's Football Spots

Dick Fishell, WMCA sports announcer, has been set for two spots weekly, Fridays and Saturdays, 6:30-6:45 p.m., giving football predictions and summaries. In addition to straight football talks, Fishell will present guest stars at intervals.

Alicoate, Green on Committee

Jack Alicoate, publisher of RADIO DAILY, has been appointed to the entertainment committee for the American Legion convention here next week. Another new member of the committee is Charles E. Green, president of CRA.

**MOREY AMSTERDAM** off to visit wife, Mabel Todd, of Warner Bros. crew in Hollywood.

Allan Grant, NBC pianist; Basil Loughrane, Lord & Thomas production man, and Roy Brower have collaborated in a new tune "Lovely You."

Bob Blaine, until recently associated with Jack Ryan in the Press Agency, plans to shift scene of activities to New York.

Janice Porter of Chicago City Opera Company is singing on the Twilight Musicales series over CBS from Edgewater Beach Hotel.

Margaret Fry, author of "Design for Dying," short story in Sept. 18 issue of Liberty, and two others coming up in Cosmo and Red Book, is wife of Ken Fry, manager of NBC special events dept. here. She has written many First Nighter plays, too.

Richard Marvin, radio director at J. Walter Thompson, off to New York for conference with head men in home office.

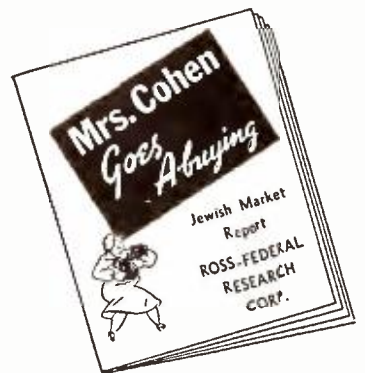
James Olsen and Edward Rees have a new show on WAAF called "Vagabond Trail," presenting song cycles of various nations.

Myrna Dee Sergent back on WAAF after a fortnight's illness.

Harry Creighton, WAAF sports announcer, will tour midwest colleges to get sports dope for football season.

John Van Cronkhite has opened an office in Philadelphia to handle his rapidly expanding affairs.

Sam Weinstein has started a bowling program titled "Tenpin Tatler" on WCFL.



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From script to production -  
that extra something that's good radio



# ☆ Program Reviews and Comments ☆

## "VOICE OF EXPERIENCE"

Lydia E. Pinkham Medicine Co. WMCA, Monday through Friday, 2-2:15 p.m. Fed to Colonial Network. Repeat on WHN, Fed to WLW Line, 2:30-2:45 p.m. Erwin, Wasey & Co.

**EMOTIONAL CLINIC RETURNS ALONG SIMILAR LINES AS BEFORE BUT FOR NEW SPONSOR.**

After an absence of several months from the air, "The Voice of Experience" (M. Sayle Taylor) resumed activity yesterday over a combination of stations under Lydia Pinkham Co. sponsorship, presenting a program along the lines of his former series which had a wide following.

For his opening shot, Taylor told something of his own personal history, acquainting new listeners with his background and the nature of his program in which he will bring to the air each day a collection of stories dealing with everyday emotional problems, both humorous and tragic.

Previous to his airings over WMCA at 2 and WHN at 2:30 yesterday, Taylor appeared in a sustaining shot at 12-12:15 p.m. over WOR, where he announced a different style of program. With the assistance of a group of associates, he will conduct a new service designed to help listeners to study and better understand themselves.

## "ROAD OF LIFE"

Procter & Gamble (Chipso)

WJZ-NBC-Blue, Monday through Friday, 11:15-11:30 a.m. Compton Advertising Agency

**SERIAL'S OPENING INSTALLMENT RATES AS REGULATION STUFF OF ITS KIND.**

Making its bow yesterday morning, this new serial, subtitled a "search for truth", sounded pretty much the same as the general run of such presentations. Locale was a hospital, with an interne and a nurse conversing about various matters, specifically a young paralysis patient in whom the interne has taken deep interest. Scene then shifts to the patient's room, where the interne gives the discouraged kid a cheer-up talk that revives her spirits.

Initial script indicates combination of human interest and romance, with plenty opportunities for suspenseful drama. Cast heard in the first installment was thoroughly capable. Mathew Crowley plays the role of the young doctor, with Peggy Allenby as the nurse and Marilyn Erskine as the juvenile invalid.

Script is by Irna Phillips.

## "Gulf Summer Show"

The appearance of Jessica Dragonette, Helena Blue's Seven Strings, The Three Marshalls and Ward Wilson, plus the return of Harry Von

## "COMEDY STARS OF BROADWAY"

Miles Laboratories, Inc. WOR, Sunday, 7:30-7:45 p.m. Wade Advertising Agency

**FAIRLY FAST AND ENTERTAINING ET PROGRAM RELYING ON "GUESTS" FOR THE COMEDY.**

New Alka-Seltzer transcribed shows have Frank Crumit as emcee, a good lively orchestra, and guest stars for the comedy. Johnny Burke, famed in vaudeville for his doughboy monologue, was the laugh-getter on the first show and his stuff is still as funny as ever. He is scheduled for additional shots later on. Crumit did his usual emcee routine in handling the proceedings, also contributing a song or two as he went along. Orchestra kept the musical end pepped up nicely, while the Alka-Seltzer credits were neither excessive nor poorly done. Product has received sufficient advertising so that the average listener is well acquainted with Alka-Seltzer and doesn't mind a little sales talk about it.

## "THE GOLDBERGS"

Procter & Gamble (Oxydol)

WEAF-NBC-Red, Monday through Friday, 12-15-12:30 p.m. Blackett-Sample-Hummert

**POPULAR SERIAL RETURNS WITH SAME APPEAL THAT MADE IT TOPS IN ITS CLASS.**

Practically taking up where it left off, as far as make-up is concerned, with Gertrude Berg as scripter and chief performer, "The Goldbergs" returned yesterday noon in a new series that promises to be just as popular as its former airings. Action of the present episodes starts with Molly and Jake Goldberg and their two children returning from the west coast, where Jake's venture failed. He is downcast, discouraged and brooding, but Molly continues philosophical, optimistic and sympathetic. Things are due to happen when they reach New York—each of the family members having sent a wire ahead unknown to the others.

Same strong under-current of human interest and heart appeal that characterized the series before is to be found in the present one.

Zell as emcee, made Sunday night's Gulf show, over CBS at 7:30-8, a very enjoyable affair. Miss Dragonette, supported by Burford Hampden, appeared in a slice of Noel Coward's "Conversation Piece," which afforded her opportunity for some nice vocalizing, specially "I'll Follow My Secret Heart," and later she encoored with "The Jockey on the Carousel," backed by the chorus.

Miss Blue's instrumental aggregation known as the Seven Strings, composed of three violins, piano, guitar, bass viol and cello, presented

## "SUNDAY MORNING QUARTERBACK"

Parker Watch Co.

WOR-WGN, Sundays, 11:30-11:45 a.m. De Garmo Corp.

**FORMER GRID STAR REHEARSES PAST PERFORMANCES AND DESCRIBES INTRICATE PLAYS.**

Benny Friedman, former All-American football star and pro mentor, turned commentator for this series and, judging by the first show, he'll be doing just as well on the nets as he did on the field. With the football season not opened officially until two weeks hence, Benny told of a game in which he participated years ago, followed by a brief discussion of whether pros are better than amateurs and vice versa.

Friedman's delivery was pleasing and his descriptions of plays were worded so that both young and old would comprehend. Sponsor is offering a booklet, "Watch the Passer," free to askers at Parker dealers. Commercial was tied in with football angle. Benny asked listeners to send in their problems and he'd try to answer them. When football season starts, he will discuss the games of the day before in a sort of "second guessing."

some unusual arrangements that combined fine artistry with modern dance tempo. The group has interesting potentialities.

Three Marshalls, mixed vocal trio, did an arrangement of "Gingerbread Boy" that was interesting and highly entertaining, while Ward Wilson impersonated Ben Bernie, Ed Wynn, Fred Allen, and others.

Von Zell was in good form, and same goes for Oscar Bradley's orchestra.

## "Continental Radio One Act Theatre"

Under the direction of Eugene Endrey, WHN's one-act theater made its debut at 9 p.m. Sunday with dramatizations of "An Angel Straight from Hell", "The Gong" and "Logical Error". All are European playlets which Endrey recently brought to this country. First play mentioned made the better broadcast. "Logical Error" was second.

Endrey is a little hard to hear over the air because of his accent. Program is seeking one-act plays from its listeners and Endrey will interview any one-act playwrights who contact him. Program is staged by a Broadway cast and will be aired each Sunday, 9-10 p.m.

## "Vagabond Adventures"

The Tom Terriss "Vagabond Adventures" heard Saturdays on NBC-Red have undergone a slight change of make-up. Compressed into a 15-

John Nesbitt in

## "THE PASSING PARADE"

Duart Sales Co., Ltd.

WOR-Mutual, Sunday, 9-9:15 p.m. Howard E. Williams

**RATHER TALKY QUARTER HOUR ON NEWS ODDITIES AND TRENDS FOR FEMME ATTENTION.**

John Nesbitt offers a quarter-hour period so predominantly aimed at the feminine listeners that the gal in question had better be alone in the house if she expects to let the men folks leave the dial as is. While it is true that cosmetics are being sold, there is little if anything of interest to hold an audience not interested in the fan type of gab, and there seems to be too much of it, packed solidly in the 15-minute show. Items included the fact that various stories cropping up in the news are not exactly new, the same stunt having been pulled in the past, such as the girl offering herself for sale, lock, stock and barrel for \$20,000 so that she may provide a home for her folks; woman passing out handbills which state she is a rich widow seeking a husband, was done centuries ago also, and there is the analogy of Robert Taylor's rise to fame, via plucked eyebrows.

Credits for Duart products are not too firmly impressed, or perhaps get lost in the shuffle of so much additional talk. Program originates in San Francisco, at KFRC studios and is fed to WOR, WGN, WAAB and CKLW.

minute period, at 5:15-5:30 p.m., the presentation is made somewhat in the form of a letter being written by the traveling Terriss to a friend back home, and the highlights are briefly dramatized, with a musical background accompanying the program from start to finish. Last Saturday's episode dealt with Spain.

## Georgie Price

New policy inaugurated Sunday by Georgie Price, now heard at 6-6:30 p.m. over WOR-Mutual, of giving audience to amateur comedy writers, did not prove very fruitful at the first session. The two tyros presented on this program did nothing more than rattle off puns and gags that anybody can clip from humor columns. If new comedy writers are to be discovered, they should be boys who can originate and develop material, not merely string popular jokes together into a monologue.

The Price program thus far has failed to develop into anything more than a workmanlike routine show. It lacks the enthusiasm, effervescence and snap that Price used to exhibit before he devoted the major portion of his time to business and finance. It's hard to shift cylinders from Wall Street to the business of entertaining.



**NEW BUSINESS**

Signed by Stations

**KFEL, Denver**

Midwest Milling Co., through Raymond Keane agency; Red-Dot Oil Co.; Willard Tablet Co., through First United Broadcasters, Chicago; Utilities Engineering Institute, through First United Broadcasters, Chicago; Gardner Nursery Co., through Northwest Radio Adv. Co.; Moffatt Coal Co., through Wooley & Hunter agency; Campana Italian Balm program, through NBC; Carter Medicine Co., through Spot Broadcasting, Inc., N. Y.

**WHN, New York**

Pinex Co. of Indiana, disks, through Transamerican; Knox Co., Los Angeles, 15-minute musical show weekly, through Allen Smith Agency, Kansas City; Lea & Perrins, through Schwimmer & Scott, Chicago, handling; Louis-Howe Co., St. Louis, through H. Kastor & Sons.

**WBT, Charlotte**

Devoe & Reynolds Co. (paints), through J. Stirling Getchell; Ford Motor Co., Charlotte, through Eastman, Scott & Co., Atlanta; Rit Products, through Earle Ludgin Inc., Chicago; John B. Daniel Inc., Atlanta (Cheney's Expectorant), through Groves-Keen Inc., Atlanta.

**WAAT, Newark**

I. D. A. Drug Chain, renewal for 52 weeks, with provision for expanding schedule, through Wm. N. Scheer Agency, Newark; Wilderotter Store, renews "Your Skyways Reporter" with Bob Becker for 26 weeks, through Scheer Agency.

**WHBQ, Memphis**

Adam Hats, New York, nightly quarter-hour, "Sportlights," conducted by station's sports editor, on behalf of newly opened Memphis store.

**KFVS, Cape Girardeau**

Zenith dealer, "Man on the Street"; Philco, radio mysteries, through Artophone Corp., St. Louis.

**WNEW, New York**

Alkine Laboratories, through Schillin Adv'g Corp.; Jules Chain Stores, through Klinger Adv'g Agency.

**KJR, Seattle**

Safeway Stores, "Billy and Betty."

**LINCOLN**

Alene McKinney takes over the news and other KFOR assignments of Richard Gloyne during latter's vacation.

J. Gunnar Back, KFAB-KFOR continuity chief, will give instruction in radio writing and radio history at two U. of Neb. evening courses this year.

KFOR will originate the Nebraska-Minnesota game Oct. 2 for Mutual, with Reginald B. Martin, station manager and official U. of Neb. football announcer, at the mike.

**Neb. Anti-Ascap Law  
Termed Unconstitutional**

(Continued from Page 1)

with the three judges reserving decision. Froehlich and Herman Finkelstein were here from New York in an effort to have the law set aside. L. J. Toepel of Omaha, who as the legislature's legal adviser opposed passage of the bill, also testified. The state was represented by Asst. Attorney-Gen. Barlow of New York City and William H. Holtz of Omaha. E. C. Mills, Ascap g.m., also was here.

Last year \$36,000 was paid in royalties by Nebraskans using music for profit, but since the law was passed not a cent has been paid, Froehlich said. Toepel derided the provision of the law which entitles purchaser of sheet music to use the composition for private or public purposes and to permit others to use it for profit.

**SAN FRANCISCO**

Ford Billings, general manager of California Radio System (western Hearst unit), here on business, visiting KYA.

Harry F. Anderson, sales manager of NBC western division, has made two additions to S. F. sales staff: William Bernard Ryan and Raymond A. Smart.

Four San Francisco radio men are 20 smackers richer today. At California State Fair (Sacramento) on Radio Day they bet on a nag named Pacific Hall—the surname of Bob Hall, S. F. Call-Bulletin radio editor, who is home from a Mexican vacation. For a rib, they bought a ticket each in pari-mutuel. Hall, an ultralong shot, came in first. The radio men jingling extra change are J. Lester Malloy, KGGC; Charles Harper, KQW; and Art Westlund and Don Hambly, KRE.

Al Towne, KSFO engineer, appointed transmitter supervisor for new 5000-watter.

D. W. Thornburgh, CBS vice-president in charge of Pacific Coast operations, passed through S. F. with family en route to Los Angeles home from Lake Louise vacation.

It's a girl, weighing seven pounds three ounces, at home of Max Frelow, KYA musical staff.

Tom Jones, KYA announcer-producer, lost voice and can't work at mike. Doc says it's laryngitis. Tom says it's h—.

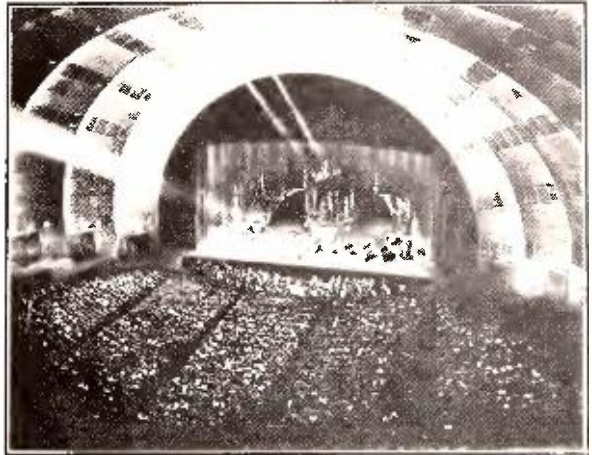
Tro Harper editing KSFO newscast, aired by Bob Garred and hooked up under title "Streamlined Headlines."

**ST. LOUIS**

Jimmy Burke, chief engineer, and Wright Esser, program department, both of KWK, on vacation.

Carol Gay, KMOX woman commentator, reported improving at Deaconess Hospital, where she has been laid up by sleeping sickness.

Tommye Birch, former KWK songstress, returns for an appearance at Municipal Auditorium with Rubinoff on Sept. 18.



Radio City Music Hall brings hearing to its deafened patrons with

**ACOUSTICON  
THEATREPHONES!**

THOUSANDS of motion picture houses, large and small, are bringing theatre hearing to the deafened with Acousticon Theatrephones. These installations are energized directly from the sound system—are increasing box-office receipts by as much as 10%—invariably attract deafened audiences from areas outside the normal market of the equipped theatre. The individual Theatrephone enables the deaf to hear by a combination of bone and air conduction—a technique which made possible the development of the Dictograph Silent Radio and its Acousticon Mystic Ear. This radio, for the first time, offers personal radio listening: "One can listen, while others sleep, talk, read." Both the Theatrephone and Silent Radio are manufactured by the Dictograph Products Co., Inc.



**DICTOGRAPH  
PRODUCTS CO., INC.**

580 Fifth Avenue - - - New York, N. Y.  
MANUFACTURERS OF PRECISION EQUIPMENT SINCE 1902



## NAB CALLS AFM PARLEY; IRNA REPORTS PROGRESS

(Continued from Page 1)

tion that was voted down at the last convention in Chicago.

Most important probably is the action of the board in taking cognizance of the fact that conflicting interests exist in the NAB membership and that a departmentalization of the organization is a necessity.

The IRNA, which continued its meetings until Sunday afternoon before voting an adjournment, reports considerable progress, with the main bone of contention still being a formula for allocating the expenditure among its ranks of the additional \$1,500,000 for musician salaries. The Special Advisory Committee headed by W. S. Hedges of WLW has added three more men to carry out its duties and aid in special directions. These three are John Shepard 3rd of the Yankee network, who will help work out a formula or yardstick for applying the additional musician costs; L. B. Wilson, WCKY, already head of the finance committee, and George Norton, WAVE, who will work on the type of contract to be arranged between the AFM and the broadcasters. Norton is an attorney as well as owner of WAVE. Mark Ethridge was assigned to form a committee to acquaint the NAB officially as to the IRNA progress and its stand. Other members of the committee will deal with the networks sometime today and seek to work out a lower consideration from NBC, CBS and Mutual for time or monetary exchange for sustaining programs. Actual exchange of money is mostly confined to Mutual, where as NBC and CBS have time swap arrangements averaging four to five hours daily.

Understood that the two large webs have offered to reduce the sustaining costs by 10 per cent of \$1,500,000 to affiliates other than their owned, managed or operated stations. Webs are taking the extra costs to themselves as a serious proposition, and the committee representing the independently owned affiliates will endeavor today to get more than the 10 per cent proffered. At the meetings of the IRNA it was proposed that they seek the equivalent of two-hour reduction in the number of



## Coast-to-Coast



THE Mast Sisters Trio, staff artists on WIL, St. Louis, for the past four years, became a duet when Elsie was stricken with a serious throat and ear infection last week. So, like good troupers, Rosalie and Judy Mast are carrying on their arrangements to conform to two voices.

WRBL, Columbus, Ga., has issued a new rate card, effective Sept. 15. Prepared along the lines of the accepted "A" form, the card is so arranged that all rates appear on one side and the station's facilities on the other. Accompanying the card is a letter from Manager J. W. Woodruff Jr. explaining the improved service of the "Greater WRBL."

Len Doese has been named chief engineer at WIBU, Poynette, Wis.,

hours required by the networks for sustaining time exchange.

IRNA meetings were plenty hot, with various factions fighting for their side of the case. The hard-pressed advisory committee offered to resign three times, but finally received a vote of confidence, well earned in the opinion of the great majority present. Hedges stated that the AFM was amenable to the proposal that the affiliates absorb an additional \$1,500,000 worth of musicians, but since no specific number of men was mentioned by the AFM the yardstick as applied to stations remains to be worked out. IRNA insists that an arbitration clause be used as in most American Federation of Labor contracts, but not now existing in the American Federation of Musicians. Arbitration clause has been objected to by AFM, but not definitely refused so far.

Every effort will be made, according to the IRNA to achieve a settlement before Oct. 1, and tomorrow the IRNA committee will again confer with Pres. Joe Weber of AFM and members of the AFM executive committee. Other stipulations voted or proposed at the IRNA meetings have not been put in concrete form as yet, but the committee states it intends to approach all problems with utmost fairness to all concerned. This applies not only to working conditions for musicians, but allocation of the money involved. It is understood that whatever agreement with the AFM is concluded by IRNA, the network owned and managed stations of NBC and CBS will agree to the same conditions, although the networks were not represented at the meetings. Key stations in such spots as New York, Chicago and Los Angeles will make separate agreements.

IRNA will seek a two-year contract and no stations now hiring musicians will in any case reduce the number now employed. What is

while Russell Salter has been named head announcer at the Wisconsin Broadcasting System's Portage station. Both were formerly of Fondu Lac.

Frank Werth's "Jam Session," long heard over WTMJ, Milwaukee, on Saturday afternoons, has been switched to Sundays, with Bob Heiss emceeing the program.

Ken Hegard, announcer at WRJN, Racine, Wis., is the daddy of a baby daughter.

Robert Gregory, sales manager of WMBG, Richmond, has added Macon D. White to his sales force. White came to Richmond from Lynchburg, where he was engaged in the advertising business.

most desired, according to Hedges, spokesman for IRNA, is stability in the industry, not only as to the labor situation but even to power rates and kindred matters. Continuation of the IRNA as an organization, is still a matter to be decided.

The IRNA voted to accept the NAB resolution on departmentalization and hiring of special attorney.

NAB board held a 17 out of a 19 man quorum, only men missing being John Patt of WGAR and Harold Hough (NAB treasurer) of WBAP. Resolution stated that the board recognized that an emergency existed in the broadcasting industry due to AFM demands, directly or indirectly, and as a result was calling a special meeting in accordance with the by-laws.

Statement by NAB, issued by James W. Baldwin, managing director, and John Elmer, president, reads as follows:

"The National Association of Broadcasters always has invited all broadcasting stations to membership. As a consequence there has existed in the NAB membership from time to time conflicting interests which could not be represented by the NAB Directorate. Nevertheless the NAB stands as the defender of the American System of Broadcasting.

"Realizing that various classes of stations within the broadcasting industry have divergent interests which cannot always be served by the NAB and that three organized groups representing such classes have already been formed (e. g. the clear channel, the regional and the local stations represented at the October Hearings before the FCC) the Board endorses the formation of such organized groups within the NAB and invites these groups to become departmentals in the NAB. The Board also realizes that the stations affiliated with network companies have problems unlike the problems of unaffiliated stations and that they should be organized as a departmental of the NAB; and that the organization structure of the Association must be sufficiently elastic as to permit fair and impartial representation of various groups and interests as may be created from time to time by varying circumstances and conditions.

"The Board authorized and directed negotiations for the retention of counsel to represent the membership in matters of national importance."

## KEN McCLURE ELECTED PRESIDENT OF ARNEW

(Continued from Page 1)

chairman of the executive committee.

Other officers are: Beckley Smith, WJAS, Pittsburgh, first v.p.; Ken Miller, KVOO, Tulsa, second v.p.; Jack Harris, WSM, Nashville, third v.p.; Al Hollender, WJJD-WIND, Chicago, secretary-treasurer. Officers also on the executive committee are Bob Hurlleigh, WFBR, Baltimore; Roy Brant, KFYB, Bismarck; John Hughes, Don Lee net, San Francisco; Foster May, WOW, Omaha, and Erle Smith, KMBC, Kansas City.

At Sunday's final session, the convention ratified the constitution, which invests complete authority in the hands of the board headed by Van Cronkhite. The labor situation was completely passed over, but a code of ethics was adopted with a view to handling news in the best interests of the public.

Boake Carter, unable to attend because of illness, sent a written address cautioning radio and the press to bury the hatchet lest the forces of totalitarianism and absolutism "take instant advantage of divided counsel and destroy the two great bulwarks of democracy that remain today." He opposed radio censorship and viewed with some alarm the growing control of stations by newspapers.

McClure said ARNEW would build a strong organization that would promote good journalism as interpreted by radio. Plans were laid for interchange of views and ideas by members, with headquarters here serving as clearing house.

Application for Illinois charter is being made. Next convention probably will go to San Antonio, with Nashville and Baltimore as alternate possibilities.

## KFBI Salina Expansion

Salina, Kas. — Construction starts immediately on new studios and offices for the Salina headquarters of KFBI of Salina and Abilene. New location will offer almost five times as much space as KFE; now has here. The new set-up will include two studios, announcers booth, control room, lounge, offices and an auditorium studio seating 250 people.

With fall and winter accounts coming in, KFBI has increased its staff of entertainers. New programs now being broadcast include Lois and Joe, harmony team with Earnest the Nurseryman; the Rhythm Rangers; Herb Lindsey, cowboy singer; The Dude Rancher, cowboy singer; The Southrenaires, instrumental group; The Top Notes, harmony trio; Dixie Dickson and Jack Shumard, ballad singers, and Paul and Mac in Pickin the Air Pockets.

## ONE MINUTE INTERVIEW

BOB STANLEY

"With all major networks seriously studying the television problems, the present mode of over-arranging will soon be over. Television will force orchestra leaders to revert back to vaudeville technique, when the type or style of music had no special significance. It was the entertainer who 'sold' himself."





# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 53

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 15, 1937

FIVE CENTS

## IRNA Meets AFM Today

### OMEGA CHEMICAL CO. SET ON 16 STATIONS

Omega Chemical Co., through Hus-band & Thomas, will start a nation-wide live spot announcement cam-paign on 16 stations the week of Oct. 4. Plugs will be aired at least once a day and run for six months. Stations on the schedule are: KFYP, KFI, KHJ, WHP, WTAR, KTSA, WLW, KTBS, KSL, KRNT, WMT, KOY, WGBI, KHQ, WFLA and WQAM.

### WSGN to Show Television At Alabama State Fair

Birmingham—WSGN engineers are progressing nicely with their lessons in television, and hope to give tele demonstrations at the Alabama State Fair, Sept. 27-Oct. 2.

### General Motors Organizes Permanent Concert Troupe

General Motors Concerts, starting Oct. 3 at 8-9 p.m., will present radio's first permanent concert company formed by eight operatic and concert stars. Group already includes Grace Moore, Maria Jeritza, Helen Jepson, Richard Tauber, Joseph Schmidt and Donald Dickson. Two additional singers will be brought over from abroad. The artists will appear as  
*(Continued on Page 3)*

### Gen. Electric Renews

General Electric, through Maxon Inc., has signed a 13-week renewal for the Phil Spitalny all-girl orchestra series which is aired over 55 NBC-Red network stations, Mondays, 9-9:30 p.m.

### Stewey Stunt

New Orleans—Not satisfied with airing a spaghetti eating contest, WWL is now planning an oyster eating contest. The plan is to tie in a wholesale oyster house for the oysters, with a brewery for beer and a possible tieup with a cracker factory. A fourth and fitting arrangement might be made with a hospital.

### ARNEW Monthly Mag

Chicago—A monthly publication for members is to be issued by Ass'n of Radio News Editors and Writers. Regional group meetings also are to be held, with actions of these confabs recorded in the journal. Another project being considered is preparation by ARNEW of radio newscasting courses for various universities.

### COMMENTATOR MAGAZINE SPLITS MUTUAL PROGRAM

Commentator magazine, which originally planned to use a half-hour program on Mutual once weekly, has changed its schedule to two 15-minute programs a week. First broadcast will be heard next Sunday at 9:30 p.m., with a Thursday show later in the week at 10 p.m.

Series will feature prominent radio commentators. Lowell Thomas will start the series, followed by John B. Kennedy for the Thursday spot. Others booked are Boake Carter, H. V. Kaltenborn, George Sokolsky, Upton Close and Linton Wells. Program will be aired by WOR, WGN, WLW and the Don Lee network. Cecil Warwick & Legler has the account.

### Bakers Extract Signs 4 New England Outlets

Springfield, Mass.—Bakers Extract has taken participations on WGY, Schenectady; WHAM, Rochester; WFBL, Syracuse, and WNAC, Boston. Contract is for 52 weeks, through William B. Remington Adv'g Agency.

### Standard Oil of Ohio Sponsors Rams' Games

Cleveland—Standard Oil of Ohio is sponsoring the 11 games of the Cleveland Rams, newest addition to the  
*(Continued on Page 3)*

### Lohr and Klauber Attend Joint Parley of IRNA Committee on Reduction of Sustaining Time Exchange

### "TONIC TIME" CAMPAIGN USING BIG STATION LIST

A list of stations that may total 75 or more will be used in the "Tonic Time" transcription campaign being launched by 3-S Tonic. Transameri-can is waxing the series, with talent including Joe Green's marimba or-chestra; Kay Spaulding, vocalist; a quartet, and Len Sterling as an-ouncer.

### Attorneys in Ascaph Suit Given 10 Days for Briefs

Omaha—Attorneys for both sides in Ascaph's suit seeking to have the law banning the organization in Nebraska declared unconstitutional have been given 10 days by the three-judge Federal Court to submit briefs.

### Weed Gets WLEU

Weed & Co., effective tomorrow, becomes national representative for WLEU, Erie, Pa. Station, owned by Leo J. Omelian, is an NBC affiliate. McGillvra formerly handled the sta-tion.

### Seek Regional Sponsors

With the approval of Judge Kene-saw M. Landis, czar of baseball, Mutual is attempting to interest re-gional sponsors in the sponsorship of the World Series games over the MBS web. Network has retained the radio rights option for another week.

Whether the progress made so far by the Independent Radio Network Affiliates in seeking to solve the AFM situation will gather fruit for its efforts hinges today on the outcome of the conference to be held by the IRNA Advisory Committee and the Executive Committee of the AFM. Conference is scheduled for 10 a.m. with the full AFM Executive Com-mittee which held a preliminary ses-sion yesterday afternoon to talk over matters that have developed through the IRNA meetings.

Although it is agreed that the \$1,500,000 additional musician salary to be expended annually is okay to both the IRNA and AFM, a form of  
*(Continued on Page 3)*

### AGRAP AND ACA UNIONS SIGN UP MORE STATIONS

Radio announcers and producers employed by WBNX, New York; WAAT, Jersey City, and WEEL, Bos-ton, are the latest groups to join the American Guild of Radio Announcers & Producers. WEEL is a CBS op-erated station. It is also rumored  
*(Continued on Page 3)*

### Residential Community Plans Air Exploitation

Newark, N. J.—A series of broad-casts publicizing advantages of Essex County as a residential area is being worked out by the Essex County Conference of Municipalities. The  
*(Continued on Page 3)*

### Kiggins is Promoted by NBC; Brophy Joins Can. Marconi

### Standard Oil of Ohio Sponsors Rams' Games

Cleveland—Standard Oil of Ohio is sponsoring the 11 games of the Cleve-land Rams, newest addition to the  
*(Continued on Page 3)*

Keith Kiggins, for the past three years assistant manager of the NBC station relations department, effective today, becomes manager of the de-partment. Promotion for Keith is the result of Reginald M. Brophy's resig-nation. Brophy has accepted the gen-  
*(Continued on Page 3)*

### Double Feature

First "double feature" of the air starts Sept. 28 when "Camel Caravan" starts its new season over CBS with two completely in-dependent half-hour programs, the Jack Oakie "College", heard from Hollywood at 9:30 p.m. and Benny Goodman's "Swing School" plcking up from New York at 10 p.m.





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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Tuesday, Sept. 14)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163	157	162 <sup>3</sup> / <sub>4</sub>	+ 6
CBS A	25 <sup>1</sup> / <sub>2</sub>	25	25 <sup>1</sup> / <sub>2</sub>	+ 1 <sup>3</sup> / <sub>8</sub>
CBS B	24	24	24	
Crosley Radio	14	13 <sup>1</sup> / <sub>2</sub>	14	+ 1
Gen. Electric	48 <sup>3</sup> / <sub>8</sub>	46 <sup>3</sup> / <sub>8</sub>	47 <sup>1</sup> / <sub>2</sub>	+ 1 <sup>1</sup> / <sub>2</sub>
North American	23	22 <sup>1</sup> / <sub>8</sub>	22 <sup>1</sup> / <sub>8</sub>	+ 1 <sup>1</sup> / <sub>2</sub>
RCA Common	10 <sup>1</sup> / <sub>4</sub>	9 <sup>5</sup> / <sub>8</sub>	10 <sup>1</sup> / <sub>8</sub>	+ 3 <sup>3</sup> / <sub>8</sub>
RCA First Pfd.	60	66	67 <sup>5</sup> / <sub>8</sub>	+ 3 <sup>3</sup> / <sub>8</sub>
Zenith Warner	15 <sup>1</sup> / <sub>4</sub>	14 <sup>3</sup> / <sub>4</sub>	15	+ 3 <sup>3</sup> / <sub>8</sub>
Stewart Radio	37 <sup>1</sup> / <sub>4</sub>	35 <sup>3</sup> / <sub>4</sub>	36 <sup>3</sup> / <sub>4</sub>	+ 1 <sup>3</sup> / <sub>4</sub>

### NEW YORK CURB EXCHANGE

Majestic	2 <sup>1</sup> / <sub>4</sub>	2 <sup>1</sup> / <sub>8</sub>	2 <sup>1</sup> / <sub>8</sub>	- 1 <sup>1</sup> / <sub>4</sub>
Nat. Union Radio	1 <sup>1</sup> / <sub>2</sub>	1 <sup>1</sup> / <sub>2</sub>	1 <sup>1</sup> / <sub>2</sub>	+ 3 <sup>3</sup> / <sub>8</sub>

### OVER THE COUNTER

Stromberg Carlson	Bid 11 <sup>1</sup> / <sub>4</sub>	Asked 12 <sup>3</sup> / <sub>4</sub>
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### Tooke New Program Director

Ft. Wayne, Ind.—Franklin Tooke has been made program director of WOW-WGL, succeeding Mrs. Dorothy J. Durbin, who resigned to open a radio technique school tomorrow in connection with Aunt Sally's Studio. Bob Wilson and Jeanne Brown of WOW-WGL will instruct classes at the school.

### Prof. Quiz on Road

The CBS-Nash-Prof. Quiz show for the next two Saturdays will air from KNX, Los Angeles. The Oct. 2 broadcast will be keyed from WBBM, Chicago, then back to the New York studios. Program is heard at 9 p.m.

### Atonement Services on WQXR

WQXR will broadcast exclusively the Atonement Day Memorial Services conducted by Dr. Stephen S. Wise, Rabbi of Free Synagogue from Carnegie Hall at 3-4 p.m. today.

First in local accounts  
in Chicago

**WGES**

(In the heart of Chicago)

## Songwriter Ass'n Form Opposed by Publishers

After close examination of the proposed form of letter agreement which the Song Writers Protective Ass'n has submitted to all publishers in connection with transcription, synchronization, phonograph record and all other mechanical uses of songs to be acquired in the future, Harry Fox, general manager of the Music Publishers Protective Association has informed his publisher members that it would be economic suicide to execute such a form of contract with the writers.

Particular stress is laid on the Article IX of the SPA by-laws, the inclusion of which in the proposed contract means that the publisher is giving up valuable rights, including the questionable express "radio rights", also television rights. The "radio rights" are too broad to be defined and in the opinion of MPPA may also mean radio broadcast performing rights.

Specifically, 11 points are mentioned in the Fox letter as being highly objectionable to the publishers. One of the points is that the publisher would be actually getting only 40 per cent of transcription or similar royalties.

## WNEW Adds Musicians

Acting to forestall any trouble that may arise as a result of the current AFM-broadcasters meeting, WNEW, it is understood, has signed a contract with the local union calling for an increase of staff musicians and an increase in wages. Contract calls for 10 staff men, but station will probably maintain a staff orchestra composed of 14 musicians.

## Election News Jam

Broadcasting of results of the primary election tomorrow was thrown in a turmoil yesterday when it was learned that the N. Y. City News Association has refused to supply radio stations in the New York area with information free of charge. In the past, the bureau has supplied any station desiring information with results for special broadcasting purposes. This year, however, City News agreed to sell service to outside newspapers at a pro rata rate, which came to approximately \$500.

## Taplinger Adds to Staff

Robert Taplinger, Inc. has added Paul Price, formerly with M-G-M, Sally Wohl and Herschel McGraw, photographer, to the Hollywood office, under Pauline Swanson.

Additions to the New York office include Sam Geison, writer, and Bruce Prahar, photographer.

## Mennen Again on WOR, WGN

Mennen Co. (shaving preparations) will again air "Famous Jury Trials" over two MBS stations (WOR, WGN) beginning Sept. 27, 10-10:45 p.m. Program will also be heard over the WLW Line. H. M. Kiesewetter has the account.

## Atlantic Refining Sets Announcers for Football

Atlantic Refining has named the following announcers to handle its football airings this fall. Games will be heard over 66 stations on the Atlantic coast. Announcers are: George Walsh, Dan Daniels, Frank Blair, Charles Bateson, Dode Phillips, Marcus Bartlett, John Tillman, Lee Kirby, Ken Gerard, Meb Davis, Ira Avery, Peco Gleason, Joe Handlan, Jake Slagle, John Wilbourn, Jack Barry, Sandy Guyer, Woody Wolf, Tom McMahon, Al Triggs, Jack Ingersoll, Jay Wesley, Byrum Saam, Kirby Cushing, Bailey Goss, Ed Gundaker, Dick West, John Smith, Herman Reitzes, Gorman Walsh, Claude Haring, Bill Sutherland, Jimmy Murray, Norman Twigger, Gil Gibbons, Fred Joyner, Dan Dwyer, Jack Fraser, Joe Jay, Bill Hewitt and Bill Crowell.

## CBS Shows 320% Gain In Automotive Hours

CBS time sales for June, July and August show a 320.9 per cent gain in automotive accounts over the same period in 1936. Billings for these accounts in the 1937 quarter were \$640,986. Soaps and supplies gained 260.9 per cent; tobaccos, 62.8; lubricants and fuel, 44; drugs and toiletries, 31.4, and food and food drinks, 14.9.

## Sports Stars in Bike Series

Joe Williams, Scripps-Howard sports columnist, will be first guest star on "Bicycle Party", the Cycle Trades of America program starting Sept. 26 at 3:30-4 p.m. over NBC-Red. Show will feature sports and adventure, with Bill Slater as emcee, Alois Havrilla as announcer, Hugo Mariani directing the orchestra, and Bert Swor and Lou Lubin, comedians, and Bert Whaley, baritone, among the talent.

## Pet Milk Sets Talent

Mary Eastman, soprano; Bill Perry, tenor; a 16-voice chorus, and Gustav Haenschen's orchestra will make up the talent roster for "Saturday Night Serenade", Pet Milk program, which returns to the air over CBS, excluding WABC, Oct. 2 at 9:30-10 p.m.

## Phil Cook Resumes Monday

Phil Cook resumes his "Morning Almanac" on WABC next Monday at 8-9 a.m. The series, directed by Margaret Lewerth, will have John Reed King, announcer; Fred Feibel, organist-pianist; Dave Grant, pianist-tenor; Cliff Weston, baritone; Bunny Coughlin, baritone, and the Back Bay Boys.

## 2 WLW Shows on WHN

Aunt Mary's "Advice to Mothers", coming from Cincinnati via WLW Line, will be heard over WHN starting Sept. 21 at 9:30 a.m., and "Cafes of the World" emanates from the same source tomorrow night at 9.

Another new WHN program is Lady Kitty Barling, discussing women in the news, Mondays and Fridays at 12:15 p.m.

## COMING and GOING

HAL THOMPSON, recently with the radio division of the Federal Theater, sails today for England to join Gaumont-British Pictures.

EDITH M. STONE of CBS station relations and her sister, THERESA, leave town Tuesday by auto for West Coast vacation.

LOUIS K. SIDNEY, managing director of WHN, has left England on the Queen Mary and will arrive in New York on Monday.

HOTCHA GARDINER, Washington, D. C., orchestra leader, is in New York for a few days.

JOHN SCHULTZ of the N. Y. office of Fanchon & Marco arrived yesterday from Hollywood.

FRANCES MADDUX, radio and night club singer, arrives on the Normandie today.

C. F. KETTERING, vice-pres. of General Motors, and MRS. KETTERING arrive on the Normandie today.

NICK LUCAS returns East from Hollywood on Sept. 28.

MARY SMALL goes to Boston tomorrow for theater engagement.

JERRY KING and MILTON BLINK of Standard Radio, Los Angeles and Chicago, respectively, are in town for a few days.

STANLEY N. BARBEE, president of Coca-Cola Co., arrives on the Normandie today.

## WBT Season's Schedule Best in Station History

Charlotte—Schedule of sponsored features already booked by WBT for the new season is the most comprehensive in the station's history, according to Sales Manager Dewey H. Long. At the same time, General Manager William A. Schudt Jr. stated that the sustaining features to be aired by the CBS outlet is equally impressive, though less time than ever remains for sustainings.

Accounts already listed include Purina, Detroit Soda Products, Drug Trade Products, Procter & Gamble, Chilean Nitrate, Mantle Lamp, General Electric, Comet Rice, Castleberry Food Products, Chevrolet, Miles Laboratories, A. K. Sutton (Philco), Atlantic Refining, DeVoe Reynolds Paint, De Soto, Rexall and others.

## Representing Sound Library

Charles Michelson has been appointed eastern representative of Speedy-Cue Sound Effects Records Co. of Los Angeles.

## Olga Baclanova on Mutual

Olga Baclanova, stage and screen star, will headline her own "Continental Revue" over WOR-Mutual starting Sept. 20 at 8:30-9 p.m. It will be her first regular radio program.

## Uncle Jim's First Year

"Uncle Jim" McWilliams on Saturday will complete a full year of broadcasting his "Question Bee" for G. Washington Coffee, through Cecil, Warwick & Legler Inc. Program is on NBC-Blue.

**RALPH KIRBERY**

"The Dream Singer"

MANAGEMENT  
WILLIAM MORRIS AGENCY

## BROADCASTER COMMITTEE MEETS WITH AFM TODAY

(Continued from Page 1)

contract to be executed will probably be decided upon today, or at least time granted to draw up one suitable to both sides.

Short session yesterday was held by the IRNA committee waiting on the networks for a sustaining time contribution toward helping the stations meet the added payroll. As already stated in these columns, the IRNA instructed its committee to ask for a two-hour deduction of the station time required by networks in exchange for supply of sustaining programs. Networks have offered to meet the equivalent of 10 per cent of the \$1,500,000 annual expenditure, but the two-hour proposition will run into several hundred thousand dollars, according to network tentative figures and one rather large for the webs to take on.

Edward Klauber, executive vice-president of CBS, and Lenox R. Lohr, president of NBC, met jointly with the IRNA committee on the sustaining proposition. Both sides having previous engagements, the talk was adjourned until later in the week, since the meeting with the AFM intervenes today. This is probably the first time both heads of a major network met jointly with affiliates of both their webs in a common problem.

Meantime other committees appointed by IRNA are working at their respective assignments, such as seeking formulas for allocation of additional station expenditures for the incoming musicians and to treat with the NAB board on the AFM and other important matters. The committee chosen by Mark Ethridge of Louisville to confer with the NAB board prior to the NAB's forthcoming general meeting here early next month is comprised of Don S. Elias, chairman of Ashville, N. C.; Don Davis of Kansas City; Edgar Bill of Peoria; Edgar Bell of Oklahoma City, and Samuel R. Rosenbaum, Philadelphia.

### Barry McKinley for Chevrolet

Barry McKinley, baritone, was signed yesterday as male soloist for the new Chevrolet series, scheduled to begin over a CBS network Sept. 26. Seymour Simon's orchestra was signed earlier in the week.

### Western Electric Dividend

Western Electric Co. yesterday declared a dividend of 75 cents a share on its common stock, payable Sept. 30 to holders of record Sept. 24.

### ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

Mon. thru' Fri., 11:15 to 11:45 A. M.

"There's nothing she can't sell."

## NEW PROGRAMS—IDEAS

### WDZ "Farmer on His Farm"

The "Farmer on His Farm" programs heard over WDZ, Tuscola, Ill., give the farmer his chance to express himself on agricultural and rural problems. At ten minutes to six in the morning, Station Manager Clair Hull, Lazy Jim Day and an engineer load a short wave transmitter into a car, start out in any direction, and drive into the yard of the first farmer they see. The surprised host is told that he is wanted in a broadcast, equipment is set up, tested, and at 6:15 the program is on the air.

Discussion with the farmer is on such topics as taxation, acreage, livestock, rural electrification and so forth. Because the interview is on his own soil, the farmer speaks quite freely, thus making the program full of listener appeal. When the series was taken off the air, a flood of letters forced WDZ to resume the "Farmer on His Farm." The program is now sponsored by an implement and hardware dealer.

### Radio Riddles on KFEL

A radio contest in which listeners compete while the program is in progress, and learn names of winners instantly, is the feature of "Red Boy Riddles" on KFEL, Denver, Tuesdays, Thursdays and Fridays at 10:30 p.m. MST.

Wesley Battersea handles the program. He asks a riddle, and gives the number of the telephone beside him. Answers come in immediately. The radio audience hears the phone ring, and listens while Battersea takes the answers, names and addresses of winners, and dispatches prizes. With-

### General Motors Organizes Permanent Concert Troupe

(Continued from Page 1) soloists and in groups, and by signing the talent for an entire season the sponsor is able to plan a whole season of programs in advance.

### Ashby Sees Improvement

Improvement in the practice of exchanging programs and copyrighted music between broadcasting companies of America and Europe is predicted by A. L. Ashby, NBC vice-president and general counsel, who returned recently from a tour of the principal countries of Europe. Ashby said today that many of the problems in American broadcasting of musical programs, due to copyright laws, have been overcome in European broadcasting by a closer cooperation between the performing rights societies and the radio companies.

### "Unseen Friend" at New Time

"Your Unseen Friend," directed by M. H. H. Joachim, with Harry Salter's Orchestra providing musical background, switches from Tuesday to 8-8:30 p.m. on Saturday starting Oct. 2,

out waste of time, another riddle is asked.

Response has proved so great that the program has been extended to half-hour length from the original 15 minutes.

The program is sponsored by Red Boy Cereal Co. of Colorado, and was placed through the Raymond Keane agency, Denver.

### Facts About Words

WMEX, Boston, has inaugurated a series entitled "Wordcaster", conducted by Irwin Elliot, dealing with troublesome pronunciations, the story behind words and phrases, wrong usages, correct annotations, how we came to say what we say and how we should say it. John Reilly, program head of WMEX, feels that a program of this type will be of great appeal to the general public. It will be heard at 8 p.m. from Monday through Thursday.

### "Telephone Reporter"

Interviews with housewives by telephone on home problems will be sponsored by the Richmond, Va., gas department over WRVA, thrice weekly, starting Sept. 27. Irving Abeloff will be "The Telephone Reporter."

### Two New Series on WIOD

"Harbor Lights," a new Friday night series on WIOD, Miami, depicts how to get the most pleasure, with safety, out of boating and fishing.

Another new WIOD program dramatizes auto accidents that occurred in the past 24 hours and emphasizes the importance of safe driving.

### Residential Community Plans Air Exploitation

(Continued from Page 1) program will be aimed particularly at families in Greater New York. Tentative arrangements call for a tryout of the idea in a series of 10 broadcasts.

### Champ Carnival on NBC

NBC news and special events department has booked an exclusive three-hour airing of the "Carnival of Champions" fisticuffs for the Blue network, Sept. 23 at 8-11 p.m. Clem McCarthy will head a group of announcers who will cover the fights at the Polo Grounds. Exclusive is part of the Mike Jacobs radio rights "package" which NBC bought some months ago.

### Pontiac Renews Cravens

Pontiac Motor Co. has renewed Kathryn Cravens in "News Through a Woman's Eyes" over CBS, Monday, Wednesday and Friday at 2-2:15 p.m.

### Language Series Sept. 23

WMCA's initial program in its new "radio language" series will be heard Sept. 23 at 1:15-2:15 p.m.

## KIGGINS IS PROMOTED; BROPHY JOINS MARCONI

(Continued from Page 1)

eral management of the Canadian Marconi Co., Montreal, the firm which he left to join NBC about three years ago. After a month's vacation in the Canadian woods, Brophy takes over his new post.

## AGRAP and ACA Unions Sign Up More Stations

(Continued from Page 1)

that the Guild recently signed an NBC operated station.

Guild last week served notice on WORC, Worcester, that if the two employees, an announcer and an engineer, dismissed for union activities are not reinstated before tomorrow, a complaint will be filed with the National Labor Relations Board in Boston.

Plans for the formation of the Free Lance & Artist-Announcer Chapter of the Guild are said to be going ahead on schedule. Two meetings have already been held with more to follow. Chapter intends to sign up the high salaried announcers.

American Communications Ass'n yesterday signed contracts with KRKD and KMTR in Los Angeles to act as sole bargaining agents for the technical staffs of both stations. KFVD, same city, is expected to be signed within the week.

The litigation between ACA and CBS, scheduled to be heard yesterday by the National Labor Relations Board, has been postponed until Sept. 21.

## Standard Oil of Ohio Sponsors Rams' Games

(Continued from Page 1)

National Professional Football League. All home games will be aired in full from Cleveland Stadium over WGAR, and the six out-of-town games will be recreated from wired reports.

### In Maxwell Anderson Play

Cast of Maxwell Anderson's first radio play, "The Feast of Ortolans", to be aired Sept. 20 at 9:30-10 p.m. over NBC-Blue, will include Burford Hampden, Charles Webster, Florence Malone, Neil O'Malley, Louis Hector, Carl Benton Reid, Helen Claire, Maurice Wells, Mark Smith, Edward Trevor, Julian Noa, William Swetland, Waldemar Kappel and Ian Martin. Howard Clancy will be narrator.

### AL DONAHUE

Now Appearing

ROOSEVELT HOTEL,

New Orleans

Opens at the Rainbow Room Oct. 6th

For Fall and Winter Season

Fourth Return Engagement



**GUEST-ING**

MARGARET WYCHERLY, stage star who has joined the Federal Theater for one production, "A Hero is Born," will play the leading role in a repeat broadcast of Ibsen's "Ghosts" presented by Federal Theater radio division next Tuesday over WQXR, 9 p.m.

DOLLY KAY and EDDIE WHITE, on "Broadway Melody Hour," tonight (WHN-WOR, 8 p.m.).

GERTRUDE LAWRENCE, on "Hit Parade," tonight (WEAF, 10 p.m.).

DICK POWELL, repeat on Werner Janssen program, Sept. 19 (NBC-Blue, 7:30 p.m.).

HERBERT MARSHALL, on "Hit Parade," Sept. 22 (NBC-Red, 10 p.m.).

SUZANNE FISHER, on "Hit Parade," Sept. 25 (CBS, 10 p.m.).

**BOSTON**

Edward C. Gamage, tenor star of the world famous D'Oyle Carte Opera, is back from a summer abroad and is now heard daily on WBZ-WBZA "Little Show".

Howell Cullinane, WEEI news editor, back from a trip to all the New England mountain tops in his cruising beach wagon.

Pete Green, bass player in WBZ's "Little Show" orchestra, now owns his own two-seater cabin monoplane.

The fifteen feminine members of the WBZ staff attended an engagement party and supper for Dawn Kelley of Artist Service at the home of Grace D. Edmunds, WBZ head hostess.

John E. Reilly, program director of WMEX, is inaugurating a new program wherein New England singers will compete for a year's free scholarship in voice training. Auditions start Friday at 7 p.m.

**COLUMBUS**

Ben Wilbur, WHKC announcer, has left to take over his new post at WFBM, Indianapolis. It is also reported that Wilbur and Lillian Ziegfeld, cousin of the late Flo Ziegfeld, will stand up together and say "I do."

Jack Price, program director for WBNS, and Ed Bronson, WCOL's program director, wrote the story of Bob Zwick, notorious Ohio gangster, aired recently by Philip Lord's Gangbusters.

Herb Welch, WCOL announcer, mighty busy these days turning out continuity scripts for fall use.

1	9	3	7
2	10	4	8
3	11	5	9
4	12	6	10
5	13	7	11
6	14	8	12
7	15	9	13
8	16	10	14
9	17	11	15
10	18	12	16
11	19	13	17
12	20	14	18
13	21	15	19
14	22	16	20
15	23	17	21
16	24	18	22
17	25	19	23
18	26	20	24
19	27	21	25
20	28	22	26
21	29	23	27
22	30	24	28

Greetings from Radio Daily

Harry Salter James Wallington  
William Hard Johnny Wolf  
Jackie Cooper



● ● ● Gypsy Rose Lee (pardon us, Louise Hovick) is preparing an air series on beauty which her mentor, Irv Sherman, will peddle to takers while Gypsy is in town with a Shubert show... Jolly Gillette's new show (which we announced editions back) is the Cal Tinney-Campana Monday airings. She will be called "Eileen Jolly Barton"... Harry Rose pipes an audition for a Chi. clothing firm... Dick Rogers goes into the Rainbow Grill... Russ Morgan bows out of the French Casino the 28th with the probable successor being Joe Rines... Johnny Evers, diamond immortal of "Tinkers-to-Evers-to-Chance fame", is considering two bids to air the World Series. Money-trouble is reported. Evers may stay around WGY, Schenectady, and describe for a local account... Grace Moore, who was supposed to leave the Coast hospital Monday, was ordered confined there for at least another week—or longer... Stan Lomax, WOR sportslinger, quit his job as sports writer for the Journal-American to concentrate on air work.

● ● ● Richard E. Connell Jr., sec-treas. of WJBK, Detroit, and also director of Public Safety for the Suburb of Hamtramck, proved himself quite a hero when on one of the busy corners two young men were molesting girls, much to Connell's disgust... He told the young men to move on; but, not knowing they were talking to the Director of Public Safety and former college athlete, the larger of the two (six-foot-two, weight 212 pounds) stepped forward with a "What's it to you" attitude and swung with his right hand... But Connell's right was faster, and Mr. Six-Foot-Two was prone on the sidewalk... Next day in court they were sentenced to 30 days apiece.

● ● ● Eddy Duchin, when he returns to the Plaza, won't be aired via sustainings—feeling that his two commercials are enuf... Alice Faye and Tony Martin have compromised on the question of which of their homes to live in—by furnishing an entirely new place... Anne Jamison leaves "Hollywood Hotel" the 24th—for a vacation... Jerry Lawrence, CBSlinger, was the major stockholder in a Mexican race-track—for one day. The day after he purchased it—it folded... Madge La Framboise of Phil (Gangbuster) Lord's office is seriously studying crime cases—to become a femme sleuth... Henry Cox, formerly with CBS, has joined Wilson, Powell & Hayward... George Frame Brown, who did "Real Folks", etc., on the air for five years, will bring the show back... Chick Adams, Lucille Linwood's fiance, has submitted a campaign song to Mayor La Guardia.

● ● ● WSGN, Birmingham, is now making several broadcasts each week from a local theatre—previewing the musical attractions on the screen by picking up the sound track from the picture... A large buck deer crashed into the side of an auto driven by Dale Taylor, manager of WESG, Elmira... Though the car was badly dented, the deer leaped away uninjured. When Dale reported the occurrence to the insurance co., they commented that this was the first time they encountered such an experience... Labor Day was Fight Day at Idaho's State Pen and KIDO was there with a remote line... 30 rounds of boxing slugged its way to holiday listeners thru Idaho's only net station... Show was so well handled that indications point to future remotes from the "pen"... For several months KOTN, Pine Bluff, Ark., has carried a full hour "All Request Program"... As an extra feature a "question box" was added, with the first person telephoning the correct answer being awarded a quart of ice cream. Station had to discontinue the feature because phone co. complained that the board was tied up with 1420 calls for a 20 minute period!... Now jingles are being used!

**AGENCIES**

BACHENHEIMER, DUNDLES & FRANK INC., advertising agency, has appointed Norman Winter, former advertising manager of Atlas Radio Corp. and radio head of Radioscript Mart, as head of its radio department.

H. H. KYNETT, partner in the advertising agency of Aitken-Kynett Co., Philadelphia, is receiving birthday salutations this week. In the advertising business for 25 years, Kynett is also a member of the faculty at U. of P. and director of the Audit Bureau of Circulation.

NILES-RICHMAN has been appointed radio agency for the Copeeland-Prial-Levy campaign committee which is using time on WEAF, WJZ, and WOR.

**KANSAS CITY**

KCMO has inaugurated a weekly Saturday morning juvenile variety show for the Foster Shoe Co. on a 13-week contract. The 30 minute feature uses talent from local dance, music and expression schools, and is produced and emceed by Lee Roberts, KCMO program director, with the assistance of Moreland Murphy, the station's chief announcer.

KXBY is running a line in the Municipal Auditorium for the purpose of broadcasting the twice monthly wrestling matches. Jerry Burns and Allen Franklin, new KXBY program director will work at the mike on the broadcasts.

John Larkin has joined WHB as an announcer.

KCKN will air a new series for Elder & Carey Electric Co., Kansas City, Kan., called "Cabbages and Kings," presenting strange and unusual information. Logged for Tuesday and Friday mornings, the show will be conducted by Ralph Nelson and Owen Balch of the KCKN staff.

"We Can All Learn," is a new three times weekly feature devoted to child care and rearing which KCKN has put on the air. Program, a 10-minute sustainer, is conducted by Virginia Wallace, KCKN's women's news commentator, who slants it to meet the needs of modern parents with modern children.

**Heatter Gets Pilot Award**

Gabriel Heatter, MBS commentator, has been awarded the first fall Pilot radio award.

**RADIO ARTISTS!**

- Contacts!
- Appointments!
- Correspondence!
- Telephone Messages!

We handle these details for you. Call Miss Purcell at BRyant 9-2319.

**MY PRIVATE SECRETARY**

Secretarial Service for Radio Artists  
48 West 48th St., N. Y. C. Suite 608

**PROMOTION**

**Two WHBQ Splurges**

The publicity and merchandising departments of WHBQ, Memphis, headed by M. Vun Kannon, got into high gear last week with two nice bits. One included sending engraved invitations to the station's entire mailing list, inviting them to tune in on the new Adam Hats sports series heard nightly at 7:15 p.m. over WHBQ.

Ballyhooing WHBQ's football schedule was spread thick with motion pictures made showing Bob Alburty interviewing Coach Shorty Probst, assistant coaches Harold High, Paul Hug, and team captain of Southwestern University. These sound pictures will be shown in every neighborhood theater of Memphis for one entire week, which is nice ballyhooing for the station's sports broadcasts.

**Progress Bulletins**

Two-minute "Progress-Bulletins" are the latest promotional device of KIDO, Boise, to prepare listeners for NBC Red and Blue programs scheduled to begin about Oct. 1. Every night, a new "entry" is made in the "NBC Diary" which traces negotiations and developments in bringing the first network into Idaho. Bulletins maintain suspense because of the length of lines being built (about 700 miles) from Ogden. Last dope was less than 40 miles to go.

**WAGA Football Booklet**

Atlanta's new outlet, WAGA, is now sporting its new stationery, conforming to the NBC Blue network affiliation. Operated by the Atlanta Journal and managed by Lambdin Kay, the station is also sending out this week the 1937 Football Dope Book, which lists all 1937 schedules, covering college teams from coast to coast and giving results of 1936 games.

**"Eat Out Month"**

In cooperation with 700 local beer dealers, KMCA, San Antonio, is observing "Eat Out Month," with cards posted in cafes and bars and a proclamation by the Mayor setting aside the month as time to eat away from home. Manager Howard Davis of KMAC put over the stunt.

**WCCO's "On to Nicollet"**

A booklet has been put out by WCCO, Minneapolis, on its "On to Nicollet," the state-wide community get-together which is in its third year, drawing from small towns and cities throughout the territory. Station promotes the annual trek to Minneapolis for a big holiday, with parades, baseball game, broadcast, etc.

*"Wheaties Champions of Harmony"*  
**KAY & BUDDY ARNOLD**

Sponsored by General Mills  
WMCA 2:30-5:30 Daily

**ORCHESTRAS - MUSIC**

**ERSKINE HAWKINS** and his Harlem Uproar House orchestra start a regular series of twice-weekly coast-to-coast broadcasts over WOR-Mutual at 1:15 a.m. tonight. This marks the first time that Hawkins and his crew have signed for a regular program over a big network. The orchestra's debut tonight coincides with the fall reopening of the Harlem Uproar House, owned by Jay Faggen.

*Bernie Collins, straight from Hartford and a summer of airing there, has opened at Riley's Lake House, Saratoga.*

Lou Martin is now featuring a five-piece orchestra for the luncheon patrons at Leon & Eddie's, and the afternoon crew includes Jimmy Smith, who plays the electric guitar. Martin's Orchestra still remains one of the feature attractions in the evening.

*Jack Delmar returns his band to the La Casa Ballroom, Philadelphia, remoting via KYW.*

Billy Swanson and ork, for the past five months in the Hotel Edison Green Room, signed a personal management contract with Rockwell-O'Keefe.

*Because Wladimir Selinsky, who originated and heads "Strings in Swing-Time," is in Chicago for a two-week engagement, the program is off the NBC airwaves for a fortnight, returning Sept. 29 to WEAJ as a steady feature.*

Whitney Blake Music Co.'s fall release is "Exclusively." The firm reports that J. Tyler Allen, singer of WSPR, Springfield, Mass., recently presented an entire program of the W. B. catalog—"Stand By for a Radio Flash—I Love You," "London on a Foggy Afternoon" and "You're a Hit." B. Evelyn Pine is director of the program.

*Hotel Walton roof garden, Philadelphia, reopens Oct. 1 with the Earl Denny music and a WIP wire.*

**NEW ORLEANS**

J. M. Seiferth, who reads poetry over the air in the manner of the actor who trod the boards with Booth, recently celebrated his 3,500th consecutive program.

Earl Smith, one of the better announcers, recently did the narrating for the newsreel shots of the southern governors' sloop race. He's scheduled to go on regularly with a bi-weekly newsreel of Louisiana to be offered shortly by a local film concern.

Maureen Lelky, first fiddle of a radio staff band here, is back on the job after a reducing diet.

It looks like Tony Almerico for the Rose Room when that spot goes back on the air.

**EDDIE ROGERS** and his orchestra open at the Rainbow Grill on Sept. 28 for four weeks with options. Band will have an NBC wire. Set by CRA.

*Don Bestor booked through CRA at the Normandie Hotel in Boston for four weeks, starting Oct. 22.*

Mike Reilly goes to Dallas to start an indefinite engagement on Oct. 15 at the Chez Maurice nitery.

*Hollywood office of CRA set Paul Whiteman and his ork to play for the San Francisco Automobile Show, latter part of November.*

Leon Jones and His Blue Rhythm Boys aired nightly over KFVS, Cape Girardeau, during the past week from Jackson, Mo., where they were appearing at the 18th Annual Home-comers Celebration. Jackson is about 10 miles from Cape Girardeau.

*Griff Williams opened Monday at Peacock Court, Hotel Mark Hopkins, San Francisco, on crutches, in splints and bandages. Griff's car looped the 'loop at Reno; but, with black eye and patches and cut knee, Griff played Reno on Friday and Stockton on Saturday.*

Roger Burke, playing Sir Francis Drake (S. F.), has yen to have best-dressed band in country . . . blows for oodles of new duds. They play, too.

*Joey Kerns, saxophonist and clarinetist with Jan Savitt's Top Hatters at KYW, Philadelphia, leaves the band to join Bob Crosby's orchestra. Replacement brings in Gabriel Gelinias from Clarence Fuhrman's studio orchestra at WIP.*

Stan Jacobsen, who has been succeeded at the Schroeder Hotel, Milwaukee, by Clyde Lucas and his orchestra, is playing at the Wisconsin Roof ballroom. Both bands have WTMJ wires.

**Dolan for "Hit Parade"**

Robert Emmett Dolan has been set for a one-shot on the Lucky Strike "Hit Parade" Sept. 25 over CBS. Program will be a public audition, which is the policy of the sponsor. Mark Warnow, currently heard in the Saturday night spot, switches to the sponsor's Wednesday night NBC airing Sept. 22, marking his fourth renewal since Jan. 1. Lord & Thomas is the agency.

**Penn-UP News on WTAM**

Cleveland—Penn Tobacco on Oct. 4 will take over the sponsorship of the UP news five-minute reports, three times weekly, on WTAM for an indefinite period. Ruthrauff & Ryan is the agency.

**NEW BUSINESS**

Signed by Stations

**Philadelphia**

WIP: Penna. State Publicity Commission, through Walker & Downing, Pittsburgh; Warner Bros. theaters.

KYW: Chevrolet, disks, through Campbell-Ewald; Colgate-Palmolive-Peet (Supersuds), through Benton & Bowles; Penna. State Publicity Commission; Lewis-Howe Co. (Tums), through H. W. Kastor Agency; Oldsmobile Motor Co., disks, through D. P. Brother & Co.; Gorton Pew Fisheries Co., through H. B. LaQuatte Inc., N. Y.; Bartlett Pear Advisory Commission, through J. Walter Thompson.

**Boston**

WNAC: Chevrolet dealers, through Harry M. Frost Co.; Penick & Ford Ltd. (Vermont Maid Syrup), through J. Walter Thompson, N. Y.; Journal of Living, through Mutual, also on WEAN; Royal Lace Paper Works Inc., through Lawrence C. Gumbinner Agency, N. Y.; Vick Chemical Co., through Morse International Inc., also on WICC and WEAN.

WAAB: Barbasol Co., through Erwin, Wasey & Co., N. Y.; Franciscan Fathers, through WHN, also WBRY; Duart Sales Co. Ltd., San Francisco (Cosmetics).

**WMAQ, Chicago**

Lewis-Howe Co., through H. W. Kastor & Sons, also on WENR; Gorton Pew Fisheries, through H. B. LeQuatte, N. Y.; Colgate-Palmolive-Peet (Super Suds), through Benton & Bowles; Royal Lace Paper Co.; Carleton & Hovey, through John W. Quinn agency.

**WHN, New York**

Beaumont Laboratories, St. Louis (4-Way Cold Tablets), via WLW Line, through H. W. Kastor & Sons, Chicago; Lamont Corliss & Co., through J. Walter Thompson; Barbasol Co., via WLW Line, through Erwin, Wasey & Co.

**KVOR, Colorado Springs**

Chevrolet Motor Co., disks; Hiawatha Gardens, Manitou Springs, remote orchestra for winter season.

**WQXR, New York**

Ford Motor Co., spots, through McCann-Erickson; Pomay Cosmetics, daily spots.

**WOPI, Bristol**

Hecht's Quality Bakers of America, "Speed Gibson", disk series, 26 weeks.

**WAAT, Jersey City**

Miller Milk Co., through Jay Lewis Associates, New York.

**CLYDE BARRIE**

CBS

Thursday

6:15 P. M.





## STATIONS OF AMERICA

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

**KIDW—Lamar, Colo.**

1420 Kilocycles—100 Watts

**SHERRILL ELLSWORTH, General Manager**  
**JACK E. PHILLIPS, Chief Engineer**  
**GEORGE R. HOLBERT, Program Director**

**KIDW** is affiliated with the Southwest Broadcasting Co., and the sister station to **KCKO** in La Junta and **KGIW** in Alamosa. Commenced operations July 31, 1932, and has been the chief outlet for the rich Arkansas Valley ever since.

This station has always been known for its popular novelty stunt programs, many of which have been adopted by national chains.

"There's no use talking unless you're heard", is **KIDW's** famous slogan, and its 40,000 listeners never know what's going to happen next. At certain hours each day the local telephone office finds it necessary to employ three extra operators to handle the deluge of calls to the station.

Many national advertisers who desire rural listeners have found the right answer in **KIDW's** program schedule.

### PHILADELPHIA

Pat Stanton celebrates the ninth year of his popular Irish Hour this week over **WDAS**. The participating program is probably the oldest in the city, with the possible exception of Uncle Wip's kiddies show on **WIP**.

Local radio again sends another sustainer to the front ranks, with the announcement that Henry Patrick, whose songs were heard for many years on **WIP**, is being groomed for network stardom by **NBC**.

Carolyn Ann Cross, director of **WIP** Homemakers Club, laid up by grippe. Mrs. Elizabeth King subbing. Clifford Harris, **WIP** technical director, recuperating from a tonsil operation.

Benedict Gimbel Jr., **WIP** president, awarded and presented a silver trophy to winners of the second half-honors in the Philadelphia Industrial Baseball League.

George Hogan has returned to the **WCAU** announcing staff after an absence of two years.

Calvin Jackson, new **WCAU** announcer, made his radio debut over **WCAU** eight years ago as a member of Harvey Marburger's orchestra.

Ben Alley, **WCAU** singer, also plays the piano.

Horace W. Feyhl, production chief

**NBC-Blue** via **KCEA**, has added a 6 p.m. local repeat on **KFI**.

George Jay's "Listen, Ladies" guests for next week include: Billy Lee, Paramount kid star, Monday; Fay Carroll, Tuesday; Dixie Dunbar, Wednesday; Lucien Lelong, Thursday; Igor Gorin, Friday. For this week he lined up Johnny Marvin, Al Lyons and Diane Delmar, June Robbins, Kay Van Ripper, and Red Norvo and Mildred Bailey.

Raymond Hatton and William Austin have been signed to appear on the new Camel broadcasts which begin Sept. 28 over a **CBS** network at 9:30-10:30 p.m.

Nat Wolff, in charge of the radio department of the H. N. Swanson office, has joined the Myron Selznick agency to inaugurate a radio depart-

ment of **WCAU**, was the first ventriloquist ever to go on the air. In the early days of radio, Feyhl had two such shows, X-Ray Speaking and Ismak Speaking. He plans to return with his twin voice in a new series next month.

The wizard pianist to be heard on **WIP** next week for the British American Toffee Co. is Bobby Lyons.

John Facenda, **WIP** night supervisor, married Saturday to Dorothy Hunger, now honeymooning at Virginia Beach.

Stoney McLinn, **WIP's** director of sport broadcasts, is back at studios after airing his shows from his bed following an accident.

Harold Davis, **WDAS** program director, is back at his desk and duties after spending his vacation licking la grippe.

Sophie Uthoff is "The Folk Song Lady" at **WIP**, broadcasting folk melodies from many lands each night.

"The Philadelphia Parade of Events," dramatization spotlighting only local news of the week, written and directed by Edward Wallace, director of dramatics, is back at **WIP**.

Al Willy, whose orchestra was heard over **WIP** for many seasons, is now playing over **WGY**, Schenectady, from Rudd's Beach, under the name of Bobby Chesterfield.

ment in the interests of the host of Selznick clients.

"House of Better Living" will be heard on **KECA** four times weekly for one year beginning Sept. 30. Quarter-hour feature with Mildred Lager.

Gordon Soule trained east Saturday on two transcription program deals for Aerogram Corp.

Stu Wilson, conductor of **KHJ's** "Rise and Shine", flew to Reno to attend the 15th Annual Convention of the 20-30 Club.

Bob Paulson, **KEHE** engineer, will spend a nine-month leave of absence completing his studies at the University of Washington.

Gus Arnheim has been signed as a feature of the Los Angeles County Fair, which opens at Pomona on Sept. 17.



**CLAUDE KIRCHNER** of **WTMJ**, Milwaukee; John Holtman, **WFBM**, Indianapolis, and David Zimmerman, **WSPD**, Toledo, are joining **NBC** announcers' staff here. Don Hallman, who has been assistant to Chief Announcer Everett Mitchell, will step up to rank of junior announcer and his post will be taken by Robert McCoy of the mailroom force.

Truman Bradley changed his mind and went back to Detroit to handle **Ford** Sunday evening hour narration for fourth year.

Announcer Tom Builta of **WBBM** is on the sick list.

Spencer Bartley, the new Bob of "Betty and Bob," awaiting his wife from New York this week.

Eddy Duchin, smashing records at **Chicago** Theater this week, will do a one nighter at the **Aragon** next Sunday.

John Van Cronkhite, president of **Van Cronkhite Associates**, has moved family to new apartment in Evanston.

Don McNeill to **Des Moines** for an audition.

Sunda Love of various dramatic shows is under the weather.

Al Williamson leaves **NBC** this week for new publishing job in **Minneapolis**.

Donald Dowd will be at the mike for **NBC's** airing of the 21st annual **National Amateur Baseball Tourney** in **Dayton, O.**, next Sunday.

**WGN** has joined list of **Chicago** stations broadcasting daily lessons for school children kept at home by infantile paralysis epidemic.

"Sunbrite Junior Nurse Corps" for **Swift's** will open on **NBC-Blue** at 4 p.m. Monday, Sept. 27, with a repeat show at 5 p.m. Lucy Gilman, Helen Ray, Deborah Keith, Bill Amsdell and Donald Weeks are in the cast. Win Orr handles production for **Stack-Goble**. Show will be a five-a-week scriber.

Marion Hall, concert pianist, has joined **Whitney** ensemble at **NBC**. She replaces Robert Whitney, founder of group, who left to become leader of **Louisville** Symphony orchestra.

Frances Carlon had to withdraw from "Story of Mary Marlin" since "Kitty Keene Inc." which she headlines becomes a live show on **NBC** because of conflict in broadcasting time.

Armour Institute of Technology is sponsoring "Applied Science" over **WCFL**.

Harold Isbell is replacing Bob Hawk on "Foolish Questions" on **WAAF**. Hawk to start a similar program on **WMAQ** on Oct. 4. Neisser-Meyerhoff agency is handling it.

James Hopkins, Hollywood fashion designer, has lauched a new daily series of style programs over **WIND**.

# ☆ Program Reviews ☆

## FORD SUNDAY EVENING HOUR

Ford Motor Co.  
WABC-CBS Network,  
Sunday, 9-10 p.m.  
N. W. Ayer & Son Inc.

## ACE MUSICAL PROGRAM RESUMES FOR NEW SEASON IN SAME HIGH BRACKETS.

Back on the air after its summer recess, the Ford Sunday Evening Hour got off to a fine start with Jose Iturbi as conductor and John Charles Thomas as featured vocalist. Again the show demonstrates its ability to present the better class of symphonic and vocal music in a manner that gives it wide appeal.

Iturbi's piloting of the symphony orchestra was typical of this master conductor, and Thomas was in excellent form with a well-diversified repertoire that was highlighted by "The Trumpeter", "The Lost Chord", a "Pagliacci" bit and other items.

"Espagna", the "Academic Festival Overture" of Brahms, and "Air de Ballet" by Massenet were principal offerings of the orchestra.

## "Lux Radio Theater"

Return of the "Lux Radio Theater" under direction of Cecil B. DeMille at 9-10 p.m. Monday night over CBS, with "A Star is Born" as the attraction, was a fairly satisfactory affair. Cast of the dramatization, adapted from the film, included such names as Janet Gaynor, Robert Montgomery, Lionel Stander and May Robson, all of whom did good work, but the radio "Star is Born" was rather drab by comparison with the film. It did not vibrate with anywhere near the

## INDIANAPOLIS

John Holtman, chief announcer, WFBM, leaves to join announcing staff of NBC's Chicago outlets. Holtman joins circle of WFBM grads now working for NBC and CBS in Chicago. Included are: Durward Kirby at NBC; Ken Ellington, Don Hancock, Ruth Brine and Ed. Knight at CBS.

Henry S. Wood, WFBM Farm Hour director, completed ninth consecutive year as maestro at State Fair grounds broadcast.

WIRE will begin to carry "Bicycle Party," an NBC presentation, each Sunday from 2:30 to 3 p.m. starting Sept. 26. Next day "Little Orphan Annie" and Tom Mix and his "Straight-Shooters" make their initial appearances on the local outlet. Whispering Jack Smith is another new program.

## FORT WORTH

Bob Duren, announcer at KFJZ since February, has returned to KOMA, Oklahoma City.

Florine Pearman of "Helen's Home," which goes commercial over WBAP and TQN on Oct. 4, is back from N. Y., Chi. and Washington.

sparkle that characterized the John and Elaine Barrymore "Accent on Youth" which occupied the opposition NBC-Blue network spot from 9:30 p.m.

Several minutes at the opening of the program were consumed with giving credit to the films in which the various guest stars recently appeared and those in which they will soon be seen. When this has to be done for more than one star, it quickly gets monotonous.

John LeRoy Johnston, movie magazine editor, and Sid Grauman also were heard on the program.

## Briefly

The experimental free-verse production of "Cimabue and Giotto" on WHN's "Men of Art" series over WHN Monday night, presented by the WPA Federal Theater radio division, was an interesting study in fine diction and rhythmic speech. But it is not for pop ears.

Alfred W. McCann Jr., back on WOR at 10-11 a.m. Monday through Thursday with the "Pure Food Hour," which is now in its 11th year, has a program of distinct value to the householder, in that every product mentioned is first tested for purity and wholesomeness by the McCann Laboratories. John Gambling handles the announcements in his efficient style.

Herbert Mundin, Astrid Allwyn and William Farnum gave splendid support to John and Elaine Barrymore in "Accent on Youth," presented Monday night at 9:30-10:30 over NBC-Blue.

## BALTIMORE

"Varsity Club," handled by Brent Gunts, now being sponsored by Isaac Hamburger & Sons (men's store) over WFBR.

WCBM is making a hit with foreign listeners by airing German, Italian, Polish, Czech and Yiddish hours.

Maryland's first Traffic Officers' Training School will be aired over WBAL.

"Fall Housecleaning" is being aired by Mary Landis over WBAL as an aid to women listeners in connection with their housecleaning.

# FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.  
NEW YORK

BRyant 9-9746

It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.

Radio's own daily newspaper modestly presents a series of 200 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

## AL DONAHUE

New York City

"... Since the first day it was published I have been a cover-to-cover reader of RADIO DAILY and should like you to know that it has been of great assistance to me in keeping abreast of the many radio situations. "As a matter of fact, I like pretty nearly everything about your paper—the setup, the features and the information included on its pages. I like the fact that it is available every day and always full of fresh news that is presented clearly and concisely. "Please accept my thanks and congratulations for publishing such an interesting and informative sheet."

Al Donahue

## KIDO

Boise, Idaho

"A word in appreciation and commendation on RADIO DAILY is the least we can offer. When we subscribed we bargained only for a radio newspaper. "Now we find RADIO DAILY a constant and reliable source of tested program ideas and an inspiration in showmanship. "For news and cues in the radio industry, we follow RADIO DAILY—daily."

C. G. Phillips  
Manager

## WRAK

Williamsport, Pennsylvania

"... I can truthfully say that RADIO DAILY, from the first issue on, has been read faithfully each day by each member of the staff. It gives you the important news in a way that it can be easily digested."

George E. Joy

... RADIO DAILY is seven months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.



## ★ F. C. C. ★ ACTIVITIES

### HEARINGS SCHEDULED

Sept. 20: WNBZ, Saranac, N. Y. Vol. assignment of license to Upstate Broadcasting Corp., 1290 kc., 100 watts, daytime.

O. O. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

Sept. 21: Southern Broadcasting Corp., New Orleans. CP for new station. 1200 kc., 100 watts, 250 watts L.S., unlimited.

Oct. 1: Colonial Broadcasting Co., Morris-town, N. J. CP for new station. 620 kc., 1 KW., unlimited.

Sims Broadcasting Co., Phoenix, Ariz. CP for new station. 1210 kc., 100 watts, 250 watts L.S., unlimited.

Oct. 4: KSTP, St. Paul. CP to increase power to 50 KW. 1460 kc., unlimited.

WJSV, Washington, D. C. CP to increase power to 50 KW. 1460 kc., unlimited.

WGAR, Cleveland. CP to increase power to 1 KW., 5 KW. L.S. 1450 kc., unlimited.

### APPLICATIONS RECEIVED

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

Spartanburg Herald-Journal Co., Spartanburg, S. C. CP for new station. 1420 kc., 100 watts, 250 watts L.S., unlimited.

WGES, Chicago. Auth. to transfer control of corp. from H. J. Guyon, Thomas H. Guyon, Wm. F. Moss, Louis E. Moulds & Gene T. Dyer to WSBBC, Inc.

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

## SAN ANTONIO

KABC: Ken Hyman back to Houston. Ed L. Starnes of KFJZ, Fort Worth, is the new chief engineer. Roger Phillips, from same station, is the new production manager. S. L. Crutchfield added to the sales department. Dick Harwell, announcer, has gone to KRGV, Weslaco, and Len Holland has joined the sports staff of the San Antonio Evening News.

John Jacobs, KTSA spieler, is in Milwaukee on vacation and Miss Rose Enns of the program roster has returned from her's.

Nationally known orks booked for the Olmos Club this fall includes Herman Waldman, Anson Weeks, Larry Lee, Louis Armstrong and Shep Fields. They will remote through KMAC.

KONO news in Spanish in a new recent feature.

Tommy Blake's ork at the Gunter, featuring Kay Gregory, femme songstress, heard daily through KABC.

## ONE MINUTE INTERVIEW

### HARRY SALTER

"In an effort to find the 'groove' that stamps orchestras with an individual style, a number of conductors are giving themselves to over-arrangement of songs to the point where the composer can't recognize his own brainchild. This practice is equivalent to the grandiloquent phrasing of young literateurs who bury their ideas under a bushel of words in order to sound 'classy'."

## ★ Coast-to-Coast ★

KIEM, Eureka, Cal., did some fast work for a sponsor, the Log Cabin Bakery, when a fire broke out in the baking establishment while its program, Johnny Laurence in "The Freshest Thing in Town," was on the air. Officials of the station got busy with executives of the bakery and, with KIEM as headquarters, arrangements were made with other local bakeries to collectively supply the loaves needed for Log Cabin's deliveries next day.

WMAS, Springfield, Mass.: *The Caravan hour, Jewish program, is back on the air every Thursday night under direction of Stanley A. Ginsburgh. Work will begin soon on the erection of the new transmitter house and antenna tower at Pynchon Park. Visitors will soon be allowed in the new studios. Warren Greenwood has done away with the ET of a train to open the "Melody Express" programs mornings at 8:15. He now takes a mike to the office window and picks up a real train passing at that time.*

WSPR, Springfield, Mass.: Dick Newcomb and his orchestra are again airing over WSPR after engagements that took them to Saratoga Springs and Boston. Bessie Evelyn Paine has completed her series of variety shows and has begun a new series, "Corner Cupboard." Zabelle Bedrossian, receptionist, vacationing in Connecticut. Plectro-Symphony orchestra, which made its debut over WSPR a short while ago, will go Colonial net shortly.

Don Hopkins, formerly of KFJB, Marshalltown, Ia., is the latest addition to the WRJN, Racine, Wis., announcing staff.

WLBC, Muncie, Ind.: Old Ranger and the Missus start vacation and plan trip to South Carolina. Bob Ebert rounding out last week with station before returning to Marietta College for senior year. Henry "Harpo" Marks week-ending in Indianapolis. Fred "Packhorse" Ayer, merchandising director, driving WLBC personnel frantic with deluge of market statistics and surveys. Maurice Crain, chief WLBC engineer, starting fall equipment checks. Ed Pierre deMiller, news editor, developing Bing Crosby-Cantor-Jolson voice complex can't decide which he likes best. Bill Craig, commercial manager, busily engaged in civic work of Muncie Lions of which he is prexy. Don Russell, local salesman, being run ragged by handling auditions for talent. Earl Kirk, WLBC auditor, received photo and mash note from Midget Mae West appearing at local theater recently. Mae admired his mustachio.

Clark H. Getts Inc., artists' managers, is handling Harrison Forman, "lone explorer" in Tibet, newspaper

man and technical advisor on "Lost Horizon."

When Bob Van Camp takes over the Hammond console at WDNC, Durham, N. C., next Monday morning, "The Melody Man" will replace "Melody Kitchen," Durham Public Service shows.

K. O. Owens, emcee for "Hayriders" of KFVS, Cape Girardeau, Mo., vacationed in New Orleans.

Charles Shearer has been transferred back from CRCO, Ottawa, to the commercial department of CRCT, Toronto, where he will be a salesman for Canadian Broadcasting Corp.

Charles A. Nobles of WBZ, Boston, has returned to his duties after a vacation.

Harold Bratsburg, formerly with Seattle's KOL, and now with KFRC of San Francisco, was busy renewing auld lang syne last week in Seattle.

Bill Mock, recently with KVOS, Bellingham, has been appointed announcer over Portland's KGW-KEX. Mock is also Transradio reporter.

WCPO, Cincinnati: Russ Bridges is back conducting his "Better Sportmanship" program. Colorful aspects of the U. of Cincy vs. Moorhead State Teachers College football game Sept. 18 will be provided by Harry Hartman.

Hildegard, who returns Sept. 22 from abroad and resumes her radio work for NBC here with a guestshot on Rudy Vallee's Sept. 30 program, was kept very busy while abroad, where she appeared under contract to BBC. She played at a number of the smartest continental night spots, such as the Ritz, Trocadero, Dorchester and Trianon in London, the Scheherazade in Paris and clubs in Cannes, Deauville and Le Touquet, as well as in television programs and an extensive British tour with Jack Hylton's band.

Ranald MacDougall, NBC employee, has written an original radio drama, "Wilkins' Folly," which will be presented next Wednesday at 8:30-9 over NBC-Blue.

Charles Michelson has placed "Crazy Quilt," musical variety disk series, on WQDN, St. Albans, Vt., for local sponsorship. Same station took "Radio Short Stories."

WESG, Elmira: Kenneth Powell, formerly of KDKA, Pittsburgh, has joined the announcing staff. Hal Wagner, program director, does a personal appearance on local theater stage once a week to award "Bank Night" money. John Newhouse, announcer, has taken over "Some-

## Coming Events

Sept. 17-19: Continental Agency Network annual convention, St. Louis.

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

Sept. 25-30: International Exposition of Radio, Porta Bastioni di Venezia, Milan.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

body's Birthday," sponsored by a furniture firm. Bill Pope, WESG sports announcer, and Vic Dhean, WAZL, Hazleton, were at the mikes in a two-station hookup for the Governor's Cup play-off ball games between N. Y.-Penn. league teams.

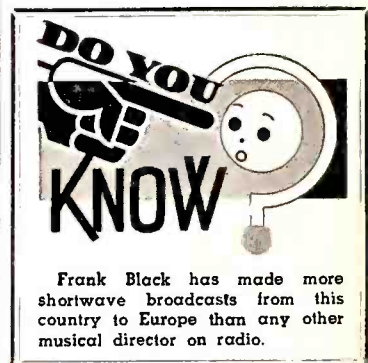
Edward Roecker, CBS vocalist, is featured on the Pennsylvania state publicity recordings.

Marguerite Cameron, recently from the coast, is a new voice over WICC, Bridgeport.

KQV, Pittsburgh, will have six announcers assigned on its elaborate schedule for Constitution Day tomorrow.

KOBH, Rapid City, S. D., is originating for NBC-Blue a portion of the unveiling of Mount Rushmore's latest completed figure, a head of Abraham Lincoln. KOBH's Program Director Welch, Earl Carter and others will work with Lee Bryant of NBC in handling the event.

To set the records straight, Wayne Henry Latham and Milton W. Stoughton, formerly of WBZA and now comm. mgr. and program dir., respectively, of WSPR, Springfield, Mass., point out that they are the discoverers of the Tastyest Jesters. They state the Jesters were never connected with WBZ, Boston.



Frank Black has made more shortwave broadcasts from this country to Europe than any other musical director on radio.





# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 54

NEW YORK, N. Y., THURSDAY, SEPTEMBER 16, 1937

FIVE CENTS

## Contract Form Delays AFM Issue

### \$50,000 CONTEST SET IN NEW PEBECO SERIES

Pebeco Toothpaste will conduct a \$50,000 contest on "Follow the Moon" series over CBS beginning Oct. 18 and running until Dec. 24. Program is scheduled to begin Oct. 4 and will be heard Monday through Friday, 5-5:15 p.m. Winners will be judged according to the best 25 word letters received on "I Like and use Pebeco because..." Ten Longine watches, valued at \$100 each, will be awarded daily during the run of the contest. Lennen & Mitchell is the agency.

### 3 Commercial Accounts Are Garnered by WCFL

Chicago—WCFL, which recently decided to go commercial, has bagged three new important accounts, it is announced by Commercial Manager Mel Woolens. They are: Dr. Caldwell's Syrup of Pepsin, Feature Foods and Signal Overalls. The station has appointed E. Katz Special Agency as its rep.

### St. Louis Philco Dealers Sponsor Two-Hour Show

St. Louis—Eight local Philco dealers are sponsoring a two-hour transcribed program, "Philco Musical Cavalcade," over KMOX, Sunday at 11 a.m. to 1.

### WICC 40-Hour Week

Bridgeport, Conn.—Announcers at WICC have been put on a five-day 40-hour week.

### Songbird Takes Wing

Jessica Dragonette, whose Palmolive broadcasts winds up on Oct. 6, has revealed that she will forsake radio this fall for the first time in 10 years. Miss Dragonette plans to go on a concert tour. It is understood that sponsor will switch to Hollywood with an all new show almost immediately.

### Repeat Week Later

General Foods, for the Sanka coffee series on CBS will air a repeat broadcast for the Coast at 10:30-11 p.m. Sponsor recently announced the addition of eight western stations which will comprise the late program's network. Show is scheduled to start Oct. 7 at 7:30-8 p.m., but repeat airing will not begin until following week as "March of Time" will occupy late spot Oct. 7. Young & Rubicam has the account.

### GEN. FOODS WILL USE CBS NEWS COMMENTARY

General Foods will use the new news commentary programs, scheduled to begin over a CBS network of 45 stations Oct. 4, to advertise Minute Tapioca. Plans also call for a woman commentator, on the order of Kathryn Cravens, to handle the Monday, Wednesday and Friday, 12 noon-12:15 p.m. spots. Contract calls for 52 weeks with Young & Rubicam the agency.

### "Uncle Ezra" Program Shifted on 6 Stations

Six stations now airing the NBC Miles Laboratories (Alka-Seltzer) "Uncle Ezra" repeat program at 11:15 p.m. will be shifted to the 7:15-7:30 p.m. period on Sept. 27, broadcasting the early program. WBAP gets it at the late time on same date. Stations involved are WIBA, WDAY, KFYZ, KGBX, KGNC, KTBS and KARK. Wade Advertising, Chicago, has the account.

## News Programs for Fall Sets Record on NBC Web

### West Coast Campaign For Roi Tan Cigars

Herschel Deutsch, radio director of Lawrence C. Gumbinner agency, leaves for Los Angeles tomorrow to set a radio campaign on the west coast for American Tobacco (Roi

(Continued on Page 2)

### IRNA Meets With Musicians' Union Committee; But Weber Sees Many Other Problems in Offing

### RCA MFG. WILL BUILD \$1,000,000 ADDITION

Harrison, N. J.—RCA Manufacturing Co. plans a \$1,000,000 plant addition, to be located either here, if the Town Council grants several requests regarding taxes, permission for a railroad siding, etc., or in Boston or Indianapolis. The Mayor here is favorable to the proposals.

### New Florida Network After More Stations

Daytona Beach, Fla.—WFMJ here and WFOY, St. Augustine, which recently joined to form the Gold Coast Network, with programs being heard over the hookup one hour each Monday and Wednesday, 8-9 p.m., expect to enlarge the service among independent Florida stations in the near future.

### Carnation's New Set-Up

Chicago—Carnation Contented program drops Vivian della Chiesa on Oct. 4 and goes for a new a capella chorus of some 20 voices which, like the orchestra, will be under direction of Frank Black. Opal Craven, the Lullaby Lady, expected to stay. Miss Della Chiesa will continue on sustaining basis and singing with Chicago Opera, which stars her starting mid-October.

Following a conference yesterday afternoon between the AFM Executive Committee and the Special Advisory Committee representing the Independent Radio Network Affiliates, Pres. Jos. N. Weber of the AFM told RADIO DAILY that all other conferences and business in connection with broadcasters would be held in abeyance pending both committees getting out of the woods on a specific form of contract which would close deal between the AFM and IRNA. While the strike threat would not be held up indefinitely, no such action is contemplated now before Oct. 1.

Weber stated that, if necessary, unauthorized exploitation of the musicians' work would be stopped, even if he had to appeal to Congress to pass a law prohibiting any use of transcribed renditions whether recorded direct from audition studios or taken off the air. Tightening up of the excess remote control dance programs which is the musicians' own fault and which keeps other men out of work is another problem which will be remedied, according to Weber.

Weber indicated that the organization (Continued on Page 2)

### Skelly Oil Campaign Also Will Use Disks

Chicago—Skelly Oil, which debuts "Court of Missing Heirs" on Oct. 11 over a score of CBS stations in this area, also will spot transcriptions on stations in the west and southwest. Blackett-Sample-Hummert is the agency.

### Farewell Parties

NBCites last night feted several fellow workers who resigned in the past few days. Walter Duncan was guest of honor at a sales department shindig. Station relations had a party for Reginald Brophy at Frank Mason's home. Press department gave Walter Moore a send-off. Helene Carlin and Frank Wilson also were parted.

(Continued on Page 2)





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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Wednesday, Sept. 15)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166½	162½	163	+ ¼
CBS A	25½	25	25½	+ ½
Crosley Radio	14¼	14¼	14¼	+ ¼
Gen. Electric	49	46½	47½	+ ½
North American	23½	22	22½	+ ½
No. American, Pfd.	51½	51½	51½	+ 178
RCA Common	10¼	9¾	9¾	- 38
RCA First Pfd	69¼	67½	68½	+ 78
Stewart Warner	15¼	14½	15	+ ½
Zenith Radio	37¼	36½	36½	- ¼

### NEW YORK CURB EXCHANGE

Majestic	2¼	2¼	2¼	+ 78
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### OVER THE COUNTER

Stromberg Carlson	Bid 11¼	Asked 12¾
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### Cover Weehawken Explosion

New York radio stations covered the Weehawken explosion yesterday through the facilities of Press-Radio and other news agencies. WOR carried bulletins for the Weehawken Police department asking all persons who escaped from the building to report to the police. Station also aired a list of the injured and to what hospital they had been taken. Richard Brooks of WNEW visited the scene and gave an eye-witness picture over the station early last night.

### Announcers for "Carnival"

Announcers picked by NBC to air the blow-by-blow description of the "Carnival of Champions" prize fights over the Blue network on Sept. 23 are: Lynn Brant, Bill Stern, Clem McCarthy and Tom Manning. McCarthy will broadcast the feature fight. Brant is being brought east from Chicago and Manning comes from WTAM, Cleveland.

**NOW YOU CAN BUY A COMPLETE PRESTO SOUND RECORDER FOR ONLY \$149.00**  
PRESTO RECORDING CORP.  
135 W. 19th St. New York · N. Y.

## Contract Form Delays Agreement on AFM Issue

(Continued from Page 1)

brought the matter of unemployed musicians to a head now because it was not regarded as good policy to make demands during the recent depression. Also, he pointed out that the recent WPA release of three thousand or more musicians did not result in any of them being absorbed by private industry.

Figures developed at the conference showed that about 40 stations out of nearly 700 were hiring all of the musicians now working in radio and that there are less than 1,000 men so employed. The \$1,500,000 to be expended by the IRNA or network affiliated stations minus the network key outlets would not apply to the unaffiliated outlets which are still to put a good-sized proportion of musicians to work. Asked whether local unions and stations could do business now on the question of putting men to work, Weber said that the AFM would never stand in the way of any station or local concluding an agreement to take on musicians, but in no way was such an agreement to conflict with what the AFM is seeking to work out with the broadcasting industry.

The IRNA and AFM Executive Committees meet again today at 10 a.m. It is not thought likely that they will conclude an agreement early enough to allow AFM to take up other matters. W. S. Hedges, head of the IRNA committee, was accompanied by Samuel R. Rosenbaum, Emile Gough, Mark Ethridge, George Norton and John J. Gillin. AFM had full exec committee including Fred Birnbach, Jimmy Petrillo, A. C. Hayden and others. Weber, incidentally, took time out to again compliment the IRNA on its "fair committee."

Hedges reported good progress in settling down to a form on contract and like other members of his committee, was anxious to bring the matter to a head and get back home. "It has been no pushover at any time," Hedges intimated.

### Voorhees Gets Free Hand

For his final "Cavalcade of Music" broadcast, Wednesday night at 8 over CBS. Maestro Don Voorhees has been given carte blanche by the sponsor, Du Pont, to do what he wants with the program. "Cavalcade of America," dramatizations, will be back Sept. 29.

### Oscar Wilde Plays on WQXR

Starting with "Importance of Being Earnest," a series of Oscar Wilde plays will be presented by the Federal Theater radio division over WQXR beginning Oct. 5 at 9-10 p.m. Donald Macfarlane and Charles Crumpton will handle.

### Fortune Stories on NBC-Blue

A new series of dramatic programs, "Fortune Stories," dealing with the adventures of Reginald Fortune, British fiction detective, starts Sept. 24 at 10:30-11 p.m. over NBC-Blue. Edith Meiser is doing the radio versions.

## News Programs for Fall Sets Record on NBC Web

(Continued from Page 1)

Reporter on west coast, and Press-Radio periods.

In addition, a women's news program starts Sept. 20 over the Red network every morning, 9-9:15. INS is also used by the web for its international short wave programs. Entire schedule comes under the scrutiny of A. A. Schechter, director of news and special events.

## West Coast Campaign For Roi Tan Cigars

(Continued from Page 1)

Tan cigar). Schedule calls for a west coast network show and supplemental spot programs. Talent will also be set while Deutsch is on the coast. He intends to return to New York in about three weeks.

### New Shows on WHN

Two new shows over the WLW Line from Cincinnati are making their debut over WHN. They are: "The Smoothies," mixed trio, to be heard Wednesdays at 4-4.15 p.m., and Arthur Chandler and his organ music, Mondays through Fridays at 9:45-10 a.m. starting today.

"Love Lyrics," with Helen Yorke and Joe Martin, is a new Tuesday and Thursday 10:30-11 a.m. program.

### Commerce Program Returning

Washington Bureau, RADIO DAILY Washington—CBS will resume the Department of Commerce program Oct. 19, with talks by members of the Business Advisory Council in addition to backgrounds of great American industries, Secretary Roper announces. Roper praised radio as a medium for improving relations between government and business.

### Grantland Rice Returning

Grantland Rice, sports writer, returns to the air with his annual football series Sept. 24 on the Cities Service Concert, with Lucille Manners, Ross Graham, the Revellers and Rosario Bourdon's orchestra.

### Seymour on Camel Program

Dan Seymour, CBS announcer, will emcee the New York half-hour of the new Camel program starting Sept. 28. Benny Goodman's band will be at this end. Deal for Seymour was set by Jimmy Appell of Columbia Artists.

### Don Thompson to Chicago

Des Moines—Don Thompson, dramatic production manager at WHO, left yesterday for Chicago to join the NBC dramatic production department.

## COMING and GOING

LYNNE C. SMEBY, supervising engineer for WXYZ, Detroit, is back at his desk after a honeymoon in the East.

MALCOLM McCOY of the cast of "Ann Worth, Housewife", which emanates from WXYZ, Detroit, has returned to that city from a Bermuda trip and a stopover in New York, where he visited Joan Vitez, the original Ann Worth.

MRS. WALTER O'KEEFE arrives from abroad today on the Vulcania.

ROY CAMPBELL is currently spending most of his daytime hours flying between New York and Philadelphia in preparation for that CBS commercial featuring the Roy Campbell Key-stoners and Eleanor Bowers, a Roy Campbell soloist, to be sponsored by the State of Pennsylvania.

CONRAD NAGEL, producer and emcee on the forthcoming "Silver Theatre" program, is in New York from the Coast lining up plays for the series.

JAMES C. PETRILLO, head of the Chicago musicians' union, is in New York for AFM parleys.

CURTIS ARNALL, juvenile lead in "Pepper Young's Family", has been spending a few days with his mother and sister in Omaha.

HERSCHEL DEUTSCH, radio director of the Lawrence C. Gumbinner agency, leaves New York tomorrow for the Coast, returning early next month.

O. B. HANSON, NBC chief engineer, G. N. NIXON and ROBERT CLARK went to Washington yesterday on business.

ARTHUR HAYES, eastern sales manager of Radio Sales, is in Chicago for the week.

MARY SMALL, who leaves for Boston today for personal appearances at the Metropolitan, then goes to Cleveland for another engagement.

### NBC Signs Wyn Murray

Wyn Murray, now starring in "Babes in Arms" has been signed to a two-year NBC Artist Service contract.

**WMCA** leads in **PROGRAM PLANNING**  
NEW YORK'S OWN STATION

**DICK FISHELL'S SPORTS RESUME**

**sponsored by SOBOL BROS.**

**W**e guarantee  
**C**overage  
**O**f Metropolitan Boston  
**P**hone, write or wire  
**Weed & Co.—Nat. Rep.**



## GUEST-ING

PHIL GROGAN, swinging ukelele player, on Colonel Jack Major program, Sept. 20 (CBS, 3 p.m.).

HOWARD PHILLIPS, LANSING HATFIELD and MAXINE STELLMAN, on "Hammerstein Music Hall," Sept. 24 (CBS, 8 p.m.).

RAY HEATHERTON, on Mark Warnow's "Blue Velvet Music," Sept. 21 (CBS, 8 p.m.).

IGOR GORIN and RITZ BROTHERS in "Life Begins in College," on "Hollywood Hotel," Sept. 24 (CBS, 9 p.m.).

BURNS and ALLEN, on Packard program with Lanny Ross, Sept. 28 (NBC-Red, 9:30 p.m.).

GENE LOCKHART, interviewed by Charlotte Buchwald, tomorrow (WMCA, 2:20 p.m.).

EDDIE LEONARD, on "Professional Hour," tomorrow (WMCA, 9:30 p.m.).

SALLIE PHIPPS, on "World Observer," Sept. 19 (WNYC, 6 p.m.).

HELEN HOWE, monologist, on "Heinz Magazine," Sept. 24 (CBS, 11 a.m.).

NICK KENNY, on Benny Davis "Stardust Revue," Sept. 19 (WOR-Mutual, 9:30 p.m.).

GENE AUTRY, on George Fischer's "Hollywood Whispers," Sept. 18 (WOR-Mutual, 9:45 p.m.).

ZOLA TALMA, on Crosby Gaige's "Kitchen Cavalcade," tomorrow (NBC-Blue, 10:45 a.m.).

LUCILLE and LANNY, MAXINE SULLIVAN and the RANCHEROS, on Walter O'Keefe program, Sept. 22 (NBC, Red, 9 p.m.).

RICHARD CROOKS, on Ford Sunday Evening Hour, Sept. 26 (CBS, 9 p.m.).

JOE COOK, on Gulf program, Sept. 26 (CBS, 7:30 p.m.).

JACK MELVILLE, on "Sunday Morning at Aunt Sussan's," Sept. 26 (CBS, 9 a.m.).

### Plugging Newscasts

WIL, St. Louis, is using every means possible to call attention to its newly acquired News Service. Regular newscasts under the title "Headlines of the Air" are broadcast six times daily, and bulletins are broadcast every hour with a tag line calling attention to the next complete newscast. Augmenting this service, WIL has placed a large bulletin board in the window of the Melbourne Hotel, on whose building the studios are located. The news sheets are changed on this board every hour throughout the day. It has proven a great attraction for the thousands who daily pass the busy intersection of Grand & Lindell Boulevards.

## STAR RADIO PROGRAMS INC.

— PRESENTS —

"Good Morning Neighbor!"

"AMERICA'S IDEAL WOMAN'S PROGRAM"

250 PARK AVENUE NEW YORK CITY

## NEW PROGRAMS—IDEAS

### Biloxi Boatmen's Program

WGCM of Gulfport and Biloxi, Miss. has just completed the third week of one of the most unique radio programs in America. It is called the "Biloxi Boatman's Program" and goes on every night including Sundays at 8:05-8:30. There are over 2,000 fishing boats in the Gulf outside of Biloxi and Gulfport engaged in shrimp and oyster fishing. These men often stay out at sea for a full month without hearing from home or getting local news. The "Biloxi Boatman's Program" has been most warmly received. It gives the latest news in and around Biloxi, also dedicates selections to the men at sea. The latest weather reports and storm signals are also given, as received from the U. S. Coast Guard Station in Biloxi.

The families at home of these fishermen have taken to this program as filling a long felt want—and the fishermen are all putting radios on their boats. The Biloxi Rotary Club started the program until a sponsor came in. This took only one week and now Elzey's General Store in Biloxi has taken the program for the full fishing season of eight months. Philco radios are featured and they are selling well.

What makes this program of such great importance is its human appeal and interest. The fishermen are out at sea and cannot hear from their friends and relatives. From 20 to 30 dedications are given on each program, giving the names of boats and the men. Often in the news items, births and deaths and illness of the men's families are given and these fishermen come directly home. WGCM has received numerous letters from fishermen when they come in and they say that the program has given them more security and that boats without radios come and tie up with boats that have radios just so they can listen to these Boatmen's Programs.

This is one of a series of effective local programs originated and produced by George Blumenstock, who has lately taken charge of production at WGCM.

### WMFJ's "The Nut Factory"

"The Nut Factory," is a new wrinkle in programs just introduced over WMFJ, Daytona Beach, Fla. Characters: Nip and Tuck, who advise anyone, do anything, sell anything. Broadcast Wednesdays 7:45-8 p.m. Program has originated by Ed Sims, whose philosophy is: "You don't have to be screwy to be in the broadcasting business, but the screwier the better."

Ridiculous queries by real and imaginary listeners are answered in like manner. Genuine telephone calls, too, are answered in front of the "mike" during the broadcasts.

### Back Talkers Get Chance

WBBM, Chicago, today launches the program listeners long have wanted—

one on which they can interrupt, tell the performer he is lousy, and suggest their own improvements. Show will be called the WBBM Bandwagon, with a portable transmitter on the street or in a public place permitting hecklers to cut in on studio program by short wave. The guy in the studio who must take this punishment is Milton Charles, the singing organist.

### New Angle on Words

"You Don't Say", new studio program that is described as a cross between a Prof. Quiz and a spelling bee, makes its bow Monday at 9-9:30 p.m. over WMCA and will run six nights a week. Audience will be asked to give correct pronunciation and definition of words spelled by the announcer, with awards to the winners in a series of eliminations. Sidney Walton is emcee.

### Two WSAY Services

WSAY, Rochester, N. Y., is offering two new "friendly" services. One is "The Church Editor of the Air", weekly feature conducted by local ministers. Other is "Adult Education Program", presented by members of the Board of Adult Education Program.

### New "Man in Street" Twist

In a new "Man in the Street" series which H. A. Boyle will conduct for System Cafeteria over WHB, Kansas City, through Ferry-Hanley Adv'g Agency, eight 50-cent meal tickets are given to persons answering questions. Program is on the air at 11:45-12 noon, from lobbies of office buildings.

### Display at State Fair

KGVO, Missoula, Mont., at the recent Western Montana State Fair, had a booth and merchandising display of national advertisers using the Station's facilities. Programs depicting the progress of the State and its prominent cities were broadcast right from the Fair.

### KSL Journal

KSL, Salt Lake City, is putting out a bi-monthly journal, "KSL-Radio Broadcasting," prepared in collaboration with National Research Bureau of Chicago, carrying merchandising promotions to aid various types of accounts.

### Gorton-Pew Spots

Spot announcements for Gorton-Pew Fisheries which started this week are only being aired on NBC owned and operated stations, according to the agency H. B. LeQuatte Inc.

## MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT  
CLARK H. GETTS, INC.  
WALDORF-ASTORIA

## AGENCIES

ZANVILLE DIAMOND has become associated with Fonda-Haupt Co. Inc., advertising agency, as a vice-president.

STEPHEN R. RINTOUL has joined the E. Katz Advertising Agency. Rintoul was formerly president of Rintoul-Steipock, Inc. New appointment becomes effective immediately.

RUSSELL C. COMER Advertising Co. will close its office in Chicago on Sept. 30.

BLACKETT-SAMPLE-HUMBERT, Chicago, specializing in daytime script shows, will have its first evening show in that area on Oct. 11 when Skelly Oil's "Court of Missing Heirs" starts on CBS. Al Shebel and James Waters will do the scripts, with Fritz Blocki as production director, Dick Wells playing the counsellor, Tom Shirley as the judge and Jack Brinkley announcing.

## NEW BUSINESS

Signed by Stations

### KUOA, Siloam Springs, Ark.

Arkansas Western Gas Co., regional utility, early morning news broadcast of United Press bulletins; Brown Military Academy, San Diego, Cal., spots; Brown School for Girls, Glendora, Cal., spots.

### WMFJ, Daytona Beach

Norge, 15-min. variety disks; Philco, mysteries; Wagner Brewing Co., Miami; Foremost Dairies, "Contract Bridge," by Mr. and Mrs. Ely Culbertson.

### WTAQ, Green Bay

Chrysler, Major Bowes Amateur Hour.

## Must we HOLLER it?

Must we disrupt the quiet of this nice paper and go make a spectacle of ourselves? Must we call in our printer who's a shy man and make him set up in big, black type: **WOR CAN BE HAD AT THE LOWEST 50,000-WATT STATION COST IN GREATER NEW YORK?** Of course, maybe you don't want to save money. Maybe, though, you'd like to drive your buggy around to our garage at 1440 Broadway, in New York, and say, "Give 'er the once-over. And don't forget the harness."

# WOR



# Los Angeles

**DAVID BROEKMAN**, the Stafford Sisters and Jimmy Newell, on the General Electric program heard on KHJ 8:00-8:30 p.m. Fridays, now go over the entire Don Lee network.

Arrowhead Water is sponsoring KMPC's coverage of the Pacific Southwest Tennis Association matches at L. A. Tennis Club, Sept. 17-26.

Sam Pierce, formerly producing "Calling All Cars" and doubling on writing and production of "Hollywood Hotel," has joined the production staff at KHJ.

Francina White in from New York with complete scores of two new operettas, one of which she will do in New York this season.

Leo Edwards, brother of Gus and a song writer too, is in town on combined vacation-lookaround.

"Tidbits from the News," Rudy Cornell's KMTR newscast, now sponsored by Resinol.

"One Man's Family" will use studio space at Associated Cinema Studios for future broadcasts due to NBC congestion.

Harry Witt, CBS Coast salesman, has been appointed chairman of entertainment for the Pacific Coast Advertising Clubs' convention here in 1938.

"Thrills of Opera" has been selected as the title of a series of transcriptions being waxed by Frederick Stark and his orchestra for Radio Transcription Co. of America.

Ben Alexander was off the air last Wednesday to clear time for an NBC special event broadcast and utilized the free time to check up on a reported unfilled juvenile lead role with Jack Holt at Columbia. He got the job.

Hal Rorke, CBS publicity chief, is sending out engraved invitations to the CBS Monster Picnic and Colossal Barbecue to be held at Fryman's Ranch in Laurel Canyon next Sunday.

After an absence of several months, Dr. Maker, commentator on world affairs, has resumed his daily program, "The Philistine," over KFVB.

## ONE MINUTE INTERVIEW

### JESSICA DRAGONETTE

"The time limitations of radio make it imperative for a singer to study the new 'sense memory' technique of stage dramatics for a successful presentation of operettas on the air. With the elimination of the stage preliminaries that are employed for creation of atmosphere, a singer must cultivate that knack of 'feeling' the role from the first emission of sound, or risk the twist of the dial and the attendant oblivion for 'coming on cold.'"

# MAIN STREET

## WITH OL' SCOOPS DAILY

● ● ● A recent R. D. squib about a "tallest" announcer has brought in a couple of other entries. . . . Ray Perkins says his WOR-Mutual announcer, Howard Doyle, is 6 ft. 6... and J. W. Eckenrode, operator at WAZL, Hazleton, Pa., postcards that Tiny Hamrick of that station and formerly with WIBA, WBRE and WBAX, is 6 ft. 8... Eckenrode himself is a shorty, measuring only 6 ft. 4....

● ● ● Ronald Dawson, producer of the "Barn Dance", which has been stepping merrily for 18 weeks at WOL, Washington, uses various kinds of exploitation to keep the show interesting. . . . His latest is a yodeling contest for city hillbillies. . . . Dawson himself is known as "Uncle Willie", a hillbilly with a British accent. . . . Jimmy Crowley, former Green Bay high school grid star and later one of Notre Dame's "Four Horsemen", and now a coach at Fordham, will be with Kate Smith and Ted Collins on their new CBS show. . . . Larry Winn and his Winners are scheduled to make their first CBS appearance Saturday night on the "Swing Session". The boys are said to be the real berries.

● ● ● That item here regarding Guy Lombardo brought the city of music publishers down on our head. Proving that it's something for a Successful Guy to have more friends than enemies in this business of phoney-friendships. . . . Belle Baker confirmed the "rumor" to us regarding her forthcoming marriage to Editor Elias Sugarman. . . . Funny thing happened the other a.m. . . . We were trying to sneak past a red light in the E. 50's and accidentally struck a pedestrian who was walking along minding his own business and lights, whistling a familiar tune. Jumping from behind the wheel to inspect the extent of the other's personal injury, we recognized our victim as George Jessel—a fugitive from our eyes in close to two years. . . . While cars' horns were being honked we did a "routine questioning" in the middle of the street. Seems that George wasn't watching where he was going—because he was rehearsing some new gags and tunes for his disk series—and Norma was due to arrive yesterday. . . . The moral is: One knocks over the most interesting people in the streets of New York!

● ● ● From Harry Link, Irving Berlin's "mentor", came a note the other day, starting off: "Dear NICK Daly". Harry publishes the songs of Columnist Nick Kenny. . . . More news on Sid Schwartz's play, "Prize Family". It goes into rehearsal Monday and is set for a pre-Broadway opening within three weeks. He's one guy we're all rootin' for from the towers. . . . Johnny Johnstone, the Mutual-WOR public relations chief will undergo some waist-trimming for beauty's sake. . . . Judging from Ed Sullivan's column the other day en route to the Coast, he's aimin' to be signed by Pandro Berman at RKO. What a corkin' feud readers may expect with Winchell touting Zanuck, Mark Hellinger set with Warner's and Ed with RKO.

# Chicago

**SAWYER BISCUIT**, which has had Bob Elson interviewing folks on State Street for more than a year, is adding another similar show on WMAQ Oct. 4 using Bob Hawk who has been conducting Foolish Questions for Thomas J. Webb Coffee on WAAF. Harold Isbell has taken over the Hawk program on WAAF for same sponsor.

Goldblatt Stores, who have the Golden Hour on WGN each morning, are putting on a big radio show in its downtown store Sept. 23 featuring Jackie Heller, Red Grange, Doring Sisters, Pierre Andre, Three Heat Waves, Donna Dae, Anita Boyer and Pat Kennedy.

Cast has been picked for NBC's new Sunday "Back Home" series which moves into Jerry Belcher's "Our Neighbors" spot when he takes over new F. W. Fitch show Sept. 26. Includes Gene Arnold as James Whitcomb Riley, Isabel Randolph, Phil Lord, Laurette Fillbrandt and Fred Sullivan. Howard McKent Barnes is the author.

Jackie Heller and Fibber McGee and Molly will be stellar attractions at National Radio Artists Association show at Municipal Auditorium, St. Louis on Sept. 19 and 26 respectively.

Mossaye Boguslawski, WIND pianist, in New York on vacation and business trip. He is marketing a new set of books offering piano instruction for tiny tots. Will be back on WIND in fall with Sunday afternoon concert series.

Jeanne De Lee, free lance actress, is vacationing in Hollywood. Expects to be back at work next week.

Betty Winkler, Joan Winters, Gale Page and Fayette Krum gave a birthday party for Anne Seymour of Mary Marlin.

Jack Holden plays the part of Tom Mix in Ralston's serial on NBC starting Sept. 27. Other parts will be taken by Percy Hemus, Harold Peary, and the Ranch boys, Jack Ross, Shorty Carson and Curly Bradley, will do the warbling.

### "Lights Out" Returning

Chicago — "Lights Out," dramatic series, taken off two months ago, returns to NBC-Red at 12:30 a.m. Wednesday (actually Thursday morning) on Sept. 29. Arch Oboler again will grind out the grisly yarns.

I have the honor of numbering among my clients the following prominent personages:

VINCENT LOPEZ JOEY NASH  
BENNY GOODMAN JERRY BLAINE  
SONNY KENDIS RUSS MORGAN

Jules Rosenberg  
— INSURANCE —  
John 4-2800 BEEKMAN 3-0375  
80 JOHN ST., NEW YORK

## STATIONS OF AMERICA

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

**WGCP—Albany, Ga.**  
1420 Kilocycles—100 Watts

**J. W. WOODRUFF, JR., General Manager**  
**TOM JACKSON, Commercial Manager**

**L**OCATED in the world's greatest pecan center, Albany, WGCP is the youngest member of the three-station hook-up known as the Georgia Network. Established in 1934, the station is today relied upon by advertisers to reach one of the most important farming areas in the country. WGCP is owned and operated by the Americus Broadcast Corporation, and maintains modern studios and offices at 125 No. Jackson Street, Albany. These studios and offices have just been completed within the past few months, and offer the very latest in design and improvements.

In keeping with the strict Community Service policy laid down by the station's owner, J. W. Woodruff, Sr., WGCP constantly supplies gratis its time and services to any and all civic and charitable organizations and any movement for the betterment of the State of Georgia. Educational and religious broadcasts are also numerous, and always of highest educational and entertainment value to listeners of WGCP.

Broadcasting 18 hours every day, the station produces outstanding local shows. With the availability of the Associated Library Service programs and Radio News Bureau, WGCP is in a position to offer a most diversified entertainment schedule during its broadcasting day.

WGCP just recently completed the construction work on a new RCA High-Fidelity transmitter and 154-foot vertical radiator antenna. New equipment is located in Albany also, and has proved to be of untold value in the servicing of WGCP's wealthy primary and secondary coverage which includes a rich agricultural region that produces large cash incomes for farm families annually.

J. J. Devine & Associates is the station's representative.

## ORCHESTRAS-MUSIC

**L**EO REISMAN, who has been re-engaged to play for dinner and supper dancing at the Waldorf-Astoria, opens in the Sert Room of the famous hostelry on Oct. 21. Reisman also is back on the air—Schaefer Beer over WEAf on Thursday nights.

Wayne King will play his first Chicago hotel engagement starting Sept. 25 at the Palmer House Empire Room, with a Mutual wire. His *Lady Esther* program is spotted on NBC and CBS.

Joe Sanders, who leaves Chicago next month for the coast, was given a 7-11 party at the Blackhawk restaurant.

Eugene Jelesnik's ork at Hotel Taft grill, New Haven, will be carried by WELI and fed to WMCA-Intercity.

Russ Morgan and his orchestra have been booked by CRA to play a one night engagement at Hotel Statler, Boston, on Oct. 29.

Two of the late George Gershwin's unpublished works, "Since I Found You" and "Tango," will be presented by Irene Wicker, the Kellogg Sing-

ing Lady, on her Sept. 30 program over NBC-Blue at 5:30 p.m.

Shep Fields is participating musically with his orchestra for the first time in three years. He does a clarinet solo in the Rippling Rhythm version of "Caravan."

Marek Weber, well known in Berlin and Vienna as the European "King of Jazz," has signed a management contract with CRA and is being groomed for an American tour. Weber will conduct a large number of musicians and give popular songs the Kostelanetz treatment plus his continental style.

CRA orchestras will play the Mosque ballroom at Newark in October. George Hall plays there Oct. 3, and Irving Aaronson on the 10th.

Harry McDaniel and his orchestra have been set by CRA to open at the New Kenmore Hotel, Albany, Oct. 1.

Chauncey Cromwell and his Commodores, currently at the Sagamore, Lake George, N. Y., are slated to go into a Detroit spot for the fall and winter season.

Billy Swanson and His Music, currently featured at the Green Room of the Hotel Edison, will inaugurate a twice weekly, coast-to-coast program of dance music over Mutual on Saturday at 11:30-12:00 p.m.



**JACK PEARL, the famous Baron Munchausen of the Radio**

# PACKARD LEKTRO-SHAVER!

If your idea of a warm-weather picnic is to lather your face with hot water and scrape your sun-burned skin with a razor blade, this ad is not for you. It's addressed to men who want cooler, smoother, quicker shaves for these midsummer days.

The patented smooth round head and four-way shearing action of the Packard Lektro-Shaver will give them to you—now and forevermore. No soap, water, brush, lather or blades. No danger of cuts or nicks—no razor rash or ingrown hairs. It'll shave as close as you want—and you don't even have to take your jacket off.

Better stores everywhere carry Packard Lektro-Shaver. It is one of the many products manufactured by Dictograph Products Co., Inc. . . . . **\$ 15**

## DICTOGRAPH PRODUCTS CO., INC.

580 Fifth Avenue - - - New York, N. Y.  
MANUFACTURERS OF PRECISION EQUIPMENT SINCE 1902

### JOHN B. HATCH ASSOCIATES

An agency serving a N. E. clientele. Specializing in radio broadcast advertising.

(Send for booklet)  
581 Boylston Street, Boston, Mass.  
Commonwealth 0466



★ ★ ★ **NEW SHOWS AHEAD** ★ ★ ★

## FRIDAY, SEPT. 17

Crosby Gaige's "Kitchen Cavalcade", C. F. Mueller Co. (macaroni), NBC-Blue. Mon. through Fri., 10:45-11 a.m.

## SUNDAY, SEPT. 19

"Commentator Forum," Commentator Magazine, Mutual, 9:30-9:45 p.m. Sunday and 10-10:15 p.m. Thursday.

## MONDAY, SEPT. 20

Phil Cook's "Morning Almanac," sustaining, WABC, Monday through Friday, 8-9 a.m.

"Continental Revue," with Olga Baclanova, sustaining, WOR-Mutual, 8:30-9 p.m.

"Campana's Vanity Fair," with Cal Tinney, Campana Corp., NBC-Blue, 8:30-9 p.m.

"The Feast of Orfolans," by Maxwell Anderson, sustaining, one performance, NBC-Blue, 9:30-10 p.m.

## FRIDAY, SEPT. 24

"Fortune Stories," mystery dramas, sustaining, NBC-Blue, 10:30-11 p.m.

## SATURDAY, SEPT. 25

"Gateway to Opera," sustaining, WQXR, 7-8 p.m.

## SUNDAY, SEPT. 26

"Bicycle Party," with Bill Slater and Hugo Mariani orchestra, Cycle Trades of America, NBC-Red, 3:30-4 p.m.

Marion Talley, Ralston-Purina (Ry-Krisp), NBC-Red, 5-5:30 p.m.

Jerry Belcher, "Interesting Neighbors Visited," F. W. Fitch Co., NBC-Red, 11-11:15 p.m.

Chevrolet show, with Barry McKinley and Seymour Simon orchestra. Jeanette MacDonald and Joseph Pasternack orchestra, Vick's, CBS 7-7:30 p.m.

"Smoke Dreams", with Virginio Marucci orchestra, H. Fendrich Inc., NBC-Red, 1:30-2 p.m.

"Back Home", sustaining, NBC-Blue, 1:30-2 p.m.

## MONDAY, SEPT. 27

General Hugh S. Johnson, Grove Laboratories (Bromo-Quinine), NBC-Blue, Mon. and Thur., 8-8:15, and Tue. and Wed., 10-10:15 p.m.

"Famous Jury Trials", returns for Mennen Co., WOR-WGN-WLW, 10-10:45 p.m.

"Tom Mix Straight Shooters", returns for Ralston-Purina, NBC-Blue, Mon. through Fri., 5:45-6 p.m.

"Little Orphan Annie", returns for Wander Co., NBC-Red, Mon. through Fri., 5:45-6 p.m.

"Jack Armstrong", returns for Gen. Mills, NBC-Red, Mon. through Fri., 5:30-5:45 p.m.

## TUESDAY, SEPT. 28

"Grand Central Station," Lambert Co. (Listerine products), NBC-Blue, 9:30-10 p.m.

"Jack Oakie College" and Benny Goodman orchestra, Camel cigarets, CBS, 9:30-10:30 p.m.

## WEDNESDAY, SEPT. 29

Eddy Duchin orchestra, for Elizabeth Arden (cosmetics), NBC-Blue, 8-8:30 p.m.

"Cavalcade of America", returns for Du Pont, CBS, 8-8:30 p.m.

Eddie Cantor, Texaco, CBS, 8:30-9 p.m.

## THURSDAY, SEPT. 30

Kate Smith Hour, General Foods (Calumet baking powder, Swansdown flour), CBS, 8-9 p.m.

## COLUMBUS

David Penn, WCOL newscaster, with four 15-minute stints a day, has had his contract renewed for a year by Dunn-Taft Co.

WHKC reports the signing of spot campaigns by Pat Crowe Furniture Co., Sears-Roebuck and Moores & Ross Milk Co.

Askin's Clothing Co. will sponsor a local gossip and Hollywood chatter program over WCOL, with 10-minute spots daily.

## NEW ORLEANS

Frank Arena, veteran radio singer, is seriously ill in the hospital.

Audrey Charles will celebrate her third singing year with one sponsor shortly. It's a headache powder company.

Amanda H. Barnes, who directs the Home Folks program, has about 400 to go before reaching her two thousandth program.

WBNO will begin construction of its new tower, transmitter and trans-

mitter house on South Broad Street here within the next fortnight.

Mrs. Clark Salmon, who has been vacationing during the summer, will take the air again over WSMB with her woman's fashions programs Oct. 1, billed as Mary Ware. Sponsor: Maison Blanche store.

Henry Dupre's street broadcasts for Gulf Spray over WWL will go off the air Sept. 24.

Since his singing sidekick, Frank Arena, is in the hospital, Bob Cain is carrying on their radio program alone.

## BOSTON

H. P. Hoods & Son Inc. (milk and dairy products) have taken over sponsorship of the Herald-Traveler news broadcast on WEEI at 6 p.m. daily, effective Sept. 27. Spot has been used by the New Haven Railroad, whose future radio plans are now in the making. Dowd & Ostreicher Advertising Agency handles both these accounts.

Evelyn Towle of Lew Whitcomb's WEEI publicity dept., taking the second week of her vacation.

## FRIDAY, OCT. 1

"Varsity Show", Pontiac, NBC-Blue, 8-8:30 p.m.

## SATURDAY, OCT. 2

"Saturday Night Serenade," with Mary Eastman, Bill Perry, Gustav Haenschen orchestra, Pet Milk Sales Corp., CBS (except WABC), 9:30-10 p.m.

## SUNDAY, OCT. 3

"On Broadway," General Foods (Diamond Crystal Shaker Salt), NBC-Blue, 3-3:30 p.m.

"Silver Theater," International Silver, CBS, 5-5:30 p.m.

Bakers' Broadcast, with Ozzie Nelson, Harriet Hilliard and Feg Murray, NBC-Blue, 7:30-8 p.m.

General Motors Concerts, NBC-Blue, 8-9 p.m.

Tyrone Power, dramatic series, John H. Woodbury Inc., NBC-Blue, 9-9:30 p.m.

"Time of Your Life", with Sheila Barrett and Joe Rines orchestra, Gruen Watch, NBC-Red, 5:30-6 p.m.

Jack Benny, Gen. Foods (Jell-O), NBC-Red, 7-7:30 p.m.

Metropolitan Opera Auditions, Sherwin-Williams, NBC-Blue, 5-5:30 p.m.

Phil Baker and Oscar Bradley orchestra, Gulf Oil, CBS, 7:30-8 p.m.

Joe Penner and Jimmy Grier orchestra, Cocomalt, CBS, 6:30-7 p.m.

## MONDAY, OCT. 4

Dr. Allan Roy Datoe, Lehn & Fink (Lysol), CBS, 4:45-5 p.m.

Baume Bengue newscast, Thomas Leeming & Co., WABC, 7:55-8 a.m.

"We, the People," with Mark Warnow orchestra and Gabriel Heatter, General Foods (Sanka coffee), CBS, 7:30-8 p.m.

Commentator, Gen. Foods (Minute Tapioca), 12-12:15 p.m., Mon., Wed., Fri.

Tony Wons, Vick's, CBS, 10:30-10:45 a.m.

"Follow the Moon", returns for Pebeco, Mon. through Fri., 5-5:15 p.m.

"Life of Mary Sothem", Lehn & Fink (Hinds), 5:15-5:30 p.m.

Carson Robison Buckaroos, Musterole, NBC-Blue, Mon., Wed., Fri., 4-4:15 p.m. Also Mutual and WLW Line.

## TUESDAY, OCT. 5

Lever Bros. program, CBS, 8-8:30 p.m.

## WEDNESDAY, OCT. 6

"Hobby Lobby", Hudson Motors, CBS, 7:15-7:45 p.m.

## MONDAY, OCT. 11 or OCT. 18

F. & F. Laboratories (cough drops) program, CBS, 3:30-3:45 p.m.

## TUESDAY, OCT. 12

Emily Post, Florida Citrus, CBS, Tue. and Thur., 10:15-10:30 p.m.

## THURSDAY, OCT. 14

"March of Time," Time Inc. (Time and Life magazines), transfers from CBS to NBC-Blue, 9-9:30 p.m.

## SUNDAY, OCT. 17

Modern Food Process program, NBC-Blue, 4:45-5 p.m.

## MONDAY, OCT. 18

Warden Lewis E. Lawes, Wm. R. Warner Co., NBC-Blue, 10-10:30 p.m.

## SUNDAY, OCT. 24

Radio Newsreel, Cumber Products, NBC-Red, 3-3:30 p.m.

## FRIDAY, NOV. 5

Dr. Karl Reiland, talks, Pepperell Mfg. Co., NBC-Blue, 7:15-7:30 p.m.

## WEDNESDAY, NOV. 17

Fred Allen, returns for Bristol-Myers, NBC-Red, 9-10 p.m. (date tentative).

# ☆ Program Reviews ☆

**JOHN B. KENNEDY**  
Kendall Refining Co.

WJZ, Tuesday, 7:45-8 p.m., and  
Saturday, 6:45 p.m.  
BBD&O, Inc.

**COMMENTATOR DOES HIS USUAL STUFF  
IN GOING OVER THE HEADLINES.**

Entitled "Between the Headlines", John B. Kennedy offers a series of logical comments on world events and items of lesser importance, interspersed on occasion with an anecdote or two, all delivered with less of the rush expected of Kennedy who was in particularly fine form. Sino-Japanese situation, Spanish war, Department of Commerce report on increased national income, its better distribution, gold status as it affects the U. S. and even a little sports news was included. Talk on gold brought on John T. Flynn for a short interview.

Kendall "2000-Mile Oil" and lubricants were sold strongly and unabashed at the opening of the program and of course at the close. Spot on NBC key station Tuesdays is an off night for Boake Carter, so there is no confliction on this score and should attract men who may want a commentator at the hour in question.

**"Blue Velvet Music"**

Del Casino, guesting opposite Hol-lace Shaw on Mark Warnow's "Blue Velvet Music" over CBS at 8-8:30 p.m. Tuesday, put plenty of feeling into a rendition of "That Old Feeling." Casino has shown steady improvement in romantic tenor-ing and can

now match performance with the best of them. Miss Shaw featured "My Curly Headed Baby" in a delightful arrangement. Program in toto, from its beginning, has been one of the more delectable musical half-hours, with both vocalists and Warnow's orchestral handling having maintained a consistently high batting average.

**Packard Program**

There was comedy in abundance on Tuesday night's "Hollywood Mardi Gras," the Packard Motor show, piloted by Lanny Ross over NBC-Red at 9:30-10:30. Groucho and Chico Marx gave a taste of what they can do. The Marx boys ought to be heard more regularly on the air. They have mike talents that could be worked up into the top class. Charles Butterworth, regular comedian on the show, also supplied his usual good share of humor. For the vocalizing, Ross and Florence George excelled, while Raymond Paige's orchestra and the choral group put an attractive musical cloak around the whole works, with announcements by Don Wilson.

**Joan Brooks**

Backed by an instrumental group, conducted by Eddie Rogers, and the Singing Strings, Joan Brooks started a new sustaining series over WJZ-NBC-Blue at 7:15-7:30 p.m. Tuesday. It's a nice little program, enjoyable in a quiet sort of way, easy to listen to around the dinner hour. Miss Brooks, with a pleasant voice, did well with "Where or When," "Good for Nothing Joe," "Sylvia" and "My Cabin of Dreams." The orchestral work contributed substantially to the entertainment.

## ☆ Programs That Have Made History ☆

KCKN's "Falconer Noon Hour Clock"

ON Aug. 20, KCKN, Kansas City, Kas., presented the 900th broadcast of the "Falconer Noon Hour Clock"—a full-hour noonday program of popular music, with time signals every five minutes. This program first took the air in November, 1934, and is now regarded as Kansas City's most popular noontime program.

Evan Fry, who produces and announces the feature, sharpened his pencil following the Friday program, and estimated that in those 900 broadcasts he has given over ten thousand five-minute time signals, and announced nearly 14,000 musical selections.

Allowing a reasonable deduction for time consumed in the brief commercial messages, Fry estimates the music has gone round and round about 3,160,000 times on the tran-

scription turntables. The 900 full hour programs would be equivalent to 37½ days of continuous broadcasting.

C. E. Falconer of the Falconer Furniture Co., which sponsors the show, is following the same policy with his radio program that he does in his regular business—finding a good spot and sticking to it. He has been 48 years in business in the same location.

**DON KERR**

Master of Ceremonies  
WMCA

Fox-Fabian Amateur Hour  
General Mills Sports Parade  
Fox-Fabian Professional Parade

Radio's own daily newspaper modestly presents a series of 200 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

### ANDRE KOSTELANETZ

New York City

"... I have received and read with pleasure the several copies of RADIO DAILY which you have sent me. I think it is an excellent publication and am enclosing herewith my check in the amount of \$5.00 for one year's subscription."

*Andre Kostelanetz.*

### ALL-CANADA RADIO FACILITIES, LTD.

Toronto, Canada

"... You have a very keen paper."

*J. Slatter,*

Manager Ontario Division.

### LILLIAN GORDONI

Chicago, Illinois

"... Your policy is so fair and your reporters so alert that you should go very far with your splendid publication... I read your publication from cover to cover before I read my mail in the morning."

*Lillian Gordoni.*

... RADIO DAILY is seven months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.



## KANSAS CITY

Paul Sells, KMBC staff artist, is recovering after an appendix removal. Andy Anderson is subbing for him with Texas Rangers.

Frank Barhydt, WHB continuity and publicity man, is collaborating on a book.

Rudy Vallee will play the Municipal Auditorium, Oct. 1, on a program for the American Bar Ass'n meet. Harry J. Kaufmann, WDAF program director, will direct a concert orchestra for the affair.

Jerry Burns is at the mike for KXBY's wire reports of National League games now that American Ass'n race is over.

M. F. Allison, KMBC publicity chief, is chairman of the radio committee for the National Safety Program meeting here Oct. 11-15.

Bob Riley and Les Ryan have added a 10-minute weekly period for youngsters in KMBC's daily Farm Program.

Eddy Duchin, Isham Jones, Buddy Rogers, Benny Goodman, Rubinoff, Edgar Bergen, Frances Langford, Gertrude Niessen, Guy Robertson, Bernice Claire and Jack Haley are booked for the nine-day Jubilesta starting Friday.

Peggy Brooks has been engaged by Ellis Atteberry, g.m. of KCKN, as a member of the continuity staff.

## ST. LOUIS

Pappy Cheshire and entire cast of KMOX "Barnyard Follies" will appear at the Auditorium Sept. 30 to entertain the druggists' convention.

Larry Sunbrock, president of National Radio Artists Ass'n, has leased the Auditorium convention hall seating over 10,000 for a series of shows starting Sunday presenting Rubinoff, Jackie Heller, Fibber McGee and Molly, Edgar Bergen, Bob Burns, Benny Goodman and others. The campaign on Rubinoff is unique in that all local stations are plugging the show.

John Bohn of KMOX sales department will conduct a class in radio advertising at the YMCA.

Jane Porter and her KMOX Magic Kitchen are on a trailer tour of retail grocery stores in this area.

## Star Radio Sales Brochure

Star Radio Programs has released a new "Good Morning Neighbor" sales brochure containing "Sponsor Grams," promotion handbills, form letters for station use, press releases, merchandising ideas, an audition script and a reprint of an article on women's programs by Gay Lee, author of "Good Morning Neighbor." Several stations have already started the "Good Morning Neighbor Club" in connection with the program.

## Dorseys on Same Bill

Tommy and Jimmy Dorsey, brothers who have been going their separate ways as ork leaders, appeared jointly in person last night on Martin Block's "Make-Believe Ballroom" over WNEW at 6 p.m.

## ★ Coast-to-Coast ★

COMPLETE cast for Irna Phillips' new serial, "Road of Life," which started at 11:15 a.m. Monday on NBC-Blue, includes Matthew Crowley, Peggy Allenby, Marilyn Erskine, Jack Roseleigh, John Anthony, Dale Berch, Milo Boulton, Effie Palmer, Joseph Latham, Andy Donnelly, Lawson Zerbe, Olive Parker, Julia Brent and Jeannette Dowling.

WSGN, Birmingham: Henry P. Johnston, director, had a nice vacation at Hot Springs and other points . . . Wilson & Shewes Oil Co. will sponsor auto races from Alabama State Fair, Sept. 27 . . . Bob McRaney, program director, arranged for airing of the Benefit Boxing and Wrestling Matches from Municipal Auditorium tonight, with Bob and Jerry Bryan describing . . . George Bacon is presenting a series of Friday violin programs.

David Zimmerman leaves WSPD, Toledo, in two weeks to take an announcing position with CBS in Chicago.

KIDO, Boise, sold five remote broadcasts a day for five days of the Western Idaho State Fair, and 32 broadcasts were ad-libbed by the KIDO staff. Station plans to install a crystal studio on the fairgrounds next year.

Ed Fitzgerald now has two Saturday stints to do for WOR-Mutual, at 9 a.m. and 10:30 a.m.

Frank Barden, now singing at the Pan American Expo, Dallas, will appear as guest star of the Pepper Upper program next Sunday over the Dr. Pepper-Dixie network.

Iowa Network: Gene Shumate, sportscaster, is on his annual tour of the football training camps . . . Gwen McCleary, women's director, has started a new series five weekly over KSO . . . During 10 days of the Iowa State Fair, the Iowa Network carried 525 hours of programs, originating over 200 from fairgrounds and 65 other outside remote shows.

Arthur Boran, while filling a theater engagement in Baltimore, has been doing some airing over WBAL.

Garnett Marks and Don Kerr, are the featured announcers on the new "Stop! Look! Listen!" program sponsored by Look Magazine and presented seven times weekly on WMCA.

Wilbur Morrison, formerly of WMNF, Plattsburg, is now announcing at WOKO, Albany.

WORC, Worcester, has subscribed to Star Radio's "Good Morning Neighbor," while WORL, Boston, is

arranging to feature both this program and "Bulletin Board."

Lee Hillery, Owen Coll, Philip White and Violet Turner will appear with Margaret Wycherly in the Federal Theater radio division's "Ghosts" over WQXR at 9 p.m. Monday.

Dick Beauchamp, engineer, and Marie Mitchell, both of KSL, Salt Lake City, are on vacation.

Jack Rice of International Radio Club visited James Milne, manager of WELI, New Haven, this week in connection with the club's beauty contest.

WICC, Bridgeport: Irving Friedberg, substitute announcer this summer, has become a regular staff man . . . Mary and Florence O'Brien and Marguerite Patrice comprises New Haven's Patride Trio.

Walter Leskiewicz, director of "Polish Varieties" over WJBK, Detroit, is back from a four-month vacation in Europe.

Henny Youngman, who returns to the air over CBS with the Kate Smith show on Sept. 30, is opening at a new night club and booked for a Broadway theater engagement.

Charles Kullman, when he sang opposite Jessica Dragonette in "The Waltz Dream" over CBS last night, had Oscar Straus, composer of the operetta, as his studio guest. Both returned recently from the coast.

WHBF, Rock Island, Ill.: Clair Heyer, national sales manager, has left for New York and other points east . . . Woody Magnuson, announcer, had to postpone his departure on vacation this week due to a tooth trouble . . . Recent production staff additions include Ted Randall, formerly of WJZ, Tuscola, and Ted Arnold, a Cornell grad . . . Ivan Streed, production manager, handled the airing of ceremonies at the recent dedication of the Moline airport.

Arthur Mosby, manager of KGVO, Missoula, Mont., has received a renewal from Coca Cola for the Vox Pop program far in advance of the expiration of the initial contract. Station also has the CBS network show.

Claude Kirchner has left WTMJ, Milwaukee, to join NBC in Chicago.

"Runs-Hits-Errors," an 8 o'clock resume of baseball games over WATL, Atlanta, is given by Manager Maurice C. Coleman. Listeners write in that his ad-libbing is so interesting and informative that he must have been either a player or a coach. The truth of the matter is that Coleman never saw a ball game before he started helping out the regular an-

## OMAHA

Gwen Waffenseller, long a member of the KOIL Players, has gone to Hollywood.

"The Memory Box of Runjit Singh," a series of 52 15-minute scripts, has been sold to the New Zealand radio commission at Wellington by Elene and Sydney Northcott, local writers. 3UZ at Melbourne, Australia, also recently bought the series.

Eda V. McCready has started a series called "Tea Time with Mickey" over KOIL at 3:15 p.m. Wednesdays.

Gale Blocki Jr., with John Blair & Co., WOW representatives, was here for a short business visit.

Luella Cannam, in WOW's sales and program department, is back from Hollywood.

General Manager John Henry of Central States Broadcasting Co. has purchased KOIL's old transmitter house in Council Bluffs and will remodel it into a residence.

New WOW talent includes Betty Jane Perry, featured singer with the Syncopaters on Sunday afternoons; Johnny Redd, 13-year-old Negro pianist heard Friday afternoons at 5, and Don Davis, doing a weekly 15-minute piano program.

announcer with the broadcasts of the Southern Association games.

WSOC, Charlotte: General Manager E. J. Gluck out for two weeks on his annual Navy training cruise — he's Naval Reserve divisional head . . . R. S. Morris, sec-treas., in New York on the AFM jam . . . Bill Irwin back from N. Y. with a couple of contracts in his pocket . . . Dick Faulkner and the missus visited WIS and WCSC on a week-end to Folly Beach and Charleston . . . Boe Norris back from vacation 10 pounds heavier . . . Joe McLeskey, after his last Wheaties broadcast, left for Davidson College, where he'll be a freshman . . . Dedication of the new Salvation Army headquarters tomorrow will be aired in full.

WRBL, Columbus, Ga., which is the second oldest and largest industrial center in the South, recently broadcast a one-hour "Cotton Mills Program" that proved to be of outstanding interest. This public-spirited cooperative broadcast by nine mill executives created much good-will among mill employees, in addition to acquainting all the people of Columbus with the value of the mills to the welfare of the City. Manager James W. Woodruff Jr., in creating the program, carried out WRBL's policy of Community Service.

Earnest Ford, an announcer on WOPI, Bristol, is a baritone of quite some prominence. Recently he won the Eastern United States vocal contest for High School students.

## Chevrolet Adds 4

Chevrolet has added four more stations (KDAL, KGLO, WAIM and WEOA) to its CBS network show which begins Sept. 26, 6:30-7 p.m. Campbell-Ewald, Detroit, has the account.





# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 55

NEW YORK, N. Y., FRIDAY, SEPTEMBER 17, 1937

FIVE CENTS

## Standard AFM Provisions Set

### KSTP CALLS CONFERENCE ON EDUCATION PROGRAMS

St. Paul—With the programs broadcast by civic, social and educational organizations on donated time ordinarily the weakest on the schedule from a production standpoint, KSTP is calling the first Educational Broadcasting conference in the history of the northwest in an attempt to improve this phase of its broadcast schedule.

Ordinarily weak as programs because of unfamiliarity of the groups with radio technique, these programs will be discussed and representatives of the various organizations using radio time for educational purposes will be given a complete course in

(Continued on Page 2)

### WMBD Will Celebrate Boost to 5,000 Watts

Peoria, Ill.—A big celebration is set for tomorrow, when WMBD celebrates its boost in power from 1,000 to 5,000 watts. Homer Rodeheaver and the Maple City Four will be among visiting talent. Edgar L. Bill is manager of the station.

### Rate Card on Spots Hiked 30% by Don Lee

West Coast Bureau, RADIO DAILY  
Los Angeles—All 24 stations of the Don Lee net hop the rate card on spot announcements by 30 per cent on Sept. 26, the date on which the new stations become a part of Don Lee-Mutual.

### Woodbury Signs Sosnick

West Coast Bureau, RADIO DAILY  
Los Angeles—Harry Sosnick orchestra has been signed for Woodbury's Tyrone Power show, starting Oct. 3 on NBC-Blue.

**Another Connery**  
Washington Bur., RADIO DAILY  
Washington—Lawrence J. Connery, brother of the late William P. Connery, father of the House resolution asking a thorough probe of the radio industry, has been nominated at Lynn, Mass., to fill the Congressional seat left vacant by his brother's death. He is regarded as sure to win and to carry on the radio fight.

**Eddie Cantor Week**  
West Coast Bur., RADIO DAILY  
Los Angeles—Week of Oct. 24-30 will be "Eddie Cantor 25th Anniversary Week," with a testimonial dinner honoring Cantor to be held Oct. 28 and aired coast-to-coast. Executive committee for the event includes Joseph M. Schenck, chairman; James A. Farley, Will H. Hays, Paul Muni, Louis B. Mayer and Governor Merriam.

### COASTER BRAKE SERIES SET OVER 15 STATIONS

New Departure coaster brake, through Lord & Thomas, starts a nationwide station break announcement campaign on Sept. 27 over 15 stations. Plugs will be aired three times weekly for 13 weeks. List includes WJAX, KSTP, KFWE, KPRC, WFAA, WOAI, WHK, WSB, KSD, KALE, WFIL, KSL and stations still to be selected in Kansas City, Seattle and Spokane.

### Alka-Seltzer Renews Two Programs on NBC

Chicago—Miles Laboratories (Alka-Seltzer) has renewed "Uncle Ezra" and "National Barn Dance", both on NBC, for 52 weeks. Wade Agency handles the account.

**Ameche to Recess**  
West Coast Bureau, RADIO DAILY  
Los Angeles—Don Ameche, emcee of the Chase & Sanborn Hour on NBC-Red, is vacationing for two weeks, and Herbert Marshall, film star, will sub for him the next two Sundays.

## CBS Six-Month Earnings Show 25 Per Cent Increase

### Chevrolet CBS Program Is Using 100 Stations

Chevrolet Motor Co. program, set to begin Sept. 26, will be heard over a CBS network of 100 stations. Talent will include Seymour Simon's

(Continued on Page 2)

## Trade Agreement Language Will Be In All AFM-Radio Contracts—New Deadline is Oct. 15

### NINE STATIONS SELECTED IN VAPEX SPOT SCHEDULE

Spot schedule to be used by E. Fougere (Vapex) starting the last week in October will be aired over nine stations (WENR, WMAQ, KFI, KGO, KFRC, WTAM, WJR, WHKC and WOR) from coast to coast. KFRC will use five-minute spot announcements and WOR a quarter-hour show, all others will be one-minute spots. Series to run through the winter. Small & Siefer Inc. has the account.

### KOOS Is Dedicating New 240-Ft. Radiator

Marshfield, Ore.—KOOS of Marshfield and North Bend will formally dedicate its new 240-ft. vertical radiator Sunday with a series of special programs presented by neighboring communities throughout southwestern Oregon. KOOS is 175 miles from the nearest large city, Portland, and is not served by network stations during daylight hours. The

(Continued on Page 2)

### Holtshouser Joins WAPI

Birmingham—H. H. Holtshouser, formerly CBS auditor at WBT, Charlotte, has joined WAPI here as business manager. Thad Holt, WAPI president, plans extensive reorganization and modernization of facilities.

Special Advisory Committee of the Independent Radio Network Affiliates and the Executive Committee of the American Federation of Musicians reached an agreement "in substance" late yesterday afternoon on the "standard provisions of a trade agreement" which will be part of all contracts consummated between AFM and radio stations. The standard provisions have been reduced to memo form and will be placed in definite language by Samuel R. Rosenbaum (WFIL) not later than Tuesday for a once over by Pres. Jos. N. Weber of the AFM and his Exec. Committee. AFM agreed to extend deadline to

(Continued on Page 5)

## MUSIC TRADE HEARING SET BY FTC FOR OCT. 4

Washington Bureau, RADIO DAILY  
Washington—Federal Trade Commission has set Oct. 4, as the date for a trade practice conference for the popular music publishing industry to be held in the Commission's main hearing room beginning at 10 a.m.

### WSGN Statewide Hookup On Football Broadcasts

Birmingham—WSGN is completing a novel state-wide hook-up for complete coverage of Alabama football games this fall. Plans call for direct coverage of outstanding games by

(Continued on Page 5)

**Mammoth Choir**  
Rochester, N. Y.—What is believed to be the largest singing group of its kind in the U. S., the Rochester Community Choir of 600 voices, is being sponsored in a 15-minute Sunday series over WHAM by the First Federal Savings & Loan Ass'n. All are trained singers. Ed Wolff & Associates is the agency.





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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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

**FINANCIAL**  
(Thursday, Sept. 16)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165	162 3/4	165	+ 2
CBS A	25 1/2	25 1/2	25 1/2	+ 1 1/4
CBS B	25 1/4	25	25 1/4	+ 3/4
Crosley Radio	15	14 1/2	15	+ 1/2
Gen. Electric	49	47 3/8	49	+ 3/8
North American	23 1/4	22 3/4	23 1/4	+ 3/8
RCA Common	10 1/2	9 3/4	10 1/2	+ 3/8
RCA First Pfd	68 1/2	68	68 1/2	+ 1/2
Stewart Warner	15 1/4	15	15 1/2	+ 1/2
Zenith Radio	37 3/8	36	37 3/8	+ 1 1/8

NEW YORK CURB EXCHANGE				
	High	Low	Close	Net Chg.
Hazeltine Corp.	14 1/2	14 1/2	14 1/2	+ 1/4
Majestic	2 3/8	2 3/8	2 3/8	+ 1/8
Nat. Union Radio	1 3/8	1 3/8	1 3/8	+ 1/8

OVER THE COUNTER		
	Bid	Asked
Stromberg Carlson	11 1/4	12 3/4

**Toscanini NBC Series Start Christmas Night**

The NBC-Arturo Toscanini symphony orchestra concerts will begin Christmas night, 9-10:30 p.m., over the Red network. Maestro is expected to arrive in this country about Dec. 15 to prepare the radio concerts. Programs will be heard each Saturday at the same time. Toscanini agreed to conduct these ten NBC concerts last spring. He is receiving \$40,000 net for the broadcasts.

**Bowey's Shifting Show**

Bowey's on Nov. 1 will change its script show to Mondays through Wednesdays, 5:15-5:30 p.m., with repeat at 6:15 p.m. Same network of 16 NBC-Red stations will be used. On the same date "Terry and the Pirates" will be the new show. Stack-Goble has the account.

**MARTIN BLOCK'S**  
**"Make-Believe Ballroom"**  
A WNEW FEATURE  
1250 Kc.  
10 TO 11 A. M. 6 TO 7:30 P. M.

**Love Bug Has Field Day**

Virginia, Minn.—Three sturdy male members of the Head of Lakes Broadcasting Co., which operates the Arrowhead network with stations in Duluth, Virginia and Hibbing, fell victims to the love bug in a single day the past week. Wayne Byers, announcer at WHLE here; Kenneth Fagerlin, program director, WMFG, Hibbing, and Mirven "Dixie" Greeley, operator, WEBC, Duluth, are the willing casualties.

**KSTP Calls Conference On Educational Programs**

(Continued from Page 1)  
program planning, production and technique, with several nationally-known educators and broadcasters represented at the meetings. The conference will be under the direction of Thomas Dunning Rishworth, the station's educational director, and has been called for Oct. 16, the day following the three-day session of the Minnesota Congress of Parents and Teachers.

In addition to round table discussions led by trained broadcasters, representatives of broadcast committees of the various groups who have been invited to attend will be given actual production demonstrations.

**Monthly Talent Award On New Sealtest Series**

Sealtest Inc., sponsors of "Sunday Night Party," plans a \$500 a month contest in conjunction with the new series starting Oct. 17. New policy will include a weekly guest artist who is a concert singer, but unknown to majority of people. On every fifth airing a winner will be selected from the four artists heard on the previous airings, and the award will be given that soloist.

Series will feature Alexander Smallens and an orchestra selected from members of N. Y. Philharmonic, also a 70-voice chorus. Programs will be entitled "Sealtest Rising Star." McKee, Albright & Ivey will be the agency on the new series, replacing J. Walter Thompson.

**Mrs. Holt Accepts Union Post**

Mrs. Emily Holt, recently elected executive secretary of the American Federation of Radio Artists, but who was undecided about taking the job, has accepted.

AFRA at a meeting yesterday passed a resolution pledging support to the Screen Actors' Guild which adopts a closed shop beginning Monday. Understood that similar action is being taken by Equity, American Federation of Actors' and Jewish Actors' Guild.

**Mary Jane Walsh for Barbasol**

Chicago—Mary Jane Walsh, songstress, has been signed to headline Mutual's Barbasol show, opening Oct. 29. She also goes into the Harris-Cohan musical, Oct. 26.

**Montgomery-Ward Disks**

Montgomery-Ward is readying a transcription series for fall placement. Lord & Thomas, Chicago, is handling.

**Chevrolet CBS Program Is Using 100 Stations**

(Continued from Page 1)  
orchestra. Barry McKinley, Sally Nelson and Basil Ruysdale as emcee. Program, titled "Romantic Rhythms," will be heard at 6:30-7 p.m. and replaces the Rubinoff series. Campbell-Ewald is the agency.

**KOOS Is Dedicating New 240-Ft. Radiator**

(Continued from Page 1)  
station has been managed for the past five years by Walter L. Read, formerly with stations in Portland and Seattle.

**CBS Six-Month Profit Shows 25 Per Cent Rise**

(Continued from Page 1)  
share, against \$1.22 in the first six months of 1936.  
Gross income for the 1937 first-half period was \$17,640,184.35, against \$13,163,457.22 in the corresponding period last year.

**World Series Confab**

Chicago—Judge K. M. Landis, baseball czar, is having a session here tomorrow with leading league representatives to discuss airing of the World Series. No options are in effect on the games, so all networks and agencies are permitted to peddle, but price stands at flat \$100,000. NBC reported offering an unrevealed figure for exclusive sustaining rights.

**KDYL Announcers Perk Up**

Salt Lake City—Within a week after launching of the KDYL "Announcers' Court", wherein announcers are brought to "trial" for any boners they make, the mikemen's delivery has improved about 75 per cent, according to program director R. T. Harris. Dictionaries and Thesauruses are all over the place.

**NBC Chicago Press Changes**

Chicago—Lee Graham, assistant city editor Chicago Daily Times, has joined NBC press department, filling vacancy caused when Al Williamson retired and Bill Ray, Dan Thompson and Gilbert McClelland moved up.

**AL DONAHUE**  
Now Appearing  
**ROOSEVELT HOTEL,**  
New Orleans  
Opens at the Rainbow Room Oct. 6th  
For Fall and Winter Season  
Fourth Return Engagement

**COMING and GOING**

CY STEINHAUSER, radio editor of the Pittsburgh Press, arrived in New York yesterday for a 10-day visit.

MIKE NIDORF is back at his Rockwell-O'Keefe desk after a sick leave.

THE MAPLE CITY FOUR, harmony unit of the "Alka-Seltzer Barn Dance," is journeying to Hollywood on Oct. 1 for their second Republic film.

A. L. ALEXANDER arrived in Chicago yesterday for negotiations on new show.

JOAN BLAINE will go to Chicago this weekend from New York for a conference with Lord & Thomas on a new show.

EARLE FERRIS arrives in Chicago Sept. 20 to consult with Edgar Guest and Household Finance "It Can Be Done" crew.

GUSTAV KLEMM, WBAL program director, and MRS. KLEMM have returned from their Green Mountain vacation.

BOB KERR returns to New York on Sept. 20 from a 10-day trip setting dates for Mal Hallett in the South.

W. A. STEIN, vice-president of Music Corp. of America, is in Kansas City for the Jubilesta, along with LEW WASSERMAN, publicity chief, and GEORGE BLACK, head of London office, who is producing musical entertainment at the Jubilesta.

VIRGINIA BLACKLEY, secretary to Wayne Randall, NBC publicity director, leaves town today on vacation cruise aboard the Nerissa.

PARKS JOHNSON of "Vox Pop" flies to Houston and San Antonio Tuesday for a visit.

ROBERT TAPLINGER returned to New York yesterday from his Hollywood office, where Jerry Farrar has taken over management of the west coast office, sharing duties with Pauline Swanson.

JOE KEELEY, N. W. Ayer publicity department, returned from a three-week business trip through the South and West yesterday.

KATHRYN CRAVENS will make a special trip to Philadelphia on Tuesday to cover the Flower Show in that city. Returns the following day in time for her regular CBS airing.



**JESSICA DRAGONETTE**  
Palmolive  
**BEAUTY BOX THEATRE**  
of the air  
Every Wednesday Night, Nine-Thirty  
E.D.S.T.  
W A B C — COLUMBIA NETWORK  
**WEDNESDAY · SEPT. 22nd**  
**"DEAREST ENEMY"**



*Now's the  
Time to Talk  
it Over!*

Tell the millions—in  
their own homes—your  
aims and ideals

NEVER before has so great an opportunity arisen for closer cooperation between management and worker, between industry and the public.

For *inside* the plant, man-to-man discussions and frank explanations have succeeded the curt command. And *outside* the plant, Public Opinion—the ultimate force in a democracy—is keenly alert. Alert... Concerned... Listening. Eager for the facts which will mould its

judgment on the changing patterns in our industrial life.

The most direct and intimate way of presenting your industry's aims to the public and to your own workers is through Radio—the *one medium* which is invited into 24,500,000 American homes. The surprising records of NBC Network Programs on such missions are available to business through NBC representatives—*everywhere*.

RCA presents the "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. D. S. T., on the NBC Blue Network

**NATIONAL BROADCASTING COMPANY**

*A Radio Corporation of America Service*



## ORCHESTRAS MUSIC

**CHARLIE GAYLORD** is taking over the Empire Room at Palmer House, Chicago, until Wayne King goes in Sept. 25.

**Bill McCune**, heard around New York for the past six years and aired over WOR-Mutual, starts his road tour next month.

The Rainbow Revels, new musical unit, being featured at the Rainbow Inn, will soon be heard via WOR and WNEW. The group was organized in Chicago.

**Stipladder and his Saddle Tramps**, cowboy swing group, are back on the air over KFOX, Long Beach, Cal. For the past month the boys have been away on location for western pictures.

"Miss Chicago of 1937" has been signed as vocalist with Husk O'Hare's ork, touring the middle west.

**Emery Deutsch** has been appointed to the entertainment committee for the American Legion convention here next week. His next broadcast will be dedicated to Legionnaires all over the world.

**Eddy Duchin** and his orchestra will air sustainers from the Plaza Hotel over WOR several times weekly, it was made known yesterday. Reports have been current that Duchin would not air any sustainers because of commercial commitments. Plaza contract with WOR Artists Bureau calls for the weekly broadcasts.

**Eddie Wise**, manager of WEBQ's Artists' Service Bureau, has set **Wild Bill Wesbrooks** and his **Original Arizona Trail Riders** for the **Harrisburg (Ill.) Country Club**, opening the fall season for an indefinite stay. The Trail Riders have also been signed to a new commercial on WEBQ for **Barham-Green**, Ford dealer, to work a remote program direct from show rooms.

**Merle Pitt** is directing the orchestra which will make periodical appearances on **Martin Block's "Make-Believe Ballroom"** over WNEW at 6-7:30 nightly. The program ordinarily is a recorded affair, and the new group under Pitt will play music that has not yet been recorded. Block also brings in an occasional "name" guest, the latest being **Jimmy Dorsey** last Wednesday.

**Johnny Hamp** and his combine booked by CRA for three weeks to play at **Fontaine Ferry Park**, Louisville, Ky., starting Oct. 8.

**Shep Fields** and his orchestra are next to make a personal appearance on **Martin Block's "Make-Believe Ballroom"** over WNEW. They are dated for Sept. 30.



● ● ● During the four-week absence of Burns and Allen, starting with Oct. 4, their show will be in the hands of Bob Burns, Phil Baker, Al Jolson and Eddie Cantor (in the order named)... Wonder what legitimate guestars are going to do this season?... Joe Penner, who will have the same time as last year, guestars on the Jolson show this month... Tim and Irene repeat on the summer Jell-O show welcoming back the Bennys... Pete Barnum tendered his resignation to Young & Rubicam... Orrin Tucker succeeds Roger Pryor into the Edgewater Beach in Chi, Oct. 16... Talk of Gertrude Berg's "Goldbergs" taking more time on CBS too... Eddie Peabody will be Rudy Vallee's first coast guest Oct. 7... Snatched from the chorus of the Russ Morgan show two weeks ago, Genevieve Rowe gets the femme starring role on the NBC Consolidated Edison show Monday nite... Joe Cook will be the last Gulf questar... Frank Moss, who wrote the Eddie Cantor show, has been set to write the Cal Tinney Campana series. Sponsor will hold studio audience previews of its NBC shows, disk the performances and making corrections as deemed necessary before the actual airing.

● ● ● Announcer **Reginald Allen**, who does the UP news shows for WBT, Charlotte, N. C., nearly made the headlines himself the other day when he took up flying instructions and the plane went into a dive at very low altitude... The student and instructor were cool and managed to come out oke-doke... Myron Fox of KDYL's (Salt Lake City) sales staff, claims to have established a record—of a kind. He challenges all comers with the all-time run-around of 5 nays and 6 yeas in one day from a certain account. Fox points with pride that there was one more "yea" than "nay" thus making the 11th one a clickeroo... Fran Striker, chief scripter for WXYZ and the Michigan network, turns out five half-hour shows weekly totaling 3,200 per script in addition to the 25,000-word western novels he writes every month for a magazine. But that isn't all. He finds plenty of time for his hobby—photography—where he writes extra long captions to the pictures!

● ● ● **Jean Sablon**, after two more shots on RCA's "Magic Key," returns to the Other Side... **Ina Claire** is reading new ideas for a return to the airwaves... **Jack Pearl** refused to return for his sponsor of last season because of time—and recordings. He'll be on the air before Jan. 1... **Cab Calloway** will have three CBS shots from the Cotton Club... **Bailey Axton** will be given three NBC sustainings... **Happy Felton** goes into the Penn Monday until **Benny Goodman** arrives Oct. 12... **Johnny Hauser** goes to the Mayfair in Cleveland and will be aired via NBC... **A. L. Alexander** was rushed to Chi regarding selling him to "Look" magazine for a network show. Senders were Wm. Morris office... **Gus Arnheim** will finance his bass-player, **Manny Stein**, to organize a band of his own... **Charles E. Morrison**, the Hollywood ten-percenter, has appointed **Artists Syndicate of America** his N. Y. firm... **Del Casino**, who was mobbed by women at the other nite's "Blue Velvet" show, has been signed to make records. Now he'll be in every woman's home—on wax.

● ● ● Officials of **WHK-WCLE**, Cleveland, are congratulating themselves on exercising the right judging in choosing their newest wordslinger, **Robert E. Lee**... On Bob's first day of work at the station, he was sent out on a remote, to **Radioland** at the Great Lakes Exposition... He handled the show like an old-timer, putting that professional touch into it. This went through the amplifier at **Radioland**, as well as **WHK**... After the show, a femme admirer walked up to the new announcer and said "Say—you're good at that. Why don't you try for a job at a radio station?"... Ever meet those kind of people?

## AGENCIES

**ROBERT DORFMAN**, formerly of the Fairchild Publications, has joined the **Randall Company**, advertising agency, Hartford, as a member of the firm. Other additions to the company are **Josef Baum**, art director and **U. Allan Godbout**, account executive.

**JAY & CO.**, Detroit, has been appointed agency for the **Floral City Furniture Co.** and the **La-Z-Boy Chair Mfg. Co.**, to handle radio and all other advertising for the 11 factories using the patent. **Leslie Marcus** is vice-president and radio director for Jay.

**J. P. MULLER & CO.**, advertising agency, will move to larger quarters at 19 West 44th St. on Oct. 1.

## WHBF Correspondents Made "Ambassadors"

**Rock Island, Ill.**—More than 40 of WHBF's news correspondents throughout this territory have been organized into an unofficial merchandising and "booster" club to be known as the "WHBF Ambassadors." The club was launched the other day with a luncheon, theater party, special broadcasts and displays for advertisers as well as merchandise gifts for each person.

**Clair Heyer**, WHBF national sales manager, promoted the club idea. All of the members are active in their communities, many being club officers.

## 3-Language Program on WJAY

**Cleveland**—A full-hour nationality program being started Sept. 26 by **Benesch-Federman Furniture Co.** on WJAY will be divided into a half-hour Bohemian show, 15 minutes of Polish and 15 minutes of Hungarian entertainment. **Louis Rich** and orchestra will be featured, with **Paul Faut** as emcee.

## Cashman Joins Artist Bureau

**Edmund Cashman**, former producer of a number of successful CBS daytime shows including the "Saturday Swing Club," becomes associated with **Columbia Artists, Inc.** on Monday. Cashman's duties will include talent scouting, agency contacting and developing talent.

## New WHN "Lens" Series

**Karl A. Barleben Jr.**, author and editor of textbooks and magazines on photography, will be at the helm of "Behind the Lens" when the broadcast begins its fourth season on WHN, Sept. 25 at 8:30-9 p.m.

## Stuart Erwin on Camel Show

**Stuart Erwin**, film star, has been signed as a permanent feature of the new **Camel Caravan** series which begins over CBS on Sept. 28. Erwin will be heard on the half-hour portion of the show which originates from Hollywood and stars **Jack Oakie**.





**RAYMOND PAIGE**, Frances Langford and Ken Niles, as well as Louella Parsons, will appear in Warner's film version of "Hollywood Hotel."

After auditioning all available yodlers for a role in "Snow White," first feature length cartoon, Walt Disney finally signed Zeke Clemens, who yodels daily on KHJ.

Herbie Kay and Kearney Walton will be heard over KNX on Friday and Saturday nights, respectively, from the Pasadena Civic Auditorium, where both orchestras are playing return engagements. On the air from 11:30 to 12 midnight.

Did you know . . . that Hank Ladd, now head writing man for Olsen and Johnson, at one time was "Beetle" on Phil Baker's program? Hank also turned in scripts for Stoopnagle and Budd, Judy Canova, and Bob Hope, for whom he created "Skunkton."

NBC's Don Gilman is back in town but still non-committal on the new studio site.

Frank Graham, mikeman from Spokane, has been added to the announcing staff at KNX.

Dick Ryan arrived from New York to be ready for his chore with Joe Penner.

Don Prindle, writer of the Joe Penner show, confesses that his first job was as an actor in a midwestern stock company playing opposite Margaret Brayton, now one of the busiest radio actresses on the Coast.

Tommy Bond, Gus Edwards' protege, is doing a "Charlie McCarthy" in M-G-M's "Rosalie," with Eleanor Powell and Nelson Eddy.

KECA has a new adventure serial with the intriguing title of "Children of the Snake," Monday, Wednesday, Friday at 5 p.m. The author is Wingate White. Cast includes Carroll Borland, Don Upshur, Brooks Dutt and Jan Sinclair, with Frank Ellison as narrator.

KFI's romantic serial, "Hello Peggy," moves from a 9 a.m. niche on Wednesday and Friday to 12:30 p.m. the same days.

When the district sales managers of Radio Transcription Co. of America finished their sales confab and started back to their respective territories, each was armed with life-size cutouts of scenes and characters in the new juvenile programs, "The Cinnamon Bear" and "Jerry of the Circus." Hinged for carrying, these cutouts are carried by salesmen along with sample of other merchandising aids and a compact, portable playback machine for auditioning programs. "Cinnamon Bear" is designed to start on Thanksgiving Day and continue on a six-time-a-week basis until termination on Christmas eve. Of eleven original songs incorporated in the story four have been published in quantity and are furnished in bulk to sponsors as a giveaway.

## NEW PROGRAMS—IDEAS

### "Radio Nature Club"

"The Radio Nature Club" is a new one over KEHE, Los Angeles, and CRS on Wednesday evenings at 6:45. Conducted by Don Sigerson, associate professor at University of California, the program is designed to enlist interest in the conversation of wild-life and the preservation of natural beauty spots and scenic wonders in America.

### "Over the Back Fence"

Discussions of the average man's interests under title of "Over the Back Fence" is a new series over Gene Dyer's WCB, Chicago. A prominent educator is the voice. Questions sent in by listeners will be discussed.

### "The Worker Speaks"

Bona fide laborers, exclusively, get a voice in the vox pop parade

### Standard Provisions Set By AFM and Radio Men

(Continued from Page 1)

Oct. 15 for closing of all negotiations basically.

The standard provisions agreed upon will be part of every contract between the musicians and radio with local autonomy retained by locals of the AFM with discretionary powers and agreements as to working hours and wage scales between the locals and stations within their jurisdiction. It was conceded that hard and fast rules to apply to all outlets would not be satisfactory to either side since some stations are on a part-time and time-sharing basis.

IRNA Committee is now faced with rushing out a questionnaire to stations, and according to Bill Hedges, head of the committee, it is imperative that outlets fill out and mail them back as fast as possible. Otherwise the entire setup is apt to slip. Questionnaire going out to NBC, CBS and Mutual affiliate stations asks basic information on call letters, ownership and management, power, time on air, sign-off time according to months, national quarter-hour rates, net receipts for year ending Aug. 31, 1937, receipts from networks, population of city, population of primary coverage, name of person to handle correspondence, and all info to be sworn to before a notary.

The AFM today meets with the networks to work out a deal or negotiate for the owned, managed and operated outlets of the respective webs. Conference will be held between the nets and AFM Executive Committee at 10 a.m. in the board room of Ascip, in the RCA building. At 2:30 p.m. the AFM will meet with electrical transcription and phonograph manufacturers.

Weber will be out of the city during first week in October due to American Federation of Labor convention in Denver.

through a new sponsored program, "The Worker Speaks," over WIND, Gary, Ind.

### Royal Romances

The loves of great persons in history are being dramatized in a weekly series titled "Royal Romances" over KFOX, Long Beach, Cal.

### Marriage License Shows

In order to set the records straight, the "Marriage License Romances" recently started at WJAY, Cleveland, has a predecessor of the very same type under the same title conducted by Quin Ryan over WGN three times weekly since October, 1935. Leslie Marcus of Jay & Co., agency handling the Cleveland account, was a guest on one of Ryan's broadcasts some time ago. Marcus also has the show on WSPD, Toledo, and in Detroit for local sponsors.

### WSGN Statewide Hookup On Football Broadcasts

(Continued from Page 1)

WSGN and feeding programs to WHBB, Selma; WJRD, Tuscaloosa, and WALA, Mobile. Both University of Alabama and Auburn (API) games will be covered. The complete series has been sold to Kellogg Co.

### KSTP Gets Schnickelfritz

St. Paul—Freddie Fisher's Schnickelfritz band, the droll and energetic swing unit that has grabbed itself a huge chunk of national publicity through its antics in St. Paul's mid-way, has signed up with KSTP, Twin City independent station, for exclusive nightly broadcasts. The band, featured in publicity in several national publications and soon to appear on Rudy Vallee's hour, on its own in New York and in motion pictures, has been grabbed off by KSTP for nightly broadcasts at 10:30 p.m., Sunday excepted, for the length of its St. Paul engagement.

### CFRN Gets "Alice" Rights

CFRN in Edmonton, Alberta, has obtained exclusive rights for broadcasting Frances Fullerton Neilson's adaptation of "Alice in Wonderland" in its territory. The radio dramatization of the classic is being syndicated by Star Radio Programs Inc.

### Miller Milk Co. Campaign

Miller Milk Co. of New Jersey is setting up a local advertising campaign via radio in behalf of its Grade A milk. Broadcast plans, although not as yet complete, will get under way shortly. WAAT, Jersey City, already has been selected. Jay Lewis Associates are handling.

### Richard Wright Joins WHN

Richard Wright has been added to the sales department of WHN.



**HERB BUTTERFIELD** of Lord & Thomas back from New York and a session with Montgomery Ward recordings.

Tommy Bartlett, WBBM announcer, took a gal to a dance at Minocqua, Wis., other evening and when he got there he found he had no money. So he entered the amateur singing contest and won the \$10 prize.

Wendell Hall and family back from northern Wisconsin vacation. He is ready to go to work on a theater date in Detroit.

Basil Loughrane, Lord & Thomas radio chief, still laid up with fractured ribs he got in bathtub fall.

Charles P. Hughes who has "Grand Central Station" on WJJD for 42nd St. Cosmetics, is offering round trip tickets to New York with hotel expenses and tickets to Broadway shows in a new contest starting this week.

Peter Cavallo Jr., has been named musical director for Skelly's "Court of Missing Heirs" to bow in on CBS Oct. 11.

Wayne Hunt, president of Knox-Reeves agency of Minneapolis, visiting WBBM, where he is looking after General Mills Baseball Broadcasts.

Ken Church, commercial manager of KMOX, and Arthur Hull Hayes, New York manager of Radio Sales Inc., in a huddle at WBBM.

Kathryn Witwer, Mutual soprano, vacationing at Saranac Lake.

### CBS School of Air Returning

CBS' American School of the Air returns Oct. 18 for its ninth season with an expanded program in which the Nat'l Education Ass'n will join to enter the schoolroom proper for the first time in its history. Helen Johnson directs the broadcasts.

### Sign NBC Thesaurus

New NBC Thesaurus subscribers are KSRO, WCBS and KOKO. Renewals have been signed by KTHS, WHP, WWNC, WJOR, KGKB and WSFA.

### Hecker Adds Stations

WRR, Dallas, and KTAT, Fort Worth, have been added to the Mutual-Beatrice Fairfax show which is sponsored by Hecker Products. Program is heard Tuesdays through Fridays, 2:45-3 p.m. BBDO has the account.

### Mutual WHK-WCLE Salutes

Mutual will salute WHK-WCLE, new additions to the MBS web, on Sept. 26-27. Programs will emanate from WOR and WGN.



STATION-STUDIO  
TRANSMITTER  
and

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## KSTP Studios and Offices Undergoing Modernization

St. Paul—Carrying out the second phase of an expansion program which was launched last year with the installation of a new \$300,000 transmitter, KSTP, Twin Cities independent station, this week began an enlargement and modernization program in connection with its St. Paul offices and studios.

The new program, which will provide additional audition facilities, including a new modern audition room, more sales and office space, is being carried out to meet increased demands. The station expects 1937-38 to be the largest broadcast year in KSTP's history.

The expansion will include new furnishings, new audition equipment and added facilities for the sales and office staffs, and will make the station's St. Paul offices and studios among the most finely-appointed in the nation. Additional space on the Hotel St. Paul's 12th floor is being taken in to provide the new accommodations.

## KNX Is Constructing New 480-Foot Antenna

West Coast Bureau, RADIO DAILY

Los Angeles — Construction plans are under way at KNX for a 480-ft. tower, embracing latest antenna developments and new vertical radiator equipment, which will be completed in time for the opening of the new CBS studio. FCC grant also provides for a new transmitter site.

## Townsend to Television

Chicago — Charles L. Townsend, NBC studio-field engineer, will be transferred to NBC's New York television crew Oct. 1. Wilson T. Knight, already on staff, will take Townsend's place and George Maki is the newcomer on staff.

## Philco Reports Increase

Philco Radio & Television Corp. reports that a 100 per cent increase in its parts business has been shown every month since the early part of the year, based on identical periods in 1936.

## CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.  
WE FURNISH  
Electrical Lighting Equipment  
of Any Kind  
FOR RADIO STATIONS  
244-250 WEST 49th STREET  
New York City Tel. Circle 6-5470-1

## NEW PATENTS Radio and Television

Compiled by JOHN B. BRADY, Attorney  
Washington, D. C.

Re.02,506 Oscillator System. Walter Soller, Cincinnati, Ohio, assignor to Wm. H. Woodin, Jr.

2,092,762—Variable Condenser for Modulation. Fred H. Kroger, Port Jefferson, N. Y., assignor to RCA.

2,092,769—Electron Discharge Device. Aristote Mavrogenis, Milwaukee, Wis., assignor to RCA  
2,092,770—Radio Circuit. Aristote Mavrogenis, Milwaukee, Wis., assignor to RCA.

2,092,804—Screen Grid Electron Discharge Device. Gunther Jobst, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,092,814—Photoelectric Tube. Walter Schafner, Berlin, Germany, assignor to Allgemeine Elektrizitats Gesellschaft.

2,092,815—Cathode Heater Insulation. George T. Shaw, Vernon, N. Y., assignor, by mesne assignments to RCA.

2,092,871—Cathode Ray Tube Deflecting Circuits. Alda V. Bedford, Collingswood, N. J., assignor to RCA.

2,092,874—Amplifier. Don G. Burnside, East Orange, N. J., assignor to RCA.

2,092,881—Electron Discharge Device. Johan L. H. Jonker, Eindhoven, and Wilhelm Albricht, The Hague, Netherlands, assignors to RCA.

2,092,885—Volume Control System. Loren R. Kirkwood, Merchantville, N. J., assignor, by mesne assignments, to RCA.

2,092,886—Electron Tube for Producing Ultra Short Waves. Wilhelm E. Kuhle and Felix Herriger, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,092,887—Impulse Operated Relay. David G. C. Luck, Woodbury, N. J., assignor to RCA.

2,092,890—Receiving Circuit. John B. Moore, Riverhead, N. Y., assignor to RCA.

2,092,893—High Frequency Amplifier. Harold

A. Snow, Mountain Lakes, N. J., assignor to RCA.

2,092,896—Display Type Tube Tester. John M. Stinchfield, Rutherford, N. J., assignor to RCA.

2,093,072—Amplifier Gain Control Circuit. Arthur H. Cooper, Iver, England, assignor to Electrical & Musical Industries, Ltd.

2,093,078—Electric Space Discharge Tube System. Raymond A. Heising, Summit, N. J., assignor to Bell Telephone Laboratories, Inc.

2,093,094—Radio Frequency Amplifier. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.

2,093,095—Automatic Volume Control. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.

2,093,102—Radio Receiver. John S. Starrett, Wilmette, Ill., assignor to RCA.

2,093,166—Electric Discharge Device. Leslie E. Flory, Oaklyn, and George A. Morton, Haddon Heights, N. J., assignors to RCA.

2,093,177—Cathode Ray Tube Deflecting Circuits. Arthur W. Vance, Haddonfield, N. J., assignor to RCA.

2,093,217—Automobile Radio Antenna. Ray Lee Stout, Ashtabula, and Alva Povlis, Jefferson, Ohio.

2,093,245—Tone Control Device. Carel J. van Loon, Eindhoven, Netherlands, assignor to RCA.

2,093,273—Getter for Vacuum Tubes. Adolf Haslauer, East Orange, N. J.

2,093,288—Television Apparatus. Gregory N. Cgoblinksky, Collingswood, N. J., assignor to RCA.

2,093,302—Screen Grid Metal Tube. James E. Beggs, Schenectady, N. Y., assignor to General Electric Co.

2,093,303—Screen Grid Metal Tube. James E. Beggs, Schenectady, N. Y., assignor to General Electric Co.

2,093,331—Oscillation Generator. Lambert H. Lynn, Schenectady, N. Y., assignor to General Electric Co.

2,093,393—Tone Control System. Kenneth W. Jarvis, Kenmore, N. J., assignor to RCA.

put console, and shift of transmitter to a new location with ground system going into the water on nearly every side.

## WATD Gets Baptism

South Bend, Ind.—WATD, the new mobile unit of WSBT-WFAM, received its baptism under fire the other night. An airplane crash near the local airport caused the death of four persons. The unit, under engineers Herb Cole and Lowell Harris, was rushed to the scene, about a mile west of the city limits. There they were met by Bob Swintz, WSBT-WFAM commercial manager, who had arrived shortly after the crash. Contact was established with the studios and a broadcast was put on the air with Bob at the mike interviewing eye-witnesses to the crash and presenting all information available pending the official investigation.

## WCOA Power Boost Nov. 1

Pensacola, Fla.—WCOA expects to have its power boost to 1,000 watts in operation by Nov. 1. Construction permit is now final and work on equipment changes is under way. A Blaw-Knox shunt excited radiator is being erected, along with Western Electric program amplifier, speech in-

## MICROPHONE

Repairs  
Dynamic, Velocity, Etc.  
Also New

Dynamics for Studio and Remotes

Write for Catalogue

AMERICAN MICROPHONE CO., INC.  
Los Angeles, Calif.



samples  
upon  
request

WORTHY of the splendid modern transcriptions! Eliminate surface noise with this 100% shadowgraphed needle, preferred by leading broadcast stations.

## PLAYBACK NEEDLES STEEL CUTTING NEEDLES

Mfd. by W. H. BAGASHAW Co., Lowell, Mass.  
Distr. by H. W. ACTON CO., Inc.  
370 Seventh Avenue, New York City

## Two Albany Stations Improving Facilities

Albany—WABY, recently granted an increase in power to 100 watts daytime and 100 watts night, and WOKO, granted permission to install the latest transmitting equipment which will greatly increase the area being served, will have these improvements in effect within a month or so.

WABY now carries the programs of NBC-Blue, N. Y. Broadcasting System and Mutual. The power boost, becoming effective Oct. 19, will give it a much wider coverage.

WOKO's equipment in the control room at the Ten Eyck Hotel will be completely replaced by the most modern Collins equipment, while the transmitter on Central Ave. is to be replaced by the last word in a modern Collins transmitter. These changes are expected to be completed in about a month.

## New Amplifiers for WHK-WJAY

Cleveland—Two new W. E. program amplifiers have been added to the master control room equipment of WHK-WJAY, which will form part of the new identity of WJAY when it changes its call letters to WCLE on Sept. 26. They have a stabilized feed-back designed to reduce tube and amplifier noises and a volume compressor which acts on sounds above a predetermined level.

## Amplifier for WHB

Kansas City, Mo.—WHB last week installed a new W. E. 110A speech amplifier.

## CONQUEST PORTABLE RADIO RECEIVER and PLAYBACK COMBINATION

A superior unit that speeds the sales of talent, time or transcriptions . . . bringing your product into the prospect's office . . . with high fidelity reproduction of both radio broadcasts and recorded programs. . . . A playback that recreates every note, every word, with a clarity beyond belief. . . . A microphone attachment that permits off-stage voices blending with recorded music . . . or its use as an efficient public address system. A flip of the switch and you have 33 1/3 or 78 r.p.m. for discs up to 17 inches diameter . . . radio . . . or phonograph and microphone. All in one attractive, compact, lightweight unit to meet the requirements of office, schoolroom and home.

For Specifications and Prices  
Write Today to

CONQUEST ALLIANCE CO., Inc.  
515 Madison Ave., New York  
228 No. La Salle St., Chicago

## ★ F. C. C. ★ ACTIVITIES

### HEARINGS SCHEDULED

Sept. 28: Jules J. Rubens, Aurora, Ill. CP for new station. 1040 kc., 250 watts, daytime.

W. H. Hartman Co., Waterloo, Ia. CP for new station. 1400 kc., 500 watts, daytime.  
KSLM, Salem, Ore. CP to change frequency and increase power to 1360 kc., 500 watts, unlimited.

Southern Broadcasting Corp., Bogalusa, La. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

WBLY, Lima, Ohio. CP to increase power to 250 watts. 1210 kc., daytime.

Oct. 5: Keystone Broadcasting Co., New Castle, Pa. CP for new station. 1250 kc., 250 watts, daytime.

WKAR, East Lansing, Mich. CP to increase power to 5 KW. 850 kc., daytime.

WLVA, Lynchburg, Va. CP to change frequency and increase power to 1390 kc., 500 watts, unlimited.

Oct. 6: William C. Smith, Bogalusa, La. CP for new station, 1310 kc., 100 watts, unlimited.

Larry Rhine, San Francisco. CP for new station. 980 kc., 250 watts, daytime.

Oct. 7: M. M. Valentine, Larado, Tex. CP for new station. 1500 kc., 100 watts, 250 watts, LS., unlimited.

Walter Biddick Co., Los Angeles. Auth. to supply electrical transcriptions to XEMO, Tia Juana, Mex.

### APPLICATIONS RECEIVED

Odessa Broadcasting Co., Odessa, Tex. CP for new station. 1310 kc., 100 watts, daytime.

Indianapolis Power & Light Co., Marion County, Ind. CP for new relay station. 3100, 34600, 37600, 40600 kc., 40 watts.

Neusteter Suit Co., Denver. CP for new station. 1370 kc., 100 watts, unlimited.

### APPLICATIONS GRANTED

Wyoming Broadcasting Co., Rock Springs. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

Minnesota Broadcasting Corp., Minneapolis. CP for new relay station. 1606, 2022, 2102, 2758 kc., 25 watts.

### SET FOR HEARING

Union-Tribune Broadcasting Co., San Diego, Cal. CP for new station. 1480 kc., 5 KW., unlimited.

N. B. Egeland, Roland, Ia. CP for new station. 1500 kc., 100 watts, daytime.

### APPLICATIONS DISMISSED

Radiotel Corp., San Diego. CP for new station. 920 kc., 1 KW., unlimited.  
United Broadcasting Co., Tulsa. CP for new station. 1550 kc., 1 KW., unlimited.

### ACTION ON EXAMINER'S REPORTS

Peninsula Newspapers, Inc., Palo Alto, Cal. Denied CP for new station. 1160 kc., 250 watts, daytime.

Redwood Broadcasting Co., Eureka, Cal. Granted CP for increase of day power for KIEM to 1 KW. Denied increase of night power.

Clarence A. Berger & Saul S. Freeman, Coeur d'Alene, Ida. Granted CP for new station. 1200 kc., 100 watts, daytime.

Twin City Broadcasting Corp., Longview, Wash. Granted CP for new station. 780 kc., 250 watts, daytime.

Phillip Jackson, Brunswick, Ga. Dismissed with prejudice app. for CP for new station.

Amarillo Broadcasting Co., Amarillo, Tex. Dismissed with prejudice app. for new station.

John D. Fields, Inc., Las Vegas, Nev. Dismissed with prejudice application for new station.

Robert E. Clements, Huntington Park, Cal. Dismissed with prejudice app. for new station.

Young People's Assn. for the Propagation of the Gospel, Shark River Bay, N. J. Dismissed with prejudice app. for new station.

### Platform for Singers

WQXR has constructed a stepped platform in its studios for use of the singers in the new series of opera presentations, which starts Sept. 25. This permits full vision of the conductor by the entire company and voice volume is controlled, simply, by distances from the microphone to places on the platform.

# ★ Program Reviews ★

## "Success Doctor"

Harry H. Balkin, character analyst and student of human nature, who made his eastern debut this week with a Tuesday and Thursday period over WOR at 11:30-11:45 a.m., has a program that could attract a substantial number of listeners if he would just tone down his declamatory voice a bit. He puts so much steam behind his statements that he sounds more like a political stump orator than a "Success Doctor" seeking to give persons calm and intelligent advice on the selection of careers. Program is sponsored by Gumpert's Butterscotch Creme Dessert.

## Alice Remsen

The "Turn Back the Clock" series arranged by Alice Remsen have been a source of dinner-time enjoyment for some time. A typical program, caught yesterday on NBC-Red at 6:15-6:30 p.m., had George Griffin, baritone, and Al and Lee Reiser, pianists, on the bill with Miss Remsen. After a lively dual piano "Ragging the Scale" opener, songs of 1912, 1913 and other vintage were vocally revived by Miss Remsen and Griffin. Unspoiled by tricky arrangement, the numbers were pleasantly and wistfully reminiscent. It's

## RCA Victor Promotions

RCA Victor yesterday announced the following promotions in its sales executive organization: L. W. Teegarden, formerly Western division manager, placed in charge of radio tube sales to wholesale distributors; M. F. Blakeslee, formerly Chicago district manager, appointed Western division manager; Richard A. Graver, formerly Cleveland district manager, made Chicago district manager; A. G. Kemp appointed Cleveland district manager, and E. J. Rising, formerly San Francisco district manager, made Los Angeles district manager.

## Mobile Unit Covers Iron Horse

Charlotte—The giant exhibit by the Seaboard Railway of their latest advances in locomotives was also the scene of an unusual broadcast by the WSOC mobile unit. Accompanied by announcer Charles Hicks, the unit took in the entire show down to taking the mike into the innermost vitals of the new iron horses. Attendance at the exhibit took a big hop after the program was aired.

## Opens Philly Branch

Philadelphia—Midwest Radio Corp., a pioneer in the field of radio manufacturing, has opened a factory-owned showroom here under the management of A. B. Wagner.

## New Equipment for WEW

St. Louis, Mo.—WEW has been adding RCA equipment to its station, and is contemplating purchase of transmitter improvements.

a type of program that doesn't tire the listener like so many blaring musical shows do.

## Eddie Dooley

Initiating a football series, Eddie Dooley bowed in over CBS at 6:30-6:45 last night. Taking over the mike after Paul Douglas gave a few baseball results, Dooley sized up various teams and discussed their chances in the coming games. He talks authoritatively and interestingly, with an effective mike voice. Program will be heard Tuesdays and Thursdays.

## Briefly

Gretchen Davidson and Carleton Young, who play the romantic interest in Heinz's "Carol Kennedy's Romance" over CBS, are doing a swell job. They help considerably to make this one of the more interesting script shows of the air.

Arthur Chandler's organ music, with a few birthdays and anniversaries thrown in, originating from Cincinnati and fed to the WLW Line, is nice morning ear-entertainment. Chandler has a pleasing style of presenting his stuff. Program is heard at 9:45-10 a.m. Monday through Friday.

## Gospel Group Denied Permit

Federal Communications Commission has dismissed the application of the Young People's Association for the Propagation of the Gospel, Shark River Bay, N. J., for authority to build a new radio station to operate on 640 kc., 5 KW., daytime only.

## WICC Builds Turntable

New Haven—WICC is building new turntable equipment for production purposes. New feature will be a special equalization allowing for reproduction of "distorted" tones.

## Kronman, Stahl Join Bacher

West Coast Bureau, RADIO DAILY  
Los Angeles—Harry Kronman and Edith Stahl, formerly production aides of Bill Bacher on "Hollywood Hotel", have joined the Bacher staff at M-G-M.

## WMT Appointments

Cedar Rapids, Ia.—Allan McKee, announcer, has been appointed production manager for the local WMT studios.

Eleanor Gough is an addition to the staff as pianist.

## Cheerio Returning

Cheerio, veteran inspirational program, returns Sunday at 10:30-11 p.m. over NBC-Blue with a weekly program.

## Mary McBride for Tapioca

Mary Margaret McBride will be the femme commentator on the General Foods (Minute Tapioca) program starting Oct. 4 on 45 CBS stations at 12-12:15 noon.

## NEW BUSINESS

Signed by Stations

### Boston

WNAC: Colgate - Palmolive - Peet, news participations, also on 11 other Yankee stations; Axton-Fisher Tobacco (Twenty Grand); United Drug, "Magic Hour" ET's; Maine Development Commission, through Brooke, Smith, French & Dorrance, N. Y., also on 6 other Yankee stations.

WAAB: C. G. Conn Ltd., Boston (musical instruments).

WBZ-WBZA: Philco ET's; Gorton-Pew fisheries; Pinex Co., through Russell M. Seeds Co., Indianapolis; Louis Howe Co.; Allegheny Steel Co., through Walker & Downing, Pittsburgh; United Drug; Oakite Products, through Calkins & Belden, N. Y.; Rival Packing Co., through Charles Silver & Co., Chicago.

### WBAL, Baltimore

Ford Motor Co., announcements; Baume Bengue, participations.

### WHN, New York

Pinolem Co., spots, through Pedlar & Ryan.

### WPG, Atlantic City

United Drug Co., "Rexall Magic Hour."

## GUEST-ING

GOVERNOR BLANTON WINSHIP of Puerto Rico, on Lowell Thomas program, Sept. 21 (NBC-Blue, 6:45 p.m.)

DICK POWELL, third appearance on Werner Janssen program, Sept. 19 (NBC-Blue, 7:30 p.m.)

MAXINE SULLIVAN, on Walter O'Keefe program, Sept. 22 (NBC-Red, 9 p.m.)

DENNIS KING and NANCY McCORD, on James Melton program, Sept. 19 (NBC-Red, 10 p.m.)

HUNT STROMBERG, M-G-M producer, and ERIC HATCH, author, on "Movie Club," tonight (WHN, 8 p.m.)

CHARLES GRAPEWIN, on Elza Schallert program, Sept. 22 (NBC-Blue, 10 p.m.)

CONRAD THIBAUT, on "Cavalcade of Music," Sept. 22 (CBS, 8 p.m.)

DARRYL F. ZANUCK, v.p. in charge of production of 20th Century Fox, on Woodbury program, Oct. 3 (NBC, Blue-9 p.m.).

## New Chesterfield Series

Liggett & Myers' new Chesterfield series from the Coast, with Hal Kemp orchestra and Alice Faye, will be known as "Music from Hollywood". Phil Cohan takes charge of production with start of the new contract Oct. 1. Newell-Emmett is the agency.

## Weed Gets WLEU and WHBL

Weed & Co. have been named national representatives of WLEU, Erie, and WHBL, Sheboygan.



## SAN FRANCISCO

Robert Noble of Los Angeles, who has still another pension plan, is spinning ET's on KGCC called "\$25 Every Monday Morning." Uses half hour six times a week.

Clarence Meyer, KYA press chief, back at his job from vacation.

Ralph R. Brunton of KJBS-KQW went to New York for the NAB directors' meeting.

Max Breslow's trumpet playing at KYA has an added thrill to it nowadays. A baby girl was born to his wife Gertrude at Mt. Zion Hospital.

Tom Jones, KYA announcer-producer, recovering from laryngitis which nixed his mike appearances lately.

Don Avery, former KROW Federal Outfitting Co. newscaster, has left to assume commercial management of KSRO, new Santa Rosa station. At present, Howard Duff, former newshawker at KOMO and KJR, Seattle, is doing the stint.

KSFO Items: Dude Martin and his Nevada Night Herders back for twice daily airing after a summer season at Mirabel Park, Russian River. . . . A new photographic darkroom complete in every detail and equipped with both Leica and regular enlargers has been finished under the direction of Tro Harper, news editor.

Fred Benioff, furrier, consistent radio time buyer for 10 years, has switched from KPO to here, handled through Theodore A. Segall agency.

Eddie O'Malley, drummer in the KYA ork, resigned to join a Follies (burlesque) show in Oakland. Elwood Greer, former NBC'er, succeeds.

## BALTIMORE

Katherine Dierken, well-known WBAL player, has been added to the staff of "Bards of Baltimore," the amateur poetry program which has been extended to a half-hour. Brad Bradley directs the show.

Frieda Etelson Balotin, violinist, is winning favor with her "Midsummer Moods" program on WBAL.

WCBM has resumed its Monday night amateur shows, with Moses Kahn store as sponsor.

## Tony Wons Moved Up

Vick Chemical Co. will advance the starting date of the new Tony Wons series one week to Sept. 27. Show will be aired every Monday, Wednesday and Friday, 10:30-10:45 a.m. over the CBS network.

## ONE MINUTE INTERVIEW

## VERNON RADCLIFFE

"The outside audience is so potentially big that we regard it as more important than a handful of people in a studio. Radio in the future will undoubtedly develop the editorial resources, production technique and facilities to reach this audience more widely and effectively."

## ★ Coast-to-Coast ★

H. R. GROSS, chief of WHO (Des Moines) news department, returns next week from a Minn. fishing trip.

Frank Austin, sports commentator at KDYL, Salt Lake City, ushered in the football season for the station's listeners with a short-wave account of U. of Utah practice activities.

WPG, Atlantic City: Director Norman Reed will retain the popular "Ship Ahoy" program through the fall. . . Stanley Meehan is departing to join Rudy Vallee, who has him under management. . . Station plans to increase its educational programs this fall and winter.

WSBT-WFAM, South Bend, has arranged with the local police and fire departments for news coverage of all fires, accidents, etc.

Senator Royal S. Copeland will speak today (Constitution Day) at 5:15 p.m. over WBBC in a program sponsored by the Daughters of the American Revolution.

Governors of the two Carolinas have been invited to inaugurate a series of fireside chats over WBT, Charlotte, for the discussion of state problems with the people of the two states. Both governors are enthusiastic about the plan and details are being worked out by General Manager William A. Schudt Jr. of the station to schedule the talks once a month during the fall and winter for each of the governors.

KCKN claims it was the first station in Greater Kansas City to originate a broadcast from the new \$2,500,000 Wyandotte High School, which is the largest and finest high school in either Missouri or Kansas. This broadcast was written by Ruth Sullivan of the KCKN staff, who graduated from the old Wyandotte High School. KCKN also devoted two hours and 45 minutes for special programs in connection with the official dedication, including the 30-minute address of Secretary of War Harry H. Woodring.

"The March of the 'Forty Five'", one of the most ambitious dramatic productions ever attempted by BBC, will be heard here in a special broadcast, Oct. 2 at 8-9 p.m. over NBC-Blue. The play, written in verse, uses several narrators to set the dialogue, and many Scotch bagpipe airs and English musical pieces of the period set the tone for the action.

Call letters of the J. W. Woodruff station in Albany, Ga., are WGPC, not WGCP. Transpositions occur on the best of typewriters.

Jack Marshall, comedian trombonist with Benny Meroff's band at the

New Yorker, is shooing away film talent scouts, he is that good. Marshall has just signed exclusive artists management contract with Rockwell-O'Keefe.

Jack Amlung and his orchestra, playing for "Crazy Water Crystals" remote from Mineral Wells over WBAP, Fort Worth, and TQN, and Conrad Brady, emcee on this program, return Monday from vacation.

Herb Hollister, g.m. of KANS. Wichita, fears that folks will be calling his station precocious, seeing that it recently fed the NBC-Blue network with a couple of shows.

A Guest Book, in which visitors to WOPI, Bristol, studios are invited to sign, has within a short time 3,000 signatures. In addition to taking the visitors around the new studios, W. A. Wilson, general manager, has provided an attractive booklet as a souvenir of the station.

Ken Keese, program director of WATL, is often featured with an orchestra as Atlanta's popular vocalist on the air.

The Robert L. Ripley Curioddities, which will be on exhibition for three weeks starting Sept. 20 at R. H. Macy store, will be broadcast four times a week over the New York Broadcasting chain (WINS). The exhibit will benefit the United Hospital Fund.

University of Nebraska shows more signs of loosening for radio broadcasts of the games this year. All the big home tussles will be aired with Reginald B. Martin, KFAB-KFOR's station manager, at the mike.

Using the new WSOC mobile unit facilities, the National Youth Administration recently inaugurated a new series of programs designed to inform the public of their activities in and around Charlotte. The broadcasts, heard every Tuesday afternoon at 3:15, originate from a different location each week, and each program describes some single activity of the National Youth Administration, whose purpose is to help the youth of America to find suitable vocations.

Tom Terriss' Saturday "Vagabond Adventures" program over NBC-Red was a quarter-hour shot last week only. It now goes back to its 30-minute stretch, 5-5:30 p.m.

Mabel Jennings, formerly feature writer with the Washington Herald, has been signed by Rockwell-O'Keefe for radio commentator work.

Orson White and Erving Gerlat,

## BOSTON

George R. Dunham Jr. has joined WEEL in charge of sales promotion. He comes from Boston Woven Hose & Rubber Co. and is the son of George R. Dunham, head of Greenleaf Advertising Agency.

Joe Kerrigan, WBZ houseman, famous for his recitation of "Casey at the Bat," is leaving there the 18th to try his fortune in New York.

Dwight Meade and Mrs. Evelyn Knapp ("Harvey and Dell") are now Mr. and Mrs. Their program is heard daily over WBZ-WBZA.

## KANSAS CITY

Neal Keehn and Margaret Heckle have returned from Chicago where their "Across The Breakfast Table" has been aired via WBMM since June. Keehn will resume his place on the KMBC staff, airing special events.

KXBY has appointed Joseph Hershey McGillvra as special representative, it is announced by Harry Clifford, commercial manager.

KXBY has sold the Florsheim Shoe Store broadcasts of the Pittsburgh-Giants games with Jerry Burns at mike.

William Henning, father of Paul Henning, KMBC staff artist, passed away this week.

Dot Chaquette, KXBY assistant program director, has resigned to go to Chicago.

KCMO has sold a daily five-minute newscast to Aines Dairy.

WHB has sold Long-Hall Laundries a daily quarter-hour disk program.

## 76 Stations for Hudson

Hudson Motors will use a 76 CBS station network for its "Hobby Lobby" series which begins Oct. 6, 7:15-7:45 p.m., with repeat at 10 p.m. Program will originate from the WABC studios.

pianists heard daily over WRJN, Racine, Wis., were injured in an automobile accident last week.

Martha Lincoln, lyric soprano, returns to the airwaves with a regular Monday 6:15 p.m. spot over WARD, Brooklyn.

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

## Greetings from Radio Daily

Sept. 17  
Dorothy Dreslin  
Mary Charles  
Bob Holz

Sept. 19  
Dick Fishell  
Janice Gilbert  
Willard Robison  
Lynne Overman





# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 56

NEW YORK, N. Y., MONDAY, SEPTEMBER 20, 1937

FIVE CENTS

## AFM Strike Threat Looms Again

### COSMETICS FIRM SETS FIRST NETWORK SERIES

Raymond Co., St. Paul (Dona Ray cosmetics and Nu-Ray machineless permanent wave) on Oct. 17 will start its first nationwide radio campaign over 20 CBS stations, 2:30-2:45 p.m., with repeat at 11 p.m. Program will feature Lloyd Pantages, movie columnist, from KNX. Series is signed for 13 weeks through Milton Weinberg, Los Angeles.

### 100 Hours of Football For Yale Oil on KGHL

Billings, Mont.—In one of the biggest football deals between a single station and sponsor, KGHL has signed Yale Oil Co. of this city to sponsor more than 100 hours of football broadcast starting Sept. 25. Ed Yocum, KGHL commercial manager, will be at the mike. At least 10 games will be remotes handled from various college and university fields, with the Montana Interscholastic Championship on Thanksgiving Day as the climax.

### Oldsmobile Sponsoring Mich. Football Games

Detroit — WXYZ and the entire Michigan Radio Network will air the nine Michigan State College football games, both at home and abroad (Continued on Page 2)

### Johnson Managing KFRO

Longview, Tex.—Harold C. Johnson, in the KFRO commercial department for a year and a half, has been promoted by President James R. Curtis to the post of manager, succeeding T. R. Putnam, who resigned to head Tri-State Broadcasting System.

### Waxing with Audience

West Coast Bur., RADIO DAILY

Los Angeles—Frank Purkett, head of Associated Cinema Studios, producing and waxing the May Robson series, "Lady of Millions," for Bauer & Black, has taken over the CBS Radio Playhouse and will have an audience present for the first five episodes to be waxed by Miss Robson.

### What's a House Man?

Indication of what consumed time at the AFM-IRNA talks may be gleaned from the fact that it took one hour and a half to define a "staff musician." Petrillo knew what a house man meant in Chicago, but John Shepard 3rd wanted a national definition. Eventually a staff musician was set down as a "man who is paid by the week and not by individual performances." Between the two committees, five lawyers were present.

### 90 STATIONS BEING USED BY WILLARD TABLET CO.

Chicago—Willard Tablet Co. (Willard's Messenger) is planning a transcription and live series for more than 90 stations to start middle of October. First United Broadcasters has the account.

### Atl. Refining Extends Football to New England

Atlantic Refining, in addition to its football broadcasts throughout Atlantic territory, will sponsor a football resume series on five CBS-New (Continued on Page 3)

### Kellogg Co. Renews

Kellogg Co. has renewed "Girl Alone," for another 13 week run on eight NBC-Red network stations, effective Oct. 11. Show is heard Mondays through Fridays, 12 noon to 12:15 p.m. N. W. Ayer & Son, Philadelphia, has the account.

## ★ THE WEEK IN RADIO ★

... AFM is Still "Dynamite."

By M. H. SHAPIRO

THE Special Advisory Committee of the IRNA has really done yeoman work since it got under way and has accomplished considerable for which it will probably never receive full credit . . . It has been enabled to avert an early strike threat by its hard work, but all will come to naught if its questionnaire in the mail to stations is not quickly answered and every cooperation given . . . Foremost among the week's accomplishments is the fact that cer-

### IRNA Committee Flays Broadcasters for Delay in Filling Questionnaires — Hysteria and Hostility Seen

### FRANK MCNINCH DELAYS TAKING OVER FCC POST

Washington Bureau, RADIO DAILY  
Washington — Frank R. McNinch, chairman of the Federal Power Commission, who was to have taken oath of office today as FCC chairman, is delaying his new assignment until the first of October because of a campaign launched late last week to "rid the electric industry of all unlawful intercorporate dealings and profiteering." The drive is directed against interlocking directorates among public utilities and related companies.

### Three Maestros Signed For CBS "Hit Parade"

American Tobacco Co. (Lucky Strikes) have signed Robert Emmett Dolan, Al Goodman and Richard Himber for the "Hit Parade" series heard over CBS. The three conductors will alternate on the show every six weeks until Jan. 29. Program is heard over the network every Saturday, 10-10:45 p.m. Lord & Thomas is the agency.

### Texaco Adds Stations

Texas Co. has contracted for WGBI, WEOA, KDAL and WTAQ to join its CBS network series on Sept. 29, 8:30-9 p.m. Date is debut of the new Eddie Cantor series.

The AFM Executive Committee having informed the networks and transcription and phonograph record manufacturers that further negotiations now hinge completely on the outcome of a contract with the Independent Radio Network Affiliates, and in both cases adjourned until Oct. 18, by which time the IRNA deal is expected to be signed, sealed and delivered, the IRNA Special Ad- (Continued on Page 3)

### HEARST NOT DROPPING ANY RADIO PROPERTIES

Reports that Hearst Radio, Inc. was about to drop all or part of its holdings, especially the stations not on a paying basis, were denied Saturday by Emile J. Gough, head of Hearst radio interests. "On the contrary," said Gough, "we are going ahead (Continued on Page 3)

### Dodge Dealers Sponsor U. of Minn. Football

St. Paul—Under an option signed at the end of the 1936 season, Dodge Dealers of Minneapolis and St. Paul will sponsor University of Minnesota's eight football games over KSTP. There will be no commercials during (Continued on Page 2)

### Blair & Co. Gets WGBI

Scranton, Pa. — Frank Megargee, president of WGBI, has appointed John Blair & Co. as national representative for the station.

### Add Famous Slips

Cedar Rapids, Ia.—Bob Leefers, WMT announcer, contributes one to the record of famous slips of the tongue on the air. Just after a guest artist had concluded singing "Gone With the Wind," Bob stepped to the mike and said: "You have just heard 'Gone With the Wind' sung by our 'guest' of the evening."

(Continued on Page 2)





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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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

## FINANCIAL

(Saturday, Sept. 18)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	161½	159¼	159¼	- 2
CBS A	26¼	26¼	26¼	.....
CBS B	26¼	26¼	26¼	.....
Crosley Radio	15	15	15	.....
Gen. Electric	47¾	45¾	45¾	- 2½
North American	22¾	21¾	22¼	- ½
RCA Common	10	9½	9½	- ½
RCA First Pfd.	67¾	66¾	66¾	- 1¾
Stewart Warner	14¾	14¾	14¾	- ¾
Zenith Radio	35½	33½	33½	- 3

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	14¼	14¼	14¼	- ¼
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### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	11¼	12¾

### Promotions at KIRO

Seattle—Loren B. Stone, formerly commercial manager, has been made assistant business manager of KIRO. He will still handle promotion and national business in his new job. Arch Morton takes the title of commercial manager and will devote his time chiefly to local sales. H. J. Quilliam is general manager of the station.

### Mayo Joins Sound Corp.

Eugene Bresson, president of Sound Reproductions Corp., has appointed John Mayo, formerly of NBC, as executive in charge of sales. Sound Reproductions has just undergone an extensive re-organization in order to meet increased commercial commitments.

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

## ★ THE WEEK IN RADIO ★

... AFM is Still "Dynamite."

(Continued from Page 1)

adequate representation . . . A special attorney will be hired.

The independently owned affiliates of the major webs met over the week and did their stuff . . . apparently it is now up to the rest of the broadcasters to fall in line . . . Oct. 15, is the new deadline, but if the broadcasters do not show a desire to come through before this time, the threatened strike is apt to become a reality more suddenly than most radio men realize . . . not that Joe Weber and other members of the AFM Executive Committee do not appreciate what the broadcasters are up against . . .

CBS daytime sales jumped 257 per cent for the summer months of July and August, as compared to same period a year ago . . . Kendall B. McClure of WOAI was elected president of the Association of Radio News Editors & Writers, at the convention in Chicago . . . Hearing was held in Omaha on the constitutionality of the anti-Ascaph law and decision held in abeyance pending the filing of briefs . . . Music trade fair

practice hearing will be held in Washington at the FTC offices on Oct. 4 . . . when adopted the code will seek to preclude bribery of radio artists to sing or play compositions for monetary or other considerations . . .

R. G. Brophy, manager of NBC station relations department, resigned to again join the Canadian Marconi Co., and Keith Kiggins succeeded him . . . More stations were signed by two unions, the AGRAP and ACA, all located in the East . . . Harry Fox, general manager of Music Publishers Protective Ass'n, warned publisher members against signing the proposed new form of contract proffered by the Song Writers Protective Ass'n . . .

CBS earnings for first six months of 1937 revealed an increase of 25 per cent, amounting to \$1.48 a share . . . NBC is set to carry the largest list of news programs this fall in its history . . . RCA plans a \$1,000,000 addition to its plant in Harrison, N. J.

### Dodge Dealers Sponsor U. of Minn. Football

(Continued from Page 1)

actual broadcast of the games from the field, the plugs being limited to a 15-minute preview preceding the game and a 15-minute review at the finish, but the sponsors will expand their service to listeners by also conducting a pre-game football party each Friday night. Halsey Hall will describe the games, also emcee the Friday party, titled "Football Highlights," which will have Leonard Leigh, KSTP musical director, and other musical talent.

### New W. E. Amplifiers

Western Electric is introducing two new audio frequency amplifiers for use in operating monitor loudspeakers. Known as the 94C and 94D, they provide large power output at low cost and employ the stabilized feedback principle developed by Bell Telephone Laboratories and are shielded so as to be free from cross talk and a-c interference.

### 33 Stations for Fla. Citrus

The Florida Citrus-Emily Post series which starts on CBS Oct. 19 at 10:30-10:45 a.m., will be aired on 33 stations each Tuesday and Thursday. Program will be entitled, "How to Get the Most Out of Life."

### Philharmonic Resumes Oct. 24

New York Philharmonic Orchestra will begin its tenth year of CBS broadcasting Oct. 24 when the first of 28 Sunday programs will be aired.

### NBC Adds Football Games

The Army-Columbia and Carnegie Tech-Purdue football games on Oct. 9 have been added to NBC's schedule.

### Oldsmobile Sponsoring Mich. Football Games

(Continued from Page 1)

starting Sept. 25, with Howard Finch describing the plays. Oldsmobile will sponsor the broadcasts.

Other MRM football airings will include a weekly series of Wednesday sports broadcasts starting this week featuring Coach Charlie Bachman of Mich. State and an orchestra under Benny Kyte, sponsored by Auto Owners Insurance Co., and a Friday forecast program featuring Carl Gensel, also beginning this week.

### Starr to Cover Show in Wash'n

Martin Starr, WMCA movie and drama commentator, will make a special trip to Washington Sept. 25 to review the new Osgood Perkins-Gertrude Lawrence show, "Susan and God." Starr will broadcast his review that same night from WOL.

### Spots Used on Durbin Film

Universal Pictures, J. Walter Thompson, took spot programs on WOR over the week-end to plug the new Deanna Durbin picture, "100 Men and a Girl," which opened at the Roxy on Friday.

### 7-Up on Football Schedule

El Paso—The 7-Up Bottling Works has signed for the biggest football sponsorship in KTSM's history. Broadcasts include entire schedule of Texas College of Mines and other events.

### Mark Twain on WHN

Federal Theater Radio Division is presenting "Mark Twain" on WHN at 7:30 tonight. Edward Latimer will play the title role, and Ira Ashley will direct.

## COMING and GOING

FRANK SCHREIBER, WGN publicity director, NAT ABRAMSON, head of WOR Artists Bureau, and ROBERT BRAUN of the Don Lee Artists Bureau, sailed Saturday on the Rotterdam for a West Indies cruise.

GABRIEL HEATTER, MBS commentator, returned from Chicago this morning.

E. H. SCOTT, manufacturer of De Luxe radios, sailed for Europe to get his new London plant into operation.

DON AMECHE left the coast last week for New York and a Bermuda vacation.

BARBARA STANWYCK sailed from New York on the Virginia last Saturday, returning to Hollywood.

KATE SMITH arrived in New York last week after a three-month vacation.

AILEEN STANLEY has postponed her return until Oct. 1 from her BBC appearances in England and other foreign engagements.

SHEILA BARRETT, being held over for another week at Boston's Mayfair Club, was in and out of New York yesterday for her Gulf program guest performance. She returns to New York for her Green program Oct. 3 and the Rainbow Room opening Oct. 6.

OSCAR BRADLEY, following his Gulf broadcast next Sunday, leaves for Hollywood, where his orchestra will again be featured with Phil Baker, who returns to the CBS airwaves Oct. 3.

OZZIE NELSON and orchestra, with Harriet Hilliard, leave Wednesday for the coast to do film and radio work.

GORDON SOULE, head of Aerograms Transcriptions of Hollywood, was in Chicago last week conferring with John Van Cronkhite. He then went to Detroit with M. H. (Cete) Peterson, VCA v.p., for a huddle with General Motors crowd.

LYNN BRANDT will be in New York this week from Chicago to broadcast Carnival of Champions on Thursday for NBC.

### Ala. First for Pontiac

Alabama University will inaugurate the new Pontiac "Varsity Show" series on Oct. 1 over NBC. Blue at 8-8:30 p.m. Paul Dumont will emcee the programs.

### More Stations for Kate Smith

WEOA, KDAL and WKBH have been added to the CBS network which will air the General Foods-Kate Smith program which begins Sept. 30, 8-9 p.m.

### WHIP Starts Oct. 1

Hammond, Ind. — WHIP, the new Dr. George Courrier station, expects to go on the air Oct. 1. Francis Obert has been added as announcer. Doris Kean is program manager and Everett Parker production manager.

Jack Major, "the man from the South," who sings, whistles and yodels. There hasn't been a nicer, cleaner personality on the vaudeville stage in this city in the last decade.

GOLDEN GATE THEATRE - SAN FRANCISCO

Just One of the Reasons Why  
**COLONEL JACK MAJOR**  
Is So Popular With  
THE LISTENING AUDIENCE  
MONDAYS - 3-3:30 E.D.S.T.  
WABC - COLUMBIA NETWORK

## THREAT OF AFM STRIKE SEEN AGAIN IN DELAY

(Continued from Page 1)

visory Committee has sent an urgent letter to broadcasters asking immediate compliance with request that its questionnaire be filled out and returned immediately. Otherwise, the broadcasters are informed by the committee, "the conclusion of these negotiations will be conducted in a state of hysteria and hostility and there will be losses and bitterness we are striving to avert."

Since stations cannot operate with an undue burden and networks cannot operate without the affiliates, the committee said in its letter, it is endeavoring to better the network offer of a 10 per cent contribution and will use its own judgment and accept responsibility of recommending by mail whether the final offer should be taken, and in case of acceptance the method of distribution of the proceeds.

"In case of rejection," the letter reads, "your committee will feel compelled to abandon further efforts to distribute the load for the affiliates and will step aside. In such an event the strike will probably follow promptly."

In an effort to preclude station revenue figures being made known to outsiders, the committee has informed the broadcasters in its letter that the accounting firm of Ernst & Ernst will handle the figures. In case of question, the Ernst & Ernst certificate will be accepted and the firm is sending out the questionnaires direct.

Failure of NAB members to fill out and return the questionnaire sent out by NAB is decried in the letter because the committee, while conferring with the AFM, had to accept the AFM figures on musician employment, there being no other accurate estimates available. AFM figures compiled by William J. Kerngood, secretary emeritus of the AFM, revealed that network owned and managed stations, excluding original key outlets, employed about 775 staff musicians at a total salary of \$1,500,000; there were staff musicians employed in 109 such outlets of the 259 in the group; 150 affiliates employed no musicians whatever; the eight original key stations are using 360 staff musicians and among the non-network stations, 85 out of 325 employed a total of 420 staff musicians. Grand total (including organists, etc.) is placed at 1,555 staff musicians now employed.

Rest of the letter informs the broadcasters of its progress and agent the formula being worked out

## ☆ Programs That Have Made History ☆

WEEI's Weather Man

**T**URNING a boyish hobby into a \$10,000 a year position should be the title of this story regarding the first broadcasting meteorologist in the world, E. B. Rideout of WEEI, the Columbia Broadcasting System of Boston.

Rideout was not only the first weatherman on the air but up to a few years ago he was the only one. His twice daily forecasts of New England weather service is not the only first either. WEEI boasts of being the only radio station in the country with its own weather equipment installed on the roof of its building, at 182 Tremont Street, overlooking historical Boston Common.

Last month Rideout celebrated his twelfth year on the radio. Today Rideout's voice is the oldest heard through the ether from that popular Boston station. He recently completed his 6,500th broadcast.

Last Fall Rideout was the only weather forecaster in the East who predicted a light winter, with not much ice and snow. The others all snickered up their sleeves and opined that at last old man Rideout was wrong, but he called the turn again, and had the last laugh as usual. It is interesting to note that over a period of years Rideout's weather predictions have been 85 per cent correct

as against that of 60 per cent of other weather bureaus.

After Rideout made his first broadcast in 1925, he continued on the air once weekly with weather talks for 14 months as a sustaining feature. Then he went commercial and from October 19, 1926 to May 1, 1927, he was heard with weather forecasts each night. From that date to the present time has been heard twice daily, at 8:00 in the morning and again at 11:00 o'clock at night, winter and summer, never missing a single broadcast. He is frequently heard in bad weather with several special storm warnings during the day in addition to his regular service.

During his working days and evenings, including Sundays at home, he receives on an average of from 15 to 300 telephone calls daily. Railroads, steamship companies, department stores, city and state highway departments, power companies, bus lines, school officials, eating places, summer resorts, theaters, and many other business institutions bank on him for weather information. Several years ago when the U. S. Navy submarine S-4 sank in Provincetown harbor off Cape Cod, the Commandant of the Boston Navy Yard in charge of raising the sub, took his weather information from Rideout by special wire daily.

### WTAM and NBC Cover Western Open Tourney

Cleveland—Golf fans of northwest Ohio and the nation received complete coverage of the 37th Western Open Golf tournament at Canterbury Golf Club, Friday through Sunday, when WTAM aired 17 broadcasts from the scene. Six programs were fed to the NBC-Red network during the three days. Tom Manning, veteran WTAM and NBC sports announcer, and Russell Wise gave play-by-play accounts. Three pack transmitters and parabola mikes were used in the broadcasts.

### Concert Series Concludes

Columbia Concert orchestra will conclude its summer series of Sept. 23 with the Kate Smith show taking over the 8-9 p.m. spot the following week. It is possible that the concert series may be shifted to another date, but as yet there has been no spot set.

in definite form after adoption by both sides. Samuel R. Rosenbaum of WFIL, who is also an attorney, hopes to have the standard provisions of a national contract ready by tomorrow. The committee also stated in the letter that, after careful consideration, any formula adopted as to allocation of additional expenditures will have to be based on station revenue.

### Atl. Refining Extends Football to New England

(Continued from Page 1)

England stations (WEEI, WDRC, WMAS, WPRO and WORC) beginning next Friday, 6:15-6:30 p.m. N. W. Ayer placed the account.

### "Funnies" Over WORC

Worcester — The Worcester Evening Post "funnies" will be read over the air daily beginning today, over WORC at 5:15 to 5:30 p.m. The newspaper is giving a strong buildup to the feature. "Big Brother Bill" is to do the job and it is expected that the show will pull a tremendous audience of children. Plan is to make the feature available to a national spot advertiser after a few weeks on the air.

### "Helping Hand" Returns

Jacob S. List, consulting psychologist, started his new series of fall broadcasts over WMCA on Saturday at 9 a.m., programmed as "The Helping Hand."

### AL DONAHUE

Now Appearing  
ROOSEVELT HOTEL,  
New Orleans  
Opens at the Rainbow Room Oct. 6th  
For Fall and Winter Season  
Fourth Return Engagement

## HEARST NOT DROPPING ANY RADIO PROPERTIES

(Continued from Page 1)

with expansion plans. Gough also stated that there was no intention to break the McClatchy affiliation on the coast, nor was there any undue worry about the earnings of KYA or KEHE.

Texas property is actually on a paying basis and growing constantly, Gough said.

### Sigworths Locating Here

Dan and Sylvia Sigworth, who write and play 14 characters in the "Romance of Dan and Sylvia" serial, are apartment hunting in New York after a summer vacation in western Pennsylvania. They returned with 65 new scripts of their act which played WMAQ, Chicago, and KDKA, Pittsburgh, for seven years. Production will be handled by Conquest Alliance Co., with whom the pair are under contract for two other series.

### Philco Sponsors WNBC Games

New Britain, Conn. — Philco and eight of its dealers here will sponsor the seven home football games of New Britain high school over WNBC. "Fordham Harry" Ginsberg will describe the games, with Hal Goodwin assisting. Sales Manager Larry Edwardson closed the deal.

### Bob Stanley in WOR Band Post

Robert Stanley has been appointed WOR house band director. He succeeds Nat Brusiloff who resigned the post some weeks ago.

### Legion Luncheon on WMCA

American Legion Luncheon to be held at the Kiwanis Club meeting will be aired over WMCA on Wednesday at 1:15-1:45 p.m. from the McAlpin Hotel.

There is no Substitute for Coverage

**WWSYR**

Send for New 16-County Program Survey

SYRACUSE, NEW YORK

**ANICE IVES'**  
"EVERYWOMAN'S HOUR"  
WMCA  
Mon. thru' Fri., 11:15 to 11:45 A. M.  
"There's nothing she can't sell."



## Program Comments

### "Vallee Varieties"

Still adhering to his policy of introducing new personalities to the listening audience, Rudy Vallee last Thursday brought the Stroud Twins before the mike, and though highly touted, the boys failed to meet the usual high standard of Vallee discoveries. One twin did a female impersonator, the other was more or less straight man; the boys present a droll type comedy that failed to impress very heavily on this occasion. High spot of the hour proved to be Willie Howard with another of his "French lessons." Maurice Evans and Edith Barrett in a "Paolo and Francesca" bit was a bit on the arty side. Tommy Riggs and "Betty Lou" were good as usual.

### "Kitchen Cavacade"

Returning to NBC-Blue, Monday through Friday at 10:45-11 a.m., with the same type of program he did earlier in the year for C. F. Mueller Co. (macaroni), Broadway producer Crosby Gaige again plays the chef role in a potpourri of kitchen talk, accordion music, theatrical personalities, etc. The program is a rather curious mixture, but is genially and entertainingly dispensed. Strange food customs of past ages and distant places are mixed in with modern culinary hints. Joe Biviano is the accordionist, and guest stars are part of the policy.

## ★ F. C. C. ★ ACTIVITIES

### HEARINGS SCHEDULED

Sept. 20: WNBZ, Saranac Lake, N. Y. Vol. assignment of license to Upstate Broadcasting Corp., 1290 kc., 100 watts, daytime.

Sept. 21: KPOF, Denver. Mod. of license to increase power to 1 KW. 880 kc., shares time with KFKA.

Southern Broadcasting Corp., New Orleans. CP for new station. 1200 kc., 100 watts. 250 watts LS, unlimited.

Sept. 22: WIBG, Glenside, Pa. CP to increase power and change hours of operation to 5 KW., Local Sunset. 970 kc.

Havens & Martin, Inc., Petersburg, Va. CP for new station.

Petersburg Newspaper Corp., Petersburg, CP for new station.

John Stewart Bryan, Petersburg. CP for new station.

Sept. 23: Sharon Herald Broadcasting Co., Sharon, Pa. CP for new station.

Allen T. Simmons, Mansfield, O. CP for new station.

John S. Allen & G. W. Covington, Jr., Montgomery, Ala. CP for new station. 1210 kc., 100 watts, daytime.

WELL, New Haven. CP to change power and hours of operation to 250 watts, 500 watts LS., unlimited. 930 kc.

Lawrence K. Miller, Pittsfield, Mass. CP for new station.

Sept. 24: L. L. Coryell & Son, Lincoln. CP for new station.

KFOR, Lincoln. CP to change frequency and power to 1450 kc., 1 KW., 5 KW. LS., unlimited.

KCMO, Kansas City. CP to change frequency and power to 1450 kc., 1 KW., unlimited.

Carl Latenser, Atchison, Kans. CP for new station.

United Theaters, Inc., San Juan, P. R. CP for new station.



● ● ● George Fischer, the up and coming Hollywood gossip, got a big-time chance on the NBC-Blue Sunday night, pinch-hitting for Walter Winchell, who was ill... The other day the papers broke pictures that Shirley Lloyd, Ozzie Nelson's vocalist, had been rushed off a train en route to Boston because of illness. An incriminating feature of this story was that Ozzie's p. a., Mack Millar, was along for the ride. The story is the McCoy, though... Freddie Gibson, the vocalist on the Lucky Strike "Hit Parade," though still singing with Richard Himber's band, has notified the maestro that his ties on her are off... Ned Wever, NBC dramactor, has been passing out cigars for a week—it's a girl.

● ● ● Though "all the world loves a lover,"—all columnists find room for the bright sayings of youngsters—because, who knows, some day these kids may themselves be columnists... Frank Unterberger, chief engineer at WDAS, Philly, brought his youngest son, aged 2½ years, into the Control Room last week. The kid gazed rapturously at the new RCA turn-tables spinning merrily away, and gurgled, "Oh! Daddy! I wanna wide ona Mewwy-Go-Wound"... WOR's "Let's Visit" show tomorrow with Dave Driscoll and Jerry Danzig will revolve about the visiting Legionnaires—but an entirely new angle. The boys will air the show from the A. L. trailer camp located up in the Bronx—and will take the mike from trailer to trailer, asking the boys how they enjoyed the trip to N. Y. from the scattered parts of the country. Incidentally, tomorrow, Jerry and Dave celebrate their first year of this show—and deserve a round of applause for doing a swell job. Or maybe the Legion came into town especially for this purpose?

● ● ● Hollywood is supposed to be "heartbreak town" for flicker-ambitions and N. Y. the same for the air-minded... Well, the other day, in the course of browsing about, we came upon something that O. Henry would have loved to have written... About a year and a half ago, a kid won Fred Allen's radio amateur contest and the prize was a week's engagement at the Roxy theater. Songpluggger Jack McCoy of Famous had heard the kid and went backstage to see him. After the introductions (and the kid not being a "plug" yet) Jack invited him out to lunch at Roth's. This was a Thursday afternoon. The talk centered about the kid's past, present and hopes for the future. Jack listened... Much has happened in the past year and a half for the kid. From the Roxy he is now a network star. But every Thursday afternoon you'll see him cutting roast-beef hash with Jack McCoy at Roth's—in the same booth they occupied the first time... The kid's name is Del Casino... Fred Norman has a show set with CBS which will feature Dell Sharbutt, the wordslinger, thrice weekly.

● ● ● Though Jean Sablon's name has appeared here many times, not until the other night did we have the pleasure of hearing his voice. To these ears, Jean has more sexiness in his vocal chords than your Gables, Taylors and Powers... Now he's returning to Europe. We don't know if it's a permanent departure from these shores—but if he returns, his mentors should go out and hire a good exploiter and exploit Jean Sablon... He should be mobbed by women—if they'd only listen... But, like us, they don't even know when he's on the air... With the fall season on us—guestar or celebrity nights have made their debuts... Recently, Eddie Wolpin, a music man, opened an apartment and invited the boys—provided they brought a "major plug" along with them!

## Coming Events

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

Sept. 25-30: International Exposition of Radio, Porta Bastioni di Venezia, Milan.

Oct. 4: Popular Music Publishing Industry trade practice hearing, before Federal Trade Commission, Washington.

Oct. 12: National Ass'n of Broadcasters board of directors meeting, Waldorf-Astoria, New York.

Oct. 16: Educational Broadcasting conference called by KSTP, St. Paul.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

## F.T.C. Cases

Under a stipulation entered into with the Federal Trade Commission, Bristol-Myers Co., in the sale of Minit-Rub, agrees to stop asserting that this preparation affords double relief from chest cold, unless the assertion is limited to relief from the symptoms associated with or resulting from chest colds. The company will also stop asserting that Minit-Rub will penetrate to the muscles and deep into the pores, affording long-lasting relief, and that the product will relieve throbbing headaches, unless such claim is limited to indicate throbbing headaches due to nerve disturbances or nasal congestion.

Stipulations signed the past month with the F.T.C. to cease and desist from unfair representations in the sale of products included Duart Mfg. Co. (Creme of Milk), San Francisco, and A. J. Krank Inc. (cosmetics and hair preparations), St. Paul.

## WJBK Football Lineup

Detroit—WJBK has completed arrangements for the football broadcast season. This year WJBK will air all of the Lions professional football games both at home and away. Harry Wismer will handle the At Home games and Al Nagler will reconstruct the out-of-town games. All of the University of Detroit games will be heard with Al Nagler doing both in and out of town tussles.

## Lyn Murray's Quartet

Lyn Murray of the choral groups tries his hand for the first time in the quartet field with The Four Clubmen. CBS will give new quartet a build-up for the fall season.



**AGENCIES**

**FRANKLIN B. COOK**, former advertising man for resort, travel and hotel account, has become an account executive with the Albert Frank-Guenther Law Advertising Agency.

**JOHN MARSHALL CHALFANT** 2d of Wm. B. Remington Advertising Agency, Springfield, Mass., was married Saturday to Mary Haight, junior leaguer at the Haight farm in Blanford, Mass.

**CHAS. DALLAS REACH CO.** Newark, N. J., has been appointed to handle the advertising of Portable Light Co. of New York, designers and manufacturers of marine searchlights and emergency lights for public utilities. Bryant Griffin is account executive.

**REUBEN PETERSON JR.**, former member of the firm of Roberts Everett Associates, has been appointed publicity director of Erwin, Wasey & Company. Innes Harris, who was directing the publicity, along with other activities, will now devote his full time to radio for the company.

**H. O. NADLER** has become an account executive with Ferry-Hanlet Co. Nadler recently resigned from Geyer, Cornell & Newell.

**THOMAS J. REESE**, formerly with Erwin, Wasey & Co., and Aubery A. Levenseller, previously with Bayless-Kerr Agency, are now with the Cleveland offices of McCann-Erickson.

**Follow Ups for KSFO Accounts**

When a listener writes or telephones KSFO, San Francisco, to ask where a certain advertised product can be purchased, the merchandising department follows up these leads by writing a letter to one or more stores in the neighborhood of the questioner.

These letters advise the stores that certain buyers in their vicinity have queried the station regarding a certain product.

Henceforth the KSFO information desk will give these questioners the store's name.

**Heatter's Boy Scout Book**

Gabriel Heatter is working on a book about Dr. James E. West, the Boy Scout executive, for fall publication. Book is not a biography.

**New Virginia Corporation**

Newport News-Colonial Broadcasting Corp. of this city has been chartered with maximum capital of \$50,000. B. Botton is president.

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18	19	20	21
22	23	24	25
26	27	28	29
30			

Greetings from Radio Daily

Billy White  
Alma Dettinger  
Aaron S. Bloom

☆ **PROMOTION** ☆

**Ted Malone Poetry Contest**

Making the airwaves a market for original poetry, Ted Malone, CBS poetry reader, will inaugurate a prize winning contest for original verse on his "Between the Bookends" program on Oct. 1. Ten dollars will be awarded five times weekly for the best original work submitted. It will be read during the "Between the Bookends" broadcasts heard Mondays through Fridays at 2:45. Awards will be made by Malone and a board of judges. The rules also stipulate that all poems submitted be unpublished and original.

**NBC Drama Booklet**

To publicize the forthcoming Maxwell Anderson radio plays, NBC is mailing out a 20-page 10x12 inch

slick-paper booklet to the trade. Promotion piece also covers the past John Barrymore Shakespeare series and the Radio Guild productions.

Booklet has a blue cover done in old-fashioned type. At least 20 different type faces may be found on the cover.

**WATL News Tabloid**

WATL, Atlanta, put out a four-page tabloid "extra," titled "WATL News," calling attention to its news broadcasts and policy on news. Pictures of the station's newsroom, as well as photos of Newscaster Dick Pylon, Manager Maurice Coleman and other pictures, text and ads occupied the pages. The station airs news hourly on the hour.

**NEW BUSINESS**

**WOAI, San Antonio**

American Home Products (Anacin), through Blackett - Sample - Hummert, Chicago; Texas Commentator, Austin (magazine), through Shea Radio Adv'g, San Antonio, on TQN; Gold Dust Corp. (Silverdust), through BBDO, N. Y.; Folger Coffee Co., Kansas City, through Blackett-Sample-Hummert, Chicago; Oneida Ltd., through BBDO, Buffalo; Mantle Lamp Co., through Presba, Fellers & Presba; Oldsmobile, through D. P. Brothers & Co., Detroit; Byer-Rolnick Co. (Resistol Hats), Dallas, through Pitluk Adv'g Co., San Antonio, on TQN.

**WPTF, Raleigh**

Gen. Electric Supply, "Hot Shots"; Dr. W. B. Caldwell, "Monticello Party Line"; Procter & Gamble, "Vic and Sade" and "The O'Neills"; Pontiac, "Varsity Show"; Gruen Watch, "Time of Your Life"; Sherwin-Williams, Metropolitan auditions; Wander Co., "Little Orphan Annie"; Gen. Foods (Log Cabin Syrup), Jack Haley; Comet Rice, Women's news review; BC Remedy Co., collegiate football.

**WCKY, Cincinnati**

Olds Motor Co., disks, through D. P. Brother & Co., Detroit; Vick Chemical Co., spots, through Morse International Inc., N. Y.; Reid, Murdoch & Co., spots, through Rogers & Smith, Chicago; Ironized Yeast, disks, through Ruthrauff & Ryan, N. Y.; General Pharmaceutical Co. (Etro tablets and Minraloids), spots, through William F. Holland, Cincinnati.

**WBT, Charlotte**

Chatham Mfg. Co., Winston-Salem, N. C. (blankets, sheets, etc.), commentator program by William Winter, attorney and theater enthusiast.

**WHN, New York**

New York State Bureau of Milk spots, through J. M. Mathes Inc.; Bernard Perfumer, St. Louis, beginning Nov. 16, twice-weekly 15-minute musical show, through Sol Johnson Co., Chicago; E. Griffith Hughes Co., Rochester, starting Sept. 27, 15-minute script show, five times weekly, through Stack-Goble.

**Chicago**

WMAQ: Look Magazine, disk music, with Del King announcer; Eaton Paper Co., disks.

WGN: Maine Development Commission, through Brooke. Smith, French & Dorrance.

WLS: Ralston-Purina, "Sing Neighbor, Sing."

**KFEL, Denver**

Utilities Engineering Institute, through United Agency; Musterole Co., through Mutual; Sherwin-Williams Paint, Zenith Radio, Campana. General Motors Concerts, Lamont Corliss (Pond's Cream) and Elizabeth Arden, all through NBC.

**KSTP, El Paso**

Oldsmobile Motor; Gen. Mills. "Jack Armstrong"; Oxydol, "Ma Perkins"; W. T. Grant Stores, disks; Chevrolet, disks; Dr. Caldwell's Syrup of Pepsin; White King Soap; Sheaffer Pen Co.

**San Francisco**

KYA: Lydia Pinkham Co., "Voice of Experience." disks; Transcontinental & Western Air Inc., spots.

KSFO: American Popcorn Co., ET's, through Coolidge Programs Adv'g Co., Des Moines.

**WSPR, Springfield**

Socony-Vacuum Oil Co., two half-hour daily broadcasts from Eastern States Exposition, Sept. 20, 27.

**GUEST-ING**

**RICHARD CROOKS**, on Ford Sunday Evening Hour, Sept. 26 (CBS, 9 p.m.). Also booked for same program: **KIRSTEN FLAGSTAD**, Oct. 3; **LUCREZIA BORI**, Oct. 10; **LAURITZ MELCHIOR**, Oct. 17; **LOTTE LEHMAN**, Oct. 24; **BIDU SAYAO**, Oct. 31; **JASCHA HEIFETZ**, Nov. 7; **CHARLES KULLMAN**, Nov. 21; **GLADYS SWARTHOUT**, Nov. 28; **LA WRENCE TIBBETT**, Dec. 5; **NINO MARTINI**, Dec. 12; **HEP ZIBAH** and **YEHUDI MENUHIN**, Dec. 9; **RICHARD BONELLI**, Dec. 26; **EZIO PINZA**, Jan. 2; **SIGRID ONEGIN**, Jan. 9.

**TALLULAH BANKHEAD** and **HENRY FONDA** in "Camille," on Kate Smith program, Sept. 30 (CBS, 8 p.m.).

**JOE COOK** and **JOAN EDWARDS**, on final airing of Gulf Summer Stars, Sept. 26 (CBS, 7:30 p.m.).

**ERIN O'BRIEN - MOORE** and **MARU CASTAGNA**, on Chamberlain Brown's program, today (WMCA, 1:20 p.m.).

**DORIEN GALE** of the Roy Campbell Royalists was on the Major Bowes Family program over CBS yesterday.

**AMOS 'N' ANDY** will do a repeat on the Packard program early in October.

**CLARK GABLE** in "Cimarron," on Lux Theater, Sept. 27 (CBS, 9 p.m.).

**QUEENA MARIO** and **ORPHEUS CHOIR**, on "Magi: Key of RCA," Sept. 26 (NBC-Blue, 2 p.m.).

**TONY MARTIN**, **JOAN DAVIS** with **RITZ BROTHERS** in "Life Begins in College," on "Hollywood Hotel," Sept. 24 (CBS, 9 p.m.).

**ALICE BRADY**, **WILLIAM GARGAN** and **CHARLOTTE BOERNER**, on Kraft Music Hall, Sept. 23 (NBC-Red, 10 p.m.).

**DOCK ROCKWELL**, **SIX QUEENS OF HEARTS** and **QUENTIN REYNOLDS**, on Rudy Vallee hour, Sept. 23 (NBC-Red, 8 p.m.).

**Mark Bowman Joins KOIN**

Portland, Ore.—Mark K. Bowman, formerly with KPQ, has joined KOIN here as announcer-writer. He succeeds Johnny Carpenter.

**FRANK DEGEZ**

CUSTOM CLOTHES

46 WEST 48 ST. NEW YORK

BRyant 9-9746

It's a great feeling to be really well dressed at all times. Fine imported materials, smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.





**WARREN HULL**, who is appearing in "Show Boat," is a recent addition to the new Jack Haley "Log Cabin" show which starts Oct. 8 on NBC-Blue. Virginia Verrill, also of "Show Boat," also moves over. Benton & Bowles is the agency.

Maureen O'Connor, "Radio Baby Star of 1937," made her bow on Mutual with Walt Schumann's "Swing-semble" airing on Saturday.

KFWB inaugurated the Harry Maizlish idea of charging a "tax" on audience broadcast admissions with Haven McQuarrie's "Do You Want To Be an Actor?" on Friday night. Proceeds from the nominal 6 cents collected will be turned over to a fund to provide breakfasts for underprivileged and undernourished school children.

NBC's John Swallow, accompanied by Frederick Lauscher, NBC attorney, off to San Francisco to straighten out some Social Security angles and tangles with department heads in the Bay City.

Sara Langman, writer, director and producer of the dramatic series heard on KFWB on Saturdays at 8:00 to 8:30, is doing a radio version of "East Lynne." Appearing in the modernized script are: Rosa Barcello, Pauline Winslow, Charles Carroll, Lois Corbett and Handley Stafford.

Alfred Span, transferred from CBS in New York to take charge of sound effects at CBS here, checked in at KNX.

"Red" Corcoran and Ken Browne, gag-writing team on the Al Jolson show, are both comics of yesterday. Remember 'em on Johnny Murray's KFWB "Sunday Night Hinks" in its hey-day?

Maurie Webster, KNX announcer, has been doubling as an actor on several recent KNX programs.

Carol Loffner will wave the stick over the orchestra for the duration of the Olsen and Johnson tour and NBC broadcasts from San Francisco, Seattle and Portland, on Sept. 29 and Oct. 6 and 13, respectively.

"Calling All Cars" has been renewed for another year on KNX and KSFO, San Francisco.

Bill Roberts, KFI baritone, has been set in an important role in Paramount's "Big Broadcast," now shooting.

By a peculiar coincidence, Harriet Cruise, soprano, and Henry Cruise, tenor, both well-known in radio in other producing centers, made their respective debuts here on "New Horizons" over KNX on Friday night.

Morey Amsterdam, Al Pearce graduate who now has an NBC program, "Night Club of the Air," from Chicago, is in town for a brief visit with his wife, Mabel Todd.

Eddie Miller, NBC control engineer, arrived from New York to

## STATIONS OF AMERICA

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

### WHBQ—Memphis

1370 Kilocycles—100 watts

**THOS. THOMPSON, President**

**E. A. (BOB) ALBURTY, General Manager**

**EUGENE POURNELLE, Commercial Manager**

WHBQ first saw the light of day in March, 1925, and is the second oldest station in Memphis in point of being licensed in the city of Memphis proper. Owned and operated by Broadcasting Station WHBQ Inc., the station's personnel is headed by Bob Alburty, general manager; Eugene Pournelle, commercial manager; Emmett McMurry, program director, and Weldon Roy, chief operator under the direction of S. D. Wooten Jr., engineer.

Since its inception, WHBQ has catered to local interest programming, having created and presented many new and novel program types to appeal to Memphians. Remote facilities are used extensively in bringing to its audience events of pertinent interest. Originally located in the Dermon Building, WHBQ's studios were moved in 1932 to larger, modernistic quarters in Hotel Claridge, with the transmitter location being changed the same year to the station's own new, modern brick bungalow. In 1935, WHBQ had already outgrown its new space, progressing through the depression years to the point where much larger space was acquired, also in Hotel Claridge. Present accommodations include three studios, control room, equipment room, audition room, music and sales room, along with private offices for Alburty, Thos. Thompson, president, and Pournelle.

In the fall of 1936, WHBQ acquired a separate auditorium studio, seating 650 persons, where full length productions are presented to capacity audience. This Radio Playhouse is equipped with full stage, drops, dressing rooms, and a three manual pipe-organ, and is the only such auditorium studio in Memphis.

WHBQ has become known as one of the South's outstanding sport stations, having broadcast wrestling and boxing matches for the past six years. This fall a schedule of more than 40 football games has been completed, and the 1938 road games of the Memphis Baseball Club will be aired over WHBQ.

take over his special assignments here, "Show Boat" and the Packard program.

Lani McIntyre will flit from the Seven Seas nitery to the Lexington Hotel, New York. Succeeded by Jimmy Lowell and his Sons of Hawaii, with this combination now heard on KMTR at the same time as the McIntyre remotes.

Jim Lyman and his wife are vacationing in Hollywood. He's in the NBC accounting department in San Francisco. Charles Gerrard, NBC actor in S.F., also in town for a look-see. Gerrard was on KGW, Portland, for years.

Minerva Eurecal and Russ Clark added to the cast of Columbia's "College Follies of 1938." Set by Thelma Weisser. More radio people being cast in this one daily, it seems.

Carlton KaDell, NBC announcer, flew to San Francisco immediately following his Chase & Sanborn stint on Sunday to attend a meeting of the American Federation of Radio Artists. Planes back for "Thrills" on Tuesday night.

Tracy Moore, NBC salesman, vacationed at Long Beach, Washington. Determined to keep awake with black coffee, he dropped into the town's lone restaurant only to find the lone prior customer was Edward Everett Horton, on a similar errand.

Everett Meade gets the assignment as aide to Glenal Taylor, Young & Rubicam producer, on the new "Silver Theater" series, doubling from his own production chores for Burns and Allen and the "House Undivided" programs.

Wesson Oil & Snowdrift Sales Co.

has renewed "Hawthorne House" over the NBC Pacific Coast Red for another year, beginning Sept. 26. Heard Sunday evening, 7-7:30, from San Francisco.

George Roberts, director of Associated Cinema Studio, is in town from San Francisco and will remain over for the May Robson premiere on Friday night.

Imperial Valley Theaters, five in all, in El Centro, Calexico and Holtville, are featuring the John B. Hughes' KHJ-Don Lee newscasts including a G.M.A.C. plug, for early-comers at 6:45 each evening.

Dave Howell, the "Crooning Troubadour" of the cruising taxicabs, has deserted KFAC to go twice-weekly on KMPC under sponsorship.

Dorothy Page, beautiful contralto who rose to fame over NBC networks, is being groomed for stardom by Republic Studios. She has just finished a part in "Manhattan Merry-Go-Round" and soon will be cast in other Republic films. She came to the attention of screen scouts while singing on the NBC Irvin S. Cobb's Paducah Plantation broadcast.

### Syracuse Incorporation

Syracuse, N. Y.—Entry of Frank G. Revoir, civic leader, politician and businessman, into the Syracuse broadcasting field, is seen in the announcement here of incorporation of the Sentinel Broadcasting Corp. List of directors includes business associates of Revoir and the office address of the new firm is the same as that of his automobile agency. The firm is to be capitalized for \$105,000.



**MINTO EVERITT** has been cast for M title role in F. & F. Cough Drops serial, "Jennie Peabody," to take air via CBS and transcribed spots on Oct. 18. Hazel Dopheide will support her. Calvert Hawes will handle production. Script is by Aline Neff. Through Blackett-Sample-Hummert agency.

Transcription work has been started on Skelly's "Court of Missing Heirs" which starts on CBS Oct. 11.

Mary Acree, sister of Chuck Acree, has joined WLS office staff.

Sawyer Biscuit Co.'s new interview program on WMAQ, starting Oct. 4, will be called "Studio Stogees," featuring Bob Hawk.

Kenneth Gordoni of WLS "Big City Parade," son of Lillian Gordoni, radio producer, left his job to attend school in the east.

Tom, Dick, Harry and Carl Hoeffle, arranger-accompanist, are planning to move to Hollywood Nov. 1. Plans are now under consideration to have them air their Mutual show for Fels-Naptha from the west. They have some picture deals hanging fire.

Don Mihan, sound effects man on Fibber McGee show, is doubling as Jim Jordan's (Fibber) secretary.

Chief Clarence Taptuka (Hopi), now on WLS staff, has inducted Charles Kennedy of sales force into tribe under name Thunder Cloud. Kennedy is joining sales staff of KOY, Phoenix, from whence Taptuka came.

Manuel and Williamson Harpsichord ensemble which airs the "Past Masters" show on NBC, will open fall recital series at Northwest-ern U. next Wednesday.

Jo Dumond temporarily taking over the Acme White Lead program for Ed McConnell who has pneumonia. McConnell had been released from hospital, where he was convalescing from injuries sustained in accident when stricken with the pulmonary disease.

Harriette Widmer (Aunt Jemima) has received Roark Bradford's permission to have some of his stories adapted for radio.

### WCKY Adds Femme Programs

Cincinnati—Several programs designed to increase the interest of woman listeners have been started on WCKY under supervision of Lloyd G. Venard, director of sales and merchandising. "For Women Only" and "The Household Hour," participating programs, have been added to the morning schedule, with Mary Jane and Lee Wood as commentators. A weekly series of interviews with prominent club women in connection with the Women's Exposition in November, and interviews being arranged by Virginia Golden with women business and social leaders, are other new items.

## ORCHESTRAS - MUSIC

**F**RED WARING has been set for an additional two weeks at the Drake Hotel and then does a flock of theaters before returning to New York. Mrs. Waring and children will join him here shortly. Ronnie Ames, Waring advance man, is back from Hollywood.

Duke Ellington and his orchestra may go to England to make a motion picture if negotiations are brought out to a satisfactory conclusion. The picture will have an all color cast. Ellington has written the script and musical score.

Dusty Rhodes and band are in the Muehlebach Hotel grill, Kansas City, for an indefinite run, following Skeets Palmer.

Art Shaw has waxed the old refrain "How Dry I Am" for the express purpose of filling up the beer emporiums' coin machines. Patter by Brunswick.

Marian Manners, Southern songstress and the "Three Bad Habits" (Mickey Germano, Wally Rafford and Johnny Huebner), sophisticated swingsters, have been signed by Paul Whiteman and will appear with his band on a tour which began last week in Ft. Worth, heading toward the Pacific Coast. Other features in the band on tour include Jimmy Brierly, Roy Bargy, Jack and Charlie Teagarden, Charlie La Vere, Jeanne Ellis, Mike Pingatore and Al Gallodoro.

Benny Meroff goes into the Paramount theater, New York on Oct. 6.

KMTR, Los Angeles, is giving amateur song writers a break with a contest conducted by Walter and Will O'Friel in which only unpublished numbers will be considered. Lyrics minus music will have tunes added by the team. First airing is set for Monday, September 20.

Woody Herman goes into the Normandie Hotel, Boston, on Sept. 24, for indefinite period, with a Mutual wire. Set by Rockwell-O'Keefe.

Alfred Leonard, KMPC's (Los Angeles) learned music commentator, has inaugurated a series of 20 one-hour concerts of transcribed works of Beethoven, including nine well-known symphonies, five piano concertos, and other lesser known works, such as the rarely-heard "Battle Symphony" and the newly-discovered "Jena Symphony," recorded by the Concert Gebouw Orchestra of Amsterdam, with Wilhelm Mengelberg conducting. Programs are from 11 p.m. to midnight on Tuesdays.

Joaquin Grill, whose Fairmont Hotel orchestra is heard nightly over KSFO, San Francisco, is having more than enough trouble with his name.

KSFO's listener-mail department is willing to bet there are more different variations in the spelling of the name Grill than in Mr. Grill's piano. Letters have come into KSFO addressed: Gill, Rill, Lill, Brill, Dill, and Mill. One even called him Ill.

Lani McIntyre set by Rockwell-O'Keefe for the Lexington Hotel, starting Sept. 24, for four weeks, replacing the Aloha Islanders.

Woody Herman is transcribing his music on World Broadcasting System platters for audition circulation.

Cab Calloway opens the N. Y. Cotton Club tomorrow.

Vincent Lopez has gone into the business of producing swing in a big way. In addition to rebuilding his band and introducing "Suave Swing," he has written a swing tune, called "Going Hollywood," played for the first time over WOR from the Cleveland Great Lakes Exposition on Sunday.

Little Jack Little will be the featured attraction of the Pan-American Casino, at the Greater Texas-Pan American Exposition in Dallas the last three weeks of October. He will succeed Anson Weeks and his orchestra, which began a three-week run last Saturday.

Lawrence Welk and his orchestra are at the Rainbow Ball Room in Denver for an extended engagement. His music featuring accordian and electric organ is aired over KVOD, NBC Blue outlet, Denver.

Griff Williams and his orchestra wound up the season the other night at Denver's Elitch Gardens. His nightly programs broadcast over KVOD pulled a multitude of listeners.

Paul Whiteman opens an indefinite engagement at the Cocoanut Grove, Hollywood, on New Year's eve. Set by Rockwell-O'Keefe.

Ran Wilde and his ork set for five weeks by Rockwell-O'Keefe at the Netherland Plaza Hotel, Cincinnati, starting Oct. 20.

Vincent Lopez opens at the Drake following Fred Waring Oct. 9 with a Mutual wire. Orrin Tucker gets the fall assignment at the Edgewater Beach, Oct. 16, following Roger Pryor.

Fritz Bastow of King's Jesters is the papa of a new son.

**Dahm with "Kitty Kelly"**  
Frank Dahm, has been signed by Benton & Bowles agency to direct the show production and handle the script of "Kitty Kelly." Dahm is a Chicago man.

... Radio's own daily newspaper modestly presents a series of 200 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

### TED COLLINS

New York City

"... Thanks a million for sending RADIO DAILY to me on my vacation in Alaska. Through your publication I was able to keep in contact with the radio industry and its many ramifications. I don't know what I would have done without it."

Ted Collins

### COLUMBIA BROADCASTING SYSTEM

New York City

"... You may think it a bit unusual for me to say a few words of praise about RADIO DAILY, but actually it assumes a very important place in my regular day. I read it in the morning before looking at the other outside news journals and at times I have even read it before my breakfast.

"... Altogether the DAILY has grown on me just as I'm sure it has on others in all important centers of the trade."

Mark Warnow

### WLAK

Lakeland, Florida

"... You win! Send the RADIO DAILY for one year... Your sheet is so good that we feel that we cannot afford to miss a copy.

"Thanks for making us one of your readers."

D. M. Brown,  
Manager

... RADIO DAILY is seven months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.



## SAN FRANCISCO

KYA now signs on a half-hour earlier in order to air a program of phono disks sponsored by Jackson Furniture Co., Oakland.

Earle Ennis, S. F. Chronicle columnist of "Smoke Rings," began a 13-week period of half-hour shows via KSFO on Friday.

Recordings of the Will King serial, "Such Is Life," are being transcribed daily by Titan Co. and being sold to indie stations.

Dick Newton, former playing-singing NBC artist, who left outlets two months ago, is now at the El Cortez Hotel, having been booked by the NBC Artists' service.

Larry Allen of NBC Artists' service is working to close a deal with Paul Whiteman to bring the maestro here for the October auto show. Batoner would get \$17,000 for the week and also engagements for 24 days which will bring in a total income to Whiteman in the neighborhood of 75 G.

Pacquin Laboratory's "Behind the Mike" show with Clinton "Buddy" Twiss, announcer, fades Sept. 19.

Armand Girard, baritone, sang on the rotunda of the city hall Friday noon in the Constitution Day exercises.

NBC engineers hold a dinner dance at the Fairmont Hotel Oct. 9.

John Swallow, NBC program manager in Hollywood, in town for a confab with execs.

Ted Maxwell has written a new show, "Death at Midnight," which will be etherized for the first time Oct. 2 at 11:30 p.m.

Carlton Morse, author of "One Man's Family," has written a sketch for the Bohemian Club entertainment to be held in the Bohemian Grove Sept. 30. Directed by Hal Burdick, "Night Editor" here, skit will present the histrionic ability of Harry Anderson, sales mgr., and Larry Allen, Artists' Service.

Rush Hughes, "Langendorf Pictorial," back from H'wood, where he did a sequence in the United Artist pix "Stand In," directed by his friend Tay Garnett.

Jane Burns, NBC head hostess, home ill.

# ★ Coast-to-Coast ★

**FAIRE BINNEY**, the former stage and screen star who started a woman's program over WTNJ, Trenton, N. J., on Sept. 7 at 10-10:30 a.m., is building up quite a fan following. Miss Binney is heard five days a week.

Warren Meade came all the way from Honolulu to join WTMJ, Milwaukee, as announcer, succeeding Claude Kirchner, who graduated to NBC.

KQV, Pittsburgh: Ernie Neff, announcer, and Mary Blank of Brentwood said "I do" last Friday . . . Bob Pritchard is back at the station conducting a "man on the street" . . . Tex and Ginger have returned after traveling with a rodeo outfit for four months.

WOR Artists Bureau has signed Jack Wilcher on an optional contract, and has extended the contract of vocalist Sylvia Clyde. Wilcher, formerly with Red Nichols' band, has been working on a song and patter act with his wife, Louise, organist.

WJBK, Detroit: Bob Langwell is handling the new quarter-hour stint sponsored by Liberty Service Stations following all Lion Football games . . . Betty Roberts, conductor of the Woman's hour, is announcing a new "Going Shopping" program for Arnold's Clothing Store.

Larry Duncan, impersonator, and Douglas Wilson, tenor, were last minute additions to the Campana "Vanity Fair," which starts tonight over NBC-Blue.

Ray Cox has taken over coverage of local news sources at WMT, Cedar Rapids-Waterloo, under a new system inaugurated in the News Room by Program Director Doug Grant. Station now has full-time UP service.

KYOS, Merced, Cal., created much good will with its 13-week "Search for Talent," awarding an extra bicycle to the best out-of-town artist although this prize had not been scheduled.

WDAS, Philadelphia: A. W. Dannenbaum Sr., president, is back from a vacation at his Maine camp . . . Marian Black, Children's Hour director, and Granville Klink, now with WJSV, plan a merger . . . Jerry Stone, publicist, has returned from vacation . . . Harold Davis, program director, up and around again after a sick spell . . . Korlyss LaMarr, receptionist, discovered she had a fine recording voice, so she registered with the program department for a bit of commercial work.

WRAC, Williamsport, Pa.: Bun HoJnagle takes over the football assignment this year, sponsored by a

local oil company; he replaces Woody Wolf, who moves up to do the U. of Pa. games . . . Municipal Golf Club has been presented with another WRAC trophy, to be played for in the yearly fall tourney.

Blanche Martin and Arnold Olsen, actors at WICC, Bridgeport, are newlyweds.

Sherman Reilly, Mack Parker, Jeanne Poli, Ray McGrath, Betty Polk, Don Abels, Stuart Aggett, Carl Goodman, Arthur Hoyt and Billy Hamm are in the cast of WICC's "First Offender," which started yesterday.

Lydia Todd, who airs "Letters from Lydia" over WBAL, Baltimore, has Yvonne Leroux, first nurse to attend the Dionne quintuplets, as her guest today at 4 p.m.

WBAL spent months on elaborate preparations for its Sunday remote of the Pontifical Mass from Doughrogan Manor, home of Charles Carroll of Carrollton. A big pageant and other ceremonies marked the 200th anniversary of the birth of Carroll, a signer of the Declaration of Independence.

KSTP, St. Paul, in covering the Minnesota State Fair, one of the biggest in the country, utilized pack transmitter, mobile short-wave unit and studio on the grounds, giving listeners a lot of behind-the-scenes stuff instead of just the ordinary interviews and descriptions. The station also has been setting quite a record all summer on sports coverage, with Halsey Hall and Dick Culum added to the roster for these events. The new pack transmitter designed by Hector Skifter, technical supervisor, and Lester H. Carr, chief engineer, was of great help.

Gail Northe, fashion commentator, has resumed her quarter-hour sponsored programs over WFAA, Dallas.

Roy Campbell's Ambassadors, a choral group of eight, are vocalizing at the Hollenden House, Cleveland.

NBC has hired Lawson Little to do the resume of its International Open Golf play-by-play broadcasts, Sept. 22-28. If Little is eliminated from the tournament he will do the play-by-play versions.

WSPR, Springfield, Mass.: Engineer Al Bradley has returned from Salisbury, Md., and Engineer Larry Reilly is on the vacation trail . . . Helen Young Breed, daughter of Mr. and Mrs. Lewis B. Breed (he's station treasurer), married Kristian Solberg Saturday . . . Irma Serra, song

## SAN ANTONIO

Beeman Fisher, for 17 years advertising manager of Texas Power & Light Co., today starts his new duties as vice-president and general manager of WOAI.

Mr. and Mrs. Weldon Wright of KTSA's accounting department are back from a vacation in Hollywood where they visited Mr. and Mrs. Howard Gambrell, formerly of KTSA, now with a Los Angeles station.

Helen Beaucamp of the KTSA program department is relaxing in Kansas.

## LINCOLN

Jettabee Ann Hopkins, for four years a member of the KFAB-KFC writing staff, handed in her resignation last week and went to Chicago for a vacation and trout with a station there. It is understood she will rejoin a competitive Nebraska station when and if she returns. Probably WOV, Omaha.

Wedding bells rang in KFAB-KFOR's writing department Friday when Jim Cox, continuity, married Harriett Johnson, former NBC songstress.

## NEW ORLEANS

WVL has put out a portfolio for its salesmen, listing 35 programs available for sponsors. The art work is by Merle Wilson.

New chain programs which will take the air through WSMB here shortly are: Sherwin-Williams opera auditions, Oct. 1; Gruen watches; Trade Cycles, Sept. 26; Log Cabin Syrup, Oct. 8; Pontiac Varsity Show, Oct. 1; Peperell, Nov. 7.

stylist, will audition with NBC in Boston on Oct. 5.

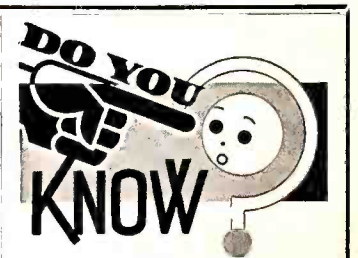
Harry Hill, news editor at KVOD, Denver, is leading a movement to uncover a Nazi organization in Colorado. KVOD now has five sponsored UP newscasts daily, latest to sign for "News on the Nose" being Federal Tire Co.

WKBB, Dubuque: The 1937-38 Bowling season opened with remote from Armstrong Alleys airing team play for one hour. Emerson "Trigger" Smith, sports commentator, at the mike for Patch Beverage Co. . . . Marianne Steinbach, WKBB hostess of the Airlines, back from vacation in Chicago.

## ONE MINUTE INTERVIEW

AL DONAHUE

"Theater owners are wrong in their contention that radio studio audiences hinder their business. True, eye-witnesses to a broadcast are getting a free show, but there are so many other things to consider. First, the average person attending a broadcast is able to get tickets for only one program. He is not able to make a night of it in the studios. Thus, when he and a group of friends make a special trip into the city they usually make other plans to fill out the evening. They visit a movie before or after the broadcast, according to the time of the airing. And other merchants are aided."



Jimmy Jemail is one of the few men who ever broke their necks and still lives. Jimmy broke his while playing football for Brown University.





# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 57

NEW YORK, N. Y., TUESDAY, SEPTEMBER 21, 1937

FIVE CENTS

## Legion Meet Jams Radio Routine

### QUAKER NETWORK GETS FIRST COMM'L SERIES

Philadelphia — Atlantic Refining, through N. W. Ayer & Son, has placed a series of ten 15-minute weekly Friday night football programs with WFIL and 13 stations of the Quaker State network, according to Roger W. Clipp, co-ordinator for the Pennsylvania regional chain. Program starts Friday, originating at WFIL, and the other stations are: WSAN, Allentown, WRAW, Reading, WEST, Easton, WGBI, Scranton, WBRE, Wilkes Barre, WAZL, Hazleton, WWSW, Pittsburgh, WGAL, Lancaster, WHP, Harrisburg, WKOK, Sunbury, WRAK, Williamsport, WOLK, York, WJAC, Johnstown.

This deal with Atlantic marks the first full-length commercial series for the Quaker State Network.

(Continued on Page 2)

### Musicians' Union Signs First Station in Philly

Philadelphia—WRAX is the first of the local stations signaturing an agreement with the musicians' union. Covering its sister station, WPEN, music pact calls for the employment of 12 men at \$60 weekly to play four hours daily on a staggered schedule. Playing time may be divided between commercial and

(Continued on Page 2)

### Drama Show for Lever Instead of Disney Idea

West Coast Bureau, RADIO DAILY  
Los Angeles—The much-heralded show with all of the Walt Disney fanciful characters is off, temporarily at least. Waxed sample copy which was sent East for sponsor approval

(Continued on Page 2)

### Winchell's Layoff

Walter Winchell's layoff from radio may run longer than first expected, possibly six or eight weeks. He also will recess from its newspaper work for this period, while completing his current film. Doctors told him the triple duty was too much for his health. George Fischer stepped into Winchell's Jergens spot last Sunday night.

### 12-Word Buick Spots

Buick Motor Co., through Arthur Kudner Inc., is placing a concentrated spot announcement campaign on about 90 stations the week of Oct. 11-15, inclusive, to announce its new 1938 models. Plugs are 12 words in length and will be broadcast 26 times during the day and evening hours.

### JESSEL-MUTUAL SHOW ON AGAIN; TALENT SET

After a series of "on again, off again" statements, the George Jessel Mutual network participating-sponsorship show is now set to start Oct. 10, originating at KHJ, Los Angeles, in a 6-6:30 p.m. EST spot on Sundays. Titled "Thirty Minutes in Hollywood", program will have talent including, besides Jessel, Norma Talmadge, Tommy Tucker's

(Continued on Page 3)

### Radio Manufacturers Hold Fall Meet Aug. 29

Plans have been completed for the fall meeting of the Radio Manufacturers Ass'n to be held Sept. 29 in the Hotel Roosevelt. Coincident with this meeting will be the National Parts Show, sponsored by RMA and the Sales Managers Club, to be held Oct. 1-2 in Commercial Hall at the Port Authority Bldg.

### Baume Bengue to Expand

Thomas Leeming (Baume Bengue), which started a spot campaign this month on a regional basis, is expected to expand the station list into a national campaign before the end of the month. William Esty & Co. has the account.

## AFM Executive Committee Awaits Draft by Rosenbaum

### P. & G. Chipso Account Shifted to Pedlar-Ryan

Ralph F. Rogan, advertising director of Procter & Gamble, yesterday announced that the advertising

(Continued on Page 3)

## Traffic Congestion Forces Holiday on Many Radio Offices and Agencies—Broadcasts a Problem

### BENEFICIAL MANAGEMENT IS ADDING 32 STATIONS

Beneficial Management will extend its CBS "Your Unseen Friend" program to 43 stations on Oct. 4, when series will shift to Saturdays, 8-8:30 p.m. Program is now heard Tuesdays, 10-10:30 p.m., on 11 stations. Albert Frank-Guenther Law Inc. has the account.

### Pacquin 5-Minute Disks Are Set on 15 Stations

Pacquin, Inc. (cosmetics), through William Esty, will inaugurate a five-minute transcription series over 15 stations on Nov. 1. Disks, featuring Grade and Eddie Albert, will be aired three times each week.

### Television-Radio Course

Classes in television technique as well as amateur radio will be given this fall at New York University, Division of General Education. Lawrence M. Cockaday will conduct the radio course, and Prof. H. H. Sheldon will handle the television class.

### KANS Anniversary

Wichita—KANS celebrated its first anniversary on Sunday with a 45-minute birthday party arranged by General Manager Herb Hollister. In honor of the occasion, the Wichita Beacon published a 12-page tabloid section dealing with the station.

Networks were somewhat undecided last night as to how much of the American Legion Convention they would pick up tonight from Madison Square Garden. Big parade today, making it impossible to cross Fifth Ave. except by the Eighth Ave. crosstown at 53rd St. and the other Long Island subway at 42nd St., forced many radio establishments to declare a part holiday yesterday. Nearly all of the advertising agencies are located east of Fifth Ave., the streets in question getting the re-routed traffic from Fifth Ave.

CBS will be closed today, except for actual broadcasting of programs.

NBC tours broke all existing attendance records and had several lines four deep waiting to buy tickets at 40 cents a throw throughout the day. Various other Radio City tours were almost as busy. Requests for broadcast studio tickets has become a major problem, with the most de-

(Continued on Page 3)

### Feldman Leaves WNEW To Resume With WMCA

Bobby Feldman, originator of the "Dance Parade", all-night recorded broadcasts, and other novel radio shows, has resigned as vice-president of WNEW and returned to WMCA to extend that station's late night dance series with remote hookups of name bands from niteries and hotels. Feldman left WMCA three years ago and joined WNEW, where he inaugurated "Milkman's Parade" and other features.

### B. B. Degree

Boston—With more than 50 colleges in the U. S. inaugurating additional courses in radio advertising, program production and writing, Ralph Rogers, director of Radio Courses at Boston University and author of "Do's and Don'ts of Radio Writing", predicts that Bachelor of Broadcasting will be the next new degree to be offered by educational institutions.

(Continued on Page 3)





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DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Monday, Sept. 20)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	161 1/2	158 1/4	161 1/2	+ 2 1/4
CBS A	25 7/8	25	25 1/4	- 1
CBS B	25	25	25	-
Crosley Radio	14 1/4	14 1/4	14 1/4	- 3/4
Gen. Electric	44 7/8	43 3/4	44 1/8	- 1 1/2
North American	22	21	22	+ 1/4
RCA Common	9 3/4	9 1/4	9 5/8	+ 1
RCA First Pfd.	65 3/4	65	65 3/4	- 1
Stewart Warner	14 3/4	14 1/8	14 1/8	- 3/4

NEW YORK CURB EXCHANGE				
	Bid	Asked		
Hazeltine Corp.	14 1/4	14 1/2	14 1/8	- 1/8
OVER THE COUNTER				
Stromberg Carlson	10 3/4	12 1/4		

**Warner's Sign Fidler**  
West Coast Bureau, RADIO DAILY  
Los Angeles—Jimmy Fidler has been signed by Warner Brothers for five pictures at \$55,000 for his first film and increasing to \$100,000 for the fifth if all options are taken up.

**Bill Roller in Providence**  
Z. E. (Bill) Roller, formerly of the Literary Digest editorial staff, and more recently in radio publicity, has joined the staff of the Providence Journal and Bulletin, where he will be a writer and commentator on their daily news broadcasts.

## Radio Newsfeatures

Available to only one radio station in each city

*Details on Request*

Represented exclusively by

**Stephen Slesinger, Inc.**  
250 Park Avenue New York

### NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Sept. 18, 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.

Selection	Publisher	Times Played
That Old Feeling (Leo Feist Inc.)		39
Whispers In The Dark (Famous Music Corp.)		34
My Cabin Of Dreams (Irving Berlin Inc.)		26
Remember Me (Witmark and Sons)		26
Have You Got Any Castles, Baby (Harms Inc.)		25
So Rare (Robbins Music Corp.)		25
Yours And Mine (Robbins Music Corp.)		25
Afraid To Dream (Miller Music Inc.)		24
I Know Now (Remick Music Corp.)		23
First Time I Saw You (Santly Bros.-Joy Inc.)		22
Moon Got In My Eyes (Select Music Corp.)		22
Stardust On The Moon (E. B. Marks Music Corp.)		22
Harbor Lights (Marlo Music Co.)		21
Can I Forget You (Chappell & Co.)		20
Loveliness Of You (Miller Music Inc.)		19
One Rose (Shapiro Bernstein Inc.)		19
So Many Memories (Shapiro Bernstein Inc.)		19
Stop, You're Breaking My Heart (Famous Music Corp.)		19
Me, Myself And I (Words and Music)		18
Moonlight On The Highway (Joe Morris Music Co.)		18
Blossoms On Broadway (Famous Music Corp.)		17
You And I Know (Robbins Music Corp.)		17
Ebb-Tide (Popular Melodies)		16
Roses In December (Irving Berlin Inc.)		16
I'm Feelin' Like A Million (Robbins Music Corp.)		15

**Musicians' Union Signs First Station in Philly**  
(Continued from Page 1)  
sustaining shows. Station shares time with WPEN on the same wave length and FCC permission has been asked to make it a single call letter.

**Cycle Trades Contest**  
Cycle Trades of America will conduct a contest in conjunction with its new radio series which begins over 39 stations of the NBC-Red network Sept. 28. Weekly prizes of 12 bicycles will be awarded. Sponsor has increased advertising budget for fall series, having made a record high in sales for 1936 season with radio being used for the first time.

**Radio Workshops in Cleveland**  
Cleveland—Taking steps to meet the demand for education in various branches of radio, Vice-President H. K. Carpenter of United Broadcasting Co. has projected plans for radio workshop programs in at least three Greater Cleveland high schools. One idea of the workshops is to develop new radio talent.

**2 Leave NBC Sales Promotion**  
Marvin D. Rae Jr. and Louise Lavitas have resigned from the NBC sales promotion department, effective Sept. 30.

## The Script Library

A DIVISION OF RADIO EVENTS, INC

535 Fifth Avenue,  
New York, N.Y.

*A Radio Script for Every Sustaining and Commercial Need*

**Drama Show for Lever Instead of Disney Idea**  
(Continued from Page 1)  
apparently did not fill the bill and the idea goes back into work for re-vamping. Substitute plan for the Lever Bros. account is a half-hour dramatic tabloid with film names, which Tiny Ruffner of Ruthrauff & Ryan hopes to set for the half hour immediately following Jolson by the Oct. 19 airing for Rinsol-Lifebuoy.

**Signed by Para. News**  
In addition to Gabriel Heatter, who will be chief of voice staff, newly signed members of the Paramount News staff, under A. J. Richards, editor, include Sidney Walton, Joseph Boley and Mark Hawley, for spot news; Frank Knight, chief announcer for WOR to handle important foreign developments and news; Gregory Abbott, disasters, tragedy and war news; Bob Carter of WMCA, sports news, such as football and Joe Bolton, college and track meets.

**Fourth Year for "Hotel"**  
"Hollywood Hotel," heard Fridays over 69 CBS stations at 9-10 p.m., celebrates its fourth year on the air Oct. 1. Set for the special airing are Warren William, Gladys George, John Beal, Jerry Cooper, Frances Langford, Raymond Paige's orchestra and Louella Parsons. Program is sponsored by Campbell Soup Co.

**Dick Powell for Auto Show**  
Cleveland—Dick Powell has been signed to appear at the Cleveland Automobile Show, Nov. 13-20. Chet Crank, Inc., Los Angeles advertising agency, set the deal.

## COMING and GOING

CHARLES E. SEEBECK, program director and announcer at WSAN, Allentown, was in New York for a brief look-around yesterday. He will be back next week on his vacation.

TED HUSING of CBS and BILL STERN of NBC will be in Columbus, O., to air the Ohio State-Texas Christian game Sept. 25.

JOE DI NATALE, promotion man at KFOR, Lincoln, Neb., is in New York on vacation.

EMANUEL LIST, basso of the Metropolitan Opera Co., arrives in New York on the Lafayette today from abroad.

EUGENE GOOSSSENS, conductor of the Cincinnati Symphony Orchestra, arrives today on the Lafayette from Europe.

GUY BALAM of J. Walter Thompson Co., London, is in Los Angeles huddling with Danny Danker.

CARLTON SMITH, NBC presidential announcer, and ALBERT E. JOHNSON, head of the NBC Washington engineering staff, go along to cover President Roosevelt's tour when he starts for Seattle.

HARRY C. WILDER, president of WSJR, Syracuse, and WNBX, Springfield, Vt., is in New York.

TONY WONS is back in N. Y. after spending 18 months in the Canadian woods and will begin his CBS program for Vicks on Sept. 27, a week earlier than originally scheduled.

**Quaker Network Gets First Comm'l Series**  
(Continued on Page 2)  
formed primarily for last year's political campaign. With several more accounts in the offing, it appears entirely feasible that permanent lines will link the web in the next few weeks with regular sustaining service being fed from WFIL.

**U. S. Tobacco Shifts Time**  
United States Tobacco on Sept. 27 will shift WACO, KGKO, KTUL, WHAS, WFBM, KOMA, KMOX, KSCJ, KRDL, WCCO, KWKH, KRNT, WBRC, KLRA, WREC and WLAC to its early broadcast period at 8:30-9 p.m. Stations are now heard on the repeat at 11:30 p.m. Pacific coast and mountain stations will continue to be heard on the repeat. Arthur Kudner is the agency.

**Chevy Football on WIND**  
Chicago — Metropolitan Chevrolet dealers, through Campbell-Ewald, have purchased Chicago Cardinals' pro-football games exclusive on WIND, first one to be game with Washington Redskins on Friday night. Russ Hodges to do play by play, and Dick Hanley, former Northwestern coach, the commentary. Nine games scheduled, four at home.

**Allen Franklin Leaves KXBY**  
Kansas City — Allen Franklin, KXBY program director, has resigned to go to New York.

## BLUE BAYOU

A Deep South Song

1619 BROADWAY, NEW YORK, N.Y.

## RADIO ROUTINE JAMMED BY LEGION CONVENTION

(Continued from Page 1)

sirable shows at a premium even to executives.

Tickets to broadcasts from studios that formerly were theaters, such as the Columbia playhouses, are being offered for sale by juvenile "speculators" who managed to get hold of the ducats.

Broadcasts of the Legionnaire activities were difficult to handle, due to exuberant spirit of the veterans and the problem of keeping facilities in working order.

## Weaver's Radio Course Is Starting Third Year

Minneapolis—For the third consecutive year, University of Minnesota is offering courses in radio script writing in its extension division, with classes both on the campus in Minneapolis and at the extension center in Saint Paul.

Started three years ago as an experiment by Luther Weaver, radio advertising man of the Twin Cities at the request of Dr. Richard R. Price, director of the extension service, the course has taken definite place in the University of Minnesota curriculum with increased enrollment every year. Weaver, whose agency is active in the radio field, again will conduct the course.

## Jessel-Mutual Show On Again; Talent Set

(Continued from Page 1)

orchestra, Amy Arnell, vocalist, and a seven-year-old opera singer. Ben Roche is producing the show and Redfield-Johnstone is the agency. Some 36 stations, including the Don Lee network, are said to be already set with sponsors for the show.

## New Star Radio Accounts

WORL, WMP5 and KOVC are newly signed subscribers to the Star Radio Programs "Good Morning Neighbor". WHDH has taken "Morning Bulletin Board", while KGKO has signed exclusive rights in its area for "Adventures of Dexter Randolph".

## Belle Baker Weds Today

Belle Baker and Elias E. Sugarman, indoor editor of The Billboard, will be married at 2 p.m. today at the Democratic Club by Supreme Court Judge William Collins.

## NEW PROGRAMS—IDEAS

### "Welcome Stranger"

WBT, Charlotte, has hit on a new program idea—a brain spark from General Manager William A. Schudt Jr.—that has big possibilities for merchandising tie-ups. It is a program welcoming newcomers to Charlotte, titled "Welcome Stranger." The series was launched last week and, for the first such period, the station had a dozen couples just moved to Charlotte in the WBT studios. Many of them were accompanied by their entire families. Mayor Ben E. Douglas served as emcee. He welcomed to Charlotte the couples who were present, and their families, and others as well who had not replied to the station's invitation to come to the studio. Each of the families represented had the opportunity of a word on the air. Among the new-comers was Bob Carpenter, auditor for the station, and himself a new-comer.

### Police and Theater Remotes

KBTM, Jonesboro, Ark., managed by Jay P. Beard, has remote lines into Jonesboro Police Headquarters from which point a daily quarter hour of police bulletins is presented. Officers throughout Northeast Arkansas and Southeast Missouri listen regularly to these police bulletins. The service is valuable since this section is not served by police short wave radio.

Remote lines are also maintained

### Youth Problem Series Wins Wide Cooperation

St. Paul—KSTP's first experimental series of "Job Wanted" discussions, two-a-week round-table discussions for baffled youth, clicked so strong that several clubs and organizations are competing for the privilege of cooperating in the series. Best bet comes from the Business and Professional Women's Club, which wants to get behind the program and push it in every school in the state.

Thomas Dunning Rishworth, handling the program, is designing the fall and winter series as "listen-in" courses for juves in high schools. Programs first went on the air cold, with no studio audience, but club representatives soon began pouring into the studios.

### May Robson Station Lineup

May Robson in "Lady of Millions", serial for Bauer & Black now being waxed at the Associated Cinema Studios in Hollywood, will be heard starting Oct. 18 over the following stations: WGN, WTAM, KRLD, KOA, WHO, WWJ, WIRE, WDAF, KLRA, KNX, WCCO, WKY, WOW, WCAE, KGW, KMOX, KGO, KOMO, KWKH, KHQ, KVOO and KPRC. Blackett-Sample-Hummert Inc., Chicago, is the agency.

to the local county agent's office from which point on weekdays a quarter-hour of current news to the farmers is broadcast.

Another line to the Strand Theater presents a daily 30-minute program of organ music with program director James Aiden Barber at the organ.

### WCKY Good Will Builder

"WCKY's Neighbors" is a new daily program on the L. B. Wilson station at Cincinnati. Newspapers in 40 counties of Ohio, Kentucky and Indiana have been invited to cooperate in furnishing interesting and unusual items from their communities. Full credit is given to the publications sending in the items.

The program, intended as a good will builder in WCKY's primary area, is spotted immediately after the NBC Farm and Home Hour.

### Concoct Original Songs

A rather unusual program is on the WSOC, Charlotte, schedule Monday nights at 8:30. It features Byron Smith and Clemmie Reid—Smitty as announcer and vocalist and Clemmie as pianist and singer. They offer to concoct an original song for anybody who will send in suggested titles, lyrics or melodies. In the two weeks they have been on the air, their fan mail has jumped to second rating in the WSOC Mail Count.

### Bakery Chain Signs "Jimmie Allen" Serial

Kansas City—The Campbell-Taggart Associated Bakeries, operating a chain of bakeries through the south and middle west, has signed for the transcribed juvenile series, "Air Adventures of Jimmie Allen," through Russell C. Comer Advertising Co. Contract which is for the entire series of 650 quarter hour episodes with options at the end of each year, following a one year test campaign conducted with the show via WIRE, Indianapolis, and WKRC, Cincinnati. The series is set to start over 32 middle west and southern stations about Oct. 1.

### Lewis Browne Fading

Lewis Browne, commentator who has been pinch-hitting for H. V. Kaltenborn every Thursday, 7:30-7:45 p.m., from KNX, winds up Sept. 30.

**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

"... still more sponsors demanding script shows"

Radio Daily—7/9. 37.

these past 3 months have proven an INCREASING DEMAND for radio drama and comedy-drama

\* **B.A.P. Inc.** has developed a script series embodying

## A NEW IDEA

that will appeal to 99 out of 100 listeners.

A form of entertainment which will **SUSTAIN INTEREST** over a long period of time, and affords a "natural" tie-in with product or service of **MASS APPEAL**.

For either 15 or 30 minute show.

This series with complete broadcast - merchandising plan which backs the product through to "Point of Sale" is ready for immediate delivery to Agency or Advertiser.

Distinguished cast—Superb production.

Full disc osure and all details to bona-fide enquiries, upon application to:

**\*BRITISH AMERICAN PRODUCTIONS, INC.**  
Radio Advertising Specialists

509 Madison Avenue, New York

B. CHARLES DEAN, President. EL. 5-0381

**BETTER BROADCASTS for BETTER BUYERS**

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



## AGENCIES

J. WALTER THOMPSON CO. will handle the 1938 campaign for the national advertising of the resources and scenic beauties of the state of Washington.

BOTSFORD, CONSTANTINE & GARDNER agency in Seattle has been retained for a national campaign on "Certigrade red cedar shingles," trade name of a number of Pacific northwest shingle manufacturers. Promotion campaign is through the Seattle headquarters of the Red Cedar Shingle Bureau.

CHAT CRANK, INC., Los Angeles advertising agency, will handle the \$20,000 appropriation set by Los Angeles Motor Car Dealers to celebrate their 25th anniversary with a Silver Jubilee Auto Show, Oct. 30-Nov. 7. Radio, newspapers and posters will be used.

TOMOWSKE ADVERTISING AGENCY, Spokane, now headed by Mrs. Elva Tomowska as president and general manager following the death of the founder of the firm, also has appointed Walter McLean as vice-president and W. T. Oele as secretary.

WALTER ROSS has joined the Gans Advertising Agency, Newark, as an account executive. Ross was formerly associated with the A. W. Lewin agency.

### "Show Boat" Staff Changes

West Coast Bureau, RADIO DAILY Los Angeles—Cyril Armbruster, production assistant on "Show Boat" for Benton & Bowles, has stepped out of that assignment and the agency. Donald Cope, recently out from New York, succeeded Herschel Williams as producer of the show, with Sanford Cummings remaining on as assistant, and Tom Revere, B & B headman, supervising the set-up. Recent changes in an effort to hypo the steam gauge of the old river boat lend credence to the persistent rumor that the forthcoming M-G-M radio show is being readied for the General Foods account.

### Mutual Saluting Additions

Mutual will bow in the 12 newcomers to the net via Don Lee chain with a series of programs to be heard from Honolulu to New York next Sunday. Originating points will be Los Angeles, San Francisco, New York, Chicago, Portland, Ore., and Honolulu. From 8-9 p.m. Don Lee network will salute the new stations with stage and film stars, also a talk by Lewis Allen Weiss, general manager. Later in the evening WGN will be heard and earlier in the night the East will be heard from via WOR.

Does your life insurance provide for your beneficiaries as you originally intended?

**Jules Rosenberg**  
—INSURANCE—

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



● ● ● George M. Cohan will be featured on a gasoline program this season....Singing spot on the Phil Baker-Gulf show goes to an unknown from No'th Ca'lina. Al Garr....Myron Kirk rushed out to Hollywood the cther a.m. to straighten out the internal trouble on the Al Jolson show—with Martha Raye set to do more hereafter....George Griffin will be given another NBC sustainer beginning Sept. 30....Russ Morgan has been held over at the French Casino until Oct. 13—and will be followed by Joe Rines....Jack Lavin is ill....Mary Small's "Junior Revue" comes from Boston Thursday with Tommy Dorsey, and the week after from Cleveland....Al Roth does another airing to England Oct. 1....Martha Deane, when she starts her now show for CBS thrice weekly Oct. 4 will use her real tag. Mary Margaret McBride....Wilson Lang, set by Will Rockwell on the Tim and Irene airing the other Sabbath, may become a permanent feature....Why didn't Louis Sobol replace W.W. on the air show—as he did in '33 on Lucky Strike and did a swell job, too?...Shooting on Winchell's picture is being done around him—he may not continue his column because his contract has expired.

● ● ● Very amusing line came over the air during WNEW's airing of a cafe opening on Broadway the other a.m. Called before the mike was Dr. Morton Berson, who on cross-examination turned out to be a plastic surgeon. "It's all very nice here—the women are so lovely they don't need me. However, there are many males here with run-noses"....Elinor Dillon, traffic manager of KFEL, Denver, flew from Denver to Pike's Peak and back in 40 minutes—16 minutes faster than Col. Roscoe Turner flew the same distance. This was during the recent air race....WCPO, Cincinnati, in conjunction with the Police Dept. and the Automobile Club, is presenting a unique air show thrice weekly: "A five minute safety program during which the character DEATH speaks"....Joseph P. Wieggers, circulation director of Macfadden Publications, who married the boss' daughter, Helen, is honeymooning at Speculator, N. Y.

● ● ● Leo Reisman succeeds Mark Warnow (who hasn't started yet) on the NBC "Hit Parade" Nov. 10....Ted Hammerstein has been renewed for 13 weeks....Lester Lee signed Al Schwartzberg, comedy writer....Mary Eastman is set to return for Pet Milk in Oct....Last nite Childs' took the precaution of waxing an afternoon show and having it in readiness at the studio—just in case the Legionnaires were a bit "unaccustomed" to airing from a cafe....Henry Spitzer has his right shoulder dislocated—but not from back-slapping—because HE definitely isn't the type....In N. Y. today a parade starts at the drop of a hat.

● ● ● "Trigger" Smith and "Buck" Jones—or Emerson and Arthur, the WKBB, Dubuque, "Men on the Street"—settled their air feud in true western style last week. Rodeo in town provided horses and cowboy outfits for these "cowboys" and with six-shooters they met in front of the sponsor's store for a showdown attracting some 300 people to witness the "buying of the hatchet"....WORLD, Boston, inaugurated an all-request show and asked for W. U. wires to signify requests. Truthfully, they expected none, figuring no one would spend 20 cents for a telegram, but they received 132 in the first 15 minutes—and doing nicely since....Lear Mucoy, mid-west reporter was vacationing in Yellowstone Park minding his own business a few weeks back when a fire broke out which cost 15 lives. Mucoy aided Ed Yocum, station manager of KGHL, Billings, Mont., in covering the event for the airwaves—and is now publicity director for the station as a result. Though friends for years, this was their first meeting since the Wibaux, Mont., flood of 1929.

## ORCHESTRAS MUSIC

JACK MONTGOMERY'S Band is now heard nightly on WNEW's "Dance Parade." Montgomery's unit recently opened at the Farm, Westchester dining and dancing spot. In addition to full band music, swing units of three, four or five pieces are heard in special arrangements each night. Harry Massie, guitarist and the leader, Jack Montgomery, handle the vocals.

Bob Stanley, new WOR musical director, conducts "Continental Revue," the WOR-Mutual program starring Olga Baclanova. Show started last night.

Al Shelleday, Dick Ballou's newest vocal find, being heard over WHN these Monday and Thursday nights, has aroused the interest of M-G-M because of his resemblance to Robert Taylor.

Ben Ross of the WOR Orchestra and Mrs. Ross are on a cruise to Havana and the West Indies. It's a wedding trip for the saxophonist and the former Anne Wakstein, who were married in Asbury Park Sept. 16.

Tommy Dorsey and ork play the Metropolitan Theater, Boston, starting Thursday.

Jimmy Grier, Ted FioRito and Frances Langford have all cut new Decca records at Larry Pheiffer's Recordings Inc. plant in Hollywood during the past week.

New dance bands on the WDAS nightly dance parade from Philadelphia include Jimmy Sax from the Lennox Cafe and Oscar Smith from the Strand Ballroom.

South Jersey Electrical and Radio Exposition, in Camden, N. J., adds the music of Jan Savitt's KYW Top Hatters, Le Roy Wilson and Jim Fettis.

Mack Davis carries on for a second season at Benny the Bum's Philadelphia, broadcasting nightly via WIP.

Rudy Vallee and his Connecticut Yankees open an indefinite engagement at the Cocoanut Grove of the Ambassador Hotel in Los Angeles on Oct. 4. At the conclusion of that engagement they will do theater and dance dates on the Coast.

1	9	3	7
2	4	5	6
8	11	12	13
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

Greetings from Radio Daily  
Sept. 21  
Madge La Framboise



**DON GILMAN**, NBC headman, off again to Fresno, Sacramento and San Francisco last week-end.

**KEHE** is in the throes of a sales force shakeup, and persistent rumors are afloat to the effect that the Hearst-McClatchey stations are being divorced and that Mr. Hearst may unload **KEHE** here and **KYA**, San Francisco, and depart the radio scene entirely.

Pacific Coast Borax Co. has renewed "Death Valley Days" on NBC Blue for another 13 weeks.

**Ed Lowry** brings his microphone and cast out to the Vine Street curbstones in front of the Filmarte on Tuesday night to play the role of "Professor Phiz" and interrogate passersby with his own I.Q. test.

**Ruth Schooler**, secretary to John Swallow at NBC, back from vacation.

Mutual has a new commentator in **Charles Payson**, heard Sundays at 5:30-6 p.m. Had **Lowell Thomas**, who does a bit of "commentating" himself from time to time, as guest on the inaugural program Sunday.

The radio programs division of the **Walter Biddick Co.** has added **Dick Hettrick**, **Noreen Gammill** and **Irene Kornhage** to the script-writing staff. Now busy recording 26 programs designed to fit the needs of advertisers in optometry, jewelry, clothing, used cars, bakeries and a dozen other lines of business.

New name selected for **Camille Soray**, who was contracted for the vocal spot with **Jimmy Grier** on the new **Joe Penner** series for **Coco-Malt**, is **Julie Gibson**. She also will sing with **Grier** at the **Biltmore Bowl**. Deal was set by **Josie Sedgwick-Ray West** and Associates.

**Mertens and Price, Inc.** recorded another four episodes of **Ward Lane's "Home Folks"** at **Recordings Inc.** last week.

**Thomas Conrad Sawyer's "Looking at the World"** renewed on **KNX**, starting Oct. 1, for **Sweetheart Soap**. **Margaret McDonald** will do the beauty experting with **Sawyer**.

**Kathleen Wilson** of "One Man's Family" was screen-tested by **Metro**. Negotiations are under way for a **Lum** and **Abner** syndicated newspaper comic strip.

**Gary Breckner**, erudite **CBS** announcer, is in great demand as a **Rotary luncheon club speaker**.

**Bill Goodwin** flies to **Kansas City** to handle the **Benny Goodman** end of Tuesday's **Camel** program, turning over the mike at that point to **Dan**

★ F. C. C. ★  
ACTIVITIES

HEARINGS SCHEDULED

Sept. 27: **Leon M. Eisfeld**, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

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

Sept. 29: **Earl Weir**, St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, unlimited.

**Seaboard Broadcasting Corp.**, Savannah, CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Oct. 7: **Pacific Acceptance Corp.**, San Diego, Cal. CP for new station. 1200 kc., 100 watts, daytime.

**Smith, Keller & Cole**, San Diego. CP for new station. 1200 kc., 100 watts, daytime.

**WREN**, Lawrence, Kan. Auth. to transfer control of corp. 1220 kc., 1 KW., 5 KW. LS., share time.

**Lillian E. Keifer**, Brooklyn. CP for new station. 1500 kc., 100 watts, specified.

**Paul J. Gollhofer**, Brooklyn. CP for new station. 1500 kc., 100 watts, specified.

APPLICATIONS RECEIVED

**Clinton Broadcasting Corp.**, Clinton, Ia. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

**KCMO Broadcasting Co.**, Kansas City. CP for new relay station. 100,000, 200,000, 300,000, 500,000 kc., 5 watts.

**KCMO Broadcasting Co.**, Kansas City. CP for new relay station. 100,000, 200,000, 300,000, 500,000 kc., 10 watts.

**Seymour**, who continues with **Goodman** in the East.

**Reid Kilpatrick** succeeds **John Austin Driscoll** at the **KEHE** mike for fight broadcasts from **Olympic Auditorium**. **Driscoll** recently became station manager at **KRDK**.

**Johnny Murray** is readying a 30-minute musical revue aimed at the **May Co.** **KFWB** idea incorporates a style show with a **Warner studio stylist** doing descriptive narrative.

**Double Cola Bottling Co.** is sponsoring a 15-minute news period on **KECA** five times weekly. Account handled by **Lee Ringer** agency.

"**William and Watanabe**," long on the **NBC Pacific Coast Blue** for **Alka-Seltzer**, has been taken in transcription form for **Australia** and **New Zealand** by **Broadcasting Service Association, Ltd.**, represented in the U. S. by **Dr. Ralph L. Power**.

**Dr. Ralph L. Power**, "radio counselor," is celebrating his 16th year in radio this month. He started way back in 1922, while still professor of business administration at **U.S.C.**, giving radio lectures on timely and business topics. Later became radio editor of **The Examiner**, and later still of the **Times and Record**, opening his own office as a radio consultant five years ago. The veteran now represents **Australian Broadcasting Service Association** in this country, in addition to being advertising manager of **Universal Microphone Co.** and publicizing several transcription companies.

**KGER** notes: **Helene Smith** has been appointed program director . . . **C. Merwin Dobyns**, president and general manager, was principal speaker in a one-hour show produced by **Lee Wynne** on the occasion of the station's affiliation with **World Broadcasting System** . . . **Eve Eden**, soprano, is a new addition to the program department . . . Station will air football games this year for the first time.



PAUL KELLY in the Columbia Picture "Freedom for Sale"

Dictograph  
INTERCOMMUNICATING  
SYSTEMS

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**DON GORDONI**

Romantic Baritone and Radio Actor

**ROXY THEATRE**

Original "Jack Armstrong" C.B.S.

Management **Dave Samuels**  
711 Times Bldg., N. Y.



# ★ Program Reviews and Comments ★

## "Morning Almanac"

Back after a vacation, the 8-9 a.m. CBS "Morning Almanac" headed by Phil Cook, demonstrated again yesterday that it is the top program of its kind on the air. In talent, material and production, it has no peers, and only a matter of price could possibly keep such a show from a sponsor.

Among its pleasurable characteristics is a liveliness that is unusual in such early morning shows. The comedy, whether new or old, is dispensed in a genially informal style that makes it always entertaining. Music, vocals, oldtime almanac items, news in song, home management hints, the impersonations of Phil Cook and various other bits combine to make for diversity and fast tempo.

Margaret Lewerth directs the show, with John Reed King doing a swell job as announcer, Fred Feibel as pianist and organist, Dave Grant as tenor and also a piano hand, Cliff Weston and Bunny Coughlin as additional vocalists, and the Back Bay Boys in harmony and funny antics.

## "Special Edition"

Borden's new program on WEA-F, Fridays at 1-1:30 p.m., hits a pretty high mark in news commentary periods aimed at the femme listeners. Besides Alan (Wifesaver) Prescott and Gabriel Heatter as the principal commentators, there is also a Hollywood department in which a girl gives film colony chatter and reviews of pictures. Prescott makes a thoroughly interesting as well as instructive business of his information for housewives and hostesses. Heatter's news stint is short and sweet. The Hollywood stuff is excellent of its kind.

## Herbert Marshall

Chase & Sanborn Sunday night hour sans Don Ameche and Bill Fields offered a program that seemed none the less entertaining, generally speaking, excepting of course to those of the audience who have particular attachment for either Fields or Ameche or both. Fields is on loca-

tion making a pix and is expected back next week, while Ameche is taking a rest. Herbert Marshall, battling for Ameche, acquitted himself nicely and shone to advantage in a dramatic sketch with Madge Evans. Marshall worked smoothly and contributed dignity to the emcee angle. Fields' humor was injected via a few "telegrams" to McCarthy, et al. Pernamant cast gave a good show as usual.

## Vincent Lopez

Adapted to conform to latest trends in music, the Vincent Lopez Orchestra, caught via WOR-Mutual over the week-end in one of its final programs from the Cleveland exposition before returning to New York, holds pretty well to the ingredients that made Lopez popular, with the addition of a refined type of swing. Lopez calls it "suave" swing, with the noisy blare eliminated while the rhythm and tempo are retained. It certainly is easier on the ears than most of the swing music that has been heard these past months.

Fred Lowry, the talented whistler, continues as one of the featured artists of the orchestra, which also includes Bob Lytell and other vocalists, plus the usual nimble piano specialties of Lopez himself.

## Cheerio

Cheerio picked a Sunday evening spot over NBC-Blue with which to begin his tenth year on the NBC networks, and spot is perfect for the type program he offers. Departing a bit from his usual style, Cheerio picks birthdays of famous men during the previous week, and presents highspots in their careers. Assisted by J. Harrison Isles and his orchestra and a chorus and occasional guest, program moves swiftly along offering a well diversified bill of fare for the listeners. Cheerio should have no difficulty in drawing his early morning listeners to the Sunday period.

## International Radio Forum

World Peaceways on Sunday

a gala radio revue over WNAC Sunday evening.

"The Goofs" (Del, Jack, Ray and Bill) are back on the air every Saturday noon on WEEI.

Mischa Tulin, musician and exponent of the theremin, has a new series of broadcasts on WCOP every Sunday morning.

Nye Mayhew and his orchestra, who have been engaged again for the 1937-1938 dance season at the Hotel Statler, will be heard this season on WEEI every Thursday and Friday night.

Johnny Metcalf, hymn singer, and Jonny Moakley, Yankee control operator, both have their hearts set on obtaining pilot's wings.

started a new campaign to bring the present tense economic and peace situation before the entire world during a world-wide broadcast over CBS at 4-5:15 p.m. Political leaders of countries all over the world participated in what proved to be the largest peace rally ever conducted. The seriousness of present-day economic situation was stressed, and listeners were treated to a clear, poignant description of the entire world in relation to threatening conditions. World Peaceways will conduct future forums, via the air, in an attempt to make radio listeners as pro-peace as is humanly possible.

## Jergens Program

George ("Hollywood Whispers") Fischer, who stepped into the Jergens Lotion spot on NBC-Blue last Sunday night to pinch-hit for Walter Winchell, provided a generally interesting quarter-hour. Not the dynamic Winchell style of chattering, of course but a good program withal, especially considering the short notice he had. Gloria Stuart as guest star helped to brighten up the show. The night before, Fischer had to do his own Hollywood gossip stint on WOR-Mutual.

## Chamberlain Brown

Chamberlain Brown, the Broadway casting agent, has built his Monday 1:30-2 p.m. program into an unusually interesting affair, ripe for any sponsor. As an example of the variety and stellar quality of guests presented on this show, yesterday's lineup included Vaughn De Leath, who has been a topnotch song-seller and songwriter for longer than most radio fans can remember; Alfred de Liagre, Broadway producer, who has a most engaging mike voice and very interesting things to say; Erin O'Brien-Moore, the stage and screen star; Hy Gardner of the Brooklyn Eagle, who offered a batch of gossip, Max Fleisher of Ring Magazine, and others.

Through the medium of his theatrical office and Broadway contacts, Brown has access to a limitless fund of personalities and material.

## Lady Kitty Barling

Activities of women in news of the day, fashion hints and other items of special interest to women are incorporated in this Monday and Friday program initiated yesterday at 12:30-12:45 p.m. on WHN by Lady Kitty Barling. Lady Barling is a Britisher and speaks with a decided British accent, which makes her a little different from other commentators of her kind. In her opening program she touched on the Ladies' Auxiliary of the American Legion, and about women in aviation, sports, the theater, etc. Ample diversity of items and clear enunciation made the program interesting throughout.

## Briefly

Except for a bit of atmospheric interference, the CBS Drama Workshop short-waved from Dublin Sunday night, "Riders to the Sea," under direction of Irving Reis and performed by the Abbey Theater Players, was first-rate drama fare.

Kay Fayre, New England songstress, proved herself a very pleasing vocalist on Saturday's "Week-End Revue" over NBC-Red. Bailey Axton, a front rank tenor; the prolific pianists, Al and Lee Reiser; Jack Douglas, able emcee and humorist, and Norman Cloutier's orchestra are other components of this entertaining hour.

Among the excellent programs dealing with football making their debut to date is the Gene Ford "Gridiron Smoker", with Ray Saunders as commentator, heard Fridays at 9:15 p.m. over WHN. It is divided into several departments, amounting to something like a magazine of football.

For folks who have specialized tastes in music, the Hancock Ensemble, headed by Capt. G. Allen Hancock, the scientist and cellist, heard Saturday at 8:30 p.m. over WOR-Mutual, is good listening.

## BOSTON

Jack Frazer, NBC mickeman, will come to Boston every Saturday afternoon to announce the Boston College football games through WBZ-WBZA. Several of the games will be fed to a New England network. Jack Ingersoll is being brought back from WINS to announce the ten-game schedule of Holy Cross over WEEI. Jay Wesley of WEEI staff will handle the color-crowd assignment. Both of these schedules are sponsored by the Atlantic Refining Company.

The 79th anniversary of R. H. White Company, large Boston department store, was celebrated with

## KANSAS CITY

Sid Q. Noel, president of KXBY, has signed with General Mills to air the American Association games for this area in 1938. Noel is back from a Chicago trip.

Morris H. Straight, head of WHB account service department, is the father of a girl. Mrs. Straight (Ann Campbell Straight) was formerly WHB office manager.

Kellogg Co. has bought KMBC's Texas Rangers for a six-weekly spot, through N. W. Ayer & Son. The Rangers, who also will continue their CBS Sunday sustainer, will be known as Box K Ranch Boys for Kellogg.

Easy Washing Machine Co. and K. C. Power & Light have renewed their community sing over WDAF.

## NEW ORLEANS

Al Donahue closes at the Roosevelt Blue Room Thursday night after a highly successful engagement.

"Doc" Ed Musso, manager of WBNO, left for Washington to press his hearing before the FCC to get WBNO full time on the dial at 1420. Jeanne Joseph and Kitty Morgan, singing team, are on once weekly for a half hour over WBNO.

Most of the midwest booking agents seem to be bidding to put a band in the St. Charles bar when it opens in its remodeled glory this fall. Insiders say a local combo of girls will get it.

Mel Washburn, who used to columnize for a morning tabloid, is now host for the Roosevelt bar and cocktail room.



**B**BETTY WINKLER and Pat Murphy, headliners of "Girl Alone" and Bob Guilbert of same show off to Cleveland to present series of sketches at exposition.

Announcer Bill Baldwin of WGN ordered to leave Chicago climate by physician. He has been having a lot of throat difficulty. Expects to go west or southwest.

Skelly Oil will offer cash prizes for listeners who find the rightful claimants to legacies tied up in banks in connection with its "Court of Missing Heirs."

Ken Fry of NBC Special Events dept. gave luncheon Saturday for Alonzo Origa, Spanish sportscaster, visiting here.

Blackett-Sample-Hummert taking over entire second floor at 221 N. LaSalle street for its production department, with complete studios to be built.

Quin Ryan getting a lot of good-natured kidding from staff members because of his new morning commercial. The WGN manager enjoys late sleeping.

New contracts on Gene Dyer's stations, WSBC, WGES and WCBD include special campaigns for Carnation Milk, Libby, McNeill and Libby, Colgate-Palmolive Peet and a renewal of Clorox. WCBD has just put into operation its new transmitter at Elmhurst, Ill.

**Carson City Sees Radio**

Carson City, Nev.—This historic capital of Nevada got its first taste of modern radio Sept. 13 with the dedication of Nevada's new Supreme Court building. KOH in Reno installed remote lines to the capital, 35 miles away, and put the entire dedication proceedings on the air. Broadcasts were arranged by the Nevada State Bar Ass'n. The KOH crew handling the pickup included Ivan Jordanoff, program director; Al Kees, KOH chief engineer, and Nick Bourne, publicity director.

**S. O. of Cal. to Resume**

Standard Oil of California will resume its "Standard School Broadcasts" on Sept. 30, 11-11:45 a.m. over the five NBC-Red Pacific stations plus KSPD, San Diego. No broadcast will be aired on Nov. 11 (Armistice Day) or Nov. 25 (Thanksgiving Day). McCann-Erickson, San Francisco, is handling the account.

**Kilowatts Undetermined**

Ted Church, NBC press department, officially launched his Blue Network Cocktail yesterday. Concoction, made of gin, French vermouth, orange bitters and creme yvette, is obtainable at the Gateway restaurant in Radio City. Church claims the cocktail has a coast-to-coast wallop.

**PROMOTION**

**New Twist in Salutes**

A new twist in salutes to neighboring communities has been started by WWVA, Wheeling, W. Va., with Moundsville as the first city to be honored. A special chain break has been adopted on the even hour daily, and each day a different town is saluted in this fashion: "This is Radio Station WWVA in Wheeling, West Virginia, Moundsville's friendly neighbor." On succeeding days, names of other communities are being substituted for "Moundsville."

**Safety Campaign Stunt**

By re-broadcasting from police short-wave direct from squad car in traffic, in connection with the Junior Chamber of Commerce Safety Campaign, KCKN gets call letters shown on movie trailers in 14 Kansas City, Kan., theaters daily for 15 days. KCKN also gets another—the second—front page story in local daily newspaper with this broadcast.

**WDZ Park Broadcast**

WDZ, Tuscola, Ill., third oldest station in the country, piled up quite a record in the way of park broadcasts the past summer. A shady park with swimming pool and carnival concessions was selected and stand erected in a natural amphitheater in the park surrounded with benches. All day, programs were short waved through W9XPU and re-broadcast from the main transmitter six miles away. The Sunday broadcast began May 28 and continued through Sept. 26.

Admission to the park is free, with as many as 20,000 turning out on several Sundays. Announcers, musicians and even engineers were besieged for autographs and pictures. Tots were brought up for the Baby Parade announcer to hold. Special stunts were an amateur contest, broadcasts from a plane hovering over the park and interview programs by Lazy Jim Day, favorite entertainer, who carried a mike among the throng in the park asking riddles. The whole idea original with WDZ has done much to make personal friends out of 400,000 listeners, cause them to follow the station daily and increase listener response.

**Commentator Delayed**

Commentator Magazine program scheduled to start Sunday at 9:30 p.m. on WOR-Mutual failed to get away due to Lowell Thomas and George Payson being held up in traffic attributed to the American Legion Convention. WOR carried the program as a spot proposition at 9:45 p.m. John B. Kennedy, scheduled for the Thursday show, will be heard at the scheduled time of 10-10:15 p.m.

**RCA Communications in ACA**

American Communications Ass'n, CIO unit, has lined up RCA Communications for recognition as its sole bargaining agent for radio operating personnel.

... Radio's own daily newspaper modestly presents a series of 200 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

**THOMAS PATRICK, INC.**

St. Louis, Mo.

"You are doing a grand job with RADIO DAILY and its value to the industry is increasing by leaps and bounds."

*John Conrad*

**WCMI**

Ashland, Kentucky

"... RADIO DAILY is creating quite a furor, I might say, at this station. Jack Bell, of the Three Texans, who is now our commercial manager, will gladly give up being on time for a meal to take a few glances at RADIO DAILY. Our engineers scramble for the Equipment Page and the musicians and program entertainers always find news of some friend or fan on your pages."

*Col. Paul Ruble*

**KOMA**

Oklahoma City, Oklahoma

"... RADIO DAILY is a disturbing influence in the KOMA organization—by that I mean its pages are so darn interesting that office routine seems to be ignored until its pages are read by one and all, from the writer down to copy boy.

"The 'meat' in your articles and reports has not been sacrificed by their briefness. This quality is always acceptable in the fast-moving day around a radio station.

"Our congratulations go to RADIO DAILY as the LIFE of radio trade publications."

*Neal Barrett*

Manager

... RADIO DAILY is seven months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.



## NEW BUSINESS

Signed by Stations

## KFBK, Sacramento

American Gas Machine Co. (heaters), through Grove Adv'g Agency, Minneapolis; Hammer-Bray Co., San Francisco (Spark stoves), through D'Evelyn & Wadsworth, S. F.; Steiger & Kerr Stove & Foundry Works, S. F., through Fletcher S. Udall & Associates, S. F.; Vick Chemical Co., through Morse International.

## WJJD, Chicago

Chamberlain Hand Lotion, Russ Hodges in nightly news commentary, through Coolidge Adv'g Agency, Des Moines.

## KFRU, Columbia, Mo.

Philco Dealers, "Phyl Coe" mysteries; Zenith Radio distributors (Electric Lamp & Supply Co., of St. Louis), noon newscast.

## WBAL, Baltimore

Horlick's, Lum and Abner, through Lord & Thomas.

## WTMJ, Milwaukee

Wisconsin Amusement Co., renews station breaks.

## KNX, Los Angeles

Fox West Coast Theaters, time signals, through Hillman-Shane agency.

## KBTM, Jonesboro, Ark.

Chevrolet Motor Co., National Oats Co., Zenith radio dealers, Philco dealers.

## WADC, Akron

Hed - Aid, Detroit; International Laboratories, "Adviser of the Air."

## KXBY, Kansas City

Chicago Engineering Works, "Modern Miracles."

## WMAS, Springfield, Mass.

Philco, "Man on Street" conducted by F. Turner Cooke.

## WCKY, Cincinnati

Look magazine, "Streamline Review" disks, through Schwimmer & Scott, Chicago.

ONE MINUTE INTERVIEW  
STELLA UNGER

"Progressiveness has been the keynote in radio ever since its inception. Inadvertent neglect, however, of standardizing musical programs has inundated audiences with a procession of once popular melodies which consistently bores them to tears. Former 'hit songs' are enjoyable only when a White-man or an orchestra leader in the same category re-arranges the composition."

## ★ Coast-to-Coast ★

FRANK KEEGAN, formerly with KELD, El Dorado, Ark., has joined KBTM, Jonesboro, Ark., as announcer.

KWK, St. Louis: Al Sarli has been placed in charge of music, replacing Rolla Coughlin . . . Johnny O'Hara and Ray Schmidt of the sports staff are handling the new series of broadcasts from St. Louis Bowling League alleys, sponsored by Hyde Park Beer . . . Meredith Mason, woman commentator, had Sally Rand as guest the other day.

Harry Ginsburg will be at the mike for the New Britain High School football games to be aired over WNCA.

WKRC, Cincinnati: Whispering Eddie Schoelwer this week begins his fourth consecutive year of broadcasting under Solway Furniture Co. sponsorship . . . "Freshest Thing in Town," starring Johnny Lawrence, returned Monday for Rubel Baking Co., marking its 200th episode.

Bob Robb, formerly of KWQ, San Jose, has joined the sales staff of KHUB, Watsonville, Cal.

WADC, Akron: Ernest and Louis Cassas of Havana stations are guest of WADC, inspecting equipment and conferring with John Aitkenhead, chief engineer . . . Hungarian News, Cleveland paper, is sponsoring a Hungarian music program here . . .

## P. &amp; G. Chipso Account Shifted to Pedlar-Ryan

(Continued from Page 1)  
of Chipso will be transferred from Compton Advertising Inc. to Pedlar & Ryan Inc. Change will be made as soon as arrangements can be completed. Reason advanced for change is that policy of company calls for competing products to be handled by competing advertising agencies. Four agencies are now handling the P. & G. accounts. No further changes are contemplated.

## MacGregor Producing "Kitty"

Frank Dahm, writer of the "Pretty Kitty Kelly" serial on CBS, who has moved to New York at the invitation of Benton & Bowles agency, will continue to work on this show and others, but production of "Kitty" will remain in the hands of Kenneth W. MacGregor, whose direction has had much to do with the success of the show.

## Sponsors Get Legion Privilege

All NBC sponsors who have programs on the air today will have the opportunity of airing any portion of the Legion Parade if they desire. John Royal, NBC vice-president in charge of programs, has so notified agencies and clients of this special service.

Goodyear Tire & Rubber is featuring interviews on its daily programs.

WBRY, New Haven: "L'Ora Italiana," formerly on WELI, is a new WBRY commercial . . . Jack Henry, station super, writes his own poetry for "Rhythm and Rhyme."

Dave Zimmerman, announcer, interviewer, and dramatist at WSPD, Toledo, leaves Sept. 25 to join the NBC announcing force in Chicago.

James Gibney, formerly connected with NBC in New York, is now with Famous Music at the Paramount exchange in Cincinnati.

Edgard A. Thompson, radio editor of the Milwaukee Journal and George Comte are appearing on a new sponsored series, "Behind the Mike," over WTMJ, Milwaukee.

Irma Serra and Tom Walsh, vocalists at WSPR, Springfield, are set for network auditions. Kay Fayre of WMAS has already been tested.

National Fiddlers Contest and Radio Stars Jamboree, claimed to be the biggest event of its kind in the East, will be held Oct. 3 at the High School Auditorium in New Britain, Conn., under direction of Hank King, who will be there with his Radio Gang. Some of the stars who will be there are Keene's Radio Gang, Jake and Carl, Eddie Reed, and Billy Fields and his cowboy radio band.

## Shirley Lloyd Stricken

Boston—Shirley Lloyd, vocalist with Ozzie Nelson, stricken by appendicitis while en route here with Ozzie Nelson's band to play at the RKO Boston Theater, is recuperating in City Hospital following an operation.

## Socony Sponsors Yale Game

Philadelphia—Socony Vacuum Oil Co. will sponsor the Pennsylvania-Yale game, to be played Oct. 9 at Yale Bowl, New Haven, over WFIL here. J. Stirling Getchell Inc. made the contract.

## HURRY!

If you want the exclusive rights in your area for

AMERICA'S OUTSTANDING WOMEN'S PROGRAM

★

Good Morning Neighbor

WRITE ★ WIRE

STAR RADIO PROGRAMS, INC.  
250 Park Avenue New York City

## AFM COMMITTEE AWAITS DRAFT BY ROSENBAUM

(Continued from Page 1)

all contracts between the AFM and the radio stations.

Meanwhile the AFM committee yesterday took up other problems aside from the increased musician employment among radio stations.

Incidentally, the AFM gave networks and local outlets a blanket O.K. on broadcasting in connection with the American Legion convention.

## GUEST-ING

PATSY KELLY, on Ben Bernie program, Sept. 28 (NBC-Blue, 9 p.m.)

VIRGINIA BRUCE, in "Cimarron" on Lux Theater program, Sept. 27 (CBS, 9 p.m.)

JOE PENNER, on Al Jolson program, re-set for Sept. 28 (CBS, 8:30 p.m.)

DOROTHEA LAWRENCE, opera and concert artist, on Glenna Strickland's "Happiness Circle," today (WMCA, at 9:15 a.m.)

NINO MARTINI, on "Song Shop," Oct. 1 (CBS, 10 p.m.)

CHICK MEEHAN, football coach, interviewed by Eddie Dooley, Sept. 23 (CBS, 6:30 p.m.)

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★ Most expensive modern instantaneous recording equipment.

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# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 58

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 22, 1937

FIVE CENTS

## AFM Contract Held Up

### NEW SEALTEST SERIES FEATURES TALENT HUNT

New series which Sealtest Inc. will start over NBC-Red on Oct. 17 at 10-10:30 p.m. to replace the current "Sunday Night Party" will embrace a search for outstanding instrumental and vocal talent. Titled "Rising Musical Stars," the program will feature Alexander Smallens conducting an orchestra composed of N. Y. Philharmonic members; Hans Fuerst, directing a mixed chorus of 70, and Richard Gordon as commentator.

Jury of auditions will include Smallens, Alma Gluck and Ernest

*(Continued on Page 2)*

### Anti-Ascap Organizer Contacts K. C. Stations

Kansas City—Local broadcasters are viewing with suspicion an effort by Edward Carter to organize radio and other users of music, for the purpose of introducing anti-Ascap legislation in the state of Missouri.

*(Continued on Page 2)*

### Zenith Head Advocates More 500,000-Watters

Chicago—Further distribution of 500,000-watt licenses for day and night transmission is advocated by Commander Eugene F. McDonald Jr., president of Zenith Radio Corp., following

*(Continued on Page 3)*

### ACA Signs WWSW

American Communications Association, CIO unit, yesterday revealed that WWSW, Pittsburgh, has signed a contract recognizing the ACA as sole collective bargaining agent for the technical staff of the station. Signing of WWSW marks the opening of a fight by the ACA to sign up all radio stations in that city.

### MGM Stars Exclusive

Chicago—Metro-Goldwyn-Mayer stars will be tied up for exclusive radio appearances in the deal between the film company and General Foods. William Morris office says the \$25,000 a week show replaces Maxwell House "Show Boat" the first or second week in October and will be the most expensive program on the air.

### Looking Ahead

Chicago—With their eyes on the future of radio, four NBC announcers here are taking Spanish lessons at a Michigan Ave. language school.

The ambitious mikers are Norman Barry, Durward Kirby, Fort Pearson and Gene Rouse.

### PHILCO STATION LIST BOOSTED AGAIN TO 143

Addition of another 13 stations to the list carrying the \$50,000 "Phyl" Coe Radio Mysteries Contest has brought the total to 243 outlets on the disk series, which was originally intended for only 100 stations. Gross cost of the 16-week campaign is now estimated at close to \$1,000,000. Volume of entries for the broadcast was far above expectations, the company reports.

### Lewis R. Amis Joins Brooke-Smith-French

Detroit—Lewis R. Amis, formerly director of radio for Erwin, Wasey & Co., New York, has been named director of radio for Brooke, Smith & French Inc., Detroit and New York. Amis will direct "Hobby Lobby," new coast-to-coast program for Hudson

*(Continued on Page 2)*

### CBS Case Postponed

Hearing scheduled for yesterday by National Labor Relations Board on the American Communications Ass'n-CBS case was postponed until Sept. 28. Charles Kleinman, ACA radio

*(Continued on Page 2)*

## CBS New England Invasion Adds WNBX, Springfield, Vt.

### Gov. Hoffman Calls Off Suit vs. Boake Carter

Trenton, N. J.—Following an exchange of friendly letters, Governor Hoffman has called off his \$100,000 libel suit against Boake Carter, Philco-CBS commentator, et al, growing out of the Hauptmann case. Carter

*(Continued on Page 2)*

## Standard Provisions Being Revised As Weber Warns That 200 Network Affiliates Must Accept It

### KELLOGG FOOTBALL PLANS ARE STILL IN THE DARK

With only a few more weeks remaining before football will become a weekly feature on stations all over the country, Kellogg Co. still has not announced its schedule for the games it will sponsor. It is generally understood that the sponsor has a corner on the mid-west games with the Big Ten games included. Schools and stations involved have not yet been revealed, but final word is expected from company's headquarters in Battle Creek before the end of the week. Account is handled by N. W. Ayer & Son, which also handles the Atlantic Refining football setup in the east.

### Seven Stations on CBS Are Added by Old Dutch

Chicago—Old Dutch Klenzer's Bachelor's Children adds seven CBS stations Sept. 27. They are WOKO, Albany; WCHS, Charleston, W. Va.; WFBL, Syracuse; WHAS, Louisville; KRNT, Des Moines; KFAB, Omaha.

*(Continued on Page 3)*

### Cisler-Shuman Get WHBB

Selma, Ala.—Negotiations have been completed whereby Steve Cisler and H. A. Shuman of Beaumont, Tex., become owners of WHBB here.

Final draft of the standard provisions which will be part of all contracts negotiated between the AFM and the broadcasters, received a thorough overhauling yesterday at a day and night session between the AFM Executive Committee and that representing the Independent Radio Network Affiliates. At 11 p.m. last night, when the conference closed, Samuel R. Rosenbaum, of WFIL, who drew up the five-page contract said that the changes in various clauses were more or less minor and a matter of exact language. Representing the

*(Continued on Page 3)*

## ELGIN WATCH RESERVES TIME ON CBS NETWORK

Chicago—Elgin National Watch Co. of Elgin, Ill., has reserved Thursday nights at 7:15 starting Oct. 21 over 52 CBS stations. Talent of show is yet to be decided, except that the Earl of Elgin, British peer, has been engaged to launch the program with some remarks to be short-waved from London. J. Walter Thompson is the agency.

### Hart-Schaffner-Marx Planning a Campaign

Philadelphia—Hart, Schaffner & Marx will launch one of the largest campaigns in its history this fall to mark its golden jubilee, E. R. Richer,

*(Continued on Page 2)*

### Annual Checkup

Rochester, Minn.—Freeman Gosden and Charles Correll (Amos 'n' Andy), following their broadcast Monday night from Chicago, flew here to undergo their annual checkup at the Mayo Clinic, where their programs will originate the rest of the week. They came north from the Dallas Fair and will fly back to the coast Saturday.

Further invasion of New England believed to be under way by the CBS station relations department is headed with the formal announcement of CBS acquiring WNBX, Springfield, Vt., effective next Sunday.

Station is owned by the Twin States Broadcasting Co., of which Harry C. Wilder, is president. It is a

*(Continued on Page 3)*





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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Tuesday, Sept. 21)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163	160½	160½	- 1
CBS A	26	25½	26	+ 3/4
CBS B	25½	25¼	25½	+ 1/2
Gen. Electric	45¾	44½	44¾	+ 5/8
North American	23	22¼	22¼	+ 1/4
RCA Common	10	9 5/8	9 5/8	- 1/8
RCA First Pfd.	68	65¾	67 7/8	+ 2 1/8
Stewart Warner	14¾	14¼	14 5/8	+ 1/2
Zenith Radio	36	34 3/8	34½	- 1/4

## NEW YORK CURB EXCHANGE

Majestic	2¼	2¼	2¼	- 1/8
Nat. Union Radio	1¾	1¼	1¾	+ 1/8

## OVER THE COUNTER

Stromberg Carlson	Bid 10½	Asked 12
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### Radio Talent En Masse In Legion Show Tonight

The All-Star Legion Show tonight from Madison Square Garden will have nearly everybody in radio on the air. Doings, of which James E. Sauter is head, will be aired over all national networks and many independent stations. Show starts at 10:30 p.m. and will run into the early hours of tomorrow.

### Adopts "City Desk" Dramas

"City Desk", dramatizations glorifying the adventures of newspapermen, replace the "It Might Have Happened to You" series on the "Johnny Presents" program over CBS every Saturday at 8:30-9 p.m. Charles Martin, author of the "thrill" scripts, presented two of the newspaper episodes when the program was taking its real-life stories from every field of activity.

## AL DONAHUE

Now Appearing  
ROOSEVELT HOTEL,  
New Orleans  
Opens at the Rainbow Room Oct. 6th  
For Fall and Winter Season  
Fourth Return Engagement

### New Sealtest Series Features Talent Hunt

(Continued from Page 1)

Schelling. They will pick the candidates for each week's programs, and every four weeks a Committee of Awards will name the outstanding artist, who will receive \$500. In the finals, the winner will get \$1,000.

### Lewis R. Amis Joins Brooke-Smith-French

(Continued from Page 1)

Motor Car Co. which starts over CBS and WOR on Oct. 6. He will supervise continued production of "Lone Ranger" program for Silvercup bread over MBS, and over the state of Maine program, featuring Marjorie Mills, which originates in Boston and will be heard over both the Yankee and Mutual nets. Agency states that considerable other important radio projects are in process of preparation.

### Hart-Schaffner-Marx Planning a Campaign

(Continued from Page 1)

advertising manager, told local outlets. Dealers throughout the country will participate in the campaign, which will include radio and newspapers. Chicago office of BBD&O will handle.

### RCA Victor Promotions

Camden, N. J.—G. K. Throckbottom, executive vice-president of RCA Manufacturing Co., announces the following promotions in RCA Victor sales executive organization. L. W. Teegarden, formerly eastern division manager, placed in charge of radio tube sales to wholesale distributors; M. F. Blakeslee, formerly manager of the Chicago district, appointed manager of the eastern division, with headquarters here; Richard A. Graver, formerly manager of Cleveland district, appointed manager of Chicago district; A. G. Kemp, formerly package goods sales representative in Cleveland, appointed manager of Cleveland district; E. J. Rising, formerly manager of San Francisco district, appointed manager of Los Angeles district, replacing E. W. Izenhower, resigned.

### Ascaph Neb. Collections

Lincoln—Facts submitted yesterday for consideration of three judges who heard Ascaph's attempt to enjoin the legislative action making it a violation of the law showed that Nebraska paid 44,000 composers represented by the society \$53,984.33 in 1936, Lancaster (Lincoln) county paying \$14,435.55; Douglas (Omaha) county, \$22,361.33. Nine radio stations paid \$4,137 each; 250 movie houses, \$45 each; 24 restaurants and hotels, \$56 and \$360, respectively, each, and dance halls, \$25 each.

### Mutual's Third Birthday

Mutual Broadcasting System will be three years old on Oct. 2.

### Anti-Ascaph Organizer Contacts K. C. Stations

(Continued from Page 1)

Carter is accompanied by his attorney, Fred J. Wolfson, and has been steaming up music users for the past week or more. A meeting was held here in the Muehlebach, but no definite plan was offered. Indications were that Carter would follow up with individual solicitations.

Carter is said to have worked for Ascaph branch office somewhere, but this was not verified. Also stated that he was once associated with Ed Craney of KGIR, but this is also unverified. Understood that Ellis Atteberry of KCKN has apprised the NAB of the matter.

### Gov. Hoffman Calls Off Suit vs. Boake Carter

(Continued from Page 1)

said he disagreed with the governor's judgement but did not question his sincerity. Hoffman termed the situation a misunderstanding.

### CBS Case Postponed

(Continued from Page 1)

department, left for Philadelphia immediately after the postponement was announced and will handle negotiations now under way between WCAU and its technical staff.

### Kennedy on Motors Program

John B. Kennedy will be the commentator in a new feature of the General Motors concerts which start over the NBC-Blue on Oct. 3 at 8-9 p.m. Kennedy will deliver a topical feature, titled "Parade of Scientific Progress", in the center spot of the program. Erno Rapee will conduct the orchestra in the new series, which will again be aired from Carnegie Hall with outstanding guest soloists.

### 400 for WFAS Kiddie Club

Uncle Neal, director of WFAS Kiddie League, will offer the 400th consecutive weekly program of his juveniles on Saturday afternoon at 3:30 in the regular series sponsored by Golden Bros. Inc., dealers in Ambricoal, White Plains, and broadcasting directly from the stage of the new Colony Theater there. Uncle Neal lays claim to the oldest children's program continuously on the air. The feature has been sponsored by Golden Bros. throughout the summer.

### "Romancers" Returning

"The Romancers," quarter-hour of song, music and readings, return to WOR at 9:15 p.m. Sunday under sponsorship of Weston Biscuit Co., Ltd. Cast includes Willard Amison, Adelaide Norton, Erik Rolfe and Louise Wilcher.

### Son for Paul Rhymer

Chicago—Paul Rhymer, author of "Vic and Sade", is the father of a boy. Last week, Bernadine Flynn (Sade) had her first baby.

## COMING and GOING

JOE DI NATALE, director of promotion and publicity for Central States Broadcasting System in Lincoln, Neb., is in New York for a two-week vacation look-around.

HARRY HARVEY, technical supervisor of Central States Broadcasting System, arrives in New York on Saturday from Nebraska. He will be accompanied by Mrs. Harvey.

EARLE FERRIS arrives in Chicago from New York on Sept. 27 to view the Edgar Guest show.

RICHARD MARVIN is back at the Chicago office of J. Walter Thompson, following a huddle in New York.

ROY GALVIN, Boston ballroom operator, arrived in New York yesterday.

J. LEVINE, Chicago booking agent, arrived in New York yesterday.

STAN ZUCKER, formerly g.m. of Cleveland's CRA office, arrived in New York yesterday from Cleveland to take over the New York g.m. reins.

HILDEGARDE, NBC songstress, returns from Europe tomorrow on board the Champlain.

ED ROECKER is the featured attraction at the South Jersey Electrical & Radio Exposition at the Camden, N. J., Convention Hall.

WILFRED PELLETIER, conductor, arrives in New York from Europe tomorrow on the Champlain.

### 40,000 Persons Attend WIBW Fair Broadcasts

Topeka—It is estimated that more than 40,000 persons saw and heard the broadcasts conducted last week by WIBW from the Kansas Free Fair, with Allis-Chalmers as sponsor of the airings. Entertainment talent used by Allis-Chalmers was the well-known radio team of Henry and Jerome. Hilton Hodges handled announcements. Broadcasts were given Monday through Saturday at 11:45-12 noon and 12:30-12:45 p.m., with all 12 programs sent to KFEQ, St. Joseph, Mo., through special telephone connections.

### Osgood Perkins Dead

(Washington Bureau, RADIO DAILY)

Washington—Osgood Perkins, 45, stage, screen and radio actor, died of a heart attack late Monday night, following the premiere of "Susan and God", new play in which he was appearing with Gertrude Lawrence.

### Pete and Joe Joins WSYR

Syracuse—Pieplant Pete and Bashful Joe, hillbilly and comedy singing team, have joined the staff of WSYR entertainers and will do an early morning show, 6-6:30, Monday through Saturday. They were previously heard over WTAM, Cleveland, and WBZ, Boston, and have just completed a personal appearance tour through New England.

NOW YOU CAN BUY A COMPLETE PRESTO SOUND RECORDER FOR ONLY \$149.00 PRESTO RECORDING CORP. 135 W. 19th St. New York - N. Y.

## CBS INVASION ANNEXES WNBX, SPRINGFIELD, VT.

(Continued from Page 1)  
1,000-watt operating on 1260 kcs. Phil Hoffman, formerly with the Iowa network, is manager and Charles Denny is director of sales. Network rate will be \$125. WNBX is the largest station in the state.

## Zenith Head Advocates More 500,000-Watters

(Continued from Page 1)  
lowing his return from a Great Lakes cruise on his yacht. He said Crosley's WLW should be urged to continue 500,000 watts as a boon to radio listeners in isolated sections.

## WNEW Football Forecast

Earl Harper, WNEW sports commentator, will be heard in a special football forecast broadcast at 1:45 p.m. each Saturday during the football season, beginning this week. In addition, Harper will be heard in "Pigskin On Parade," the WNEW three-hour football broadcast, scheduled for 2:45 to 5:45 each Saturday during the football season. At 8:45 each Saturday night WNEW will present a period of final football scores.

## KANSAS CITY

WDAF is set to install a temporary studio in one of the committee rooms at the Municipal Auditorium, from which they will broadcast highlights of the National Bar Association meeting which opens Sept. 27.

WHB took the air Monday with a pair of quarter hour shows for Bently Clothing Co. Using disc music of the hot variety on the a.m. show and sweet recordings on the evening spot, sponsor offers a \$25 prize to the person submitting an acceptable name for each show. Dick Smith handles one airing and Les Jarvies the other.

Larry Sherwood, KCMO manager, left Saturday, and T. L. Evans, president of the station, left Sunday for Washington to be present at the FCC hearing on the station's application for greater power. The hearing is set for Sept. 24.

KCMO has organized a symphonic choir of 24 voices which is now in rehearsal under the direction of Larry Sherwood, station manager.

KXBY starts a one-year juvenile amateur show Oct. 11 for Consolidated Drug Trade Products Co. (McCoy's Cod Liver Oil Tablets), through Benson & Dall.

## NEW PROGRAMS—IDEAS

### KVOD Program Items

Professor Minnovitch, an imaginary character, portrayed by Archie Hall of the staff of KVOD, Denver, is aired each Tuesday at 2:30 p.m. Last week he invented Tasty Pasties, a breakfast cereal that makes children grow to manhood in two minutes. It's a knockout of a show. Joe Finch assists and does a fine job as Hugo Krause, the Professor's right hand man.

The report that a program cannot sustain itself for over a year is knocked into a cocked hat by the fact that Budd Heyde has been on the air three times a week over KVOD in Denver for eight years. His last 15-minute program netted 54 telephone calls. Budd plays the piano and the accordion and sings.

When "The Judge Tells His Story," a dramatized presentation of facts goes on the air weekly over KVOD, the real judge prevails over the program. He is Judge Philip Gilliam of Denver Municipal Court.

### "All Woman" Hour Bars Men

All men are warned against listening in "Confidentially" with Milliecent Tralle on Saturday mornings at

10 o'clock over WFAS when women exchange controversial ideas under protection of anonymity. Sponsored by non-competitive organizations, the show is designed, written and presented by Miss Tralle, Director of Women's Programs at the White Plains station, whose distinctive personality and stylized copywriting afford listener entertainment in streamlined advertising. Inaugurated September 11, "Confidential" commercials are already recognized as potent business stimuli for national advertisers in this fertile residential market.

### Nursery Rhyme Variations

"Poetic License," the program of poetry conducted by Norman Corwin over WQXR, will feature tonight at 9:45-10 a performance of variations on "Mary Had A Little Lamb". Corwin, assisted by Peggy Burt, actress, will translate the nursery rhyme into the styles of a train announcer, Gertrude Stein, Dr. Jekyll, and Mr. Hyde, a police radio officer, Maurice Maeterlinck, a surrealist, a sports commentator, a professor of psychoanalysis, and others.

## ★ Programs That Have Made History ★

### WMCA's "Grand Stand and Band Stand"

THE longest commercial program in radio, "Grand Stand and Band Stand," presented seven days a week, three hours a day on WMCA, is also the most popular afternoon broadcast in the Metropolitan New York area. Sponsored by Wheaties, a product of General Mills, the program pulled a 42 per cent listener rating in a Ross Federal survey of the popularity of all programs broadcast during that time.

Totally different from any other type of program on the air, "Grand Stand and Band Stand" is one of the few broadcasts which achieves complete informality in production and yet assumes a unified coordination on the air. Actually a sports parade with news flashes and reports of major league games, the program is also a variety show presenting Lee Grant and his 14 piece orchestra with "Smiling" Jerry Baker, Helen Young, Lorraine Barnett and Kay and Buddy Arnold as soloists.

Broken into two sections, from which it obtains its name, the "Grand Stand" portion of the broadcast furnishes half inning scores, home runs, hitters and battery changes. Garnett Marks and Joe O'Brien handle the baseball reports. Racing news is furnished by Bob Carter. The "Band Stand" portion of the program includes, besides the orchestra and soloists, Hollywood chatter by Powell

Clark who also interviews noted screen stars.

One of the interesting features of the program is the novel manner in which baseball news is gathered for the broadcast. On one side of the studio is a huge blackboard. Outside the studio is a specially constructed ticker room which brings the inning to inning results by teletype from the ball parks of the nation. As the results are gathered, they are rushed to the studio and posted on the blackboard for delivery as soon as a musical number is ended.

Results compiled recently indicate that the three-hour show has made an indelible impression upon listeners of all types. Mail is received not only from sports fans who follow their home teams in play, but from shut-ins and hospitalized listeners. In fact, this mail has come in such quantities that a special program was dedicated to shut-ins recently.

The program is produced and directed by Hal Janis, sports editor of WMCA. Don Kerr and Joe Tobin are the masters of ceremonies on the shows.

First in local accounts  
in Chicago

**WGES**

(In the heart of Chicago)

## STANDARD CONTRACT OF AFM HELD UP

(Continued from Page 1)  
IRNA at the meetings were Emile Gough of Hearst Radio, John Shepard 3rd, of Yankee Network and Rosenbaum.

As matters now stand, Rosenbaum will draw up another draft and send it to President Jos. N. Weber of the AFM who will compare it with his own new draft and inform the IRNA Special Advisory Committee if it meets with the AFM approval. Many hours were taken up with Weber seeking to leave no loopholes whatsoever, which was also the aim of the IRNA contingent. Matters of cancellation clauses, the Canadian stations affected and kindred items held up the proceedings.

Regarding the Canada outlets, it was finally stipulated that the five outlets in the Dominion affiliated with the major networks would be bound by the IRNA agreement.

IRNA committee said that the standard provisions as stipulated last week were fairly intact, but Pres. Weber of the AFM informed RADIO DAILY at the same time that unless a minimum of 200 affiliated network stations came through and backed up the IRNA Committee the negotiations to date will probably prove to be a waste of time.

Weber pointed out that the IRNA is dependent for success on the allocation of the \$1,500,000 expenditure for additional musicians in accord with AFM wishes and the new men to be hired must be spread around in spots to suit the AFM. This cannot be worked out unless the IRNA gets a fast and full return on its questionnaire sent out late last week.

## Seven Stations on CBS Are Added by Old Tutch

(Continued from Page 1)  
and WCCO, Minneapolis. WGAR also to replace WHK at Cleveland. Other stations are WGN (Mutual), which originated the program two years ago; WABC, WEEL, WCAU, WJAS, WKBW, WJSV, WKRC, WJR, and KMOX. Show is written by Bess Flynn and handled through Roche-Williams-Cunningham, Chicago.

**LEE GRANT**  
AND HIS ORCHESTRA

**23rd WEEK**

SPONSORED BY GENERAL MILLS



3 HOURS DAILY

2:30-5:30 P.M.

## MICROPHONE

Repairs  
Dynamic, Velocity, Etc.  
Also New

Dynamics for Studio and Remotes

Write for Catalogue

AMERICAN MICROPHONE CO., INC.  
Los Angeles, Calif.



## F. C. C. ACTIVITIES

### HEARINGS SCHEDULED

Oct. 11: S. L. Slover Corp., Norfolk. CP for new station. 1370 kc., 250 watts, unlimited.

Harwell V. Shepard, Denton, Tex. CP for new station. 1420 kc., 100 watts, daytime.

First Baptist Church, Pontiac, Mich. Auth. to transmit programs to CKLW, Windsor, Ontario, Can.

Oct. 13: Y. W. Scarborough & J. W. Orvin, Charleston, S. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Burl Vance Hedrick, Salisbury, N. C. CP for new station. 1340 kc., 1 KW. daytime.

Oct. 14: WAAB, Boston. Mod. of license to increase power to 1 KW. 1410 kc., unlimited.

Tri-City Broadcasting Co., Inc., Schenectady. CP for new station. 950 kc., 1 KW., unlimited.

Oct. 15: Hollenbeck Heights Christian Church, Los Angeles. 1170 kc., 100 watts, limited.

C. Bruce McConnell, Indianapolis. CP for new station. 1500 kc., 100 watts, 250 watts LS., specified.

KTUL, Tulsa. CP to increase power to 1 KW., 5 KW. LS. 1400 kc., unlimited.

John P. Harris, Hutchinson, Kan. CP for new station. 710 kc., 1 KW., daytime.

## Coming Events

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

Sept. 25-30: International Exposition of Radio, Porta Bastioni di Venezia, Milan.

Sept. 29: Radio Manufacturers Ass'n fall meeting, Hotel Roosevelt, New York.

Oct. 1-3: National Radio Parts Show sponsored by Radio Manufacturers Ass'n and Sales Managers Club, Commercial Hall, Port Authority Bldg., New York.

Oct. 4: Popular Music Publishing Industry trade practice hearing, before Federal Trade Commission, Washington.

Oct. 12: National Ass'n of Broadcasters board of directors meeting, Waldorf-Astoria, New York.

Oct. 16: Educational Broadcasting conference called by KSTP, St. Paul.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

## RALPH KIRBERY

"The Dream Singer"

MANAGEMENT  
WILLIAM MORRIS AGENCY



● ● ● From the Main Street of America Legionnaires tramped on to THE Main Street—Broadway. Never has the Street been that way. Though newspapers say "New Year's Eve and election night regulations" were in force regarding the police—this is definitely untrue!... Cops never permitted N. Yorkers to take possession of a trolley car and run it down the street—or buses. Nor did they permit the lifting of signs off lamp posts.

● ● ● Now take that veteran over there, trying to place a knot in the policeman's horse's tail. His cap states he's from Virginia. He may be from Danville and regular listener to Rosser Fowlkes via WBTV, or his mate with an Indiana cap may know the news editor of WLBC, Ed deMiller—if he's from Muncie... There's a guy squirting water in the faces of people after tapping them on the back which ascertains a perfect shot at the kisser. He's from Texas—maybe Longview, where KFRO airs some snappy recordings... Oh boy, look at that guy play a kazoo. He really "beats it out" plenty out. He's from North Carolina. Betcha if Bill Schudt Jr. of Charlotte's WBT heard him, he'd be an air sensation... Gosh, get the snap and swing of that parade... A Kentuckian started hog-calling, and got a reply from Colonel Jack Major, who's been making hog-calling his trade mark over CBS... Even Bob Burns did a bit of it on his program last Thursday.

● ● ● There's a bunch of new arrivals at the Crossroads of the World. They haven't joined into the swing of things yet—but they will. Caps state they're from California... Bet they didn't know that Jimmy Fidler had been signed by Warners for five pictures... Shucks, get a load of that Kansas crowd trying to de-rail a trolley. Ralph Nelson, program director for KCKN, Kansas City, should get this mob together after this fracas here, and let them tell about capturing a City of Six Million... By 6:45 p.m. Sunday there wasn't a square inch of walking space in Times Square. One bunch from Penn. mounted the roofs of standing buses and made speeches—while another crew stole the picket signs and began walking in front of anything or anyplace that displeased them... We saw a mounted cop fold his arms while at his feet the boys were re-enacting the Battle of Chateau Thierry.

● ● ● Some Michigan people hadn't seen any of their hometown caps, so a two-hour search was begun which ended outside a local bar where you never heard such a fine quartet. Wish that Richard E. Connell Jr. of WJBK, Detroit, was around to hear them. They were a credit to the state... Next came a crew from Alabama who seemed to be very much interested in the pictures outside the Paradise and Hollywood Restaurants. Suggest that when television becomes a fact, WSGN, Birmingham, take care of installing sending apparatus pronto... Incidentally, the French Casino management has forbidden their girls from leaving the theater during the evening and provides them with cab fare direct to their homes during the A.L. sojourn in town... As we write this, shots are being fired.

● ● ● Who said Broadway was dead? Or that it was a Glorified Coney Island?... There's more glamour to this street than to any other in the country. Ask a Cal. vet or Chi. buddy or a doughboy from the Delta. They're having a grand time here... It's very disappointing to businesses here, because it seems the boys find enough entertainment and enjoyment among themselves. Aside from the hotels, bars, restaurants and railroad terminals, not much money will be left here... There was a fellow wearing a cap leaning against a building. He smiled as he watched the fun—but didn't participate. A leg was left in France.

## AGENCIES

LORD & THOMAS radio department will undergo changes tomorrow when Thomas McAvity, present head of the department, leaves for Hollywood to take charge of that branch. Ted Sisson taking over McAvity's job in New York. Monie Hellinger will assist Sisson.

JOHN FALKNER ARNDT, president of the John Falkner Arndt & Co., Inc., Philadelphia, has returned to his desk and duties after attending the sixth annual convention of the Continental Agency Network in St. Louis.

GUY C. PIERCE, executive vice-president of Roche, Williams & Cunningham, of Philadelphia, was presented an engraved gavel at a testimonial dinner last week marking his election as president of the Grand Lodge of Theta Delta Chi fraternity. Pierce is also vice-president of the Poor Richard Club.

LES QAILEY, who handles football broadcasts for Atlantic Refining Co., through N. W. Ayer agency, Philadelphia, with which he is connected, spent the week-end with Bill Schudt, general manager of WBT, Charlotte. Atlantic is sponsoring the entire Duke schedule over WBT. While in the city Quailey, who was formerly football observer for Ted Husing, selected Lee Kirby of the WBT staff for the Thursday night local football programs. Lee Kirby is also handling the Duke play-by-play series.

### Rita Rio Ork for Restaurant

Marking the first time that an all girl orchestra will provide the dance music for a New York nitery, Rita Rio and her femme musical constituents have been booked to play an indefinite engagement at the Hollywood Restaurant starting Oct. 2. Set by CRA.

### Arturo de Filippi in Opera

Arturo de Filippi, tenor, who recently finished his own series over WQXR, will sing in the introduction of the station's "Gateway to Opera", new one-hour series which starts Saturday at 7-8 p.m. De Filippi also is booked for an operatic performance on Oct. 23.

## RADIO ARTISTS!

**Contacts!**  
**Appointments!**  
**Correspondence!**  
**Telephone Messages!**

We handle these details for you. Call Miss Purcell at BRyant 9-2319.

**MY PRIVATE SECRETARY**

Secretarial Service for Radio Artists  
48 West 48th St., N. Y. C. Suite 608



**WILLIAM MEREDITH**, formerly of WLS continuity dept., has been added to NBC Continuity staff.

Pinoleum is using a new transcription series on WMAQ.

Roger Wilson, in charge of talks for British Broadcasting Corp., here conferring with Judith Waller, NBC educational director, and others on American broadcasting methods.

"Young Hickory," which National Biscuit has been airing over WMAQ (and which has been sustaining on the network), goes off the air Oct. 1.

Lewis Howe Co., makers of Tums, will use transcriptions of Vocal Varieties on WENR Mondays and Fridays starting Sept. 27. Tuesday and Thursday Red net broadcast continues. H. W. Kastor & Sons handles the account.

Bill Thall of WLS-NBC Novelodons is receiving congrats on birth of daughter, Deane Joy, his first.

Pat Kennedy, Irish tenor formerly with Ben Bernie, starting a new commercial over WCFL for Levy-Sang Credit Clothiers.

It's a girl at Sherwood King's home. He's a copywriter at Lord & Thomas agency.

Don Norman is broadcasting a new news program for Axton-Fisher Tobacco over WCFL nightly.

Ken Fry, NBC special events chief, is back from Dayton, O., where he put on the National Amateur Baseball tourney.

**BOSTON**

John Shepard 3rd, president of the Yankee and Colonial networks, back after a two-week business trip. Part of the time he sat in at the AFM-IRNA meetings in New York.

Johnny Long and his Duke University Rhythm Kings, who are to play the 1937-38 dance season at the Sheraton Room of the Copley Plaza Hotel, will have a WAAB wire. First broadcast will be Sept. 30.

Jack Knell, formerly of WHDH, has joined the announcing staff at WEEL. To fill Knell's vacancy at WHDH auditions were held last Saturday. Out of 15 contestants Jack Harper, was selected.

Milton Berle and the members of his radio hour head the cast of the stage show which opens tomorrow at the RKO Boston Theater.

WCAX, Burlington, Vt., has been added to stations to carry the Yale football broadcasts over Yankee network.

"Wheaties Champions of Harmony"

**KAY & BUDDY ARNOLD**

Sponsored by General Mills

WMCA 2:30-5:30 Daily

**RADIO PERSONALITIES**

COLONEL HARRY C. WILDER

**T**HROUGHOUT the entire broadcasting industry and with his own men, Colonel Harry C. Wilder, president of WSYR, Syracuse, is noted for his modesty and admired for his ability to handle any situation without becoming disturbed or excited.

Colonel Wilder entered radio in January, 1933, after years in the utility field. During the height of the depression, being foresighted enough to see the tremendous possibilities in the broadcasting field, he severed his utility connections and plunged boldly into the chaotic field of radio.

Colonel Wilder, immediately realizing that the program is the life-blood of the industry, constructed complete new modern studios large enough to meet future needs. He also surrounded himself with outstanding program men, with newspaper and radio experience, for he foresaw the need of news and public events broadcasts. Simultaneously, he established one of the largest sustaining budgets on a regional station.

Naturally, Colonel Wilder wanted a network affiliation and signed with NBC Blue. Since that time, WSYR, under his guidance, has been closely affiliated with Syracuse University. During the last year, WSYR has increased power four times. The WSYR program department is proud of the number of nationwide network programs which are fed by this station.

After smoothing out operation of WSYR, Colonel Wilder acquired two more stations, WJTN in Jamestown, N. Y., and WNBX in Springfield, Vt.

Colonel Wilder was graduated from Amherst with the class of 1913. He served with the A.E.F. in the heavy artillery branch during the World War and was the youngest colonel in his branch of the service.

He has two children, Harry, Junior, who is following his father at Amherst, and Nancy Ann, who enters Rose Mary Hall at Greenwich, Conn., this fall.

Colonel Wilder's hobbies are radio, baseball, the American Legion, of which he was New York State Commander, and more sports and news on WSYR.



"A soft answer turneth away wrath"

**WOV Feeding Over 65 Foreign Shows Weekly**

WOV, New York, leading foreign language outlet, is now feeding a minimum of 65 network programs a week to out-of-town stations. The individual hookups range as high as 10 stations. Among the stations associated in this network are WOV, New York, WBIL, New York, WRAX, Philadelphia, WPEN, Philadelphia, WICC, Bridgeport, WEAN, Providence, WAAB, Boston, WSPR, Springfield, WELL, New Haven, WNBC, New Britain, WMBO, Auburn, WIBX, Utica, WABY, Albany, WSAY, Syracuse, and WGR, Buffalo.

WOV also acts as a central office for an average of 20 programs a week fed to various out-of-town outlets, although not carried by either WOV or WBIL locally.

**Marquette Schedule on WISN**  
Milwaukee—Entire football schedule of Marquette University will be aired by WISN, with Alan Hale at the mike.

**Mrs. Pickens in Hospital**  
Mrs. P. M. Pickens, mother of Jane Pickens, is at the 42nd Street hospital following a serious illness. Jane Pickens is now appearing at the New York Paramount Theater with Shep Fields and his orchestra.

**PHILADELPHIA**

Mrs. Lynn Adair is again writing and producing the "Junior Thriller" scripts for Sears, Roebuck over WFIL. Cast includes Buddy Harris, Bobby Finnesey, Dorothy Ann Moylan, Edward Euhler Jr. and Ruth Sheehan. Isadore Isenberg is handling sound effects and production details.

Leslie Joy, station manager of KYW, has been appointed to the radio committee of the Poor Richard Club, Philadelphia's club for advertising men and women. Plans already are afoot for KYW to broadcast the weekly luncheons of the club beginning early in October.

Wayne Cody, WFIL's genial Jolly Man, is a busy man these days. In between two daily broadcasts, the rotund Cody sandwiches long distance personal appearance hops. Last week, it was the Egg Harbor Fair down in south Jersey and this week it's the Allentown Fair upstate. And to top it off, in his leisure moments, Cody is working on a new kind of

**NAT BRUSILOFF**

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY CI 6-2200



**THOMAS CONRAD SAWYER**, commentator, and Ruth Jordan, style and beauty advisor, have had their Sweetheart soap program renewed by Manhattan Soap Sales Corp. over KNX for another 13 weeks starting Oct. 1. Milton Weinberg Adv'g Co. handles the account.

Universal Microphone Co., Inglewood, is getting out a new edition of "Advanced Disc Recording" on Nov. 1.

Sada Cowan, veteran screen writer, has been signed by the J. Walter Thompson office to prepare scripts for Lux Theater.

Charlie Marshall, appearing exclusively on NBC's "Carefree Carnival," gets a release for a one-time shot at "Show Boat" Thursday.

The Radio Oldtimers' Club already has 65 members, according to Walter Biddick, president pro tem, and is closing the list for charter memberships on Oct. 1.

All Canada Broadcasting System has taken a series of 130 "Count of Monte Cristo" transcriptions for a Montreal station, and 324 episodes of "Chandu" for use in Winnipeg. Both properties are productions of Earnshaw-Young, Inc.

kiddies program which he hopes to introduce on WFIL next month.

Bud Lifter adds his Tuska-roara hill billy band to the WDAS program schedule, marking the first time station carried live mountain music.

When Henry Patrick, local baritone, makes his debut on NBC, he will be announced as Pat Henry. His new boss, Vaughn De Leath, is responsible for the change.

Joseph Gross goes into his fifth year at WPEN with talks on timely topics.

Della Bird is the newest addition to WIP's talent staff, spotted Sunday mornings for a piano-song stint.

WDAS is adding several new members to the sales staff, station concentrating on foreign language business.



**AIR VELOCITY MICROPHONES**

Latest in scientific development and refinement. Wide range corrugated ribbon and new high flux alnico magnets. Latest type transformer with double coils. All impedances. 1 db. from 30 to 12,000 cycles. Complete with 25 ft cable and plug.

LIST \$44.50

UNIVERSAL MICROPHONE CO. LTD.

424 Warren Lane Inglewood, Calif.



## PROGRAM REVIEWS

**"CAMPANA VANITY FAIR"**

Campana Corp. (Italian balm)  
WJZ—NBC-Blue, Mondays,  
8:30-9 p.m.

Aubrey, Moore & Wallace Agency  
**SNAPPILY PACED VARIETY SHOW  
WITH AMPLE ENTERTAINMENT VALUES.**

Several items stand out in the new Campana program which made its debut Monday night over NBC-Blue. First, there is Cal Tinney, an emcee who gets far enough away from the general run of his ilk to be in a class by himself, though he sometimes sounds like a cross between Will Rogers and Zeke Manners; in other words, he's a southwestern hillbilly with a refreshing brand of humor, not the usual gags and old jokebook items, but genuine character humor that is in keeping with the personality of his role. Tinney should find a warm welcome among dialers.

Eileen Barton, the bright and talented youngster who, as Jolly Gillette, used to aggravate Milton Berle, is now heckling Tinney and doing some vocalizing on this program, making a good job in both respects.

Sheilah Graham, London actress-author-columnist, assigned as Hollywood gossip on the program, was picked up for two brief shots by switching to the coast. She reeled off the usual movie items, but didn't sound exactly the type for this sort of thing. Larry Duncan, impersonator, gave a rather weak imitation of Eddie Cantor. Douglas Wilson, tenor, displayed excellence in voice and diction with a rendition of "The First Time I Saw You." Bob Trendler's orchestra supplied unusually snappy musical background, setting a nice pace for the activities as a whole. Two vocal numbers, "Smarty" and "Yankee Doodle Band," were nicely sold by Miss Barton.

The commercials were not overdone.

**"New York on Parade"**

Consolidated Edison Co. returned to the air for the fall and winter season over WJZ at 7:30-8 p.m. Monday with an all-new show that is a radical departure from its format of the past few years. Featured by the music of Mark Warnow and his orchestra, the first program, although rough in spots, moved along swiftly with the help of John B. Kennedy and Dr. Orestes H. Caldwell. Program does an excellent job of depicting the New York situation of today and tomorrow. Caldwell, a scientific authority, presented a somewhat fantastic but powerful description of the city as it will be in years to come. Program is good entertainment all-around, and should pull more listeners than sponsor's previous radio offerings.

**"Continental Revue"**

Olga Baclanova, recent addition to Mutual's talent ranks, is the star of this new series. Initial program was the usual interpretation of what comprises a continental revue—a few

## STATIONS OF AMERICA

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

**WOV—New York**  
1.130 KC—1,000 Watts

**JOHN IRACI, General Manager**

**E**STABLISHED in 1926, WOV under the guiding leadership of John Iraci has risen steadily to a position of dominance where it exercises now a definite influence on the daily lives and buying habits of the largest Italian-speaking population in the world. Owned and operated by the International Broadcasting Corp., WOV has concentrated on serving the almost 2,000,000 Italian-speaking people residing in a 50-mile radius of Times Square. This represents almost forty per cent of the total Italian-speaking population in the U. S.

An indication of the ever-spreading character of foreign language broadcasting is revealed in the fact that WOV now feeds an average of 23 network programs a week, the hookups including as many as 10 stations. WOV's studios have been described as resembling "a miniature radio city." Modern in every respect, the air-conditioned studios and executive offices are located on the sixth and seventh floors of the WOV Building, 132 West 43rd Street, in the heart of Times Square. These facilities also serve station WBIL, sister organization of WOV.

Radio listeners, whether Italian-speaking or not, are always sure of hearing an excellent musical program over WOV. The schedule is replete with sinfoniettas, variety musicales, neopolitan serenades, popular dance revues, concert programs and other entertaining musical features. A 10-piece house orchestra as well as a house string quartet are maintained. Educational presentations are also in prominence including forums, news commentaries, welfare advice, travelogs, lessons in English and other interesting public service features.

Because of the fact that it concentrates on the production of Italian programs, WOV is actually a magnet for all the leading Italian artists in the country. The prospective sponsor is in the position of being able to choose from the cream of the profession and is assured that his program will maintain high production standards. Commercials are announced in both Italian and English and a competent staff of announcers is maintained in both languages.

songs in French plus a few popular American tunes.

Common fault that usually crops up in this type of show is that the star has a heavy accent which makes the American tunes sound poor. Star is at her best only when singing in a foreign tongue which naturally is very dull to the average American listener. The same can be said of this MBS program.

But even with the obvious weak points, show must have proved interesting to a large audience who like to listen to such airings just for a change of style and pace from the regular broadcasting fare. Bob Stanley directed the orchestra. Program is heard Mondays, 8:30-9 p.m., originating at WOR.

**"You Don't Say"**

Following in the footsteps of the Professor Quiz and the spelling bee cycle, a new series of word-spelling-and-defining programs which features audience participation started Monday night over WMCA. Contestants are asked to spell words and give their definitions. Prizes are awarded to winners in a series of elimination contests. Program also features contestants from different boroughs on each show. Although the idea is there, program just lacks the showmanship and sparkle that listeners receive from the network broadcasts. However, program should garner a large listening audience as it becomes known. Show will be heard Monday through Friday at 9-9:30 p.m. and Saturdays at 9:30-10 p.m. Barney's will sponsor it.

**"The Feast of Ortolans"**

First original radio play written by Maxwell Anderson at the request of NBC had its premiere Monday night and turned in an excellent performance. Play revolves around the year 1789 on the eve of the French Revolution. Twenty characters weave in and out of the script but the listener did not find it necessary to identify each character as he spoke. Play centered around the entire group with no hero or heroine in the plot.

La Harpe (Carl Benton Reid) who had the most lines to read in the play, did an excellent job. Lafayette (Edward Trevor) had plenty of conviction in his voice as he aired his lines. Pomignan, the host, to whom the lines often reverted, carried out his part well.

Program was aired at 9:30-10 p.m. opposite the CBS Lux Radio Theatre which had Fredric March and Florence Eldridge in "The Outsider."

**Briefly**

Burns and Allen had so many laughs last Monday night over NBC-Red that it might be called one of their funniest shows in a long time—except for the fact that the Burns and Allen programs always are so amusing that it's hard to pick the best one. Ray Noble, the ork leader, has developed into a most effective comedy foil.

"Advice to Mothers", presented by Aunt Mary Tuesdays and Thursdays at 9:30 a.m. over the WLW Line from Cincinnati, clearing in New York

NEW BUSINESS  
Signed by Stations**KANS. Wichita**

Dr. W. B. Caldwell Co., through Cramer-Krasselt Co.; White King Soap Co., through Barnes-Chase Co.; Philco; SSS Co., through Transamerican; Watch Tower, through Acorn agency; Stag Beer, through J. Walter Thompson; Carter Pills, through Spot Broadcasting; Vick Chemical, through Morse International; Seneca Coal Co., through Barron's Agency; Longines-Wittnauer Co., through Furgason & Aston; Stevens Hotel, through Maxon Inc.; Braniff Airways; Publishers' Service, through Albert Kircher; W. R. Sweeney.

**WOR. New York**

Pacquin Inc. (cosmetics), through William Esty & Co.; Delta Cosmetics, "Look for the Woman," through Arthur Rosenberg Co.; Restland Sales & Management Inc., "Garden of Memories."

**Chicago**

WJJD: Willard Tablet Co., hillbilly disks, through First United Broadcasters; Hamlin's Wizard Oil, through Vanderbie & Rubens.

WIND: Chicago Engineering Works, spots, through James R. Lunke & Associates.

**WBT. Charlotte**

Strietmann Biscuit Co., Lee Kirby's "Radio Question Box" (formerly used by Gulf Spray), for 26 weeks starting Oct. 4, through Harry M. Miller Co., Cincinnati.

**WMCA. New York**

Herbert's Blue White Diamonds, variety show with 13-piece orchestra, Sundays at 12:30 p.m. starting Oct. 17.

through WHN contains much good counsel on meeting the problems of children, including boys who have trouble with their school work and girls who want to leave home.

"Have You Heard?" caught on WJZ-NBC-Blue at 3:45-4 p.m. yesterday told some interesting things about elephants and their ways. Bits of dramatizations helped the narrator to tell his story to an inquisitive auditor. It's another of the many programs that teach while they entertain.



Greetings from Radio Daily

Sept. 22

Poley McClintock  
Dorothea Lawrence

Betty Wragge Hanley Stafford  
Joe Parsons Valerie Lomas  
Lou La Haye Bill Elliot

**ORCHESTRAS  
MUSIC**

**R**OGER PRYOR's ork is set for a run at Gibson Hotel, Cincinnati, after he leaves Edgewater Beach Hotel, Chicago, in October. Then he goes to the Baker Hotel, Dallas, for the winter.

*Herbie Holmes and his orchestra are now heard over WHN via the WLW Line from Cincinnati, on Wednesday, Thursday, Friday, Saturday and Sunday evenings.*

Paul Tremaine's band also is back on WHN at 11 p.m. Sundays from Cincinnati.

*The Log Cabin, popular dining and dancing rendezvous at Armonk, N. Y., has signed with WFAS, White Plains for a series of broadcasts, by remote wire, featuring Ray Schafer and his orchestra, directed by Carl Layton, from midnight to twelve-thirty. Programs started last Saturday.*

Ted Weems and his orchestra, featuring deep-voiced Perry Como and whistling Elmo Tanner, resume their Sunday programs over Mutual network on Sunday at 1:30-2 p.m. Weems and his music are now at Chicago's Trianon and are heard sustaining from this dance rendezvous several times weekly exclusively over Mutual.

Mal Hallet and his ork will play at the opening dances at Virginia Military Institute on Oct. 8-9.

*Carl "Deacon" Moore and his orchestra go into the New Penn Club, Pittsburgh, on Oct. 8. Will be heard over KDKA and the NBC network. Set by CRA.*

Marek Weber, European orchestra leader, will make his American radio debut as a conductor over NBC-Blue on Sept. 28. Set by CRA.

*Don Bestor plays at the Normandie in Boston on Oct. 22.*

Harold Nagel's contract has been renewed at the Hotel Pierre, New York.

*Rudolf Friml Jr. and his orchestra have been booked by CRA to open Oct. 25 at the Ritz-Carlton Hotel, N. Y. for indefinite period.*

Eli Dantzig and his augmented orchestra will open at the Hotel St. George on Sept. 29 with an NBC wire.

**SAN FRANCISCO**

KGGC is airing all football games from Roberts field Friday night at 7:30 with Harry Leroy describing the state college gridfests.

Associated Oil Co. will sponsor a "Football Rally" tonight over the 8-station Pacific Coast network. Object will be to introduce to the fans, the coaches of eight Pacific Coast conference teams and the sportscasters who'll air the season's grid shows. Sam Hayes will emcee and Sterling Young, Palace Hotel maestro, furnish the music. Tom Hanlon, KNX night supervisor, in town to produce the show.

KYA Briefs: Frances Pyke, has joined the program department, replacing Josephine Avis, promoted to assistant traffic manager.

"Good Morning Tonite," NBC variety show, celebrates its first year anniversary Sept. 28 with a party.

Ted Maxwell Hollywooded over the weekend.

"Carefree Carnival," NBC variety show, shifts from a Friday spot to a 7:30 bracket on Sunday night. "Sperry Monday Night Special" shifts to a 4:30 p.m. Sunday spot.

Charley Marshall guestars on "Show Boat" Thursday.

Armand Girard, NBC baritone, recently made six personal appearances in one day. Three were radio shows.

Dan Weldon, KYA sales staff, vacationing.

Manager Bob Roberts announced the resignation of Roland Wendt, Hearst Radio Inc. sales representative but didn't name the successor.

Reiland Quinn, KYA producer, has made arrangements with Art Linkletter, radio director of the 1939 Golden Gate International Exposition, for a series of weekly vox pop broadcasts from the exposition model in Union Square.

Vacationing this week and next are Robert Stevens, NBC tenor, and Rosie of "Rosie and Her Guitar" fame. Clarence Hayes pinch-hitting for Rosie; Roland Drayer singing in Bob's place.

**Romance of Merchandise**

"Big Store News," a new commercial over WBNS, Columbus, sponsored by F. R. Lazarus Co., presents stories on "romance of merchandise" through dialogue and interviews. Various questions which are asked by customers throughout the store during the course of a day are answered on the air. Elizabeth Hunter is handling the six times a week show, with organ interludes.

**"QUOTES"**

**BENNY FIELDS:** "In the continuous clamor for new program ideas, very few suggestions, I believe, have come direct from the public. Why doesn't some enterprising station, sponsor or agency institute some sort of nationwide contest for a new idea? There must be thousands of good suggestions that haven't even been considered yet. 20,000,000 heads are better than 20. Let the customers have their say."

Radio's own daily newspaper modestly presents a series of 200 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

**WMPS**

Memphis, Tennessee

"I am particularly anxious that our subscriptions do not run out and rather than lose a single issue, I wish you would accept this as an order to continue us for another year."

*George H. Engelter*

**RAY HEATHERTON**

New York City

"Dividing my time between the networks and personal appearances in 'Babes in Arms,' as I do, I find that RADIO DAILY is read as widely in one field as in the other. With stage personalities appearing on air programs regularly, your paper is proving indispensable to them.

"If you were looking for a motto, I might suggest 'Informative is the word for RADIO DAILY.'"

*Ray Heatherton*

**KVOO**

Tulsa, Oklahoma

"Please be assured that I admire RADIO DAILY a great deal. I believe that RADIO DAILY is today one of the finest, most outstanding examples of progressiveness there is in the radio industry. You are today carrying more news, more information and more educational materials in every issue of RADIO DAILY than I have been able to find in any other trade industry paper. Please accept our hearty congratulations upon the rapid growth of RADIO DAILY and best wishes for even a greater success in the future."

*Ken Miller*

RADIO DAILY is seven months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

**CLYDE BARRIE**

CBS

Thursday

6:15 P. M.



## PROMOTION

## Keeping Touch with Public

CKY, Winnipeg, and its associated station, CKY, Brandon, keep in touch with their listeners through the medium of an interesting monthly bulletin, "Manitoba Calling", distributed through telephone offices, on the counters of radio and music stores and by mailing with quarterly telephone accounts. Some 30,000 are distributed in this manner.

Promotion work by the public relations department also includes delivery of illustrated talks to church and service club groups. A neon-lighted billboard on one of the main streets carries notices of new programs. The department also has issued a report on "Getting to Know the Listener", including information on preferences as determined by surveys, concert parties, personal contact tours, etc.

## NBC Recording

Another novel step in promotion was taken by NBC in distributing to advertising and business executives a recorded dramatization of "Listen," the "magazine within a magazine" advertisement of RCA-NBC in the Sept. 20 issue of Life magazine.

The record is one of a series being distributed by NBC. One side contains a Victor Red Seal recording conducted by Toscanini, and the other the NBC program. Only the first and fourth records have carried sales messages, however. The second was a description of the Hindenburg disaster, made by an NBC announcer on the scene, and the third a dramatization of highlights in the life of Marconi.

The current record is a back-stage glimpse at radio—rehearsal, sound effects, a description of the master control room, short-wave pick-ups from Europe, and regular broadcasts.

## Yale Games on WFAS

WFAS, White Plains, has been selected by J. Stirling Getchell Inc. to carry the schedule of Yale games from New Haven for Socony Vacuum. The first game will be broadcast on Oct. 2. Bill Slater is to furnish the play-by-play description. The White Plains station is being tied into the Yankee network for these programs.

## ONE MINUTE INTERVIEW

## RAY BLOCK

"Radio is sounding the doom of regional dialects. The country is going through a standardizing process today—the standardizing of accent, idiom and inflection. This process starts in the radio studios, for the most part, where trained voices send out their messages of speech propriety. Unconsciously or otherwise, the influence on listeners is tremendous."

## ★ Coast-to-Coast ★

LEITH STEVENS and his arranger, Paul Sterritt, have written some original music for use with "Alice in Wonderland," which William Robson will direct for the Columbia Workshop in a two-part presentation, Sept. 26 and Oct. 3, over CBS at 8-8:30 p.m. Robson is in charge of the Workshop while Irving Reis is abroad.

Deon Craddock will be heard over WHN starting today at 4:45-5 p.m. in a series of blues vocals, originating at WLW, Cincinnati.

World Peaceways' broadcast of "Careless Diplomacy and Futile Crusades" over WNEW last Sunday has brought a deluge of requests for copies of the talk, the peace unit reports.

Noel Coward's "Private Lives," the last in a series of dramatic half-hours by the Radio Playhouse, will be aired over WNYC on Friday at 8-8:30 p.m. World Peaceways will present "Miracle at Verdun" on Sunday at 12-1 noon, and Lulu Vollmer's "Sun Up," postponed from last week, will be aired Saturday at 8 p.m.

Mary Ann Ruby and John Kelly, both of the special features department at WBAL, Baltimore, were married a few days ago. Garry Morfit was best man, with Dorothy Kirby as matron of honor. The honeymooners left for New York.

Don Riley, WBAL sports announcer, starts his Atlantic Refining football schedule tomorrow. He also will be busy with baseball for Gunther Brewing Co. until Oct. 17.

Jerry Bozeman, sports announcer for WSFA, Montgomery, Ala., has returned to the studio after a vacation on the Gulf Coast.

The ninth annual series of broadcasts by the New England commissioners of agriculture from the Eastern States Exposition at Springfield, Mass., opened Sept. 20 over WBZ and WBZA, Boston and Springfield. An unusual feature of this year's series was the time of the program, 6:30 a.m. announced by John E. Meyers, acting-director, New England Radio News Service.

Martin Gabel, veteran actor of the "True Story Court of Human Relations," will have one of the leading roles in the modern dress version of Shakespeare's "Julius Caesar," which opens on Broadway late in October. Gabel is recognized as one of radio's best actors and has long been associated with "True Story."

Allen Prescott's character, the "Wifesaver," heard via NBC, will be written into the scenario of the musical film being produced in the East by William Roland.

Richard Brooks, WNEW commentator, will be heard in his "Little Things in Life" at 7:45 p.m., Monday through Saturday, instead of at 8:45.

Burt Raeburn, pianist and songster on WMCA, will make personal appearances in the Whaler Bar at the Midston House in New York. Scheduled for an indefinite run, he will be heard in a program of songs at the piano.

Grimm's famous fairy tale, "Jorinde and Joringel," has been adapted in radio form by Nila Mack, CBS producer, and will be dramatized by a cast of 10 children on the "Let's Pretend" program over CBS on Saturday at 10:30-11 a.m.

"Money Talks," disk dramas produced by Morner Productions Inc. and being sponsored by People's National Bank & Trust Co. of White Plains over WFAS, are being given a personalized touch by the interpolation of a few words each week by one of the bank's officials. Nathan Croll's orchestra also is featured in the transcriptions.

WICC Bridgeport: Herbert Anderson's "Chapel Echoes," with Gertrude Hanson as organist, returns Oct. 3. Alice Lounsbury in "Sweet and Low" ballads is a newly inaugurated program. Mary Dolores Hanford on vacation.

Willard J. Purcell, chief engineer of WGY, Schenectady, won the championship at the Western Mass. small bore rifle tournament in Pittsfield, scoring 397 out of a possible 400.

Kolin Hager, manager of WGY, Schenectady, recently was host to a group of radio advertisers, agency men, announcers and station staff members.

George Geiger, announcer-organist of WOKO, Albany, heard on the all-night program, also is an ardent fisherman. So is his mother. Recently they went fishing and Mrs. Geiger fell out of the boat. George rescued her.

Jim Beloungy, chief engineer for WBT, Charlotte, is spending a week in Birmingham for CBS, directing the renovation of studios and offices for WAPI, "The Voice of Alabama," and supervising the installation of new equipment. He is also adjusting the transmitter while there.

Wilbur Edwards, recent graduate of Davidson College, where he was president of the student body, has been added to the sales force at WBT.

## GUEST-ING

HELEN MORGAN, on Charlotte Buchwald's "Playgoer" program, Sept. 24 (WMCA, 2:20 p.m.)

TOM POWERS, in "The Wild Duck", last presentation of the WPA Federal Theater radio division's Ibsen series, Sept. 28 (WQXR, 9 p.m.)

DORIS KERR and RUSSELL DORR, on "Song Time," Sept. 30 (CBS, 7:15 p.m.)

## INDIANAPOLIS

Ben E. Wilbur, formerly of WHKC, Columbus, joins announcing staff of WFBM. Vacancy was created by departure of chief announcer John Holtman for NBC, Chicago.

Jack Stilwell, former WIRE announcer, has joined WLS, Chicago. As part of his duties, he announces the Barn Dance program.

## COLUMBUS

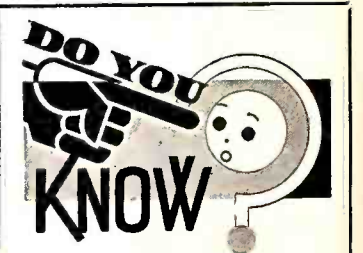
Walter Knick and his 11-piece band have been added to the staff of WBNS, with a 7:45 spot every morning on the "Start The Day Right" program. Ed McCullough is vocalist.

Abram Ruvinsky, musical director for WHKC, has left for New York on vacation.

Jim McMath, former Cincinnati half-back and coach at Otterbein, has a six-day 15-minute spot over WBNS.

Edwards was taken on during the summer as a substitute announcer. He was then shifted to the business staff, where he is clicking.

Dr. Frederick B. Robinson, President of the City College of New York, will be the first speaker on the new "Public Service Forum", to be heard over New York's newest 5,000 watt, WBIL, every Sunday at 4-4:30 p.m., starting Sept. 26. Dr. Robinson will be introduced by the permanent chairman of the Forum, Charles Henry Ingersoll the man who made "the watch that made the dollar famous".



Irving Reis, Columbia Workshop director, got his first taste of "experimental dramatic broadcasts" while monitoring Georgia Backus' Experimental Theater Broadcasts for CBS some five years ago. His first play—"Split Seconds," was accepted and presented by Miss Backus.





# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 59

NEW YORK, N. Y., THURSDAY, SEPTEMBER 23, 1937

FIVE CENTS

## Sponsors Lay Off Series

### ASCAP GROSS REVENUE HIGHER THAN IN 1936

Despite the fact that Ascap is now prevented by law from doing business in five states, gross revenue for the year so far has shown an increase over the same period a year ago. It is estimated that the five states in question paid Ascap an average of more than \$20,000 each per month and that the total revenue for license fees lost through legislation will approximate a possible \$300,000 or more on a yearly basis.

States which now prohibit Ascap doing business therein under anti-

*(Continued on Page 3)*

### Ronnie Ames to Head Para. Radio Activities

Chicago—Ronnie Ames, Fred Waring's publicist for many years, leaves him at end of the month to head new radio activities at the Paramount studios in Hollywood. He will go to New York for several weeks before heading west. Miss Mel Merkley, with Waring several months, may replace him.

### Kroger Uses Guest Stars In Disked Script Series

Chicago—Kroger Co. is making a move which, if copied, may change the complexion of daytime radio considerably. Concern is spotting

*(Continued on Page 3)*

### KDB Adds 2 to Staff

Santa Barbara, Cal.—Don Hastings, manager of KDB, Don Lee System station, has appointed two commercial account executives: Bill Skaggs, formerly of KLO, Ogdan, and Earl Pollock, previously with Scripps-Howard newspaper chain.

### Sets Selling Faster

Camden, N. J.—RCA-Victor has been obliged to step up production schedules again on its 1938 line of radio receiving sets. Indications are that the earlier predictions of a 25 per cent increase this season will be exceeded by a good margin. The new models have met with a good reception.

### 30,000 Words a Week

Chicago—Irna Phillips, author of "Guiding Light", "Today's Children" and "Road of Life", is grinding out 30,000 words a week—almost a novel every seven days. The shows require a total of 15 episodes weekly. She dictates nearly all of it to several secretaries.

### HARRY ANDERSON QUILTS NBC COAST SALES POST

Harry F. Anderson, NBC western division sales manager, has resigned, and Sidney Dixon has been promoted to succeed him. Shifts take place Oct. 1. Anderson has been with NBC for eight years. Dixon has been with NBC in Hollywood.

In line with the recently inaugurated plan to set up a separate opera-

*(Continued on Page 2)*

### 5-Day Week in Effect For NBC Chi Mikemen

Chicago—All NBC announcers and production men here have been put on a 40-hour five-day week, with two days off in a row, according to Everett Mitchell, chief announcer. No affiliation with any union contemplated. All except newest addi-

*(Continued on Page 2)*

### Tax Receipts Increase

Washington Bureau, RADIO DAILY  
Washington—Tax receipts on sale of radios and phonograph records for August were \$761,882.87, an increase of \$266,089.91 over the same month last year, the treasury department reports.

### Failure Meets All Attempted Deals for Commercial Airing of Baseball Classic—Landis Boomerang

### RCA-VICTOR TO SPONSOR TONIGHT'S BOUTS ON NBC

RCA-Victor, radio manufacturing unit of RCA, will sponsor tonight's "Carnival of Champions" boxing bouts over the nationwide NBC-Blue network. Blow-by-blow description of the four 15-round fights will begin at 8 p.m. Fights are being staged at the Polo Grounds. RCA is the parent company for both NBC and RCA-Victor. Sponsorship was announced late last night.

With the World Series less than two weeks off, all major networks agree that the chances of selling the baseball games to an advertiser are virtually nil. All deals to date have fallen flat for one reason or another, with nothing pending now of any importance. Although the baseball "czar", Judge Kenesaw M. Landis, is anxious to sell the series and fatten the commission's coffers by \$100,000, failure to close a deal between Mutual Broadcasting System and Standard Oil Co. associated groups is actually a far-fetched boomerang to Judge Landis. If he hadn't broken up the Standard Oil trusts some decades

*(Continued on Page 3)*

### CIO Calls Conference On Radio Unionization

John L. Lewis, head of the CIO, has called a general meeting of all department heads of the organization for October. Meeting, which will take place in Atlantic City, will devote time to the present situation in the radio field, with Lewis attempting to eliminate foreign unionization in the broadcasting field. Also due for discussion will be plans for a complete organization of the radio

*(Continued on Page 2)*

### WGAR-CBS Salute

WGAR, Cleveland, newest CBS affiliate, will offer the web a salute when it joins the network Sept. 26. Program, to be aired from 6-6:30 p.m., will be divided into three parts.

*(Continued on Page 2)*

### NETWORKS AND AFM WILL MEET TOMORROW

Satisfied that the language of the standard provisions of the contracts to be negotiated between the AFM and the IRNA membership is definitely set, the executive committee of the AFM adjourned yesterday until Oct. 15. Special committee of three were chosen to represent the

*(Continued on Page 6)*

### Iodent Toothpaste Takes "Don Winslow" for Test

Chicago—Iodent Toothpaste Co., through Vanderbie & Rubens agency, is starting a 13-week test Monday at 5 p.m. over WMAQ with "Don Winslow of the Navy." NBC will con-

*(Continued on Page 3)*

## Thompson Agency Producing 50 Weekly Programs Abroad

### 8 Colleges Already Set In Pontiac Itinerary

Pontiac "Varsity Show", which resumes Oct. 1 at 8-8:30 p.m. over 82 NBC-Blue stations, has set the first eight of the colleges that will figure in the series. After Alabama will

*(Continued on Page 2)*

West Coast Bureau, RADIO DAILY  
Los Angeles—J. Walter Thompson Co. produces 38 per cent of the European commercial broadcasts in English, putting on some 50 programs a week including several in French, according to Guy Bolam, head of J. Walter Thompson's London radio

*(Continued on Page 2)*

### 7 Organists at WHAT

Philadelphia—Milton Laughlin, WHAT program director, promised to give Philadelphia not only a good but also a diversified schedule of organ music, and as a result there are no less than seven organists now broadcasting every known type of organ music over the station, which is a big little 100-watter.





Vol. 2, No. 59 Thurs., Sept. 23, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Wednesday, Sept. 22)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	161 3/4	160 3/4	161	+ 2
Crosley Radio	145 1/2	145	145 1/2	+ 3/4
Gen. Electric	45 3/4	45	45	- 1/4
North American	23	22 3/4	22 3/4	+ 1/8
RCA Common	10	9 3/8	9 3/8	.....
RCA First Pfd	68 1/2	67 1/2	68 1/2	+ 5/8
Stewart Warner	14 3/4	14 1/2	14 1/2	- 1/4
Zenith Radio	35	34 1/2	34 1/2	.....

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	14	14	14	- 1/8
Nat. Union Radio	1 1/2	1 3/8	1 1/2	+ 1/8

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	10	11 1/2

## 5-Day Week in Effect For NBC Chi Mikemen

(Continued from Page 1)

tions are handling at least one commercial—with several of three or four—so that salary is well in excess of demands sought for various unionized groups. Average salary is said to be around \$150 a week with several doing around \$500.

### WROK Adds to Sales Staff

Rockford, Ill.—Sales staff of WROK has two members, E. A. Thomas and Harold Gregorson. Thomas joins the staff after some months in the commercial departments of KFJB at Marshalltown and KSO-KRNT, Des Moines. Previous to that time he conducted programs regularly from WOI, Ames, Ia. He is a brother of Lloyd C. Thomas, general manager of WROK.

Gregorson enters the radio field from the banking business.

## WAIM Hangs Out S.R.O. Sign

Anderson, S. C.—WAIM, South Carolina's only Columbia network station, hung out the S.R.O. sign last Saturday for the first time in 1937. Every second of available time for Saturday, Sept. 18, and Sunday, Sept. 19, was sold and several commercials were refused because of lack of time. WAIM also has six new national accounts going on the air this week, and has contracts covering every home game of Clemson College's football season, and several games for Erskine College. The addition of a new audio amplifier recently has doubled the range and intensity of the WAIM signal.

## Thompson Is Producing 50 Weekly Shows Abroad

(Continued from Page 1)

department, who is here conferring with Danny Danker, local vice-president.

Due to restrictions surrounding radio in Europe, the stations airing these programs are located in Luxembourg, Normandy, Lyon and Paris, says Bolam, who is here to study the radio entertainment business from the standpoint of type of productions and patterns now in vogue, as well as technical aspects.

"The Thompson idea in the matter of building radio programs to fit the taste and psychology of the listening audiences is carried through in Europe just as it is in Australia and other countries in which J. Walter Thompson advertising interests include radio," he states. "It is probably for this reason that the J. Walter Thompson Co. foreign office radio operations successes have paralleled those of the American organization."

## CIO Calls Conference On Radio Unionization

(Continued from Page 1)

industry immediately, with the ACA leading the way. The recent NLRB decision in favor of the CIO, gives added impetus to the new drive.

## KDYL Artists' Bureau

Salt Lake City—In line with a vast increase in locally-produced shows looming for fall, KDYL has inaugurated its own artists' bureau, consisting of a clearing house for all local talent, dramatic, instrumental, vocal, writing and orchestral.

First and wholesale placements made this week for cast of new kid's show, "S. S. Santa", when over 50 children were auditioned and made ready for series.

### Test Pocket Transmitter

Salt Lake City—A new ultra-short-wave transmitter, designed for announcers' coat pockets, is being given a final test by John M. Baldwin, KDYL chief engineer. New transmitter weighs less than four pounds and has proven satisfactory for signals at distances of over half a mile, using no antenna.

### Legit. Show Uses WOR Spots

Select Theaters Corp., operators of the musical show, "The Show Is On", yesterday started 50-word announcements on WOR to plug the revival. Schedule will run through next Tuesday. Blaine-Thompson placed the account.

## 8 Colleges Already Set In Pontiac Itinerary

(Continued from Page 1)

come Purdue on Oct. 8, followed by Southern Methodist, Virginia, Fordham, Indiana, Brigham Young and Smith. Paul Dumont is emcee for the series, produced by the Henry Souvaine office. MacManus, John & Adams Inc. is the agency.

## Adding 13 Stations On Jell-O Program

General Foods on Oct. 3 will add 13 stations to its Jell-O program on the NBC-Red network, Sundays, 7-7:30 p.m., with repeat at 11:30 p.m. CFCF, WDEL, KELO, WFEA, WSAN, WORK, WCOL, WGL, WBOW, WFAA and WOOD, (when available) will take the early show. KOB and KIDO when available will take the repeat. Young & Rubicam is the agency.

## WGAR-CBS Salute

(Continued from Page 1)

Walberg Brown, musical director of WGAR, will conduct a 30-piece orchestra, baseball stars of the Cleveland Indians will be interviewed, and John F. Patt, general manager of the station, will deliver the address. Program will be fed to the entire web.

## Mystery Wave Wrecks Television Broadcast

London — Television's first big breakdown, though a temporary one, occurred a few days ago when a mystery wave wrecked efforts to broadcast preliminaries of the King's Cup Air Race. Interference was something completely outside the experience of experts. The picture was not just blurred or intermittent, but was completely blotted out. One theory was that some amateur on an ultra short-wave caused the trouble.

### Boys' Choir on WHN

A boys' choir of 100 voices from St. Vincent de Paul School, Brooklyn, will start a WHN series at 5:30-6 p.m. Sunday.

## JOHN B. HATCH ASSOCIATES

An agency serving a N. E. clientele. Specializing in radio broadcast advertising.

(Send for booklet)

581 Boylston Street, Boston, Mass. Commonwealth 0466

## COMING and GOING

BEV. DEAN, publicity director of WHK-WCLE, Cleveland, is in town.

J. EDWARD REYNOLDS, commercial manager of WRDW, Augusta, Ga., is in New York conferring with T. F. Allen of J. J. Devine & Associates, station reps, on national spot biz.

MRS. FRED WARING and her two children arrived in Chicago early this week from the Coast to visit the maestro, who is playing at Drake Hotel, and then continued on to New York.

BYRUM SAAM, grid announcer for N. W. Ayer & Son on WCAU, Philadelphia, is visiting his parents in Fort Worth.

CAPT. WILLIAM J. SPARKS, president of the Spartan Radio Corp., sails for Europe tomorrow on board the Washington.

BUDDY CLARK arrived in New York by plane from the Coast yesterday on some important deal.

EILEEN BARTON, who was the Jolly Gillette of the Gillette Razor program on CBS, but is now with Campana's "Vanity Fair" out of Chicago, goes to Boston next week for a theater engagement with Milton Berle's unit.

HENRY DUPRE, New Orleans special events man, concludes his sidewalk broadcasts tomorrow noon and leaves immediately for Mexico City on vacation.

DAN SEYMOUR flies to Cleveland on Tuesday for the Camel broadcast which features Benny Goodman, who will be appearing with band in that city.

## Harry Anderson Quits NBC Coast Sales Post

(Continued from Page 1)

tions staff at KPO-KGO, San Francisco, William B. Ryan on Oct. 1 becomes sales manager of the station.

## Gala Kate Smith Premiere

A gala "first night" audience has been invited by sponsors to attend the premiere broadcast of the new Kate Smith program Sept. 30. Show, which will come from a CBS playhouse in New York, will have as guests on the first program Tallulah Bankhead, Henry Fonda, Joe Louis, Joe DiMaggio, Pete Bostwick, Erna Kompa and Francis Lowe. Series is sponsored by General Foods and will be aired from 8-9 p.m.

## Supervises Presidential P. A.

Jack R. Poppele, WOR chief engineer, supervised the installation of the public address system which is a part of the Presidential train. Microphone will pick up the President's words as he speaks at train stops across the country and relay speech to press men in the press car attached to the train.

## LEE GRANT

AND HIS ORCHESTRA

"Lee Grant turns in a true surprise, band doing a tip-top variety job."

BILLBOARD



3 HOURS DAILY

2:30-5:30 P.M.

We guarantee

Coverage

of Metropolitan Boston

Phone, wire or radio

Weed &amp; Co.—Nat. Rep.

## SPONSORS LAYING OFF WORLD SERIES GAMES

(Continued from Page 1)

ago and made it unlawful for any one person or company to make a deal binding upon all the Standard Oil associates, Esso, et al, would have signed through McCann-Erickson Inc. Refusal of the S. O. of Indiana and Kentucky associated companies to come into the deal killed the proposition for the other oil companies and Mutual.

At least two cigaret companies were interested for a while, Old Gold through Lennen & Mitchell agency, and later Camels, handled by Wm. Esty company, with the turnaround coming direct from Winston-Salem, N. C.

While NBC and CBS recently voiced the opinion that a sponsor for the World Series was not so very desirable because of the numerous commercials displaced, the webs are making arrangements to air the series as sustainings. Ford Motors carried the banner for the past three years.

## Ascap Gross Revenue Higher Than in 1936

(Continued from Page 1)

trust legislation, are Florida, Nebraska, Washington, Tennessee and Montana. Suits testing the constitutionality of the laws are pending in three of the states, Montana, Washington and Nebraska.

In each of these states, numerous licensees continue to send in checks to Ascip which are promptly returned in order to comply with the law. It is not known whether these checks arrive because the licensee does not know of the so-called anti-Ascip law or because they do not wish to deviate from the method to which they have been accustomed. Improved broadcasting business during the summer months was one of the factors in maintaining the Ascip gross as compared to last summer.

## WROK Expands Newscasts

Rockford, Ill. — With 18-hour United Press radio news service in its studios, WROK is on the air each day with ten newscasts, with eight on Sunday. The schedule includes bulletins during a musical clock program, five five-minute periods, and three of 15 minutes. Markets are on the air three times daily and there is a sports broadcast in the early evening. Allen O. Brophy, formerly connected with Rockford newspapers, is news editor.

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT  
CLARK H. GETTS, INC.  
WALDORF-ASTORIA

## NEW PROGRAMS—IDEAS

### "The Modern Home Forum"

"The Modern Home Forum" is proving to be one of the most popular of day-time program originations at WOWO, Fort Wayne.

Consisting of practical home economics, music by a vocal trio and two pianos, the "Forum" is conducted daily at 9:45 a.m. by Jane Weston, the station's home economics expert.

An unusual tie-up with the radio feature is a daily routine of demonstrated lectures to various Fort Wayne women's clubs. These groups are invited to attend the program, and are seated in the beautiful main studio. During the course of "Modern Home Forum" Miss Weston makes it a point to justify the name by interviewing several guests with a mobile microphone on various home-ly subjects.

The program concluded, the guests are shown to the "Model Kitchen," where the demonstration lecture takes place.

### "Wizard Pianist"

A new and novel program will be inaugurated over WIP next week

### Kroger Uses Guest Stars In Disked Script Series

(Continued from Page 1)

guest stars on its transcribed five-a-week script show, "Linda's First Love", aired locally through WBBM. Irene Beasley, night club and radio songstress, will be the first one, spotted through week of Oct. 4.

### "Cavalcade" Voted by Auxiliary

National Radio Committee of the American Legion Auxiliary yesterday announced that the "Cavalcade of America" program had been voted the most popular feature on the air by its respective members. Balloting was handled by the Women's National Radio Committee, and award is the second in the past 17 years to be presented to a radio feature.

Program, sponsored by DuPont Co., is heard Wednesdays, 8-8:30 p.m. over CBS.

### KDYL Theater Show Tie-Up

For half an hour each Thursday night, 9:30-10, KDYL's Victory Theater show, pulls biggest audiences theater men of that section have seen in a long time. Show combines several successful radio stage acts, including amateur actors, gag act and community sing. Each show presents a different "idea"—Hillbilly Night, School Days, Gay Nineties, etc.

Show is emceed by Myron Fox, sponsor is Hudson Bay Fur Co.

### "Look for Woman" on WOR

"Look for the Woman", sponsored by Deltah Cosmetic Co., starts Sunday at 11:15-11:30 a.m. over WOR. Peggy Grady will be at the mike, giving news and stories of interest to women.

when the "Wizard Pianist" (Bobby Lyons) steps up to the keyboard. The idea of the program is for listeners to telephone to the station while the "Wizard Pianist" is on the air and request him to play any song, old or new. If the "Wizard Pianist" is unable to play the tune from memory, the caller receives a pound box of Plymouth Toffee free. Program will be sponsored by British American Toffee Co.

### Child Heroes

True stories of heroism performed by children of Philadelphia and surrounding communities will be dramatized three times weekly over WFIL, starting next week when the Sears, Roebuck & Co. "Junior Thrillers" inaugurates its new series. All the stories in the series are based on actual happenings, culled from newspaper and police files, and whenever possible, the child whose deed prompted the story is brought into the studios for a microphone appearance on the program.

### Iodent Toothpaste Takes "Don Winslow" for Test

(Continued from Page 1)

tinue to carry the serial sustaining. Though aimed at kids, serial is said to have 40 per cent adult listeners. Based on Commander Frank Martinek's cartoon strip, radio script is by Al Barker, with Gene Eubanks handling production.

### "We, the People" Committee

The "We, the People" series, which begins broadcasting under the sponsorship of General Foods (Sanka coffee) on Oct. 7, yesterday announced a new Radio Listeners' Committee for the series. Duty of committee is to pick people from letters submitted for appearances on the show. Committee is headed by Gabriel Heater and includes Nancy Bigelow, Wallace Seymour, Amato Violette and Mrs. Lena Murphy. Program will be heard over the CBS network from 7-7:30 p.m. Young & Rubicam is the agency.

### Larrie Peterson Joins Elman

Laurette (Larrie) Peterson has resigned from the WOR press department to join Dave Elman and the "Hobby Lobby" staff. Peterson takes over her new post on Monday. Rosaline Schutta succeeds to the WOR position.

## DON KERR

Master of Ceremonies  
WMCA  
Fox-Fabian Amateur Hour  
General Mills Sports Parade  
Fox-Fabian Professional Parade

" . . . . still more  
sponsors demanding  
script shows—"

Radio Daily—7 9 37.

these past 3 months have proven an INCREASING DEMAND for radio drama and comedy-drama.

\* **B.A.P. Inc.** has developed a script series embodying

## A NEW IDEA

that will appeal to  
99 out of 100 listeners.

A form of entertainment which will **SUSTAIN INTEREST** over a long period of time, and affords a "natural" tie-in with product or service of **MASS APPEAL**.

For either 15 or 30 minute show.

This series with complete broadcast - merchandising plan which backs the product through to "Point of Sale" is ready for immediate delivery to Agency or Advertiser.

Distinguished cast—Superb production.

Full disclosure and all details to bona-fide enquiries, upon application to:

## \*BRITISH AMERICAN PRODUCTIONS, INC.

Radio Advertising Specialists

509 Madison Avenue, New York

B. CHARLES-DEAN, President. EL. 5-0381



Just To Speak Of Stations Alone, The Following Are

# SUBSCRIBERS\*

To The Fastest Growing Publication In Radio—



STATION CALL LETTERS	CITY
WTMV	East St. Louis, Ill.
WROK	Rockford, Ill.
WHBF	Rock Island, Ill.
WTAX	Springfield, Ill.
WDZ	Tuscola, Ill.
WEOA	Evansville, Ind.
WFBM	Indianapolis, Ind.
WMT	Cedar Rapids, Ia.
WHO	Des Moines, Ia.
WKBB	Dubuque, Ia.
KSCJ	Sioux City, Iowa
KCKN	Kansas City, Kans.
KANS	Wichita, Kans.
KFH	Wichita, Kans.
WCMI	Ashland, Ky.
WCKY	Cincinnati, Ohio
KMLB	Monroe, La.
WJBW	New Orleans, La.
WWL	New Orleans, La.
WLBZ	Bangor, Me.
WCAO	Baltimore, Md.
WCBM	Baltimore, Md.
WFBR	Baltimore, Md.
WBAL	Baltimore, Md.
WFMD	Frederick, Md.
WLLH	Lowell, Mass.
WNBH	New Bedford, Mass.
WSPR	Springfield, Mass.
WXYZ	Detroit, Mich.
WJW	Detroit, Mich.
WJMS	Ironwood, Mich.
WEXL	Royal Oak, Mich.
KGDE	Fergus Falls, Minn.
WCCO	Minneapolis, Minn.
KSTP	Minneapolis, Minn.
WTCN	Minneapolis, Minn.
WDGY	Minneapolis, Minn.
KROC	Rochester, Minn.
WFOR	Hattiesburg, Miss.
WMBH	Joplin, Mo.
WHB	Kansas City, Mo.
KCMO	Kansas City, Mo.
KXBY	Kansas City, Mo.
KWK	St. Louis, Mo.
WEW	St. Louis, Mo.
WIL	St. Louis, Mo.
KWTO	Springfield, Mo.
KGBX	Springfield, Mo.
KFAB	Lincoln, Nebr.
KFOR	Lincoln, Nebr.
KOIL	Omaha, Nebr.
WAAW	Omaha, Nebr.

STATION CALL LETTERS	CITY
WHBI	Newark, N. J.
WTNJ	Trenton, N. J.
KGGM	Albuquerque, N. Mex.
WBNY	Buffalo, N. Y.
WBR	Buffalo, N. Y.
WGNY	Newburgh, N. Y.
WMFF	Plattsburgh, N. Y.
WNBZ	Saranac Lake, N. Y.
WGY	Schenectady, N. Y.
WFBL	Syracuse, N. Y.
WSYR	Syracuse, N. Y.
WSYU	Syracuse, N. Y.
WFAS	White Plains, N. Y.
WWNC	Asheville, N. C.
WBT	Charlotte, N. C.
WDNC	Durham, N. C.
WBIG	Greensboro, N. C.
WPTF	Raleigh, N. C.
WEED	Rocky Mount, N. C.
WMFD	Wilmington, N. C.
WSJS	Winston-Salem, N. C.
KFYR	Bismarck, N. D.
KGCU	Mandan, N. D.
KLPM	Minot, N. D.
WHBC	Canton, Ohio
WLW	Cincinnati, Ohio
WSAI	Cincinnati, Ohio
WGAR	Cleveland, Ohio
WBNS	Columbus, Ohio
WCOL	Columbus, Ohio
WSMK	Dayton, Ohio
WHIO	Dayton, Ohio
WSPD	Toledo, Ohio
KADA	Ada, Okla.
KVSO	Ardmore, Okla.
WKY	Oklahoma City, Okla.
KGFF	Shawnee, Okla.
KTUL	Tulsa, Okla.
KVOO	Tulsa, Okla.
KOOS	Marshfield, Ore.
KOIN	Portland, Ore.
KSLM	Salem, Ore.
WHP	Harrisburg, Pa.
WJAC	Johnstown, Pa.
WGAL	Lancaster, Pa.
KYW	Phila., Pa.
WFIL	Phila., Pa.
WRAW	Reading, Pa.
WBRE	Wilkes Barre, Pa.
WBAX	Wilkes Barre, Pa.
WEAN	Providence, R. I.
WAIM	Anderson, S. C.

STATION CALL LETTERS	CITY
WFBC	Greenville, S. C.
WDOD	Chattanooga, Tenn.
WNOX	Knoxville, Tenn.
WNBR	Memphis, Tenn.
WREC	Memphis, Tenn.
WMC	Memphis, Tenn.
WSIX	Nashville, Tenn.
KGNC	Amarillo, Tex.
KNEL	Brady, Tex.
WRR	Dallas, Tex.
KTSM	El Paso, Tex.
WDAH	El Paso, Tex.
KFJZ	Fort Worth, Tex.
WBAP	Fort Worth, Tex.
KFRO	Longview, Tex.
KMAC	San Antonio, Tex.
KONO	San Antonio, Tex.
KABC	San Antonio, Tex.
KRGV	Weslaco, Tex.
KGKO	Wichita Falls, Tex.
KLO	Ogden, Utah
KSL	Salt Lake City, Utah
KDYL	Salt Lake City, Utah
WBTM	Danville, Va.
WGH	Newport News, Va.
WTAR	Norfolk, Va.
WPHR	Petersburg, Va.
WBRC	Birmingham, Ala.
WALA	Mobile, Ala.
WSFA	Montgomery, Ala.
KUMA	Yuma, Ariz.
KARK	Little Rock, Ark.
KOTN	Pine Bluff, Ark.
KUOA	Siloam Springs, Ark.
KMPC	Beverly Hills, Calif.
KFWB	Hollywood, Calif.
KECA	Hollywood, Calif.
KNX	Hollywood, Calif.
KFOX	Long Beach, Calif.
KFI	Los Angeles, Calif.
KFVD	Los Angeles, Calif.
KRKD	Los Angeles, Calif.
KHJ	Los Angeles, Calif.
KFAC	Los Angeles, Calif.
KGJF	Los Angeles, Calif.
KMTR	Hollywood, Calif.
KGO	San Francisco, Calif.
KPO	San Francisco, Calif.
KVOR	Colorado Springs, Colo.
KLZ	Denver, Colo.
KFEL	Denver, Colo.
KOA	Denver, Colo.

STATION CALL LETTERS	CITY
KVOD	Denver, Colo.
WTHT	Hartford, Conn.
WELI	New Haven, Conn.
WBRY	Waterbury, Conn.
WOL	Washington, D. C.
WFLA	Clearwater, Fla.
WRUF	Gainesville, Fla.
WJAX	Jacksonville, Fla.
WMBR	Jacksonville, Fla.
WIOD	Miami, Fla.
WDBO	Orlando, Fla.
WDAE	Tampa, Fla.
WJNO	West Palm Beach, Fla.
WRDW	Augusta, Ga.
WMAZ	Macon, Ga.
WRGA	Rome, Ga.
KFXD	Nampa, Idaho
WJJD	Chicago, Ill.
WIND	Gary, Ind.
WGN	Chicago, Ill.
WLS	Chicago, Ill.
WCFL	Chicago, Ill.
WSGN	Birmingham, Ala.
WTIC	Hartford, Conn.
WCOA	Pensacola, Fla.
KRNT	Des Moines, Iowa
KSO	Des Moines, Iowa
WSUI	Iowa City, Iowa
WAGM	Presque Isle, Me.
WNAC	Boston, Mass.
WTAG	Worcester, Mass.
WJBK	Detroit, Mich.
WMPC	Lapeer, Mich.
KMBC	Kansas City, Mo.
KMMJ	Clay Center, Neb.
WMBO	Auburn, N. Y.
WSOC	Charlotte, N. Car.
WDAS	Philadelphia, Pa.
WIP	Philadelphia, Pa.
WJAS	Pittsburgh, Pa.
WIS	Columbia, S. Car.
WSPA	Spartanburg, S. Car.
WDEV	Waterbury, Vt.
WMBG	Richmond, Va.
WDBJ	Roanoke, Va.
KGY	Olympia, Wash.
KUJ	Walla Walla, Wash.
WCHS	Charleston, W. Va.

\* Meaning one or MORE copies. Some have as many as five.

STATION CALL LETTERS	CITY
WHBY	Green Bay, Wisc.
WCLO	Janesville, Wisc.
WKBH	La Crosse, Wisc.
WOMT	Manitowoc, Wisc.
WTMJ	Milwaukee, Wisc.
WISN	Milwaukee, Wisc.
WRJN	Racine, Wisc.
WHBL	Sheboygan, Wisc.
WADC	Akron, Ohio
KMA	Shenandoah, Iowa
KWKH	Shreveport, La.
KTBS	Shreveport, La.
WDAF	Kansas City, Mo.
WHK	Cleveland, Ohio
WJAR	Providence, R. I.
WHBQ	Memphis, Tenn.
WTOC	Savannah, Ga.
WBBM	Chicago, Ill.
KWBG	Hutchinson, Kan.
WOKO	Albany, N. Y.
WHDL	Olean, N. Y.
KDLR	Devils Lake, N. D.
WKRC	Cincinnati, Ohio
KFVS	Cape Girardeau, Mo.
WOW	Omaha, Neb.
KDKA	Pittsburgh, Pa.
WCAE	Pittsburgh, Pa.
WRAK	Williamsport, Pa.
WIBU	Poynette, Wisc.
KPMC	Bakersfield, Calif.
KGER	Long Beach, Calif.
MISC	Salem, Ohio
WRAX	Philadelphia, Pa.
KOL	Seattle, Wash.
KIRO	Seattle, Wash.
WLBC	Muncie, Indiana
WTAM	Cleveland, Ohio
WJW	Akron, Ohio
WALR	Zanesville, Ohio
WVFW	Brooklyn, N. Y.
KABR	Aberdeen, S. D.
WSAZ	Huntington, W. Va.
WQBC	Vicksburg, Miss.
WOAI	San Antonio, Tex.
KSFO	San Francisco, Calif.
KQV	Pittsburgh, Pa.

STATION CALL LETTERS	CITY
KVI	Tacoma, Wash.
WJTN	Jamestown, N. Y.
WQAM	Miami, Fla.
WAAT	Jersey City, N. J.
WLBL	Stevens Point, Wisc.
WEEL	Boston, Mass.
WBZ	Boston, Mass.
WMEX	Boston, Mass.
WCOP	Boston, Mass.
CJCA	Edmonton, Alberta, Can.
WDAY	Fargo, N. D.
WKEU	Griffin, Ga.
WBNF	Binghamton, N. Y.
WWRL	Woodside, L. I.
WOOD	Grand Rapids, Mich.
WWSW	Pittsburgh, Pa.
WCNW	Brooklyn, N. Y.
WRNL	Richmond, Va.
WBOW	Terre Haute, Ind.
WOPI	Bristol, Tenn.
KTAR	Phoenix, Ariz.
KRLH	Midland, Tex.
WASH	Grand Rapids, Mich.
WBZA	Boston, Mass.
WATR	Waterbury, Conn.
WGBF	Evansville, Ind.
WJAY	Cleveland, Ohio
WLTH	Brooklyn, N. Y.
WDEL	Wilmington, Dela.
WILM	Wilmington, Dela.
KOMA	Oklahoma City, Okla.
KIDO	Boise, Ida.
WCBS	Springfield, Ill.
KFYO	Lubbock, Tex.
CHSJ	St. John, N. B., Canada
WTAQ	Green Bay, Wisc.
KALE	Portland, Ore.
WPEN	Philadelphia, Pa.
KIEM	Eureka, Calif.
WSAN	Allentown, Pa.
WRTD	Richmond, Va.
KGCC	San Francisco, Calif.
KSAL	Salina, Kans.
KGMB	Honolulu, T. H.
KHBC	Hilo, T. H.

STATION CALL LETTERS	CITY
WICA	Astubula, Ohio
KGHL	Billings, Mont.
WHAS	Louisville, Ky.
WESG	Elmira, N. Y.
WHKC	Columbus, Ohio
WIBW	Topeka, Kans.
WFAM	South Bend, Ind.
WSBT	South Bend, Ind.
KOBH	Rapid City, S. D.
WMAQ	Chicago, Ill.
WENR	Chicago, Ill.
WATL	Atlanta, Ga.
WCAU	Philadelphia, Pa.
WNAX	Yankton, S. D.
WGES	Chicago, Ill.
WCBD	Chicago, Ill.
WSBC	Chicago, Ill.
KMOX	St. Louis, Mo.
KBTM	Jonesboro, Ark.
WGTM	Wilson, N. C.
WHOM	Jersey City, N. J.
WPG	Atlantic City, N. J.
KTOK	Oklahoma City, Okla.
KGVO	Missoula, Mont.
WKOK	Sunbury, Pa.
WTAL	Tallahassee, Fla.
WMAL	Washington, D. C.
WRC	Washington, D. C.
WRBL	Columbus, Ga.
WMAS	Springfield, Mass.
WAVE	Louisville, Ky.
WCSC	Charleston, S. C.
KFBB	Great Falls, Mont.
WROL	Knoxville, Tenn.
KPDN	Pampa, Texas
WHEF	Kosciusko, Miss.
WLAK	Lakeland, Fla.
KELD	El Dorado, Ark.
WICC	Bridgeport, Conn.
WOC	Davenport, Ia.
WNBC	New Britain, Conn.
WBBC	Brooklyn, N. Y.
KFBK	Sacramento, Calif.
KGDM	Stockton, Calif.
KOY	Phoenix, Ariz.
WMBS	Uniontown, Pa.

## AND IN NEW YORK 100% COVERAGE EVERY MORNING

STATION CALL LETTERS	NUMBER OF SUBSCRIBERS
WBNX	1
WABC	32
WEAF (with WJZ)	32
WFAB	1
WHN	6
WINS	2
WJZ (with WEAF)	32
WLWL	1
WMCA	10
WNEW	9
WOV	2
WQXR	1
WWRL	1
WOR	12
WEVD	1



NETWORK	SUBSCRIBERS
National Broadcasting Co.	32
Columbia Broadcasting System	32
Inter-City (WMCA)	10
WLW Line (WHN)	6
Mutual Broadcasting System	12
Hearst Radio	4



**And As A Matter Of Record Many Subscriptions**

# ARE ROUTED

**Through Offices Meaning 2 to 8 Readers To Every Copy**



## GUEST-ING

CONRAD NAGEL, added to Rudy Vallee lineup, tonight (NBC-Red, 8 p.m.).

EDNA FERBER, in intermission talk, on Lux Theater presentation of "Cimarron", Sept. 27 (CBS, 9 p.m.).  
GENE and GLENN, CLEVELAND ORPHEUS CHOIR, WYNN MURRAY, QUEENA MARIO and PEDRO LAURENZ ORCHESTRA, on "Magic Key of RCA", Sept. 26 (NBC-Blue, 2 p.m.).

JOHN D. M. HAMILTON, Republican national committee chairman, on National Radio Forum, Sept. 27 (NBC-Blue, 10:30 p.m.).

EVELYN LAYE, on "Hit Parade," Oct. 2 (CBS, 10 p.m.).

LARRY CLINTON, on "Swing Club," Sept. 25 (CBS, 7:30 p.m.).

HOMER MORTON, football coach of Texas A. & M., interviewed by Eddie Dooley, Oct. 2 (CBS, 6:30 p.m.).

## NEW BUSINESS

## Philadelphia

WFIL: Sears-Roebuck, children's show, through Lavenson Bureau.

WHAT: Pennsylvania State Publicity Commission, "The Scenic Show."

## WBAL, Baltimore

American Oil Co., announcements; Procter & Gamble, announcements.

## KSL, Salt Lake City

Oldsmobile, 15-min. transcriptions.

## Sablon Gets Extension

Jean Sablon, NBC's French troubadour, has just signed another 13-week contract with NBC and will remain in the United States. Sablon's present engagement with the RCA "Magic Key" program expires Sunday. However, his present engagement with the NBC Artists Service calls for a continuation of his regular sustaining series of broadcasts heard every Wednesday at 7:45 p.m. over NBC-Red network.

## Orson Welles as "Shadow"

Orson Welles, who starred in the recent Mutual "Les Miserables" series, will play "The Shadow" in the forthcoming "Shadow" programs which start on Mutual next Sunday, 5:30-6 p.m. Blue Coal is the sponsor.

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

## Greetings from Radio Daily

Sept. 23

Don Bestor            Leo B. Tyson  
Helen Marshall       Elliot Shapiro



• • • Benny Davis and his "Star Dust Revue" will be off MBS this Sunday only—because of Mutual's salute to new stations.... Jose Manzanera, who conducted the "South American orchestra" on the Ford hour, will be emcee for a Broadway nitery, Havana Madrid, opening Oct. 1, featuring a rumba band by Nilo Menendez, with a CBS and MBS wire.... Richard Himmer was supposed to sign contracts late yesterday to open at a downtown hotel with two CBS wires.... Betty Allen of the Broadway musical stage, is making her debut as a band vocalist with Hudson-DeLange crew at the Paramount.... Leon Navara returns to the Hollywood on Oct. 2—with plenty of wires.... Tommy Lyman, the torch singer, is doing air auditions now.... Danny Engel, right-bower for Chappell in the Mid-west, was engaged to Rae Krue of Cincy over the week-end.... Truman Bradley, CBS announcer in Chi, promised "all" to Evelyn Jane Essenther of that city last week.... Mark Warnow should be glad there's only seven days to the week. He has an important commercial every 24 hours....

• • • When Danny Watkins, WDAS (Philadelphia) man of all work, appeared at the studios last week with a large blister on the sole of his foot, he explained that the hot water bottle had sprung a leak.... An unnamed KFI, Los Angeles, technician had to decide a fine technical point the other day for a telephone caller who insisted on a phone audition of his brand-new upper and lower STORE TEETH.... Chap is radio-ambitious and wanted expert advice as to whether or not the dentures interfered with his diction to a degree which might minimize his chances.... Expert opined there might be about "3db" of porcelain overtone filed off advantageously.... Ernie Smith swears it was not a gag.... James E. Sauter, director of publicity for the American Legion Convention, who has been in charge of airing arrangements, said that the work done by NBC, CBS, MBS and indie stations was the best ever done. It is estimated that 80,000,000 listeners from coast-to-coast, besides foreign countries, heard what was going on here.

• • • Edward G. Robinson and Glenda Farrell start a show from the coast via CBS in Oct.... Joe Williams, the sports columnist, replaces Jim Crowley on the first Kate Smith show and will present "Parade of Summer Champions".... Patsy Kelly has been signed by Phil Baker to act as stooge on the latter's Gull show.... Morton Bowe is off the Kool show permanently because he refused exclusiveness.... Herbie Kay, Dorothy Lamour's husband, opens at the International Cafe on the coast the 27th with three CBS wires.... Tommy Mack may be the leading man in Harry Conns' air show which will be musically conducted by Freddie Rich.... Florence Brower, actress, has been added to the Edgar A. Guest show.... Jack Harris, London ork leader, has bought out his partner, Bert Ambrose (also a leader) of Ciro's, a swanky nitery there.

• • • Jack Mitchell, former movie reviewer, and at present emcee-ing the "Let's Talk About Stars" show via WAAT, N. Y., has written a movie script, "A Dummy on Her Knee".... Gil Gibbons, WHK-WCLE (Cleveland) sportscaster, had a novel experience the other day. He was invited to go for a ride in the police dept. vice squad car.... They were returning from a shooting at an outlying tavern, and stopped on the way to halt a street brawl between two colored men.... When the cops got out of the car to settle the combat, one of them came at the officer with a knife.... Gil, who had left the car first to watch, grabbed the stiletto from the mug's hand. The combatants were taken into custody and Gil was awarded the knife for his meritorious act.

★ F. C. C. ★  
ACTIVITIES

## APPLICATIONS RECEIVED

Jonas Weiland, Kinston, N. C. CP for new relay station. 1,622, 2,058, 2,150, 2,790 kc., 35 watts.

Indianapolis Broadcasting, Inc., Indianapolis. CP for new relay station. 38,900, 39,100, 39,300, 39,500 kc., 2 watts.

Evening News Press, Inc., Port Angeles, Wash. CP for new station. 1,500 kc., 100 watts, 250 watts LS., unlimited.

Kenneth H. Thompson, Whittier, Cal. CP for new station. 1,170 kc., 100 watts, limited.

## SET FOR HEARING

Church of Jesus Christ of Latter Day Saints, Salt Lake City. CP for new international station. 6,020, 9,510, 11,710 kc.

## ACTION ON EXAMINER'S REPORTS

WRAX, Philadelphia. Granted auth. to transfer control of corp. from Clarence H. Taubel to John Iraci. Also granted mod. of license to increase power to 1 KW.

## Governor on WMBD Programs

Peoria—Governor Henry Horner of Illinois made two appearances on the programs of WMBD in connection with the station's celebration of its increase to 5,000 watts a few days ago. The governor was present in the afternoon at the transmitter dedication and then returned as honored guest at the night-time "Power Party" in which more than 10,000 persons jammed the state armory, largest auditorium in the city.

The "Power Party" presented every artist on WMBD's staff and featured Homer Rodeheaver, CBS community sing leader, and the Maple City Four, WLS quartet. Edgar L. Bill, formerly manager of WLS, Chicago, is president of Peoria Broadcasting Co. and manager of WMBD.

Networks and AFM  
Will Meet Tomorrow

(Continued from Page 1)

executive committee in the meantime, with full power to transact whatever business develops in the interim.

This sub-committee, composed of Jos. N. Weber, AFM president; Jimmy Petrillo of Chicago and Fred Birnbach of Newark, will meet with the networks tomorrow morning, in effort to close a deal for the key stations as well as other owned, managed and operated outlets.

## Decca Disk Deal Off

Deal for Decca Record Corp., to purchase an interest in American Record Co., also Brunswick and Columbia, is believed to be off due to option running out. Possibility of the option having been renewed, however. Jack Kapp, head of Decca is now on the Coast.

Is your life insurance free from creditors?

Jules Harberg  
INSURANCE

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



**FRANK HEALEY**, former NBC publicist in New York who recently established a radio department in the Helen Ferguson publicity office, has severed that connection to inaugurate a similar department at RKO studios, with jurisdiction covering everything pertaining to radio.

Earle Ferris, Radio Features Service, is coming here to check up the active local office which has been functioning two years or more.

KRKD now subscribes to United Press radio press service and has added "news flashes" throughout the day.

New "Log Cabin" show, starting Oct. 8, splits NBC Red and Blue on the coast. Ted Fio Rito's orchestra, Virginia Verrill and Warren Hull will be with Jack Haley on the program.

Bill Morrow and Ed Beloin, script writers for Jack Benny, have been signed by the comedian to do similar dialogue writing for all his pictures at Paramount, as well as those in which Mary Livingstone appears.

William Fuller added to the KFAC announcing staff, coming from KJBS, San Francisco.

Olsen and Johnson will do their San Francisco broadcast on Sept. 29 from the Civic Opera House in the Bay City.

Buddy Rogers planned out for Kansas City over the weekend. Appears with his band at the K.C. "Jubilesta."

Lee Bennett and Judy Randall (Mrs. Bennett), well known Chicago radio artists, joined the westward trek and have arrived here to remain permanently. Both are singers, and Bennett also directs an orchestra.

Rafael McClure Elizalde has been made a vice-president of Pan-American Radio Productions. Elizalde is a son of Rafael H. Elizalde, formerly Ambassador from Ecuador at Washington for eight years, and in addition to doing research work at U.S.C. serves as Consul for Chile at San Pedro.

**ORCHESTRAS - MUSIC**

**ROBERT EMMET DOLAN** starts rehearsals Monday for the Ed Wynn musical, "Hurray for What," which will probably have its Broadway opening in October. Kay Thompson is another radio star to be featured in this show.

Mark Warnow now has 14 men on his arrangers' staff, the largest group of its kind maintained by any musical director in radio.

Bernie Cummins has promoted Jerry Lang and Connie Barleau of his Sophisticates to soloists and they are heard with the band over the Mutual network three times weekly.

Charles Biondo's Red Revelers conclude their summer season over WICC, Bridgeport (commuting from Mamaroneck) on Sunday at 1:45 p.m.

Rudolf Friml Jr., who opens next month at the Ritz-Carlton Hotel, is being handled by Rockwell-O'Keefe. Friml's opening date is Oct. 27.

Ernie Holst's featured vocalist, when his orchestra reopens at El Morocco next Wednesday, will be Vince Calendo, who is currently heard six times weekly on a WINS commercial series.

Each of the members of Lyn Murray's new "whispering chorus" heard on the Monday night WJZ Barry McKinley "Time to Shine" series is also a member of Lyn's "New Yorkers," who are heard on the WEAFF "Sunday Night Party."

Johnny Hamp and his Rainbow Grill orchestra will play the Castle Farms, Cincinnati, Oct. 1-3.

**PHILADELPHIA**

Sary Jane and Sunbonnet Sue are on their way up from West Virginia to join the daily aircast at WCAU by the Happy Valley Boys and Girls, sponsored by Drug Trade Products.

Horace Feyhl, production chief of WCAU, will undergo an operation and is expected to be away from his duties for two months. Robert Gill will take over Feyhl's duties, with another announcer coming in to replace Gill.

Morton Lawrence, announcer at WCAU, weds Rosalie Shaffer on Oct. 10.

Excerpts from the Gilbert and Sullivan operettas will be presented by the Cosmopolitan Light Opera Company and Symphony over WIP on Sundays, under the personal direction of Theodore Feinmann.

"The Billings Family," serial script by Miriam Y. Birrell, gets under way at WIP next week under the direction of production chief Ed Wallace.

June Collins of the WIP program staff is doubling at the Evergreen Casino, local night club.

Babies were born to two members of the WIP staff last week. It's a boy for Sam Freeman of Clarence Fuhrman's studio orchestra, and a girl for Joe Kelly, page boy.

Personnel replacements on local stations brings Harry Marble, formerly with WORL, Boston, to the WCAU announcing staff; Frank Martin, formerly of the engineering staff of WEEU, Reading, Pa., joins the WCAU staff as production engineer; Gene Morgan, WFIL news announcer, moves to WMCA, New York; announcer Jay Faraghan moves cross-town to WFIL from WTEL; Roy LaPlante, who started his radio career in Hollywood with KMTR and later was with WHAT, Philadelphia, comes to WFIL as production man and relief announcer; and Margaret Hanley, veteran "front office" expert who had been with WIP for many years, takes over the secretarial duties for business manager Roger W. Clipp at WFIL.

Sonya Rose, dramatic soprano, for-

**SALT LAKE CITY**

New Trans-Radio pressman and remote operator added to KDYL's staff is N. T. Bass, formerly with Department of Commerce Airways.

Frank Austin, KDYL sports commentator, upset all dope by predicting that Al Zimmerman, golf wizard of Portland, Ore., would win Utah Open Golf Tourney...when Zimmerman did.

Al Priddy announcing new Rainbow Randevu remote three nights per week.

Elwyn Quinn, back from tour of coast radio stations, reports fall business booming. Quinn now in charge of KDYL's display department which includes placing of accounts' merchandise, in KDYL's illuminated lobby displays.

Roy Drushal is handling a newly added early morning news period at KSL. Recent personnel changes in the press bureau made Tommy Axelsen and Barton Howells editors, with the former as chief.

Mrs. Josephine Goff and Clarissa Chapman are touring southern California, getting material for the KSL food series.

**BOSTON**

Edward Ganage, lyric tenor recently acquired by NBC from the D'Oyle Carte Light Opera Company of London, will be heard regularly over WBZ each Monday, Wednesday and Friday at 10:45 a.m.

Starting tomorrow at 6:30 p.m. over WNAC, Babe Rubenstein, track expert, will do a series of Race Highlights from the Rockingham track.

merly with the Philadelphia Grand Opera Company and the Royal Russian Orchestra under the direction of Lt. J. Frankel, broadcast the first in a series of programs over WHAT yesterday at 9:45 p.m. Deborah Ledger Segal was her accompanist.

Glen Dell's Orchestra, a popular dance band on WHAT, changes its spot from 9 o'clock Tuesday evenings to 9:30 p.m.



**HARRY ZIMMERMAN**, WIND organist, has a new program for Automatic Air Conditioning Corp. on a three a week basis.

John Pearson, national accounts manager of KWTO and KGBX, Springfield Mo., and Howard H. Wilson, head of rep firm by that name, visited WLS "Barn Dance" together last Saturday.

Irene Dahm, head of WGN accounting department, is vacationing in England.

John Gillin of WOW, Omaha, visiting friends at WLS.

Katherine Roche's "June Baker" program is off WGN temporarily while she is on vacation trip to Bermuda.

John Weigel, formerly with WBBM, is now announcer on WGN.

Rex Schepp of WBBM sales force back from week's vacation.

Pat Flanagan, WBBM baseball announcer, has been laid up by the flu. Val Sherman has been pinch-reporting.

**FORT WORTH**

Godfrey Kuler, who has been with the radio dept. at Pan-American Expo, Dallas, is back at his KFJZ announcing job.

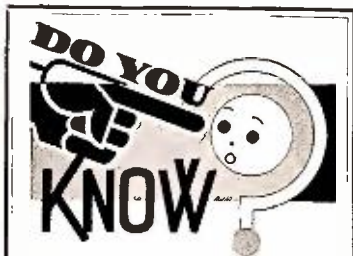
"Pop" Boone, Forth Worth Press sports writer, is giving football dope over KFJZ.

Kara-Lynn of Chicago is conducting a new early morning program, "Musical Queries", over KFJZ. Awards are made to listeners naming songs played.

Cy Leland, WBAP sports announcer, is handling a football program for Cosden Petroleum Co. over this station.

**You don't HAVE to**

Do you never want to come out of the woods and shake the leaves off you? Do you just want to sit by while the nation's big and little advertisers are running around the floors of this great metropolitan station scooping jack into bags and making people like them? Of course, we can't make you stop sitting still and molting. But we can show you how to make sales. And if you'll come around and sit on the stoop of our house at 1440 Broadway, in New York, we'll eventually get you inside.



Nadine Conner would never have become a singer if it hadn't been for her exceptionally weak stomach? Doctors insisted she study singing to strengthen her stomach muscles, and a star was born!



## ☆ Coast-to-Coast ☆

**S**ECOND anniversary is being celebrated by Radio Writers Laboratory, Lancaster, Pa. The firm is now providing service for 120 stations. A script bulletin also has been inaugurated.

*Lawrence Garraghtey, leading man of the new "Club Radio" program over WBAL, Baltimore, is a benedict.*

WSGN, Birmingham, has signed Frank Thomas, coach of the University of Alabama and member of the all-America football board, to deliver a Wednesday night talk throughout the football season. Local Chrysler dealers are sponsoring him.

*WELL, New Haven: Joe Geremiah, accordionist, and Michael Del Guidice, guitarist, are a new combination. Very Cruse, crooner, Frank Konitz, at the organ, and Jimmy Milne, singing station manager, are in a new commercial sponsored by Kresel & Wolf, furriers.*

Millicent Tralle has been appointed director of women's programs at WFAS, White Plains.

*WMAS, Springfield, Mass.: Al Marlin, station manager, is the proud papa of twin boys. . . Bob Feldman, salesman and sports broadcaster, is back at his job and almost over a severe cold that laid him up.*

WLBC, Muncie, Ind.: Robert (Bob) Ebert has resigned his announcing post to return to Marietta College. . . Kenneth Williams of Cincinnati has been added to the announcing staff. . . Henry "Harpo" Marks is now devoting his entire time to announcing duties after being associated with the sales staff during the summer months. . . Don Russell, salesman, will handle two special programs on Wednesday nights which have a new wrinkle and twist to them. . . Bill Craig, commercial manager, and Ed Pierre deMiller, news editor, busily

engaged in Muncie Lions Club activities. . . Ottis Roush, chief announcer, will handle the wrestling broadcasts on Friday nights. . . Sandra Roush, daughter of Ottis Roush, made her bow to the staff recently. . . Sandra is WLBC's three-months-old star.

*WMFF, Plattsburg, N. Y., featured a remote broadcast of the dedication ceremonies of the new Post Office recently completed in historic Ticonderoga. The broadcast included as speakers Postmaster General James A. Farley and several prominent local citizens. WMFF's program director, Earl Baker, handled the announcing, and Robert Mathewson, chief engineer, kept things going from the engineering standpoint.*

With the Sept. 26 broadcast of "Music in Many Moods", Charles Berry will have concluded one full year of announcing this popular Sunday musical feature. "Music in Many Moods" is heard every Sunday at 1:30-2 p.m., originating at WOV, New York and fed to WRAX, Philadelphia; WAAB, Boston; WELL, New Haven; and WSPR, Springfield. The program features a 30-piece orchestra directed by Julio Occhiboi; a ten voice chorus; Amelia Sanandras, soprano; and Nicholas Cosentino, tenor.

*WXYZ, Detroit: Marjorie Richmond is back on the dramatic staff after a three-month vacation in Europe. . . Franz Werner, music librarian, has received his final citizenship papers.*

Jeanne Brown, staff pianist and organist at WOWO and WGL, Fort Wayne, has been named musical director of the two stations, succeeding Mrs. Dorothy Durbin, resigned. Miss Brown will also handle auditions and arrangements for special broadcasts. She was formerly at WFBM, Indianapolis.

### Mutual Gets Award

Mutual has been awarded the "Radio Stars" magazine medal for "distinguished service to radio" for the month of October. Dedication will be aired coast-to-coast on Oct. 2, 8-8:30 p.m.

### New KDYL Sustainers

Salt Lake City—Shift of NBC back to Eastern Standard Time widens KDYL's locally-produced program schedule, with result that early morning hours see inauguration of several new sustainers. "Dawn Patrol," 6:00-6:30 a.m., wake-up music and time checks, opens the day. "Sons of Pioneers" 6:30-7:00 a.m. is return engagement of popular hill-billy troupe, a disk series "Coffee Cup Capers," program of nonsense and music authored by Al Priddy, participating program, on 7:00-8:00 a.m. MST.

## ONE MINUTE INTERVIEW

### BETTY WRAGGE

"With the networks waging intense rivalry over dramatic offerings, not much attention is being paid to the consistently pleasing work of the every-day-in-the-week dramatization—the radio serial. Yet, I'll wager that the general run of script shows have a far wider audience than the works of Shakespeare, O'Neill or Shaw. This was almost conclusively proved when network statistics showed that the Fibber McGee and Molly program outdrew Shakespeare by two to one."



## Joyous Hearing

for Deafened Ears, with the

# CORONATION ACOUSTICON



Weight 1/4 oz.

For 35 years Acousticon's world-wide organization has been working to bring hearing to deafened ears. During that time it has sold more hearing aids than all other firms combined. Now comes our latest and greatest triumph, the Coronation Acousticon.

If you are not hard of hearing, you must know someone who is. Tell this person about this new instrument. It is so small that it is almost invisible when worn—so light the wearer forgets its presence. Yet it brings clear, strain-free hearing at all listening distances. Every Acousticon is personally custom-fitted on the Aurogauge. Consultation and fittings at your home, at our office or at 150 Acousticon agencies throughout the country. Write for new brochure.

# DICTOGRAPH



PRODUCTS COMPANY

580 Fifth Avenue

New York, N. Y.





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 2, NO. 60

NEW YORK, N. Y., FRIDAY, SEPTEMBER 24, 1937

FIVE CENTS

## NBC Outdoor Television

### BANFI PRODUCTS CORP. PLACING WINE CAMPAIGN

Banfi Products Corp. (Italian Wines) will begin an extensive advertising campaign Oct. 4 with radio and newspapers as the main media. Spot announcements are now being set on local stations throughout the New England territory, but station list is not as yet available. C. Tyler Kelsey & Co. Inc., are the agency, with Lee Brown as account executive.

### CBC on 12-Hour Basis Starting Next Month

Ottawa — Canadian Broadcasting Corp., which increases its service to a 12-hour daily basis Oct. 3, will gradually step up to 16 hours, coincident with the opening this year of its two new 50,000-watt transmitters at Hornby, Ont., and Vercheres. (Continued on Page 2)

### Personnel Is Completed For KOAM, Pittsburg, Kan.

Pittsburg, Kan. — Personnel of KOAM, new local station which will operate on a daytime basis with 1,000 watts on 790 kc., includes E. V. Baxter, former secretary of Baxter Lumber & Mercantile Co., president; Ed Cunniff, from KMA, Shenandoah, Ia. (Continued on Page 2)

### WSMB Power Boost Dec. 1

New Orleans — Authorized by the FCC to operate on 5000 watts during the day and 1000 watts at night, WSMB expects to go on with its increased daily power around Dec. 1. The station expects to spend about \$25,000 on new equipment to care for the increase.

### Bird Problem

Albany — Engineers at WOKO had a few bad moments early this week. In the middle of an important program, the tuning of the transmitter suddenly went 'way off. Cause not immediately discovered until one bright fellow saw that the antenna tower was literally covered with thousands of birds, apparently meeting on the tower before their migration south.

### Christmas Biz

Royal Toy Co., through Reiss Advertising Inc., is readying a 50-word spot announcement schedule for late October placement on about 15 stations. Plugs will introduce a new game called "Alley Oop". Announcements begin on WOR Oct. 21.

### WMCA SIGNS LEASE FOR LARGER QUARTERS

WMCA has signed an eight-year lease for 30,000 square feet of space on Broadway as part of an expansion program to provide greater efficiency in production and transmission of radio programs. Donald Flamm, president of the station, stated that the move was necessitated by the (Continued on Page 2)

### Commercials Clicking, WEW Adds to Personnel

St. Louis — First week's operation as a commercial station has turned out very well for WEW, according to A. S. Foster, and several additions to personnel have been made. Bill Durbin, formerly at WTMV, and Arlington. (Continued on Page 2)

### Devine Handling WKBY

Muskegon, Mich. — Appointment of J. J. Devine & Associates Inc. as national advertising representative for WKBY, effective Oct. 1, is announced by Grant F. Ashbacher, g.m. of the station.

## New General Foods Setup On NBC-Red Starting Oct. 9

### WGPC Staff Additions

Albany, Ga. — Bob Finch, former business manager of Albany Baseball Club, has been appointed commercial manager of WGPC. Other additions are Randolph Hallett, formerly of WIOD and WQAM, Miami, as operator and engineer, and Hubert Bately, announcer. Ross Smitherman, who recently joined as announcer, has been promoted to program director.

## First Mobile Pickup Unit in America Will Start Experimental Service Next Month, Lohr Announces

### RADIO ARTISTS UNION STARTS 'FRISCO DRIVE

San Francisco — Drive for membership in the American Federation of Radio Artists got under way here following Sunday night's meeting of approximately 150 announcers, singers, actors and technicians. An AFL charter has been granted the group, which includes northern California south to Bakersfield and to eastern (Continued on Page 2)

### W. Arthur Rush Heads CBS Bureau on Coast

W. Arthur Rush has been appointed head of the newly formed Columbia Management of California Inc., a CBS subsidiary, which will centralize and coordinate west coast talent activities. Larry White will be Rush's assistant. New Hollywood company will handle talent for radio, movies and stage.

### Hage Joins KFEL

Denver — Maxwell Hage, former radio production manager for United Press in New York, has joined the sales staff of KFEL. Hage also is former assistant manager of WJAY, Cleveland.

First mobile television unit in America, now being built by RCA for delivery to NBC on Oct. 18, will be placed in service next month when NBC inaugurates outdoor pickups on an experimental basis in cooperation with RCA, it was announced yesterday by President Lenox R. Lohr of NBC. The work will be strictly experimental, with a view to improving the equipment and methods of RCA television, Lohr pointed out.

As the public will expect television to bring into the home distant currents events, including sports, parades, elections and other news happenings, and will eventually demand faithful image as well as sound reproduction of the events, the new mobile unit will make a start toward supplying that demand, said O. B. Hanson, NBC chief engineer, in outlining the work to be done.

The immediate purpose, Hanson stated, is to train a group of men in handling the problems of special events. NBC has been conducting experiments for eight years, and Hanson declared that while much progress has been made it would be foolhardy to guess when actual daily television service, even in the limited area of New York City, will be a reality.

The new mobile television station will consist of two specially constructed motor vans, each about the size of a large bus. Apparatus for picture and sound pick-up will be installed in one, and a video transmitter, operating on a frequency of 177,000 kilocycles, in the other. In the metropolitan area, where many (Continued on Page 6)

### Hand in Hand

San Francisco — Wedding of Hearst newspaper interests and Hearst radio took place Wednesday night when "Making of a Newspaper" started an indefinite run on KYA. Darrell Donnell, radio ed. of S. F. Examiner, is commentator. Workings of a newspaper are dramatized by Don Dudley, with KYA actors.

(Continued on Page 2)





Vol. 2, No. 60 Fri., Sept. 24, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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

(Thursday, Sept. 23)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	161 1/4	159	159	-2
CBS A	25 3/8	25 3/8	25 3/8	5/8
Gen. Electric	45 1/8	43 3/4	43 3/4	-3/8
North American	22 7/8	22	22	-1/2
RCA Common	9 3/4	9 1/4	9 3/4	1/2
RCA First Prd.	67 3/4	65 7/8	65 7/8	-2 1/2
Stewart Warner	14 1/2	14 1/4	14 1/4	-1/4
Zenith Radio	35 1/4	33 1/4	33 1/4	-1 1/4

### OVER THE COUNTER

	Bid	Asked
Strömberg Carlson	10	11 1/2

## Nine WHN Sustainings Going Over WLW Line

Nine sustaining programs now heard over WHN locally have been set for the WLW wire and will become regular fare on the network effective Sept. 1, according to the local station. This marks the first time since the affiliation that WHN has originated sustaining shows regularly and in quantity. Programs are all afternoon musical shows, and feature WHN house band and soloists.

### Thorgersen with Thomas

Ed Thorgersen, Fox Movietone sports voice, has been signed to do a two-minute baseball summary on the Lowell Thomas-Sunoco news program on the NBC-Blue during the World Series. After the series, Thorgersen will be heard on Mondays and Fridays with short football resumes. Thomas and Thorgersen are both heard on the Fox Movietone newsreels, latter was formerly an NBC announcer. Program is heard Mondays through Fridays, 6:45-7 p.m.

## MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE  
1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

## Radio Artists Union Starts 'Frisco Drive

(Continued from Page 1)

border of Nevada, one of the largest AFRA territories in the U. S.

John B. Hughes was temporary chairman and a temporary organizing committee, also headed by Hughes, was composed of Ted Maxwell (NBC), Jack Moyles (KSFO), Ira Blue (NBC), Ivan Green, Sam Melnicoff (KJBS), Bern Wilson and Gladys Cronkhite (KLX).

Norman Fields, exec. secretary of L. A. and 2nd national vice president, was one of the speakers. Honor guests were Carlton KaDell, president of L. A. unit, and Jimmy Wallington, national 5th vice-president.

NBC and KJBS went 100 per cent AFRA. About 10 CBS members were present and a fair KFRC representation. One member of KROW was present.

Organization in Seattle is due very soon.

## Commercials Clicking, WEW Adds to Personnel

(Continued from Page 1)

ton Thomas, formerly at WGRC, have been appointed announcers. Alex Buchan has been assigned on sports. Dick Cross is promoted to temporary program director. Mrs. Myrtle Leary Brigham, formerly with Anfenger Adv'g Agency, has joined as Foster's secretary.

A contest for a station slogan has been launched.

## WMCA Signs Lease For Larger Quarters

(Continued from Page 1)

rapid growth of WMCA in the past few years.

New quarters will be known as the WMCA Building, and will house nine commodious studios and 65 general administrative offices with double the space now occupied by WMCA. Latest type broadcasting equipment will be installed including modern sound proofing materials, air conditioning and new quarters for artists and staff.

A large broadcast amphitheater will be constructed with a seating capacity of 300. New quarters will be ready for occupancy by Jan. 1.

### 4 New WQXR Programs

Robert E. MacAlarney, editor, begins a Monday to Friday news comment program over WQXR at 6:45 p.m. Monday, John Gassner, drama critic and Theater Guild play reader, starts a weekly series, "The Week in the Theater", Oct. 2 at 5:45 p.m. Dr. John Haynes Holmes, prominent minister, debuts Oct. 1 at 9 p.m. in "Religion for Today and Tomorrow". Bernard Gabriel, pianist, presents the first of four recitals on Oct. 2 at 3:30 p.m.

### Dumond Again Subbing

Joe Dumond will again substitute for Smiling Ed McConnell on Sunday's 5:30 p.m. NBC-Blue program. Ed is still recovering from auto crash.

## WMCA Three-Hour Show Offered to Six Sponsors

On termination of General Mills' 26-week sponsorship of "Grandstand and Bandstand," Oct. 12, WMCA will change the name of this three-hour afternoon variety show to "Six Star Revue," with a view to having it sponsored by six non-competitive accounts, who would rotate in the six half-hour periods. Cost is \$750 a week to each sponsor.

## New Gen. Foods Setup On NBC-Red Net Oct. 9

(Continued from Page 1)

from Friday on the Blue to take the first half-hour, 8-8:30 p.m. Shift takes place Oct. 9. Move also gives the sponsor the benefit of the one-hour rate on the time.

Until the new General Foods contract was signed, the NBC Red had no Saturday evening commercial program, currently nor for the future. The Blue has the Alka-Seltzer "Barn Dance," 9-10 p.m. on big network and Uncle Jim Question Bee 7:30-8 p.m. on a split network of seven outlets.

## CBC on 12-Hour Basis Starting Next Month

(Continued from Page 1)

Que. The new stations will be known as CBL and CBF.

Call letters of CRCO, Ottawa, are being changed to CBO, while CRCW, Windsor, will become CBW, and CRCV, Vancouver, will be CBR. Other changes will be made later.

## Personnel Is Completed For KOAM, Pittsburg, Kan.

(Continued from Page 1)

manager; Spencer Allen, from KMOX, St. Louis, program director, and Merwyn Love, of KWTO, Springfield, Mo., in charge of continuity.

## Koerner On His Own

West Coast Bureau, RADIO DAILY Los Angeles—Sam Koerner, producer of the Olsen and Johnson show for Richfield, has surrendered that berth to devote his time to film and radio ventures of his own. Koerner is leaving tomorrow for New York on a network deal for his radio "Fun Factory," featuring Jimmy Dunn, and will announce his film connection also upon his return.

### "Children's Hour" Shift

Dorothy Gordon starts a new time schedule on her "Children's Hour" over CBS on Oct. 4, being heard Monday, Wednesday and Friday at 5:45-6 p.m. Her "Sing Together Club" switches to Thursday.

## AL DONAHUE

Now Appearing  
ROOSEVELT HOTEL,  
New Orleans  
Opens at the Rainbow Room Oct. 6th  
For Fall and Winter Season  
Fourth Return Engagement

## COMING and GOING

CLARK DENNIS, NBC tenor, flies from Chicago to New York on Sept. 26 for his guest spot with Victor Arden on the Chevrolet transcribed series.

JUDY STARR goes to Pittsburgh on Oct. 1 to make personal appearances at the Stanley Theater.

PARKS JOHNSON, who conducts the NBC Vox Pop program, planned last night to Texas to look over his ranch. Will return by air next week in time for the air show.

MIKE NIDORF flies to Washington today to see the Bob Crosby orchestra.

GLEN GRAY and the Casa Loma Orchestra left for Minnesota yesterday.

BOB WEEMS of the Chicago office of Rockwell-O'Keefe flew to Louisville yesterday.

WOODY HERMAN and his band drive to Boston today for their engagement at the Normandie.

OZZIE NELSON, HARRIET HILLIARD and their one-year-old son, David Ozzie, leave today for Hollywood.

SHEP FIELDS and his "Rippling Rhythm" Orchestra enroute Sept. 27 for Hollywood, where the featured musical part in "Big Broadcast of 1938" is awaiting them.

ABE LYMAN has postponed his return to New York from Hollywood until mid-October.

TED HUSING goes to Lincoln next week to be at the mike for CBS on the Minnesota-Nebraska game Oct. 2.

JAN PEERCE goes to Chicago for a concert at the Civic Opera House on Oct. 3.

HOWARD C. BARTH returns to Syracuse this week-end after a sojourn in New York.

SAM KOERNER, who has given up production of the Olsen and Johnson show on the Coast to embark on his own, leaves Hollywood tomorrow for New York on a network deal for his "Fun Factory" program.

JACK McPHERIN of Bauer & Black has arrived on the Coast to represent the sponsor in connection with the May Robson transcriptions, "Lady of Millions", being waxed at Associated Cinema Studios.

LEE KIRBY, WBT announcer, has returned to Charlotte from Philadelphia and New York. He attended a meeting for all announcers who will handle Atlantic Refining football broadcasts this Fall, then went on to New York to visit the CBS studios.

DEWEY LONG, Sales Manager for WBT, Charlotte, has returned from Atlanta, where he attended a regional meeting put on by Buick to introduce its 1938 models.

BOB KERR leaves Monday for a week's tour of the midwest, setting dates for his talent.

MARY SMALL arrived in Cleveland yesterday to fill a theater engagement. She will broadcast from that city next Wednesday.

## Ivy Dale for Opera

Ivy Dale, who is a member of Ed Smalle's chorus on that Leo Reisman-beer program, will be heard in opera this Fall. Miss Dale was a featured member of the Salmaggi troupe last season.

A New Package!  
TED WALLACE  
SING-BAND  
featuring  
Joan BROOKS  
RHYTHM-QUADS

SUNDAY 6:30 P.M. WJZ

LISTEN! It's a  
Collegiate SING Session

Management:  
BOB KERR—1619 B'WAY, N. Y. C.



*Welcome,  
Old Timer!*

**H**ERE'S a pioneer salesman and entertainer holding immense audiences in the country's 6th city. Established in 1921, Station WHK has won and held a vast daily audience by the most adroit type of showmanship. It carries more local sustaining and local commercial hours than any other network station in Cleveland. For advertisers and listeners—WHK's addition is another real improvement in Blue Network service.

**WHK  
CLEVELAND**



**Pioneer  
Radio Station  
in Ohio  
Joins the Great  
Blue Network  
September 26th**

**NATIONAL BROADCASTING COMPANY**

**A RADIO CORPORATION OF AMERICA SERVICE**



## Program ☆ ☆ Comments

### "The Smoothies"

This mixed trio of voices, crooning for Crosley out of Cincinnati and heard via the WLW Line over WHN in New York on Wednesdays, 4-4:15 p.m., delivers a palatable dish of harmony. They take popular tunes and whip them up into nice vocal entertainment, melodic as well as smooth.

### Marjorie Mills

Another commercial chatter on the style of Martha Deane is this "Girl from Maine" who made her debut this week in a Tuesday and Thursday 1:15-1:30 p.m. spot over WOR-Mutual. Only difference between Miss Mills and Miss Deane is that the Maine girl's talk is predominantly commercial and only scantily interspersed with general human interest items. She talks in an informally low tone, in fact the tone is a bit weakly, but with a certain appealing quality. Purpose of the program is to plug Maine's potatoes, as well as other products and attractions.

### Briefly

"You Don't Say", Barney's new nightly program on WMCA is catching on fast. It reverses the spelling bee procedure by having the announcer spell the word and asking the contestant to pronounce and define it, thus also injecting a "quiz" note. Alvin Austin Co. is the agency.

Margaret Wycherly, stage star, gave a swell performance as Mrs. Alving in the repeat presentation of Ibsen's "Ghosts" over WQXR. Her reading of the role was restrained and natural, but impressive.

Don Voorhees, closing his "Cavalcade of Music" series Wednesday night on CBS for Du Pont, in a program that was left entirely for him to arrange, put on a show that was distinguished as well as highly entertaining. Conrad Thibault was fine in the vocals.

### Museum Series on CBS

American Museum of Natural History will sponsor a series of 13 educational programs entitled "New Horizons" over CBS starting Oct. 4. Programs will be heard each Monday, 6:15-6:30 p.m.

### NEW ORLEANS

Joe Uhalt, president of WDSU, has been out of the office for the last two days, due to wisdom tooth trouble.

WVL's special broadcasts from Hotel Dieu have increased in popularity to such an extent that the station management has ordered them transferred to a night spot.



● ● ● Little shots about Big shots: . . . Monday, Gen. Hugh S. Johnson will air his first commercial show for this season from N. Y. More brass hats will be in the studio than probably ever attended an air premiere before—including Mayor La Guardia, Lenox R. Loht, John Almonte, John Royal and Frank Mason. . . . Commentators H. V. Kaltenborn, Gabriel Heatter, Lowell Thomas and John B. Kennedy have been invited. Future shows will come from Washington—though Wally Butterworth, the announcer, will wordsling from here—so as not to get in the General's way!

● ● ● In the flicker "Manhattan Merry-Go-Round" Jack Jenney is seen leading a band of musicians—but these fellows can't play a lick of music nor are they AFMen—just some Hollywood chorus boys. . . . The music is supplied by Charles Margulis, Manny Klein, and other 802 men. . . . However, these great musicians weren't pretty enough to photograph. . . . Talking of musicians, the Jesse Crawfords are in town hunting up an 802 outfit—with a view to coming into a spot here.

● ● ● Ralph Wonders is bedded with 103 temperature. . . . WMCA, main link in the Inter-City net, has decided to make things easier for Frankie Basch, Bert Lebar, Al Rose, Bill Weisman—for Leon Goldstein to entertain the press—and especially, to locate their "Prodigal Son", Bobby Feldman, now that he's back with them. . . . This was all accomplished late yesterday afternoon when the lease was finally signed for the station to move into the fourth floor and penthouse of the building above Lindy's. . . . Tenant takes over the first of the year.

● ● ● NBC will exploit Pacific Ocean fishing tomorrow via a short-wave from Ben McGlashan's yacht and a Red net hook-up at 10:15 a.m. PST. . . . Recruited for the cruise are such noted fishermen as Amos 'n' Andy, Lum and Abner, Tyrone Power, Lanny Ross, Charlie Winninger, George Burns, Tony Martin, Jack Haley and Andy Devine—while the femme contingent includes Gracie Allen, Virginia Verrill, Marion Talley, Irene Rich, Gertrude Niesen and Alice Faye. . . . Despite the many witnesses aboard the vessel, Buddy Twiss will be at the microphone—with a yardstick and plenty of accurate scales.

● ● ● When Dick Himer played a p.a. date at the Paramount recently, he decided to do some card tricks for which he has a great knack. . . . One drummer, Willie Brewer, who was no longer in Himer's band, knew every trick and card Dick had up his sleeve, decided that the day for the downtrodden had at last arrived. . . . So, the very first show, Willie set himself up front, knowing what to expect next. . . . Dick came up, smiled and then mutilated some cards to the amazement of the audience. He asked the audience for volunteers to come up on the stage—and Willie was the first. Once there, Dick couldn't very well get him off. . . . Well, Willie switched more cards on Dick during that show than there were in the entire deck. . . . The audience howled at Himer's frustration. . . . Irony came when the reviews stated that this bit with "Himer and the 'alleged' stooge was the funniest part of the act and most entertaining".

● ● ● Clyde McCoy goes into the Palomar on the Coast Oct. 6 That same day Jane Froman opens at the Paramount here. . . . Wendell Hall is doing theater dates now. . . . Shaw and Lee return to vaudeville via a Boston booking Oct. 24. . . . Al Jacobs, formerly with Sherman-Clay, will definitely go into business for himself. . . . Press agent Edward Weiner's wife presented him with a girl. . . . Morton Bowe has been selected to be the first guest star on Al Pearce's N. Y. program this week.

## NEW PATENTS

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

2,093,416—Feedback Circuits. Nelson P. Case, Great Neck, N. Y., assignor to Hazeltine Corp.

2,093,432—Radio Orientator. Raymond A. Gordon, Mount Ranier, Md.

2,093,443—Trailing Line Stabilizer. Ralph M. Heintz, Palo Alto, Calif., assignor to Heintz & Kaufman, Ltd.

2,093,494—Selective Mechanism for Radio Receivers. John McWilliams Stone, Geneva, Ill., assignor to Operadio Manufacturing Co.

2,093,544—Convertible Band Pass Receiver. Rene A. Braden, Collingswood, N. J., assignor to RCA.

2,093,548—Automatic Volume Control Circuit. Kenneth A. Chitrick and Wendell L. Carlson, Haddonfield, N. J., assignors to RCA.

2,093,556—Automatic Transmission Band Control Circuit. Dudley E. Foster, Morristown, N. J., assignor to RCA.

2,093,560—Automatic Volume Control Circuit. Hans Erich Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,093,561—Automatic Detector Gain Control Circuit. Hans Erich Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,093,564—Automatic Volume Control Circuit. Ernst Klotz and Rudolf Rechner, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,093,567—Thermionic Tubes and the Manufacture Thereof. Frederick S. McCullough, Ontario, Canada; The Union National Bank of Pittsburgh executor of said Frederick S. McCullough, deceased.

2,093,565—Automatic Gain Control Circuit. Winfield R. Koch, Camden, N. J., assignor to RCA.

2,093,683—Thermionic Tube and Circuit. Nils E. Lindenblad, Port Jefferson, N. Y., assignor to RCA.

2,093,699—Cathode Ray Tube. Russell H. Varian and Bernard C. Gardner, Philadelphia, Pa., assignors to Farnsworth Television, Inc.

2,093,711—Electrode for Vacuum Discharge Vessels. Walter Dallenbach, Berlin-Charlottenberg, Germany.

2,093,729—Modulator. Gunther Krawinski, Berlin, Germany, assignor to Fernsch Aktiengesellschaft.

2,093,751—Hum and Noise Reduction. John H. De Witt, Nashville, Tenn.

2,093,765—Method of Transmitting Messages by Means of Ultra Short Waves. Dietrich Prinz, Berlin, Germany assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,093,780—Modulation System. William A. E. Quilter, Bushey, England, assignor to RCA.

2,093,781—Oscillation Circuit. Walter B. van Roberts, Princeton, N. J., assignor to RCA.

2,093,817—Method of Scanning Films. Rolf Moller, Berlin, Germany, assignor to firm Fernsch Aktiengesellschaft.

2,093,833—Control Device for Radio Receiving Apparatus. Benjamin Franklin, Haynesville, Va., assignor, by mesne assignments, to Mark S. Willing.

2,093,847—Radio Telephone Monitoring System. Harold M. Pruden, Maplewood, N. J., assignor to Bell Telephone Laboratories, Inc.

2,093,855—Radio Telephone Monitoring System. Charles C. Taylor, Bayside, N. Y., assignor to Bell Telephone Laboratories, Inc.

2,093,871—Electrical Receiving and Measuring System. Samuel A. Levin, New York, assignor to Bell Telephone Laboratories, Inc.

2,093,876—Braun Tube. Manfred von Ardenne, Berlin-Lichtenfelde Ost, Germany.

2,093,882—Electron Tube Generatr. Hermann Dirks, Berlin-Tempelhof, Germany, assignor to C. Lorenz Aktiengesellschaft.

2,093,885—Means for Guiding Aeroplanes by Radio Signals. Felix Gerth and Ernst Kramer, Berlin-Tempelhof, Germany, assignors to C. Lorenz Aktiengesellschaft.

2,093,886—Antenna Structure. Walter M. Hahnemann, Berlin-Marienfelde, Germany, assignor to C. Lorenz Aktiengesellschaft.

### Ann Leaf with Tony Wons

Vick Chemical Co. yesterday signed Ann Leaf to supply the organ background for the new Tony Wons series, beginning Sept. 27 over CBS.



## AGENCIES

**CHAS. DALLAS REACH CO.**, Newark, has established a fully staffed office in Syracuse to serve Carrier Corp. (air conditioning) and other upstate accounts. The new office will be a separate and complete unit, not a branch office. Howard E. Sands, native of Syracuse and v.p. of the Reach agency, will be in charge, assisted by Francis R. Risley of Jamestown.

**FRED WILE JR.** is in Hollywood from New York to become assistant to Tom Harrington, radio head of Young & Rubicam. Wile was formerly head of Y. & R. publicity in New York.

**LEWIS R. AMIS**, newly appointed director of radio for Brooke, Smith, French & Dorrance Inc., New York and Detroit, will also have supervision over a number of other important new radio projects now being prepared, in addition to handling "Hobby Lobby", "Lone Ranger" and the State of Maine program.

**MYRON KIRK**, chief of the Ruthrauff & Ryan radio department, is in Hollywood with Clark Andrews, producer, to check with Tiny Ruffner on the new Lever series to dovetail with Al Jolson and on the Joe Penner show setup.

**JOE AINLIE** has left radio director's post with Leo Burnett agency and joined Aubrey, Moore & Wallace, Chicago, where he is handling production on the Campana show.

**FREDERICK R. GAMBLE** of New York, president of American Ass'n of Advertisers, was principal speaker at the annual banquet of the sixth annual convention of Continental Agency Network held over the weekend in St. Louis. Enno Winus, president of the Anfenger agency of St. Louis, which was host to the 29 representatives attending, won the golf tournament.

**FRIEND ADVERTISING AGENCY** has been appointed to handle the N. Y. State Committee of the Communist Party radio program on WJZ Oct. 6 and 20, 7-7:15 p.m.

**COL. KINGSLEY G. MARTIN**, former vice-president and director of Frank Presbrey Co., has joined the Charles W. Hoyt Co.

**JAMES R. RAY**, assistant to Harold Cray, v.p. in charge of advertising of American Airlines, has resigned to become associated with the staff of Swafford & Koehl, Inc.

**LESLIE G. MOSELEY**, now associated with the San Francisco office of Bowman, Deute, Cummings Inc., has been placed in charge of the agency's media department, effective Oct. 1. Edward F. Brodie, vice-president, formerly in charge of media, continues with agency in an executive capacity.

**EMIL BRISACHER** and staff, San Francisco, will handle the account of Sussman, Wormser & Co., San Francisco, (Fruit and Vegetables). A radio program on the west coast is being planned.

## ORCHESTRAS - MUSIC

**AL DONAHUE**, his orchestra and crew of entertainers, return to New York next week and will open the fall and winter season in the Rainbow Room on Oct. 6. This will mark the fourth engagement in the Rockefeller Center rendezvous for Donahue's organization which is currently repeating its attendance-record breaking feat at the Hotel Roosevelt in New Orleans.

*Carl Harte, the accordion playing batoneer, and his orchestra are currently featuring a one hour concert during the newly inaugurated tea dansante sessions at the Claremont Inn on Saturday and Sunday afternoons.*

Nilio Menendez, Cuban pianist and composer of many rhumbas including the international favorite, "Green Eyes," will direct an 18-piece rhumba orchestra at the new Havana-Madrid which opens Oct. 1. Jose Manzaneres will head the array of Cuban and Spanish entertainment which will be broadcast from the Havana-Madrid via NBC and CBS remote pickups.

*Martha Perry, who started out as a Flower Girl at the French Casino, is now handling the vocal assignments on Lou Breese's NBC broadcasts emanating from that night club.*

Bunny Berigan, WOR swing maestro, is making his first road tour and begins a week's engagement in Baltimore at the Hippodrome Theater on Oct. 15. Berigan is booked for the Club Palomar, Los Angeles, in November.

*Bob Stanley, new house band director at WOR, will stage "swing-string" sessions, featuring three violins, a double bass and a piano, on the Sylvia Froos Sunday night shows.*

"A wee bit o' Bonnie Scotland"

## WJTN Installs Amplifier

Jamestown, N. Y.—The engineering division of WJTN has completed installation of a new Western Electric 110A program amplifier at the transmitter along with signal circuits to the studio which flash indicators on the studio console when the correct percentage of modulation is being maintained and also indicate when program peaks are being compressed by the new amplifier.

New field strength measurements will be made to determine amount of increased coverage. Installation was under the direction of H. J. Kratzert.

## RCA Gets Right to Term

Camden, N. J.—RCA Manufacturing Co. has been granted exclusive use of the phrase "electron discharge tubes for use at short wave lengths" as a trademark for its products, the United States Patent Office has announced.

will be honored when Johnnie Olson brings to his Eight Brothers program over WTMJ, Milwaukee, and WTAQ, Green Bay, the state's best known bagpipe player. Since it takes so long for a bagpipe to get going, Johnnie figures on starting the "lad" a block from the studio and then fling open the door as he arrives. "Aye Mac Flanagan."

*Ernie Holst's new vocalist, Vince Calendo, has been heard on the networks with Jolly Coburn, Vincent Travers and Jack Denny in addition to several commercial series.*

Pianists Al and Lee Reiser start a new commercial series next month. They have just been given another spot on NBC and are currently being heard via WEA and WJZ five times weekly.

*Despite the fact that two of his choral groups conclude their air engagements next month, Lyn Murray will still have three vocal ensembles on the air.*

WNEW now has one of the largest, if not the largest, schedule of remote pick-ups in New York, more than 100 remote broadcasts each week with the new amplified schedule for the famous "Dance Parade." Bands heard on the "Dance Parade" each week include: Russ Morgan, Mitchell Ayres, Lou Breese, Jack Montgomery, Stan Austin, Mickey Alpert, Gail Snyder, Benci's Gypsies and Mike Kato.

*Abe Lyman, who has unearthed obsolete waltzes from old files, music shops and libraries, will introduce them to radio audiences for the first time on his NBC-Red Network "Waltz Time" series which goes into its sixth successive year next week.*

## CBS Revises Short Waves

CBS short-wave outlet, W2XE, effective Oct. 1, will operate on a revised schedule. New set-up calls for a uniform schedule five days a week, with Saturday and Sunday operating on different system. Schedule is as follows: Monday through Friday, 7:30-10 a.m., 21,520 kc., 13.90 meters, directed at Europe; 1-6 p.m., 15,270 kc., 19.64 meters, Europe; 6:30-8 p.m., 17,760 kc., 16.89 meters, South America; 8 p.m.-12 mid., 15,270 kc., 19.64 meters, South America. Saturday and Sunday, 8 a.m.-1 p.m., 21,520 kc., 13.94 meters, Europe; 2-30-6 p.m., 15,270 kc., 19.64 meters, Europe; 6:30-8 p.m., 17,760 kc., 16.89 meters, South America; 8 p.m.-12 mid., 15,270 kc., 19.64 meters, South America.

## Book on Static

"The Causes and Elimination of Radio Interference," new volume by Joseph E. Foster, has been published by C. W. Nelson Co., South Braintree, Mass.

## GUEST-ING

**CLAUDETTE COLBERT**, on Chase & Sanborn Hour, Sept. 26 (NBC-Red, 8 p.m.).

**JOSEPHINE ANTOINE**, on "Voice of Firestone", Oct. 4 (NBC-Red, 8:30 p.m.).

**DICK POWELL**, fourth appearance on Werner Janssen program, Sept. 26 (NBC-Blue, 7:30 p.m.).

**MR. and MRS. GENE LOCKHART**, on "Movie Club", tonight (WHN, 8 p.m.).

**JOE COOK and JOAN EDWARDS**, on Gulf show, Sept. 26 (CBS, 7:30 p.m.).

**HOWARD PHILLIPS**, on Mark Warnow "Blue Velvet Music", Sept. 28 (CBS, 8 p.m.).

**JOHN CHARLES THOMAS**, on Andre Kostelanetz program, Sept. 29 (CBS, 9 p.m.).

**RUSSELL PRATT**, comedian, on "Magazine of the Air", Sept. 29 (CBS, 11 a.m.).

**WARREN WILLIAM, GLADYS GEORGE and JOHN BEAL** in "Madame X", on "Hollywood Hotel", Oct. 1 (CBS, 9 p.m.).

**GLORIA BRAGGIOTTI**, fashion editor of New York Evening Post, guest of Vivian Shirley, Sept. 28 (WNEW, 2:45 p.m.).

## BOSTON

Charles Nobles is WBZ's latest recruit to be drawn from Boston to the NBC New York announcer's fold. He is being replaced by Robert E. White, from WBZA in Springfield.

Bob Meyers of Yankee network news service has returned to work following two weeks in the hospital.

Johnny Rushworth took possession of Uncle Joe's Cup at the WEEI Golf Tournament held at the Salem Country Club. He just nosed out the old veteran of the control room, Earl Janes, who held the cup last year.

Blanche Calloway and her ork now being featured at the Southland in the South End of Boston.

## LINCOLN

James E. Cox of KFAB-KFOR continuity department was married a few days ago to Harriett Johnson, formerly on NBC with her sister.

Joe W. Seacrest and L. L. Coryell Sr. are in Washington for FCC hearings. Seacrest seeks more power for the Central States Broadcasting Co. and Coryell the right to build a small wattage station here.

Reginald B. Martin, KFOR-KFAB station manager, will take up his year old post as chief announcer for University of Nebraska football games come Oct. 2, when Minnesota comes here. KFOR, incidentally, will originate for Mutual.

Jettabee Ann Hopkins, script writer for KFAB-KFOR for four years, has resigned and is now in Chicago.



STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## Television Outdoors Being Started by NBC

(Continued from Page 1)

tall buildings make high frequency transmission difficult, the unit's workable range will be about 25 miles. Ten engineers will be required to operate the two television units. In the experimental field work NBC's present mobile sound transmitter will be included in the station.

Both picture and sound will be relayed by micro-wave to the NBC television transmitter in the Empire State Building. There the programs will be broadcast to the 100 receivers NBC has placed in the homes of trained observers throughout the metropolitan area. The television system to be used will be entirely electric, based on the cathode ray tube developed by RCA.

The van mounting the video, or picture, apparatus will be the mobile equivalent of a television studio control room. It will be fitted with television and broadcast equipment similar to that now in use at Radio City. This will include two cameras, video amplifiers, blanking and deflector amplifiers, synchronizing generators and rectifiers for supplying the iconoscope beam voltages. The principal sound apparatus will be microphones, microphone amplifiers and sound mixing panels. All the equipment will be mounted on racks extending down the center of the van, affording easy access to any part for repairs, and the alterations which will arise from the outdoor experimentation.

Directly in front of the operating engineers in the semi-darkened control room will be two monitoring kinescopes. One will show the scene actually being transmitted; the other will show the scene picked up by the second iconoscope camera preparatory to transmission. Sound will be picked up by a variety of microphones, including the parabolic microphone developed in the NBC laboratories, and will be monitored by loudspeaker. An elaborate telephone cue circuit will keep the ten engineers in contact with each other.

The two iconoscope cameras, to be mounted on tripods, will be technically equivalent to studio cameras, although considerably lighter in

## KHUB Programs on the Nose

Watsonville, Cal.—Operators and announcers at KHUB hit their Time Signals on the nose, no foolin'. T. G. Hamma, chief engineer, has installed a relay device that trips a thousand cycle flash on the hour, ready or not. Its accuracy is guaranteed by Western Union. And, because a thousand cycle "beep" is uncomfortable behind a liling theme or a soft-spoken commercial, the boys manage to stay "on-side."

## Four Short Wave Sets Being Built At WBT

Charlotte, N. C.—James J. Beloung, chief engineer for WBT, is supervising the building of four short-wave sets for remote programs. The sets he has under way will vary in size and power and will give WBT a set suitable for picking up any sort of remote presentation. Sets range from a very light, low-power unit that can be used for following golfers about a course, where wires could not be dragged and to relay the program back to a field station that would, in turn, be placing it on the air, to a set that comprises two heavy packs but is still portable. Call letters have been assigned to two of the stations. These are W10XHF and W10XHG.

weight. Focusing will be by looking directly onto the plate of the iconoscope, instead of through a separate set of lenses, as in the case of studio cameras. The cameras will transmit the image through several hundred feet of multiple core cable, affording a considerable radius of operations. Four operating positions will also be available on the roof of the van.

The micro-wave television transmitter will be housed in the second van, linked to the first by 500 feet of coaxial cable. Here the principal apparatus will be the radio frequency unit, generating the carrier wave for picture signals, and modulating apparatus for imposing picture signals on this carrier. The signals will be transmitted to the Empire State station's directional receiving antenna either from a single dipole antenna raised on the van's roof, or from a highly directive antenna array raised on the scene of the pick-up.

## UBC "Studio on Wheels" Is Placed on Exhibition

Cleveland—E. L. Gove, technical supervisor for United Broadcasting Co., and chief engineer of WHK and WJAY, has completed the UBC "studio on wheels" and placed it on exhibit in Cleveland.

For several weeks UBC engineers have been working on the elaborate new auto-trailer studio. It is equipped for all types of road work, containing speech input equipment and an amplifier system. It has been constructed exactly like the studios at WHK-WJAY. Walls are lined with acoustic material. A small piano is part of the studio equipment.

For use in conjunction with the studio on wheels, a 100-watt short-wave transmitter is being completed in the WHK-WJAY laboratories. It will be housed in the UBC mobile unit auto, to which the new trailer will be attached.

Following a week of exhibition in Cleveland, during which it will be shown at various places, the trailer and mobile unit will go downstate in a search for talent. The trailer will be exhibited in connection with the pending affiliation of WJAY with the Mutual Network and WHK with NBC-Blue on Sunday as well as the former's change in call letters to WCLE.

## Install Amplifiers

Western Electric 110-A program amplifiers have been installed by KDYL, Salt Lake City, and KYA, San Francisco.



samples  
upon  
request

WORTHY of the splendid modern transcriptions! Eliminate surface noise with this 100% shadowgraphed needle, preferred by leading broadcast stations.

## PLAYBACK NEEDLES STEEL CUTTING NEEDLES

Mfd. by W. H. BAGASHAW Co., Lowell, Mass.  
Distr. by H. W. ACTON CO., Inc.  
370 Seventh Avenue, New York City

## New WFAS Transmitter Being Dedicated Tuesday

White Plains, N. Y.—With program tests completed, officials of WFAS have set Tuesday, Sept. 28, as the occasion for dedicating the new 190-foot vertical radiator to the service of Westchester listeners. A special program is being prepared which will be broadcast from the ballroom of the Roger Smith Hotel before an audience of invited guests, including prominent officials in Westchester communities, heads of civic and service organizations, educational and religious leaders, and representatives of the advertising agencies. The program is scheduled to begin at 9 o'clock sharp and, in addition to dedicatory addresses, will feature program specialties by WFAS artists-service units.

Listener reports, after the first few days' operation of the new antenna, indicate an increase of approximately 200 per cent in coverage intensity, and reports are being constantly received from points in Connecticut, New Jersey, Pennsylvania, and upstate New York, as well as all parts of the metropolitan area.

## KTSM Portable Transmitter

El Paso, Tex.—Following authority granted by the FCC, an experimental relay broadcast transmitter, W5XCX, is being put into service by KTSM.

## Antenna Below Sea Level

El Centro, Cal. — KXO, Don Lee outlet, claims the only antenna towers in the world located below sea level.

## CONQUEST PORTABLE RADIO RECEIVER and PLAYBACK COMBINATION

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Write for Catalogue  
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★ ★ ★ NEW SHOWS AHEAD ★ ★ ★

SUNDAY, SEPT. 26

"Bicycle Party," with Bill Slater and Hugo Mariani orchestra. Cycle Trades of America. NBC-Red, 3:30-4 p.m.  
 Marion Talley, Ralston-Purina (Ry-Krisp). NBC-Red, 5-5:30 p.m.  
 Jerry Belcher, "Interesting Neighbors Visited," F. W. Fitch Co., NBC-Red, 11-11:15 p.m.  
 Chevrolet, "Romantic Rhythm", with Barry McKinley and Seymour Simon orchestra.  
 Jeanette MacDonald and Joseph Pasternack orchestra, Vick's, CBS 7-7:30 p.m.  
 "Smoke Dreams", with Virginio Marucci orchestra. H. Fendrich Inc., NBC-Red, 1:30-2 p.m.  
 "Back Home", Life of James Whitcomb Riley, sustaining, NBC-Blue, 1:30-2 p.m.  
 Varady of Vienna, Ted Weems, Mutual, 1:30-2 p.m.  
 Blue Coal, "The Shadow", Mutual, 4-4:30 p.m.

MONDAY, SEPT. 27

General Hugh S. Johnson, Grove Laboratories (Bromo-Quinine), NBC-Blue, Mon. and Thur., 8-8:15, and Tue. and Wed., 10-10:15 p.m.  
 "Famous Jury Trials", returns for Mennen Co., WOR-WGN-WLW, 10-10:45 p.m.  
 "Tom Mix Straight Shooters", returns for Ralston-Purina, NBC-Blue, Mon. through Fri., 5:45-6 p.m.  
 "Little Orphan Annie", returns for Wander Co., NBC-Red, Mon. through Fri., 5:45-6 p.m.  
 "Jack Armstrong", returns for Gen. Mills, NBC-Red, Mon. through Fri., 5:30-5:45 p.m.  
 Tony Wons, Vick's, CBS, 10:30-10:45 a.m.  
 Campbell Cereal Co., "Rube Appleberry", Mutual, Mon., Wed., Fri., 7:45-8 p.m.  
 Cudahy Packing, "Bachelor's Children", Mutual, Mon. to Fri., 11:15-11:30 a.m.

TUESDAY, SEPT. 28

"Grand Central Station," Lambert Co. (Listerine products), NBC-Blue, 9:30-10 p.m.  
 "Jack Oakie College" and Benny Goodman orchestra, Camel cigarets, CBS, 9:30-10:30 p.m.

WEDNESDAY, SEPT. 29

Eddy Duchin orchestra, for Elizabeth Arden (cosmetics), NBC-Blue, 8-8:30 p.m.  
 "Cavalcade of America", returns for Du Pont, CBS, 8-8:30 p.m.  
 Eddie Cantor, Texaco, CBS, 8:30-9 p.m.  
 Chesterfield program, with Andre Kostelanetz Orchestra and Deems Taylor, CBS, 9-9:30 p.m.

THURSDAY, SEPT. 30

Kate Smith Hour, General Foods (Calumet baking powder, Swansdown flour), CBS, 8-9 p.m.

FRIDAY, OCT. 1

"Varsity Show", Pontiac, NBC-Blue, 8-8:30 p.m.

SATURDAY, OCT. 2

"Saturday Night Serenade," with Mary Eastman, Bill Perry, Gustav Haenschen orchestra, Pet Milk Sales Corp., CBS (except WABC), 9:30-10 p.m.

SUNDAY, OCT. 3

"On Broadway," General Foods (Diamond Crystal Shaker Salt), NBC-Blue, 3-3:30 p.m.  
 "Silver Theater," International Silver, CBS, 5-5:30 p.m.  
 Bakers' Broadcast, with Ozzie Nelson, Harriet Hilliard and Peg Murray, NBC-Blue, 7:30-8 p.m.  
 General Motors Concerts, Erno Rapee, John B. Kennedy, NBC-Blue, 8-9 p.m.  
 Tyrone Power, dramatic series, John H. Woodbury Inc., NBC-Blue, 9-9:30 p.m.  
 "Time of Your Life", with Sheila Barrett and Joe Rines orchestra, Gruen Watch, NBC-Red, 5:30-6 p.m.  
 Jack Benny, Gen. Foods (Jell-O), NBC-Red, 7-7:30 p.m.  
 Metropolitan Opera Auditions, Sherwin-Williams, NBC-Blue, 5-5:30 p.m.

Phil Baker and Oscar Bradley orchestra, Gulf Oil, CBS, 7:30-8 p.m.  
 Joe Penner and Jimmy Grier orchestra, Cocomalt, CBS, 6:30-7 p.m.  
 Kellogg Co., "Singing Lady", Mutual, 5-5:30 p.m.

MONDAY, OCT. 4

Dr. Allan Roy Dafee, Lehn & Fink (Lysol), CBS, 4:45-5 p.m.  
 Baume Benque newscast, Thomas Leeming & Co., WABC, 7:55-8 a.m.  
 "We, the People," with Mark Warnow orchestra and Gabriel Heatter, General Foods (Sanka coffee), CBS, 7:30-8 p.m.  
 Commentator, Gen. Foods (Minute Tapioca), 12-12:15 p.m., Mon., Wed., Fri.  
 "Follow the Moon", returns for Pebeco, Mon. through Fri., 5-5:15 p.m.  
 "Life of Mary Sothern", Lehn & Fink (Hinds), 5:15-5:30 p.m.  
 Carson Robison Buckaroos, Musterole, NBC-Blue, Mon., Wed., Fri., 4-4:15 p.m. Also Mutual and WLW Line.  
 General Foods (Minute Tapioca), Mary Margaret McBride, CBS, Mon., Wed., Fri., 12-12:15 noon.

TUESDAY, OCT. 5

Lever Bros. program, CBS, 8-8:30 p.m.

WEDNESDAY, OCT. 6

"Hobby Lobby", Hudson Motors, CBS, 7:15-7:45 p.m.

SATURDAY, OCT. 9

Jack Haley program, General Foods (Log Cabin Syrup), NBC-Red, 8:30-9 p.m.

SUNDAY, OCT. 10

American Bird Products, "American Radio Warblers", Mutual, 11:45-12 noon.  
 George Jessel program, "30 Minutes in Hollywood", 6-6:30 p.m.

MONDAY, OCT. 11 or OCT. 18

F. & F. Laboratories (cough drops) program, CBS, 3:30-3:45 p.m.

THURSDAY, OCT. 14

"March of Time," Time Inc. (Time and Life magazines), transfers from CBS to NBC-Blue, 9-9:30 p.m.

SUNDAY, OCT. 17

Modern Food Process program, NBC-Blue, 4:45-5 p.m.  
 Sealtest Inc., "Rising Musical Stars", with Alexander Smallens, NBC-Red, 10-10:30 p.m.

MONDAY, OCT. 18

Warden Lewis E. Lawes, Wm. R. Warner Co., NBC-Blue, 10-10:30 p.m.  
 American School of the Air, CBS, 2:30-3 p.m.  
 American Banks program, with Philadelphia Orchestra, NBC-Blue, 9-10 p.m.

TUESDAY, OCT. 19

Emily Post, Florida Citrus, CBS, Tue. and Thur., 10:15-10:30 p.m.

THURSDAY, OCT. 21

Elgin Watch Co., CBS, 7:15 p.m.

SUNDAY, OCT. 24

Radio Newsreel, Cummmer Products, NBC-Red, 3-3:30 p.m.  
 Lutheran Hour, Mutual, 4:30-5 p.m.

FRIDAY, OCT. 29

Barbasol, Mary Jane Walsh and orchestra, Mutual, 8-8:15 p.m.

THURSDAY, NOV. 4

General Foods' Maxwell House Coffee show, produced by Metro-Goldwyn-Mayer under direction of Bill Bacher, NBC-Red, 9-10 p.m.

FRIDAY, NOV. 5

Dr. Karl Reiland, talks, Pepperell Mfg. Co., NBC-Blue, 7:15-7:30 p.m.

WEDNESDAY, NOV. 17

Fred Allen, returns for Bristol-Myers, NBC-Red, 9-10 p.m. (date tentative).

Movie Critic on WNEW

Frank Eugene, film commentator and critic, starts a series of movie gossip programs on WNEW next Tuesday at 3:15 p.m. He will be heard Tuesdays and Thursdays.

"First Love" on Silver Show

"First Love", original radio drama by Grover Jones, screen author, will be the initial presentation of "Silver Theater", which starts Oct. 3 at 5 p.m. over CBS.

New Elza Schallert Series

Elza Schallert starts a new series of movie interviews over NBC-Blue on Sept. 30 at 11:15-11:30 p.m. Andy Devine will be her first guest.

Ad Club on WMCA

Luncheon meetings of the Advertising Club of N. Y. will again be aired over WMCA starting Sept. 30 at 1:15-1:45 p.m.





# ★ Coast-to-Coast ★



**T**ED SHERDEMAN, NBC staff producer, takes over the Olsen-Johnson production berth vacated by Sam Koerner.

Bob Morgan, program director of KSFO, San Francisco, is in town huddling with CBS executives.

Virginia Flohri, KFI-KECA soprano who is Mrs. Carl Haverlin in private life, is back on the air after a long illness.

Sam Balter, Olympic athlete and coach, now sports commentator on KEHE's "Cavalcade of Sports", will predict the winners of opening games in the annual pigskin encounters on Thursday night.

Mayor Shaw has started a series of weekly broadcasts over KFVB, direct from his City Hall desk, discussing affairs of civic interest.

Billy McDonald and his orchestra will be heard from the Pasadena Civic Auditorium over KNX and CBS Pacific Coast on Friday and Saturday nights at 11 to 11:30. McDonald just finished a summer engagement at Jantzen's Beach in Portland.

Nancy Kellogg, youthful stage and screen actress, made her radio debut as a songstress with Lud Gluskin's "On the Air" program over KNX and CBS Coast last night.

Connie Frost, secretary in the William Esty office, married to Myer Alexander, former leader of the swingtime chorus on the Esty-handled Jack Oakie College program.

Lloyd Pantages turned down two national newspaper syndicates to concentrate on his CBS coast-to-coast chatter.

## Piano Prodigy on Network

Peter Paul Loyanich, 10-year-old piano genius of San Francisco, made his network debut last night on the Rudy Vallee NBC-Red program. He is a protege of Jose Iturbi and is now studying with him, with plans for a New York concert debut this winter and a Hollywood Bowl appearance next summer. Evans and Salter are his managers.

## ONE MINUTE INTERVIEW

### JOLLY COBURN

"Radio has often been scolded for seeking only big names and cashing in on the particular type of entertainment which brought them fame and fortune. But radio's incessant demand for novelty has led these same artists to present new turns and novelties which might never have been discovered. Radio took such singers as Vallee, Kate Smith and Bing Crosby and made impresarios out of them. Radio taught singers like Frank Parker, Jerry Cooper and Kenny Baker to speak comedy lines well."

**J**OHN ESAU, g.m. of KASA, Elk City, Okla., feels that folks will think him over ambitious. Recently KASA started feeding The Oklahoma Network an all request program titled "The Hymn Sing" and featuring The Walker Quartette. Attempt is being made to answer all requests that come in. So far, in its fourth week, the fan mail has picked up to almost unbelievable proportions. Anyone wishing a number sung at least gets his card or letter acknowledged. With eight stations' audiences, this is proving a big job. Lyman Brown is at the mike.

*One of the last few members of a "vanishing" trade, that of blacksmith, was interviewed on Johnnie Olson's Eight Brothers program over WTMJ, Milwaukee, and WTAQ, Green Bay, the past week. Fred Frank, a "smithy" of 40 years' standing, even went so far as to play a song on his trusty anvil.*

Henny Youngman, and Arthur Boran, will head the list of radio celebrities who will entertain at the loyalty dinner being given by A. Dreier, president of the Dreier Hotel Chain, to 2,000 employees for their magnanimous co-operation during the American Legion week tomorrow night at the Hotel Capitol's Silver Ballroom.

WTMJ, Trenton, will do two broadcasts daily from the N. J. State Fairgrounds during the Fair which starts Sunday. Harry McIlvane will be at the mike.

Phil Demling has been signed to announce the new Phil Baker series over CBS on Sundays.

Ray Morgan has been made chief announcer of WPG, Atlantic City, succeeding George Foster, who went west. Ralph Shoemaker, Jack Webb and Benny Bishop are the other WPG mikers.

Bill Wine, staff announcer at WOKO and WABY, is now the "Man in the Street" at Troy, N. Y., airing over WABY, Albany.

Jocko Maxwell, WLTH sports commentator, is honoring Harry Danning of the Giants on his 6 p.m. "Sports Parade" tomorrow.

Larry Robar and his gang, including Bud Wilson and Gerry and Joe O'Neill, are featured in a new show sponsored by Robar Coal Co. over KFEL, Denver, through the Ted Levy agency. Guest stars also will be used.

Col. Jack Major of CBS, when asked if he had seen the Legion parade, said he couldn't get past Madison Ave.—Kentucky Colonels

didn't mean a thing to the cops on duty.

John Sheehan, announcer at WGY, Schenectady, and Leo Bolley, Tydol sportscaster, this week celebrated their first anniversary on their three-a-week evening program.

*Grenfell N. Rand is now being heard daily as the Spaulding Quizzer on WOKO, Albany, in place of his father, Dr. Royden Rand, who has been ordered to take a rest.*

WPA Federal Theater radio division will present what it calls its most ambitious radio script to date on Monday night when "The Inspector General" is aired over WEVD at 10 p.m.

WDRC, Hartford: Yodelin' Jim Ingalls is now being sponsored twice weekly...Harvey Olson, conducting "Star Gazing in Hollywood", has received so many requests for information that he is working on three other programs utilizing similar material.

Charles Crutchfield, program director of WBT, Charlotte, subbed for Mayor Douglas as announcer on "Welcome Stranger" while the Mayor attended the Legion meet in N. Y.

KMOX, St. Louis: Herbert MacCready, announcer, is now a benedict...Ruth Fenton, formerly of WCAU and WCAE, is handling Carol Gay's stint during the latter's illness...Robert E. Dunville, asst. to the g.m., is the father of a girl...A crew including Graham Tevis, Dan Donaldson and W. F. Castanie went to Ft. Meyer, Va., to record activities of Troop E of the Third Cavalry and music by the mounted regimental band...The Better Business Bureau series written and directed by J. Scott Robertson, exposing various rackets practiced on the public, is proving very popular and doing a good service.

Bill Sears, news commentator for WHBL, Sheboygan, Wis., is conducting a new five-minute financial broadcast every evening at 8, except Sundays under the sponsorship of Walter J. Brand & Co., Inc., investment firm.

Frank Werth, assistant musical director of WTMJ, Milwaukee, is conducting a new swing chorus at the Shorewood Opportunity School.

Allen Prescott, the NBC "Wife-saver", has been signed to make a number of recordings of his popular "P's and Q's" scripts, consisting of humorous discussions of proper etiquette for the home. The discs, to be made by Union Record Co., will be distributed for sale to the public at large for home reproduction.

**T**HE Hoosier Hot Shots are off the Uncle E-Z-R-A show this week—they're celebrating fourth anniversary fishing at Eagle River, Wis.

Maurice Lowell has replaced Clinton Stanley as production director of Kaltenmeyer's Kindergarten for Quaker Oats.

Dave Rose, NBC arranger and orchestra leader, has practically decided to accept a Hollywood offer.

Bob Dyrenforth has joined cast of "Arnold Grimm's Daughter" on CBS.

Walter Ramsten, Zenith Radio engineer, is back from his trip into the Arctic with Commander Donald B. McMillan. Ramsten was studying effect of aurora borealis on radio transmissions.

Leslie Atlass, CBS v.p., is back from session in New York.

Van Cronkhite Associates has signed management contracts with Sam Francis, all star college football player who is now with the Chicago Bears, and with Jay Berwanger, now assistant coach at the University of Chicago. VCA will handle radio, newspaper and indorsement business for both.

Douglas Wilson, new tenor of Campana's new Vanity Fair show, has been revealed as Milton Wolfson, a sophomore at Senn High school here. He recently made his first radio appearance on the Sachs Amateur hour over WENR.

A new Sunday football show featuring Lynn Waldorf, head coach at Northwestern, and Francis Powers of Consolidated Press, explaining plays in the fall contests will go on the air over WMAQ at noon Sunday.

Melba Andre, organizer of the "Opportunity Guild" for Shut-Ins is directing a new program for invalids over WGES each Thursday afternoon. Guest speakers are featured.

Jack Peyser, former WLW and CBS announcer, has joined the WJJD staff.

Little Jackie Heller is in the hospital for a rest.

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## Greetings from Radio Daily

- Sept. 24  
Charel de Thomee
- Sept. 25  
Harry Louis Earnshaw  
Robert Simmons  
Noble Cain
- Sept. 26  
Frank Crumit  
Vaughn de Leath  
Del Casino





# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 61

NEW YORK, N. Y., MONDAY, SEPTEMBER 27, 1937

FIVE CENTS

## Management Regulation Opposed

### ARTHUR SAMUELS NAMED WOR EXECUTIVE PRODUCER

Arthur H. Samuels has been appointed executive producer, a newly created post in the program department of WOR. Engagement was personally announced by A. J. McCosker, president of Bamberger Broadcasting Service, who has long sought to develop further innovations in bettering the station's program service, par-

(Continued on Page 2)

### Talent Lineup Is Set For Rexall Disk Series

Talent set for the Rexall 1-Cent Sale transcription series, which will be aired on about 200 stations during the next two months, includes Conrad Thibault, Jane Froman, the Songsmiths and Don Voorhees and his orchestra. Spot Broadcasting is preparing the quarter-hour disks for Street & Finney, Rexall's advertising agents.

### Kellogg is Sponsoring 65 Football Contests

Kellogg Co. will sponsor 65 intercollegiate football games this season in the east, midwest, Rocky Mountain and south. Stations set for the play-by-play descriptions are: WINS, WSM, WAPO, WJSV, WBBM, WENS, WTAM, WKY, WSGN, WALA.

(Continued on Page 7)

### Carl Woese After WNBZ

Syracuse—Carl F. Woese, radio pioneer of Central New York, is revealed as the prospective purchaser of WNBZ, Saranac Lake. Smith & Mace, present owners, have asked FCC approval of the sale. Back in 1923, Woese entertained Syracusans over WFAB.

### Bowl vs. Bowl

CBS will attempt to publicize the New Year's Day Orange Bowl football game in Miami in an effort to build it to the same proportion in importance as the coast Rose Bowl game on the same date. CBS holds a five-year exclusive contract with the Orange Bowl, while NBC usually carries the Rose Bowl game. It is believed that a serious attempt will be made by the networks to commercialize the games in the future.

### AFM COMMITTEE HOLDS PRELIMINARY CONFABS

Preliminary conferences were held Friday between the AFM sub-committee of three representing the executive committee, and network representatives, with the result that a formal meeting will be held today in effort to negotiate a new contract be-

(Continued on Page 8)

### Drive for Residents Planned by New Jersey

A concentrated drive to induce new residents to move to New Jersey will shortly begin under the supervision of Mayor Frank Hague, Jersey City. Media is expected to include radio,

(Continued on Page 2)

### Westergaard Recuperating

Knoxville—R. B. Westergaard, general manager of WNOX, who has been away from his desk for over three weeks on sick leave, is showing improvement and is expected back at the station shortly.

### U. S. Chamber of Commerce Declares Broadcasters Must be Free to Select and Edit Programs

By FRESKOTT DENNETT  
RADIO DAILY Staff Correspondent

Washington—"Regulation of radio communication should not invade private management," says the Chamber of Commerce of the U. S. in a brochure, "Chamber Policies in 1937," just issued by the organization. Discussing at length its attitude toward government and business relations, the Chamber brochure devotes a section to radio, and on the subject of regulation it adds:

"It should be based upon the principle that the interest of the listening public is the paramount con-

(Continued on Page 8)

### MACFADDEN PUBLICATIONS SETS '37-38 AIR PLANS

Macfadden Publications at a meeting held last week over its future radio advertising activities decided to renew the "Good Will Hour" on Inter-City and Mutual networks for another 13 weeks, effective Oct. 16.

The "True Story Court of Human Relations" on the NBC-Red network, Fridays, 9:30-10 p.m., will be continued, but program format will be changed either this Friday or the week following. Title will be retained.

Network expansions into the south are planned for both the "Good Will

(Continued on Page 7)

### Campbell Soup Adding Three Stations on "Hotel"

Campbell Soup on Oct. 1 will add WNBZ, WGBI and WOC to its "Hollywood Hotel" CBS network show which is heard Fridays, 9-10 p.m. F. Wallis Armstrong, Philadelphia, is the agency.

### Tenn. U. Games on WROL

Knoxville—WROL has obtained exclusive rights to all broadcasts of University of Tenn. football games this season, both at home and away, for \$2,000. Tennessee team is outstanding in the south, with a strong schedule. Games are being offered to sponsors on an exclusive basis.

### CONVENTION IS CALLED BY AGRAP FOR FRIDAY

American Guild of Radio Announcers & Producers will hold its first annual convention in New York next Friday. It is expected that out-of-town chapters as well as the New

(Continued on Page 2)

### E. K. Jett Appointed Acting FCC Chief Engr.

Washington Bureau, RADIO DAILY

Washington—Inaugurating to some extent its initial reorganization prior to the official taking over of the chairmanship by Frank R. McNinch, FCC has designated E. K. Jett as acting chief engineer to succeed Commander T. A. M. Craven, who was recently appointed along with McNinch to membership on the commission.

## ★ THE WEEK IN RADIO ★

... First Mobile Tele Unit  
By M. H. SHAPIRO

### Bi-Lingual

Cleveland—With a view to interesting a wider audience of listeners, the German, Polish, Slovak, Croatian, Slovenian and Czech language programs on WCLE-WHK are being revamped along cultural lines, with foreign languages used in the show to make short announcements, followed immediately by the English translation.

ENCOURAGING television angle in the week's news is the preparations of NBC to place a mobile television unit in the field on Oct. 18. . . . Outdoor pickups on an experimental basis will get under way and it is an active experiment toward perfecting future pickup of sports, parades and other spot news events. On the AFM front, the Independent Radio Network Affiliates have pretty well settled on a form of trade agreement which will be a standard part

of the contracts to be negotiated between the various broadcasters and local unions of the AFM. . . . actual contracts will be made in each case between the station and the local within whose jurisdiction it lies. . . . only matter that remains to be set is the formal language of the trade agreement now in final preparation by Samuel R. Rosenbaum of WFL. . . . after the agreement is accepted by both the AFM and IRNA

(Continued on Page 2)

### Newscast Prolog

San Francisco—John B. Hughes' Don Lee network daily newscasts at 6:45 p.m. are being offered in five Imperial Valley theaters preceding the first film show at 7. Even General Motors Acceptance Corp. plugs are allowed by the movie houses, which display signs: "Come early—Hear the news broadcast and stay for the show."





# THE WEEK IN RADIO

... First Mobile Tele Unit

(Continued from Page 1)

Vol. 2, No. 61 Mon., Sept. 27, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Saturday, Sept. 25)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 3/4	156 1/4	156 3/4	.....
CBS A	24 1/2	24 1/2	24 1/2	.....
Crosley Radio	13 1/2	13 1/2	13 1/2	+ 3/8
Gen. Electric	43	41 3/4	41 3/4	+ 1/8
North American	20 3/8	19 1/2	19 1/2	- 1/8
RCA Common	9	8 3/4	8 3/4	.....
Stewart Warner	13	12	12 1/4	- 1
Zenith Radio	33	31	31	- 2

### NEW YORK CURB EXCHANGE

Nat. Union Radio	1 1/4	1 1/4	1 1/4	.....
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### OVER THE COUNTER

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Stromberg Carlson	10	11 1/2

## KIDO Network Hookup In Effect on Oct. 1

Boise, Ida.—C. G. Phillips, manager of KIDO, has been informed by NBC that lines from Salt Lake City and Ogden to Boise have been completed and service linking KIDO with the NBC Red and Blue networks will begin Oct. 1. The two lines extend about 425 miles.

KIDO will be on the air 18 hours daily, with 13 hours devoted to network programs. Phillips plans a special program for the opening day.

## Henriette Harrison Promoted

Henriette K. Harrison, formerly radio director for the New York City Y.M.C.A., has moved up to national radio director for the National Council of Y.M.C.A.'s. Miss Harrison is supervising a series of WBS transmissions presenting outstanding personalities being interviewed by the "Y.M.C.A. Reporter" on problems of youth.

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

members the tough proposition of working out the allocation of individual station expenditures toward completing the annual additional money for musicians. . . .

Frank R. McNinch, newly appointed chairman of the FCC, delays taking over his post until Oct. 1 due to press of duties in the power field. . . . Emile Gough, head of Hearst Radio, denies any radio properties will be dropped. . . . CBS fired the first gun in a further invasion of New England when it acquired WNBX, Springfield, Vt. Possibility of a sponsor for the

## Convention is Called By AGRAP for Friday

(Continued from Page 1)

York area members will attend the meeting.

Roy Langham, president of AGRAP, in a formal release stated that the entrance of the American Federation of Radio Artists into the announcer field which is also covered by the Guild will have no effect on the progress of the AGRAP.

In the free-lance announcer field the Guild has signed Ted Husing, David Ross, Paul Douglas, Andre Baruch, Fred Uttal, Andrew Stanton and Del Sharbutt. Applications from other name announcers will be approved this week.

Announcers of KYW, Philadelphia, an NBC operated station, have joined AGRAP 100 per cent the statement continued. CBS announcers in WABC, New York; WBBM, Chicago; WCAU, Philadelphia, and WEEL, Boston, are already signed up.

Organization at WPEN, Philadelphia, and WFBL, Syracuse, have been completed and 11 other stations will have their chapters set-up soon.

Guild statement admitted that a number of the members of Actors' Equity have enrolled with the AFRA in preference to the Guild, but AGRAP membership of actors and singers is increasing nevertheless.

## WOI and WSUI Swap Programs

Ames, Ia.—Following a year of experimentation, WOI of Iowa State college here and WSUI of the University of Iowa at Iowa City have arranged to broadcast selected programs over a dual hookup starting today.

The experimental work has proved it possible to transmit programs from one station to the other for simultaneous broadcast, A. G. Woolfries of WOI said. Western Iowa listeners heretofore have been unable to get WSUI, while eastern Iowans have had similar trouble with WOI.

## Socony on WABY, WHEB

Socony Vacuum Oil will sponsor the Yale football games starting Oct. 2 over WABY, Albany, and the New Hampshire University five home games starting same date over WHEB, Portsmouth, N. H.

World Series is about over, with several of the last prospects passing it up. . . . J. Walter Thompson Co. is now producing 50 weekly commercial programs abroad, or 38 per cent of the European commercials in English.

AFRA began a San Francisco drive for artist members to join the union. . . . WHK, formally joined the NBC Blue web on Sunday night, giving this chain a great lift in Cleveland. . . . Canadian Broadcasting Corp. increases its service next month to 12 hours daily and eventually will go to 16 hours.

## Arthur Samuels Named WOR Executive Producer

(Continued from Page 1)

particularly in the field of its "station tested" shows. He takes office Oct. 11.

Samuels, who has a vast background in the talent, theatrical, musical and publishing fields, will specialize in the production of several current and new WOR-Mutual sustaining programs and will try out new angles in program building. One of his most important functions will be the development of new program ideas for commercial sponsorship. For the past seven years Samuels has been editor-in-chief of Harper's Bazaar and House Beautiful and has also been an associate editor of the New Yorker. He has also composed several musical comedies.

## Drive for Residents Planned by New Jersey

(Continued from Page 1)

probably on a national basis. Drive will be based on the fact that state has no income tax, and will also attempt to get industries to settle there permanently.

## International Educational

An educational feature of international aspect will be heard on a regular schedule for the first time starting Oct. 3 when "Magic Key of RCA" on NBC-Blue at 2 p.m. starts a series of interviews between Linton Wells, journalist, in New York, and prominent newspaper correspondents abroad, beginning with Frederick T. Birchall of N. Y. Times.

## LEE GRANT

AND HIS ORCHESTRA

## 24th WEEK

SPONSORED BY GENERAL MILLS

3 HOURS DAILY

2:30-5:30 P.M.

## COMING and GOING

W. J. WILLIAMSON, manager of WKRC, Cincinnati, is in New York.

L. S. FROST, assistant to Don Gilman, NBC west coast vice-president, will arrive in New York on Oct. 1.

HARRY BUTCHER, CBS vice-president, was visiting the New York offices last week.

BLEVINS DAVIS, who has been on the staff of the Jubilesta, Kansas City celebration, leaves there on Saturday for New York to join the NBC drama department.

HARRY BOYD BROWN, national merchandising manager for Philco Radio & Television, goes to Providence to address the district Advertising Federation of America convention next Monday.

JOHN F. ROYAL left over the week end to attend the jamboree celebrating WHK's NBC-Blue affiliation. He was the guest of H. K. Carpenter, WHK-WCLE general manager.

DAVID SARNOFF, president of RCA, returned Saturday from Europe on board the Paris.

M. KITZINGER, orchestra conductor, arrived in New York on Saturday from Europe on the Paris.

ARTHUR KASS of Kass-Tohrner Inc. left New York on Sunday for a business trip to Chicago, Detroit and Cincinnati and will return within ten days.

H. V. KALTENBORN has returned from Spain.

CHARLES (BUDDY) ROGERS and MARY PICKFORD arrived in New York Saturday for a two-week stay.

DR. EUGENE ORMANDY, conductor of the Philadelphia Symphony Orchestra, arrives tomorrow on the Berengaria from Europe.

BOB GOLDSTEIN is also expected to return from a European vacation on the Berengaria tomorrow.

FRANK FISHMAN of ROC left for Hollywood.

ARCHIE BLEYER goes to the Coast from Cleveland.

BENNY FIELDS leaves for Boston to appear at the Mayfair Club there Wednesday.

GEORGE LOTTMAN returned from Boston after arranging a cocktail party for the press at which Milton Berle, Tommy Dorsey and Mary Small were guests of honor.

AL PEARCE (and His Gang) return here tomorrow from Coast trip and will resume broadcasting their Ford show from local CBS playhouse. CARL HOFF also back.

DOT HAAS, Fanchon & Marco, left for Washington yesterday to meet the Al Pearce Show and returns to New York with Pearce and his gang tomorrow.

ARCHIE BLEYER, who arranged and conducted the music for the Billy Rose Aquacade in Cleveland, leaves for Hollywood with a commercial berth in view.

There is no Substitute for Coverage

Send for New 16-County Program Survey

SYRACUSE, NEW YORK



**AGENCIES**

L. WARD WHEELOCK, head of the F. Wallis Armstrong agency, is in town. His visit coincides with the change in set-up of "Hollywood Hotel" when Ken Murray and Oswald check-in next week.

LORD & THOMAS activity in the local field is presaged by the arrival of Tom McAvity, radio head in New York. A musical-variety show for Luck Strikes (possibly supplied by Warner Bros.) is one that everyone takes for granted, and there is a replacement for Amos 'n' Andy coming up Jan. 1 for Pepsodent, with still a third rumored for the L. & T. local office under Jack Runyon.

RUTHRAUFF & RYAN is setting up a Radio Sales dept. in connection with its Chicago office. Local radio production unit set up last fall now numbers almost 20 members. Entire radio department is headed by Ros Metzger. Metzger, Arden Bucholz and Arthur Trask, all of R. & R., went to Cincinnati over week-end to get the La Fendrich "Smoke Dreams" off on NBC.

HAROLD DANZIGER, formerly associated with Loew Theaters, has become an account executive with Monarch Advertising Agency.

ALLAN McLANE, Jr., formerly a partner in the firm of Redmond & Co., has become an account executive with Albert Frank-Guenther Law, Inc.

**Atlantic Refining Adds Local Football Talks**

Atlantic Refining Co. has set 15-minute localized football talks on 26 stations in the East to be heard in conjunction with the extensive play-by-play descriptions which the sponsor will bankroll. Football talks will be heard on Thursdays or Fridays, depending on the locale concerned. Stations set include: WBT, WRVA, WBAL, WCAE, WHAM, WSYR, WNBS, WFIL, WWSW, WJAC, WORK, WRAK, WCBW, WRAW, WEST, WHP, WKOK, WGBI, WBRE, WAZL, WGAL, WEEL, WDRC, WPRO, WMAS and WORC.

All programs, either Thursday or Friday, will start this week. Commentators to be heard on the shows regularly include: Jack Ingersoll, Lee Kirby, Ted Reams, Don Riley, Claude Haring, Frank Silva, Dan Dwyer, Harry Tenner and Jack Berry.

N. W. Ayer & Son is the agency.

**P. & G. in Italian on WOV**

"Album of Love," stories in Italian, start at 11:15 a.m. today over WOV, Monday through Friday, sponsored by Procter & Gamble (Oxydol).

**AL DONAHUE**

Now Appearing  
ROOSEVELT HOTEL,  
New Orleans  
Opens at the Rainbow Room Oct. 6th  
For Fall and Winter Season  
Fourth Return Engagement

**Program Reviews and Comments**

**EDDIE DUCHIN**

with Roger B. Whitman  
Kopper's Coke  
WEAF and KYW, Fridays, 7:30-8 p.m.

**ROUTINE MUSICAL PROGRAM PLUS HOME-HINTS COMMENTATOR.**

Considering the reputation he has built up, Eddie Duchin and his orchestra were somewhat of a disappointment in the initial shot of this new series. It was just another program of pop orchestra music, a few vocals, a piano specialty by Duchin, and some hints on home repairs by Roger B. Whitman. Not that the musical entertainment was inferior, as such programs go, but it was so much in the pattern of so many such shows that it made no individual impression. It merely was a pleasing musical program. Patricia Norman and Stanley Worth did well in the vocals.

The "ailing home" doctor gave bits of practical advice on paint, pests, etc.

**"Fortune Stories"**

Edith Meiser is adapting the latest series of whodunits which NBC-Blue is airing at a late hour, 10:30-11 p.m., Friday nights. Mysteries are taken from the H. C. Bailey "Fortune Stories" which revolve around Reginald Fortune, special adviser to Scotland Yard.

Last Friday's airing was the usual complex murder mystery with the figure pointing at every one. Plot moved fast and cast is made up of "regulars" from the radio field. Program started out with a real blood and thunder opening but quieted down after the formal introduction. Mystery was solved and off the air just about the time you became interested. Which is another way of saying the program held attention. Cast, which included Alfred Shirley, Charles Webster, Lucille Wall, Tommy Donnelly, John McGovern, William Shelly and Agnes Moorhead, handled the script nicely.

**"Commentator Forum"**

After postponements, Commentator magazine last Thursday evening got off to a fine start with Upton Close, one of the regular contributors to the magazine, speaking on the war in the

**Harry H. Bliss Dead**

Janesville, Wis.—Harry H. Bliss, president and owner of WCLO and owner-publisher of Janesville Gazette, died last week. His wife, two sons and a daughter survive.

**Lynn A. Willis Dies**

Branchville, N. J.—Lynn A. Willis, announcer at KYW, Philadelphia, died last week after an operation.

**Marek Weber in Series**

Marek Weber, continental conductor, makes his American debut with a 30-piece orchestra over NBC-Blue at 10:30-11 p.m. tomorrow. He will be heard weekly at the same hour.

Far East. It was one of the most comprehensive descriptions of its kind yet aired, and Close did not mince words in expressing his opinions.

Charles S. Payton, publisher of Commentator, made an opening address, and gave listeners a preview of future broadcasts. First show was overboard on commercial plugs, with almost five minutes given over to the magazine. However, this is usually to be expected on first airings, and ordinarily is cut on future shows. Program is heard Thursdays, 10-10:15 p.m., and Sundays, 9:30-9:45 p.m., over WOR-Mutual.

**Lewis Browne**

Since the initial broadcast in his Thursday evening CBS originating from the coast, Lewis Browne has somewhat revised his commentating, with the result that last Thursday's quarter-hour was a great improvement over his previous efforts. He dealt more thoroughly and more emphatically with such matters as the Spanish situation, the Sino-Japanese conflict, internal Nazi trouble and the economic situation here. Browne has an unusually good command of language and expresses himself colorfully. With a little more acclimation, he should hit a nice stride.

**"Vallee Varieties"**

Peter Paul Lohanich, 10-year-old prodigy of the piano, was a highlight item on Rudy Vallee's program last Thursday night over NBC-Red. The youngster displayed some exceptional artistry. Doc Rockwell, in a batch of his familiar comedy chatter; Conrad Nagel and Violet Heming in a dramatic skit, Tommy Riggs and "Betty Lou" in another of their entertaining skits, and Quentin Reynolds, magazine writer, rounded out the excellent bill.

**"Musical Chefs"**

Airing over WOR on Mondays, Wednesdays and Fridays for Childs, from its Paramount Theater restaurants, the Jesters serve a very pleasing menu of vocal and instrumental harmonies. With the aid of Charles Magnante and his accordion, plus Jeff Sparks as announcer, the program makes good listening for either diners or dialers.

**Sterling Products Serial**

"Young Widder Jones," a new transcribed dramatic serial sponsored by Sterling Products, will be heard over 20 stations from coast-to-coast, Monday through Friday, beginning today. In the metropolitan area the series will be heard over WOR, 4:15-4:30 p.m.

**Dunkel for Hyde Park Brewery**

Chicago—Hyde Park Brewery, St. Louis, through Ruthrauff & Ryan here, has bought the Dick Dunkel Football forecasts, handled by Van Cronkhite Associates, for the sports reviews on KMOX, KWK and KSD, St. Louis.

**GUEST-ING**

OLIVER WAKEFIELD, STROUD TWINS and HILDEGARDE, on Rudy Vallee program. Sept. 30 (NBC-Red, 8 p.m.)

BARBARA STANWYCK in "Stella Dallas," on Lux Theater, Oct. 11 (CBS, 9 p.m.)

NOEL COWARD, on "Hit Parade," Sept. 29 (NBC-Red, 10 p.m.)

WILL AUBREY, yodeler, and ZAROVA, contralto, on "Show Boat," Sept. 30 (NBC-Red, 9 p.m.)

DORIS KERR, on "Town Hall Tonight," Sept. 29 (NBC-Red, 9 p.m.)

DOROTHEA BRANDE, author of "Wake Up and Live," on "Can It Be Done?," Sept. 29 (WQXR, 9 p.m.)

**Radio Events Signs Writer**

Yolande Langworthy, whose "Arabesque" was a famous romantic serial on CBS sometime ago, has been signed by Radio Events Inc. and will devote her full time to writing for this organization. Georgia Backus, who was dramatic director at CBS while Miss Langworthy was with the network, also is now with Radio Events.

**New WOKO-WABY Studios**

Albany—WOKO and WABY, which have maintained studios in the Flat-iron Bldg., Troy, for about a year, move into larger quarters in the Hotel Troy on Oct. 1, it is announced by Harold E. Smith, g.m.

**Mrs. Lee Reiser Recovering**

The wife of pianist Lee Reiser is recovering from an operation at the Murray Hill Hospital.

CONCERNING  
**JACK MAJOR**  
WABC COLUMBIA NETWORK  
MONDAYS - 3-3:30 P.M.

**KENNY KANDID KAMERA!!!**  
Colonel Jack Major, master of ceremonies on the Monday afternoon variety show on CBS, is a native of Kentucky or Tennessee. Was born on speeding train 33 years ago. Owned his first pair of shoes at the age of 14. Got them when his father, a switchman, moved into town. Met Irvin S. Cobb, Paducah author and wit, while working as a caddy. Picked up first songs and yarns from mountaineers. Studied for ministry at Rice Institute and while there organized quartette and student shows. Dropped church ambitions when he became emcee at Honston hotel. Sang with Hilton's band at Kit-Kat at London. Returning to New York toured with Isham Jones as soloist. First radio appearance Fort Worth, Texas. Between radio and stage appearances writes poems and magazine articles. Favorite pastime telling "whoppers" in soft twangy drawl. Heard over WABC Columbia network Mondays, 3:00 to 3:30 P. M.  
HIGH HENRY - DAILY MIRROR - Sept 27, 1937





## *A cello takes the theme . . .*

*Oboe and clarinet weep rhythmically. Violins answer the tympani's roll . . . cutting across, a baton raps-rps-ps the orchestra to a stop. "Gentlemen, please! Please listen to the cello!" Conductor Howard Barlow turns to his control-room engineer. He is creating, for the microphone, an exact shading of cello against orchestra: making the microphone an integral part of the music itself. A moment's conference. The baton taps. Again, the cello takes the theme . . .*

This is final rehearsal, in a CBS studio, for the world-premiere of Aaron Copland's work, "Music for Radio". Its first performance wrote a new chapter in the history of serious music. For it belonged entirely to the radio audience; *coming immediately to the whole of our people*. In the long history of music, this has never happened before. ¶ Already this year, five such premieres have been broadcast by Columbia. Another—a new American opera—will be heard October 17th. Each is a work by a major American composer; each is written expressly for the Columbia Composers' Commission; each finds its *first* audience in the homes

of radio's millions. ¶ To encourage America's musical maturity, is the charter purpose of the Columbia Composers' Commission. But it is only one contribution in a full range of service to the world of music. Over forty famous symphony orchestras were put on the air last year, by Columbia. Of these, the New York Philharmonic-Symphony begins its eighth consecutive season of broadcasting, exclusively on CBS, when it resumes in October. Columbia's own symphony orchestra, under the direction of Howard Barlow, is as familiar to the radio audience as the Philharmonic itself. Since 1927 it has given over a thousand radio concerts. And a listing of the chamber music, composers, conductors and soloists heard on CBS through the four seasons of the year would be an international Who's Who of music. ¶ "*All over the country,*" writes Leopold Stokowski, "*a generation is arising which is more gifted by nature in music than the past generation.*" ¶ Radio has done this; presenting great music with simplicity and sincerity—bringing it nearer to us than it has ever been before.

*The Columbia Broadcasting System*



## ★ F. C. C. ★ ACTIVITIES

**APPLICATIONS RECEIVED**  
WOKO, Albany, N. Y. License to cover W. E. 106-B transmitter as an auxiliary using 500 watts power.

KGFV, Kearney, Neb. CP to install a new transmitter, erect a vertical antenna, increase power to 100 watts, 250 watts L.S., and move studio site to new location, as yet undetermined.

Mollin Investment Co., Huntington Park, Cal. CP for new station. 1160 kc., 100 watts, daytime.

### HEARINGS SCHEDULED

Sept. 27: Leon M. Eisefeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

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

Sept. 28: Jules J. Rubens, Aurora, Ill. CP for new station. 1040 kc., 250 watts, daytime.

KSLM, Salem, Ore. CP to change frequency and increase power to 1360 kc., 500 watts, unlimited.

Southern Broadcasting Corp., Bogalusa, La. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited.

Sept. 29: Seaboard Broadcasting Corp., Savannah, Ga. CP for new station. 1310 kc., 100 watts, 250 watts L.S., unlimited.

Earl Weir, St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, unlimited.

Sept. 30: Johnson City Broadcasting Co., Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts L.S., unlimited.

Knoxville Journal Broadcasting Co., Knoxville, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts L.S., unlimited.

Richard M. Casto, Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts L.S., unlimited.

Oct. 6: William C. Smith, Bogalusa, La. CP for new station. 1310 kc., 100 watts, unlimited.

Larry Rhine, San Francisco. CP for new station. 980 kc., 250 watts, daytime.

KRRV, Sherman, Tex. CP to change frequency, increase power and hours of operation to 1450 kc., 300 watts, unlimited.

KMLB, Monroe, La. CP to change frequency and increase power to 620 kc., 500 watts, unlimited.

Oct. 7: M. M. Valentine, Laredo, Tex. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited.

Oct. 19: Sam Houston Broadcasting Assn., Huntsville, Tex. CP for new station. 1500 kc., 100 watts, daytime.

Pacific Radio Corp., Grants Pass, Ore. CP for new station. 1320 kc., 500 watts, daytime.

Shirley D. Parker, Yakima, Wash. CP for new station. 1310 kc., 100 watts, 250 watts L.S., unlimited.

Kanawha Valley Broadcasting Co., Charleston, W. Va. CP for new station. 1500 kc., 100 watts, unlimited.

Oct. 20: O. O. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

Charles F. Engle, Natchez, Miss. CP for new station. 1210 kc., 100 watts, 250 watts L.S., unlimited.

J. F. Rodgers, Harlingen, Tex. CP for new station. 1370 kc., 100 watts, 250 watts L.S., unlimited.

Oct. 1: Colonial Broadcasting Co., Morristown, N. J. CP for new station. 620 kc., 1 KW., unlimited.

Sims Broadcasting Co., Phoenix, Ariz. CP for new station. 1210 kc., 100 watts, 250 watts L.S., unlimited.

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3	5	5	5
4	4	4	4
5	3	3	3
6	2	2	2
7	1	1	1
8	0	0	0
9	9	9	9
0	8	8	8
1	7	7	7
2	6	6	6
3	5	5	5
4	4	4	4
5	3	3	3
6	2	2	2
7	1	1	1
8	0	0	0
9	9	9	9
0	8	8	8
1	7	7	7
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3	5	5	5
4	4	4	4
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6	2	2	2
7	1	1	1
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2	6	6	6
3	5	5	5
4	4	4	4
5	3	3	3
6	2	2	2
7	1	1	1
8	0	0	0
9	9	9	9
0	8	8	8
1	7	7	7
2	6	6	6
3	5	5	5
4	4	4	4
5	3	3	3
6	2	2	2
7	1	1	1
8	0	0	0
9	9	9	9
0	8	8	8
1	7	7	7
2	6</		





**VAN NEWKIRK**, long program director of KMPC, leaves the Beverly Hills station to join the Don Lee chain as director of special events and program operations. Newly-created position was felt essential to co-ordination of effort on coverage of special events over the 24-station Pacific Coast network, with Newkirk acting as liaison officer between headquarters here and the Northwest group of stations recently added to the chain, Lewis Allen Weiss, general manager, announced.

Norman Field gets the male lead opposite May Robson in the Associated Cinema Studios production, "Lady of Millions," for Bauer & Black. Plays the part of Joe Reynolds, philosophic old circus owner. Field is executive secretary of the local A.F.R.A.

Kay Van Riper's repeated "English Coronets" over KHJ-Mutual are just as interesting and entertaining as when originally presented.

Igor Gorin made his final appearance on "Hollywood Hotel" Friday. Syd Dixon, NBC assistant sales manager for the Pacific Coast, to San Francisco for a few days.

Gay Seabrook has returned from New York and joins her former air-partner, Emerson Treacy, in a new radio serial, "This Side of Twenty," which bows over KHJ-Don Lee today. New show is set at 6:15 to 6:30, Monday through Fridays.

Frank Bull started the football season by airing the Loyola-Caltech game from Gilmore Stadium on Friday night over KEHE.

Grace Fulton, for two years office manager of RadioAids Inc. and more recently with C. P. MacGregor, has been added to the front office staff at Associated Cinema.

Harrison Holliday, KFI - KECA headman, played host to local radio editors and just plain reporters at the Biltmore. Dinty Doyle, Hearst radio columnist in New York who knew Holliday when—in San Francisco—and is vacationing out here, sat in. Get Dinty to tell you Phil Baker's crack about football.

Page Gilman, son of Don Gilman, NBC vice-president followed the example of his recently-married pater and married Jean La Fontaine. Young Gilman is in the cast of "One Man's Family."

Gene Inge, former radio editor of the Herald-Express, has opened an office in the Taft building and embarked on his own as a radio producer.

Artie Auerbach has been added to the Jack Oakie show starting Tuesday on CBS.

**Dixon Leaves WSPA**

Spartanburg, S. C. — Station A. Dixon, WSPA news editor, has left here to join WFBC, Greenville, S. C. Staff announcer Richard Pattison was moved up to succeed Dixon.

Kenneth Dent, from Jacksonville, is a new addition to the staff.

**NEW BUSINESS**

**WTMJ, Milwaukee**

Yellow Cab, 52-week disk series, "That Was the Year," through William E. Whaley, Louisville; Dr. Caldwell Syrup of Pepsin, through Cramer - Krasselt Agency; Oldsmobile Motors.

**WCAP, Asbury Park**

Jersey Central Power & Light Co., 22 high school football games; United Drug Co., Rexall Magic Hour, through Spot Broadcasting Inc.; Ford Dealers, through McCann-Erickson.

**WNOX, Knoxville**

H. J. Heinz Co., disks, through Maxon Inc.; Alka-Seltzer, disks, through Wade Adv'g Co.; Beeman's Laboratories, 15-min. daily news period, through Rose & Keene Agency; Bulova Watch Co., time signals, through Biow Agency.

**KFRC, San Francisco**

Vapex Co., disks, through Small & Seiffer Inc., N. Y.; Gen. Mills, "Jack Armstrong" disks, through Westco Adv'g Agency; Underwood Elliott Fisher Co., N. Y., spots; American Popcorn Co., disks, through Coolidge Adv'g Co., Des Moines; Gas Appliance Society Co. of Cal., disks, through Jean Scott Frickeon Adv'g. S. F.

**WGY, Schenectady**

Amer. Molasses Co., through Charles W. Hoyt, N. Y.; De Meridor & Co., through Charles A. Weeks Co., N. Y.; Durkee Mower (marshmallow fluff), through Harry M. Frost, Boston; Oldsmobile, through D. P. Brother & Co., Detroit; Oneida Ltd. (Tudor silver), through BBDO, N. Y.; P. & G. Lava Soap, "Houseboat Hannah," through Blackett-Sample-Hum-

mer; Penick & Ford (maple syrup), through J. Walter Thompson, N. Y.; Richardson & Robbins (boned chicken), through Charles W. Hoyt Co., N. Y.; State of Pennsylvania; Devoe & Reynolds (paint), through J. Stirling Getchell, N. Y.; Dryden Palmer Gravey Master, through Samuel C. Croot Co., N. Y.

**WHO, Des Moines**

Oyster Shell Products Corp., New Rochelle, N. J., through Husband & Thomas Inc., N. Y.; Bernard Perfumer, St. Louis, through Sel Johnson Co., St. Louis; American Tobacco Co. (Roi Tan cigars), through Lawrence C. Gumbinner, N. Y.; Continental Baking Co., N. Y., "Kitty Kelly", through Benton & Bowles; American Chemical Products, Des Moines, through L. W. Ramsey Co., Davenport, Ia.

**KMOX, St. Louis**

Norge Co. of Missouri, "Magic Kitchen" participations; Starck Piano Co., Joe Karnes at the piano.

**WBT, Charlotte**

Miles Laboratories (Alka-Seltzer), through Wade Adv'g Co., Chicago; L. Grief & Bros. (suits, blankets), Baltimore, through Cahn, Miller & Nyburg; Free State Beer, through Harry J. Patz Co., Baltimore; Calo Food Products, Oakland, Cal., through Emil Brisacher, San Francisco; American Tobacco Co. (Roi Tan cigars), through Lawrence G. Gumbinner, N. Y.; Strietmann Biscuit Co., Cincinnati, through Harry M. Miller Inc., Cincinnati; Detroit Soda Prod. Co., Wyandotte, Mich., through Aarons, Sill & Caron Inc., Detroit.

**Macfadden Publications Sets '37-'38 Radio Plans**

(Continued from Page 1)  
Hour" and "Court of Human Relations" programs.

"True Detective Mysteries" series which was aired on WLW-WGN-WOR is now heard only on WLW and will continue over the 500,000 watter.

**Nine Games for Mutual**

Mutual's football schedule for 1937 season will include nine games. Commentators picked to handle the broadcasts are Quin Ryan, midwestern games, Reggie Martin, Bill Slater and Bob Hall. First airing will be Oct. 2, Minnesota vs. Nebraska, followed by Notre Dame vs. Illinois, Army vs. Yale, Notre Dame vs. Navy, Michigan vs. Illinois, Northwestern vs. Illinois, Princeton vs. Yale, Notre Dame vs. Northwestern and Army vs. Navy.

**"Methuselah" Sept. 30**

George Bernard Shaw's "Back to Methuselah" cycle will start Sept. 30 at 8:30-9:45 p.m. over NBC-Blue.

**Kellogg is Sponsoring 65 Football Contests**

(Continued from Page 1)  
WHBB, WJRD, WSFA, WLZ and KFAB. Announcers include: Mel Allen, Norris West, Jack Harris, Otis Devine, Arch McDonald, Ed Godwin, John Harrington, John Neblett, Tom Manning, Walter Cronkhite, Bill Terry, Warren Williams and Reggie Martin.

In addition to the play-by-play broadcasts, Kellogg will also sponsor a Saturday afternoon football Jamboree which will be heard over WLW, WHN, WFIL, KQV, WIND, WAAB, WGAR, WJR. Program will run 40 minutes and will feature Bob Newhall as emcee, an octet and 18-piece orchestra. N. W. Ayer & Son is handling the account.

**Eddie Butler Leaves KOIL**

Omaha—After seven years as musical director and organist for KOIL, Eddie Butler has resigned and gone to Detroit to engage in the investment banking business with his uncle, J. M. Butler.



**L**EADS in Iodent's "Don Winslow" will be played by Bob Guilbert, Betty Lou Gerson, wife of Joe Ainlie, radio production director at Aubrey Moore & Wallace, and David Harrison, an NBC production director until he decided to act.

Joe Dumond is getting to be the champion substituter around NBC. For two Sundays he has pinch-performed for Ed McConnell on Acme White Lead program and now he is taking over Harvey Hays' periods. Harvey also laid up with chest trouble.

Sylvia Clark, NBC comedienne, on a tour of eastern theaters. Won't be back here until late October.

Taton Co. (Cosmetics) has a new transcribed series on WBBM titled "Hollywood Spotlight."

Maynard Marquardt, general manager of WCFL, in Washington for FCC hearing.

Holland Engle, program director of WCFL, in Evanston hospital having a carbuncle attended to.

Van Cronkhite Associates, which occupies large quarters on seventh floor at 360 North Michigan, now taking over portion of 11th for news room.

"Lights Out" return to NBC sustaining has been set for Wednesday night at 12:30 a.m. (actually Thursday).

John Neher, basso profundo of General Mills "Hymns of All Churches" program, has been engaged by Chicago Grand Opera for its forthcoming season.

Isabel Baring of Edgar Guest's "It Can Be Done" is back from a fortnight in New York, where she entered her daughter Carol in a boarding school.

Frank Wilson, singer on Evans Fur Store's various programs, has set himself up in the florist business.

Wander Co.'s "Little Orphan Annie," returning to NBC today, again will feature Shirley Bell, now grown up, as Annie. She was the original Annie seven years ago, then dropped out for several seasons. Al Halas, Francis Derby, Henrietta Tedro, Henry Saxe, Ralph Schoolman and Dorothy Day are others in cast. Lawrence Salerno sings the theme.

**John Charles Daly Jr. at WJSV**

Washington Bureau, RADIO DAILY  
Washington — John Charles Daly Jr., formerly relief announcer with NBC, has joined WJSV, CBS station, succeeding Shelton Young.

**NAT BRUSILOFF**  
MUSICAL DIRECTOR  
New York's Own Station  
WMCA  
"AT THE TOP OF THE DIAL"  
1697 BROADWAY CI 6-2200



## U. S. CHAMBER OPPOSES MANAGEMENT REGULATION

(Continued from Page 1)

sideration in radio broadcasting. No regulation should attempt to force upon the public undesired program matter. Station owners, like newspapers and magazines, must be free to select and edit their program material.

Previously the Chamber, in its special report, defined radio as "a proper subject of federal regulation" because of its rapid growth and educational potentialities. The Chamber as a unit is not expected to intercede in the prospecting Congressional probe of the FCC, a spokesman for the Chamber told RADIO DAILY.

## WRBL Radio Council Aids Business and Good Will

The Greater WRBL, Radio Council, newly created by Manager James W. Woodruff, Jr., recently held its inaugural luncheon and reception at which 20 of the most prominent citizens attended on invitation. The Radio Council, which meets monthly, will cooperate in the plans of the Station Management to further develop the unity and civic pride of the citizenry of Columbus, Ga., and surrounding communities.

The luncheon and round-table discussion was broadcast, and much favorable and constructive comment was received and recorded by a stenographer for permanent record. The purpose being that when any of the suggestions are carried out the persons responsible will be notified that their idea has been put into practice.

It is believed that this is the first time any station has attempted to obtain the reactions of listeners, as represented by the civic leaders, concerning the past, present and future of their programs.

## Football at KFRO

Longview, Tex.—Football features on KFRO include a 10-week series of twice-weekly Dick Dunkel Football Forecast, sponsored by Goodrich Silvertown stores in this area and proving popular, and a Saturday afternoon "College Pep Rally" featuring college songs.

## ONE MINUTE INTERVIEW

DR. JAMES R. ANGELL

"My impression of radio is that there has been little success in dovetailing the educational programs with the teaching technique of the schools. The farther up we go, above the fifth and sixth grades, the more difficulty we experience. The technique of educational broadcasting must be interesting enough so that the listener will not turn off for a jazz band."

## ★ Coast-to-Coast ★

FRED RIPLEY, vice-president of WSYR, Syracuse, will do the play-by-play descriptions with Danny Dwyer for the Syracuse University football games being sponsored by Atlantic Refining.

Mirror Record Corp., manufacturers of all types of blank disks for recording purposes, has effected a new price schedule.

Earl Caton, who recently joined WOPI, Bristol, Va.-Tenn., succeeding Charles Grever, continuity, who entered college, will handle the new series originating from historic Martha Washington Inn at Abingdon, Va., in addition to his regular duties at the main studios. W. A. Wilson, v.p. and g.m. of WOPI, acquired Caton from WAIM.

Final football scores of games throughout the nation will be reported on WNEW each Saturday night at 8:45 p.m.

WSM, Nashville: Jack Harris, sports commentator, and Tommy Henderson, former grid star, will form a mike team for the third consecutive year in airing the Vanderbilt games. . . . The original Vagabonds are reunited over this station after a three-year separation. They are Harold Goodman, Dean Upson and Curt Poulton.

Paul W. Healy, formerly with Scripps-Howard central office in Cincinnati, is now heading the accounting department at WNOX, Knoxville.

WCKY, Cincinnati, in cooperation with U. of Cincy, is airing a series of Friday night football interviews.

The Cotton Blossom Singers, Negro quartet from the south, made quite a hit on its initial appearance over WABY, Albany, last week, and will be heard in a series at 7:45 a.m. Sundays.

"Your Family Friend," under auspices of the People's Medical League, is a new series starting today at 6:45 p.m. on WBIL.

KGNF, North Platte, Neb.: Mr. and Mrs. W. I. LeBarron, operators of the station, returned recently from a

## Sears Sponsoring Tulsa Games

Tulsa—Sears of Tulsa has gone pigskin, over KTUL, and will sponsor a play by play broadcast of this season's Tulsa University football games. The Tulsa unit of Sears being one of their outstanding stores makes this department store sponsorship one of unusual interest as a strictly institutional campaign of commercials will be used. Deal was consummated by Bill Gillespie, general manager, and Lawson Taylor, commercial manager of KTUL. Edward Gallaher doing the announcing.

Black Hills vacation . . . Michael Goodover, formerly of KXBY, Kansas City, has joined the staff as control engineer.

KYOS, Merced, Cal.: Woody Woodling has gone hunting in the Mariposa County wilds . . . Two weekly programs of news and gossip and weekly half-hour variety shows are now being aired from the Merced Union High School . . . "Can You Spare a Job" is a new program in cooperation with the State Employment Service.

WNBC, New Britain, Conn.: Hal Goodwin, program director and chief announcer, is back on the air as "The Texas Cowboy" five times weekly . . . Hank Keene's radio veterans are making a two-week stand here, with Hank also readying for the fiddler's contest and radio jamboree Oct. 3 in the High School auditorium . . . Doris Peck continues in the ivory-tickling role for the Children's Program, now sponsored by Paul's Beauty Shop after being sold to a bakery for two years.

KVOD, Denver: Freddie and Frieda, comedy team, return to the air over KVOD this week . . . Harry Hill, news editor, is proud of the fact that all six newscasts have been grabbed up by sponsors . . . Mark Schreider's weekly "Pigskin Parade" is getting a big audience.

WBT, Charlotte: Holly Smith returns Oct. 11 with his original "Sing, It's Good for You" series, sponsored by Detroit Soda Products . . . William Winter, news analyzer, being sponsored by L. Grief & Bro. and Chatham Mfg. Co. . . . Pete Martin, xylophonist, will be featured with a band at the local food show first half of this week . . . Jane Bartlett, vocalist-violinist, blessed-evening.

The entire 1937 United States Ryder Cup Golf Team, the first such contingent ever to triumph on foreign soil, was introduced and heard over the air Friday night at 7:30 as part of the regular Kellogg Sports Commentary over WNAC, Boston, and other New England stations. Bill Cunningham is emcee of the Kellogg program.

## CBS Artist Bureau Deals

Columbia Artists Inc. has closed the following deals: Victor Bay, CBS musical director, signed to an exclusive general manager contract to Oct. 2, 1939; Nila Mack signed to management contract until April 29, 1938; John Reed King and Mel Allen set to broadcast the Fordham University football games for Kellogg Co. over WINS; Dan Seymour set as announcer on the Tony Wons series for Vick and the Camel Caravan with Benny Goodman; Gogo DeLys re-signed to a management contract.

## AFM COMMITTEE HOLDS PRELIMINARY CONFABS

(Continued from Page 1)

tween the AFM and network key outlets in such cities as New York, Chicago and Los Angeles and other important spots where network programs may originate.

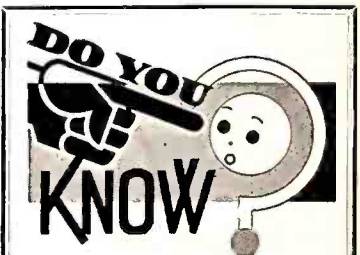
Pres. Weber of the AFM said that the agreement with the networks would have to conform and dovetail with the "trade agreement" being worked out with the Independent Radio Network Affiliates. Otherwise there could be no understanding. Understood that the key stations, also owned, operated and managed outlets have about a year and half to run on old pacts, but that the new setup would supersede the current contracts.

Representing the AFM were Pres. Jos. N. Weber, James Petrillo and Fred Birnbach, Mark Woods, treasurer, represented NBC and Lawrence Lowman, vice-president in charge of operations, attended for CBS.

Edward F. McGrady, who has joined RCA as labor relations counselor to RCA and its affiliates, has not yet gone into NBC affairs, but it is understood that should his advice be needed or a situation become acute, he will be consulted, and, if necessary, subsequently sit in on conferences. All of which would depend upon the views of Mark Woods.

## "Cavalcade" Repeat Show Will Be Heard Same Night

The repeat program of Du Pont's "Cavalcade of America," which has been renewed for 52 weeks on 45 CBS stations effective Oct. 6, will be heard the same night as the original broadcast hereafter. Initial program is heard Wednesdays, 8-8:30 p.m., and new repeat spot is 12 midnight. In the past repeat has been heard on Thursday nights. Stations involved in shift are KNX, KSFO, KOIN, KOL, KVI, KFPY, KLZ and KSL. Batten, Barton, Durstine & Osborn has the account.



British Somaliland and Seychelles, a minute British Island of Zanzibar, with but two receiving units each, have the smallest number of radio sets among the world's political subdivisions shown in a tabulation of the Bureau of Foreign and Domestic Commerce.





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 2, NO. 62

NEW YORK, N. Y., TUESDAY, SEPTEMBER 28, 1937

FIVE CENTS

## Network-AFM Deadlock

### Looking On ... AND LISTENING IN

**PROGRAMS** As a means of getting more diversity and originality into the comedy, orchestra, variety and other programs on the networks, it would be worth the trouble to have more originations fed from a wider distribution of points.

Shows of the same type originating from the same key center invariably follow a similar pattern.

What's more, in New York, Chicago and the coast, program ideas, no matter how unique they may be in conception, seem to go through a meat grinder that reduces them all to the same kind of hamburger.

This is forcibly brought out every once in a while by contrast with a show that happens to be picked up from Pittsburgh, Buffalo, Boston, Philadelphia, St. Louis, Cincinnati or any spot that ordinarily is seldom heard on a coast-to-coast web.

These programs usually have enough freshness and individuality to more than offset any lack of big-time production values.

There are many comedy shows airing locally that would be a treat to the whole country, and the same applies to a lot of local orchestras, commentators and other artists.

Instead of taking these outstanding programs, bringing them to a key center, and revamping them to fit the standard pattern—which means blotting out nearly all the little characteristics that made them original and popular—the thing to do is to pick them up in their native dress and feed them to listeners at large in the same shape and form that makes them popular among the home folks.

The hinterland stations have no end of colorful programs that would be a hit with the nation-wide audience if given a chance.

—D. C. G.

### RADIO ARTISTS' UNION FORMS CHICAGO CHAPTER

Chicago—American Federation of Radio Artists formed a Chicago local Sunday night, with following officers: Carleton Brickert, president; Anne Seymour, vice-president; Philip Lord, treasurer, and Raymond Jones, executive secretary.

Others on executive committee, besides officers, are Hugh Studebaker, Henry Saxe, Bernard Burke,  
*(Continued on Page 2)*

### Tidewater Coast Division Is Sponsoring 90 Games

Seattle—More than 90 major football games will be sponsored over 22 coast stations by Tidewater Associated Oil Co. dealers. Sam Hayes will be emcee. KOL here is among stations included in the network.

### WLW Line Establishes Basic Outlet Group

The WHN-WLW Line yesterday added a new station, WBAL in Baltimore, and for the first time established a basic group of outlets for the new chain. WBAL begins transmitting and picking up network programs immediately. Basic group is now composed of WLW, WHN,  
*(Continued on Page 8)*

### Oboler for Lever Show

Chicago — Lever Bros., through Ruthrauff & Ryan, have engaged Arch Oboler, author of "Lights Out" and Irene Rich's Welch scripts, to write new series which will emanate over CBS from Hollywood immediately preceding their Al Jolson show. Show may be Barbara Stanwyck and Robert Taylor, or possibly Myrna Loy and Bill Powell in "Thin Man" series.

### Key Stations Seeking to Avoid Being "in the Middle" -- Seen as Jockeying for Position With IRNA

**Triple Commentators**  
A triple battery of commentators including H. V. Kallenborn, Bob Trout and Pierre Bedard start a new CBS series, "News and Reviews," Sunday at 10:30-11 p.m.

### WM. BAKER JR. TO HEAD B. & B. COAST OFFICE

William R. Baker Jr., vice-president and partner of Benton & Bowles, will move to the west coast early next month to head the agency's Hollywood office. Baker has been  
*(Continued on page 5)*

### Lea & Perrins Campaign Being Extended This Year

Chicago—Lea & Perrins sauce, following a test last season for 26 weeks on 14 stations which doubled its business, this year is spotting announcements for 39 weeks in 35 markets from coast to coast through Schwimmer & Scott.

### Lawyers Consider Radio

Kansas City—Coincident with the American Bar Ass'n convention which opened here yesterday, report is current that the nation's lawyers are considering taking to radio with regular programs as a means of gaining greater public good will and to offset dramas in which attorneys are presented in an unfavorable light.

Presenting a solid front, officials of both NBC and CBS networks conferred with the sub-committee of the AFM yesterday forenoon and broke up in an out-and-out deadlock, with no date set for further meetings. The move by group of network vice-presidents, determined not to be caught in the middle of the musicians' union demands on one hand and those of the network affiliates on the other, proved extremely surprising to the AFM committee which appeared somewhat dismayed at the network attitude. Hope was held out, however, that a conciliatory move might be made by a part of the net-  
*(Continued on Page 8)*

### "LUCKY" SHOW IS FIRST IN WARNER-L. & T. DEAL

West Coast Bureau, RADIO DAILY  
Los Angeles—First show slated in the Warner Bros.-Lord & Thomas tieup is a Lucky Strike program with Dick Powell as emcee, tentatively titled "Your Hollywood Parade," it  
*(Continued on Page 5)*

### Riverbank Canning Co. Starting ET Campaign

Riverhead Canning Co. (Madonna tomato paste), Riverbank, Ga., through Klinger Advertising Corp. of New York, begins an extensive campaign Oct. 10, using 15-minute transcriptions. Stations already signed include WDRC, WIP, WSYR, WGBI, WIBX, KQV, WKBK, WCBM, WOKO, WGR, WPRO, WMEX and WNBF.

**110-Store Co-op**  
Kansas City, Kan.—Kansas Service Grocers, embracing 110 privately owned stores will cooperate in a program over KCKN, sponsoring the first all-inclusive amateur contest in this trade territory to be aired direct from the KSG Warehouse. Quarter-hour programs and announcements are being used to promote the contest.

### Columbia Artists Expanding Talent Management Activities

### Coast Coffee Concern Plans Regional Series

Portland, Ore.—Closset & Devers, through MacWilkins & Colc, Inc., local agency, plan a regional radio campaign for Golden West Coffee.

Continuing its expansion policy, Columbia Artists Inc. yesterday revealed plans to place under contract immediately talent specially qualified to write, direct and produce entertainment programs of every type, including radio. New move marks  
*(Continued on Page 8)*

**Milestone**  
Airing of big movie premieres has long been in vogue, but the premiere of a new radio show, Kate Smith's CBS series for General Foods, gets similar recognition Thursday. WNEW, independent station, has arranged to broadcast from the lobby of the CBS Playhouse, 7:45-8 p.m., with Martin Block at the mike. Taplinger made the deal.





Vol. 2, No. 62 Tues., Sept. 28, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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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, Sept. 27)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162 1/4	158	162	+ 5/4
CBS A	25	24 3/4	24 3/4	+ 1/4
CBS B	25	25	25	+ 1
Crosley Radio	13 1/2	13 1/4	13 1/2	.....
Gen. Electric	43 7/8	41 1/8	43 7/8	+ 2 1/4
North American	21	19 3/4	20 7/8	+ 1 3/8
RCA Common	9 3/8	8 5/8	9 1/4	+ 1/2
RCA First Pfd.	65 1/4	63 3/4	65	.....
Stewart Warner	13 1/2	12 1/2	13 1/2	+ 1 1/4
Zenith Radio	34 1/2	31	34 3/8	+ 3 3/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	14 3/4	14 7/8	+ 1/4
Majestic	2 1/4	2 1/4	2 1/4	.....
Nat. Union Radio	1 1/4	1 1/8	1 1/8	- 1/8

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	10	11 1/2

### Pepsodent Audition Headache

Chicago—It's almost an audition a day at Lord & Thomas for a successor to Pepsodent's Amos 'n' Andy who go to Campbell's at end of the year. A recent audition was a radio adaptation of "Mr. Deeds Goes to Town." Gary Cooper was not used, but he is said to be ready for delivery.



### Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.  
250 Park Avenue New York

## NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Sept. 25, 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.

Selection	Publisher	Times Played
Roses in December (Irving Berlin, Inc.)		38
Have You Got Any Castles, Baby? (Harms, Inc.)		33
That Old Feeling (Leo Feist, Inc.)		33
Whispers in the Dark (Famous Music Corp.)		28
Moon Got in My Eyes (Select Music Co.)		24
So Many Memories (Shapiro-Bernstein & Co.)		24
My Cabin of Dreams (Irving Berlin, Inc.)		22
You Can't Stop Me from Dreaming (Remick Music Corp.)		22
Blossoms on Broadway (Famous Music Corp.)		21
First Time I Saw You (Santly Bros.-Joy, Inc.)		21
One Rose (Shapiro Bros., Inc.)		21
Remember Me (Witmark and Son)		20
Yours and Mine (Robbins Music Corp.)		20
Can I Forget You (Chappell & Co.)		19
So Rare (Robbins Music Corp.)		18
Old King Cole (Harms, Inc.)		17
Vieni Vieni (Witmark and Son)		17
Stop, You're Breaking My Heart (Famous Music Corp.)		16
Moon at Sea (Mills Music, Inc.)		15

### Personnel Changes Made In NBC Coast Division

#### West Coast Bureau, RADIO DAILY

Los Angeles — NBC personnel changes here and in San Francisco, being effected Oct. 1 by Don E. Gilman, v.p. in charge of western division, include: David Elton being transferred to the production department here, with Fred Hegelund replacing him as producer in S. F.; Glen Dolberg, formerly KFI-KECA program manager, appointed to the S. F. production dept. to succeed Charles Flesher, who resigned to enter agency production work here; Lee Strahorn shifted to the S. F. production dept. from the press dept.; Milton M. Samuel appointed manager of S. F. press department, with activities here continuing under supervision of Harold Bock; Robert McAndrews assigned Samuel's old post of Red network press representative; Jerry McGee moved from production dept. to succeed McAndrews as assistant to night program manager; Marie Elbs shifted from press dept. to continuity acceptance dept.; Nell Cleary from continuity to press dept.

#### Motta Joins Agency

Charles Motta, character actor known as Charles De La Motte, has joined Reiss Advertising Inc. as executive in charge of radio advertising. He also will head a newly formed foreign advertising department. Reiss is at present interviewing talent.

### A WEE BUNCH OF SHAMROCKS

A Modern Irish Ballad

ROY MUSIC CO.  
1619 BROADWAY, NEW YORK, N.Y.

### Radio Artists' Union Forms Chicago Chapter

(Continued from Page 1)

Forrest Lewis, Virginia Payne, Frank Dane, Bess Flynn, Judith Lowry, Mark Love, Edward Davies, Harry Walsh, Sam Thompson, Pat Peterson, Philip Culkin, Richard Wells, Major Holmes and Myles Reed.

The group represents a cross section of the best talent whereabouts.

#### Bolton Joins Gen. Mills

Joe Bolton, sports announcer, leaves WHN Oct. 2 at the termination of his contract to join General Mills on a yearly basis. Bolton will spend winter assisting in the arrangements for the 1938 Wheaties baseball campaign and will do games in New York for sponsor next year.

#### Burns and Allen Add Stations

General Foods has signed for WOOD, WFBC and WWNC to join the Burns and Allen NBC-Red network on Oct. 4. Program is heard 8-8:30 p.m. with repeat at 10:30 p.m. Network now totals 73 stations. Young & Rubicam is the agency.

#### Wally Frank Test Program

Wally Frank Ltd. (pipes, tobacco), which has increased newspaper and magazine appropriation, also plans a radio test program. Bachheimer, Dundes & Frank Inc. is the agency.

### RADIO EVENTS, INC.

AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES

535 Fifth Avenue, New York, N.Y.

From script to production—That extra something that's good radio

## COMING and GOING

WILLIAM S. PALEY, CBS president, arrives in New York on Thursday aboard the Normandie.

ARTHUR HAYES, eastern sales head of Radio Sales, Inc., left town yesterday to visit KMOX and WCCO. He is expected back about Oct. 8.

L. S. FROST, assistant to Don Gilman, NBC Coast chief, New York-bound for conferences on Pacific Coast operations, after which he returns to Hollywood.

CHARLES L. HOTCHKISS of the NBC staff in Chicago is vacationing on the Coast.

RUSSELL C. COMER, president of Comer Advertising Agency, Kansas City, to New York on business.

E. J. SAMUELS, sales manager of WMAJ, Springfield, Mass., on a New York business trip.

W. E. HENDERSON of WAIM, Anderson, S. C., in New York visiting J. J. Devine, station rep.

MAURICE COLEMAN, manager of WATL, Atlanta, is expected in New York this week.

J. E. REYNOLDS, manager of WRDW, Augusta, Ga., left for Savannah over the week-end after conferring in New York with J. J. Devine & Associates. He returns to Augusta on Friday.

ACHESON LUCEY, radio reporter for the Shanghai Evening Post, left China on Sunday for New York following an NBC broadcast on the Far East situation.

ARCH OBOLER, radio scripter, is on his way to the Coast.

NEILL JAMES, explorer, writer and lecturer, leaves her WELL, New Haven, broadcasts for Lapland to gather material for a new book.

RUBEY COWAN is in town from the Coast and will remain a week before returning to Hollywood.

FRANK ORSATTI is in New York from Hollywood.

JACK BUCHANAN is aboard the Normandie en route to New York.

COLE PORTER is back from Europe.

ROCKY CLARK, radio editor of the Bridgeport Post, in New York for a few days, returns home tomorrow.

MACK MILLAR is slated to leave for Hollywood tomorrow.

ABE LYMAN is scheduled to return from his brief vacation to California on Oct. 7.

CORK O'KEEFE flew to Youngstown last night to visit Jimmy Dorsey.

TOMMY DORSEY returns to New York tomorrow from a Boston engagement.

ROY WILSON, head of Wilson, Powell & Hayward, left for the Coast on business and will be gone indefinitely.

## TONIGHT AT 9

WFAS formally dedicates its new 190 ft. Antenna Tower (and Trebled Coverage!) to Westchester Radiodom. . . . And new thousands will hear

Socony-Vacuum  
Chevrolet Motors  
Mayflower Stations  
American Lumberman's  
Mutual Insurance  
Royal Dutch Products Corp.  
Emerson Radio

And two-score other National and Local users of the WFAS friendly path to this Half Billion Dollar Hearthside.

Ask for our free Market Brochure.

## W-F-A-S

WHITE PLAINS, N. Y.

"1210 On Your Dial"



## W · G · A · R   G O E S   C O L U M B I A

Clothes make the man, they say. And likewise, programs certainly make the radio station!

Ever since our first venture into the ether, we've been as fussy about our programs as a prep school lad getting into his first tux.

And now, we are prouder than ever as we further improve our array by having the swell programs of the Columbia Network to put before our listeners.

Just in case you haven't heard, we strut our stuff through the state's richest market, the Northern Ohio counties in which live more than two million folks (better than  $\frac{1}{3}$  Ohio's population). We reach the homes

that spend one of every three of the state's retail dollars. We are rated tops in number of accounts and total dollar volume in this fertile sales area.

And we haven't gone high hat in our new togs. The old rate card is still in effect.

# W · G · A · R

CLEVELAND'S FRIENDLY STATION

Member Columbia Basic Network

John F. Patt, Vice-President and General Manager  
Edward Petry & Co., Inc., National Representatives





**C** MERWIN DOBYNS, president and g.m. of KGER, is back at his desk after a vacation spent motoring in the midwest. His brother, John A. Dobyns, is taking a late respite from his duties as commercial manager with a fishing trip to Canada.

KGER offers an interesting civic feature daily at 1:15 p.m. entitled "Officials on Parade," conducted by A. Belden Gilbert. Program presents prominent judges and county officials in interviews before a microphone in the Los Angeles Hall of Records.

"News for Women Only" is a new daily feature over KGER at 10:15 a.m. The only man permitted to see the copy before it goes on the air is Announcer Gordon Mills.

Don Austin, formerly with KOMO, Seattle, and KGW, Portland, in producing-announcing berths, has been appointed production manager of KMPC, succeeding Van Newkirk, who resigned this week to join the Don Lee net. Austin was vacationing here at the opportune moment. Leo Tyson, general manager of KMPC, also announces the addition of Phil Fuhrman to his sales staff.

George Fischer will continue to bat for Winchell until Walter's acting chore is completed and he returns to the air in November. Deal was closed by Mann Holiner, local representative of Lennen & Mitchell. Fischer drops his Mutual chatterings while subbing for Winchell.

Gertrude Niesen flies to San Francisco tomorrow to contribute her part of the Olsen and Johnson broadcast from the Bay City.

Walter Baker, NBC auditor, leaves for couple of weeks rest in Oregon woods, with Frank Dellett, chief auditor in San Francisco, coming here to sub for Baker.

Dinty Doyle, New York radio columnist, will do a guest appearance with George Jay this week on the KEHE "Listen, Ladies." Dinty may do an imitation of his contemporary, Nick Kenny.

Virginia Marvin, soprano, heard on a 15-minute concert period over KFWB Monday night.

Carlisle Stevens, CBS announcer-producer in the East, has transferred here and joins the announcing staff at KNX.



Greetings from Radio Daily

Sept. 27

William S. Paley      Boake Carter  
Marlyn Stuart      Frank Banta



● ● ● D'Artega was signed yesterday afternoon to conduct the musical end of NEXT summer's Jell-O show....He rushes to the coast pronto to audition a new program with Ruth Etting and Lionel Stander, which, if accepted, will begin Nov. 1....Sharkey's Bananas, the hot band discovered by Ted Husing, have gone westward to appear in the Fred Astaire flicker....Negotiations are on again for Dick Powell to head a "Lucky Strike" show from the coast....Ben Larson's taking over the work on the Al Jolson show was to permit Tiny Ruffner time to shape up some new agency shows....Jerry Cooper has been signed to appear in the "Hollywood Hotel" flicker...."Music From Hollywood," Chesterfield show, has been renewed again—this time for 52 weeks with options....Dick Humber goes into the Essex House Oct. 15....Kay Kyser is building an hour sustainer which will be aired via WGN through MBS....WNEW's Dance Parade, now airing 100 remote pick-ups a week from nite spots, has Martin Block in charge since Bobby Feldman resigned....Bert Lebar had three stitches put into his neck due to an infection....Al Mitchell, WOR's "answer man" addresses the American Public Health Ass'n Oct. 4 at the Penn on "How To Build a Radio Audience".

● ● ● Actors and actresses employed by B. Charles-Dean, head of British American Productions, will find that they won't be permitted to accept other work for three days prior to their appearance on the show and that they will be forced to memorize their lines because scripts won't be used during the performance which will be lighted to change the mood of the action....This is a radical change from precedent and should bear watching....Capt. Eyston's attempt to smash the world's auto speed record Sat. will be aired via CBS....Speed dashes will be made at dawn over the great salt flats near Salt Lake City, with KSL covering the event by short wave radio....Orville Fields, program director at WPAW, Portsmouth, O., has more nick-names than he'd care for. In the list are "Judge," "Orv," "Fieldsy" and "Sky"—the latter having more endorsers than any of the others....Why "Sky"?

● ● ● Nat Brusiloff was signed yesterday to conduct the music for the Barbasol show beginning Oct. 29 via MBS (not NBC—because time wasn't open) and featuring Mary Jane Walsh....CBS's attempt to combat that dummy, Charlie McCarthy, will be to feature a show called "David Ross' Birthday Party" to debut Sunday with Freddie Rich's music—and the suave, dignified Ross, doing a Russian ventriloquist—with dummies and guestars....Abe Lyman, don't be surprised, will show up on the Jack Benny show Sunday....Buddy Clark returns to sustainers for CBS....Norman E. Campbell, g.m. for ROC, is the pappy of a boy, as is Len Stokes of the Songsmiths quartet....Benn Hall, ass't radio editor of Billboard, followed the example set by his boss last week, and married Helen Morgan, a freelance writer Sat....Victor Schertzinger has been signed by James Saphire for air work.

● ● ● Tom Dailey, WDOD, Chattanooga, sportscaster, has just finished a costly course of instruction in the art of playing golf. A caddy on one of the local greens who is 5 feet tall and weighs 80 lbs., is hot with a set of irons, but Dailey, a newcomer from KWK, St. Louis, did not know about it and let himself become involved into a match at \$1 a hole....Station people waged on the kid and Tom covered all bets—the caddy won five up—and now Tom's paying off on the installment plan....But here's the pay-off on news at WDOD: G. A. MacPherson was assigned to do the "coloring" on the weekly wrestling bouts from the ringside. An irate fan heaved an empty bottle at the ring—but it hit Mac on the bean. He wasn't hurt much—the bottle bounced off so far that it couldn't be found.



**W**ILLIAM BENTON, former head of Benton & Bowles, is expected to take active part in directing University of Chicago's portion of the University Broadcasting Council when he joins U. of Chi. as v.p. Oct. 1. The council coordinates work of three universities here. Joseph Ainley of Aubrey Moore & Wallace agency has been named production manager succeeding James Whipple, who resigned to get back in commercial broadcasting. Parker Wheatley is asst. director. Allan Miller continues as director. Harry Grayson, handling promotion and writing scripts, has resigned to free lance, with Marion Saunders replacing him. Henry Barbour was added to writing staff.

Frank Dahm, author of "Pretty Kitty Kelly," moved his family to Manhattan over weekend.

Robert B. White, formerly production man with WOR, New York, has joined NBC here in similar capacity.

Parker O. Willson, former Chicago free lance actor, has gone to Fort Worth as emcee for Light Crust Doughboys through J. Walter Thompson.

WJJD and Al Hollender, station publicist, got a big break in Life with pix showing how lessons by radio are broadcast here for school-children.

Pat Flanagan off to St. Louis and later to Cincinnati to broadcast ball games.

Marge Kerr of Tom Fisdale office laid up with an attack of appendicitis. Operation under consideration.

No honeymoon for Truman Bradley. Mornings he plans his broadcasts for American family which come off at 1:45 on WBBM; afternoons he is president of the Madame Huntingford Inc. (cosmetics) and Sundays he goes to Detroit to rehearse all day and announce Ford show in the evening.

Clark Dennis taking over for Jackie Heller on NBC Jamboree shots while latter is in hospital.

Janet Logan of Romance of Helen Trent and Jay Simms, announcer for Gold Medal feature Time, will wed Oct. 29 with the Rev. J. Oren (Buck) Weaver, WBBM news editor, reading the service.

Gardner (Mike) Cowles of Des Moines here for Look auditions.

FIFTEEN CENTS A DAY will pay you \$50 OR \$100 WEEKLY FOR LIFE in event of total disability due to any injury or accident and all medical expenses up to \$1,000.

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



**AGENCIES**

**MYRON KIRK** and **Tiny Ruffner** have arrived in New York by plane from the coast for conferences on forthcoming **Ruthrauff & Ryan** shows. Before leaving Hollywood both denied that a definite deal has been closed with **Edward G. Robinson** for the proposed dramatic half-hour to dovetail with the **Jolson** airing, and were equally reticent regarding the rumored signing of **Rosalind Russell** for the spot opposite **William Powell** originally penciled in for **Myrna Loy**, who may or may not be able to secure the necessary **M-G-M** okay—all if, as and when this one jells. The third one on the fire, the **Mickey Mouse** symphony, is slowly simmering but does not have to be ready for consumption before Jan. 1. In any event, **R. & R.** will have three new shows originating in Hollywood shortly.

**MURRAY BOLEN**, long with **KHJ**, Los Angeles, has left the **Don Lee** organization to join the **Young & Rubicam** office in that city in a technical-production capacity. Another addition to the **Y. & R.** staff in L. A. is **Charles Flesher** from the **NBC** production department in San Francisco.

**JACK SMALLEY**, Los Angeles representative for **Batten, Barton, Durstine & Osborn**, who has been in Minneapolis on agency business for several days, flew to New York over the week end for home office conferences and planes back to his coast desk tomorrow.

**HAL HUDSON** is back at **Neisser-Meyerhoff** agency, Chicago, following a period of service on west coast for agency where he wrote **Wrigley's "Scattergood"** series.

**JAMES R. LUNKE** agency, Chicago, is moving headquarters from Seattle to Chicago.

**ROBERT H. BLEES** advertising agency have moved to larger quarters in the new **Lang Building**, Main Street, Hanover, N. H.

**YOUNG & RUBICAM** yesterday signed a new lease for its present quarters for an additional two years, and at the same time leased additional space to allow for expansion plans soon to get under way.

**WNBX Staff Additions**

Springfield, Vt. — **James Grogan**, formerly a baritone at **WEEI**, Boston, has joined **WNBX** here as announcer. Another staff addition is **Lansing Lindquist**, formerly assistant program director for **Iowa Network**, Des Moines. **WNBX** goes to a 17-hour schedule with **CBS** affiliation. **Phil Hoffman** is manager.

**IN A CLASS BY ITSELF**  
  
**INTERSTATE BROADCASTING CO.**  
 730 Fifth Ave., New York

**ORCHESTRAS - MUSIC**

**DICK JURGEN'S** orchestra, now playing an engagement at **Hotel Peabody**, Memphis, is broadcasting a 30-minute program over **CBS** on Monday nights, originating through facilities of **WREC**. **Stan Noonan** and **Eddie Howe** are featured as vocalists on the program, which is carried to 75 **Columbia** stations.

*Paul Tremaine and ork have opened at the Stork Club, Providence.*

**Anthony Trini** and his band are at the **Roseland Ballroom**, Brooklyn, for a run.

*Pat Rossi's ork is airing for May's 34th St. store (not Macy), over WOV, for the sixth year.*

**Fred Waring** and gang will play **State Theater**, Minneapolis, week of Oct. 8, followed by **Palace**, Chicago; **Michigan**, Detroit; **Palace**, Cleveland; **RKO**, Columbus; **Stanley**, Pittsburgh, and **Loew's**, Washington.

*Blanche Calloway has been signed through ROC to remain at the Southland, Boston, for a long run. Band is airing on Yankee net and negotiating for WOR wire. ROC also has signed Juan Arvizu, Mexican tenor airing on the El Mundo station, Buenos Aires, and plans to bring him*

to the U. S. Same office is handling **Harold Micky**, who is airing on commercials in **Buenos Aires**, for U. S. engagements.

**Bernie Cummins** recorded four tunes for **Decca** which will be released Oct. 1. This is the first time **Cummins** has made any phonograph disks in three years. The tunes he recorded are "Lady Is A Tramp," vocal by **Connie Barleau**; "Mama, I Wanna Make Rhythm," vocal by **Bernie Cummins**; "Have You Ever Been in Heaven," vocal by **Walter Cummins**, and "Goodbye, Jonah," vocal by **Bernie Cummins**.

*Vincent Lopez, having successfully introduced "Suave Swing" to visitors of Billy Rose's Aquacade at the Cleveland Great Lakes Exposition, is taking his band on several one-nighters with the closing of the exposition yesterday. On Oct. 9 the Lopez crew follow Fred Waring into the Drake Hotel, Chicago, and will have a Mutual wire. They will be there for three weeks and then settle into their permanent Fall and Winter spot in New York.*

**Albany Concert Orchestra**, a **WPA** Federal Music Project unit heard over **WABY**, recently acquired a new conductor in **Ole Windingstadt**.

**Wm. Baker Jr. to Head B. & B. Coast Office**

*(Continued from Page 1)*  
 serving as account executive on the **General Foods-Maxwell House** coffee account. In the new post he will supervise the new **M-G-M** show which **Maxwell House** puts on the air Nov. 4.

Other agency assignments puts **Burns Lee** in charge of radio publicity on the coast; **Donald Cope** in charge of radio production; **Chester MacCracken** handling talent contracts. **Herschel V. Williams** will do production work on the agency's shows originating in New York.

**"Lucky" Show Is First In Warner-L. & T. Deal**

*(Continued from Page 1)*  
 was revealed following the arrival of **Thomas D. McAvity** of L. & T. from New York. **Don Becker** of **Transamerican** and **Peter Dickson**, script writer, accompanied **McAvity**. The trio prepared first continuities, permitting audition for sponsor within three weeks.

Under the **Warner** deal, recently consummated in New York with **Jack L. Warner**, **Lord & Thomas** will have first call on **Warner** film names.

**Kellogg Games on WTAM**  
 Cleveland—**Kellogg Co.** is sponsoring over **WTAM** all home games of **Ohio State** football, with **Tom Manning** at the mike.

**Waxing of Robson Series Launched with Ceremony**

*West Coast Bureau, RADIO DAILY*  
 Los Angeles—Initial waxing of a transcription series was done in the Hollywood manner Friday night at the **CBS Radio Playhouse** when **May Robson** recorded the first five episodes of the **Associated Cinema Studios'** production, "Lady of Millions," for **Bauer & Black**. **Frank Purkett**, **Associated** general manager, and **Thomas L. McPherrin**, manager of the **Velure** division of **Bauer & Black**, were responsible for the pomp and circumstance of the "premiere", with **Dr. R. L. Power** handling the exploitation.

**Norman Phillips** plays the lead opposite **Miss Robson**, and **Rita Roberts** is prominently cast. Script by **Hector Chevigny**, formerly **CBS** script chief here, was tailored to measure for **Miss Robson**.

**HOLLYWOOD NITE-LETTER**  
 A 5-minute Script Program air-mailed direct from Hollywood every day. Original, authentic, up-to-the-second! All the dramatic happenings in the picture world flashed to you while they're hot news! A sure-fire feature that is attracting huge air audiences wherever released. The low price will surprise you. WIRE for sample scripts and list of available spots.  
**EARNSHAW RADIO PRODUCTIONS**  
 6425 Hollywood Blvd., Hollywood, Cal.  
 Now in our tenth year of building successful programs

**GUEST-ING**

**GENE RAYMOND** with **Jeanette MacDonald**, on **Vick** program, Oct. 3 (**CBS**, 7 p.m.).

**BILL ROBINSON** and **CASPER REARDON**, on **Ben Bernie** program, Oct. 5 (**NBC-Blue**, 9 p.m.).

**FRED ASTAIRE**, on **Burns** and **Allen** program, Oct. 4 (**NBC-Red**, 8 p.m.).

**HELEN HAYES**, on "We, the People," Oct. 7 (**CBS**, 7:30 p.m.).

**DOROTHEA LAWRENCE**, Met. opera star, on **Glenna Strickland** "Kitchen Kapers," Oct. 2 (**WNEW**, 11 a.m.).

**RUTH GORDON**, **PAUL LUKAS**, **DENNIS KING** and **SAM JAFFE** in "A Doll's House", on **Kate Smith** program Oct. 7 (**CBS**, 8 p.m.).

**WALTER HUSTON** and **NAN SUNDERLAND** in "Copperhead", on **Lux Theater**, Oct. 4. Following week **JOHN BOLES** and **ANN SHIRLEY** with **BARBARA STANWYCK** in "Stella Dallas" (**CBS**, 9 p.m.).

**Coast Food Firm on NBC**

**Sussman Wormser**, San Francisco, (S. & W. food) on Oct. 17 will start an evening script show, "I Want a Divorce", on nine **NBC-Red** network stations, Sundays, 8:15-8:30 p.m., and Wednesdays, 7:45-8 p.m. (PST). Time contract is signed for 52 weeks. **Emil Brisacher & Staff**, San Francisco, placed the account.

**THE BEST ELECTRICAL TRANSCRIPTION IS THE CHEAPEST!**

A show is no better than its recording! Here are the "quality" methods we use:

Standard wax recordings on 1/2 ton machines (double safety wax reserve). Factory processed, surface-nerveless pressings, for rebroadcast purposes matching maximum range of "High Fidelity" radio stations, best pick ups and speakers on market.

All assignments guaranteed from recording to delivery to station with all necessary A F of M, MPPA, FCC releases.

Remote Control—permanent lines.  
 Studio — Latest double ceiling — Acoustically adjustable — Numerous dynamic microphone channels. Studio, Control and Recording Engineers (3) to each job.

**JEAN V. GROMBACH, INC.**  
 113 West 57th St. New York  
 Established 1930  
 Phone Circle 7-6980



# ☆ Program Reviews and Comments ☆

## "VICK'S OPEN HOUSE"

with Jeanette MacDonald  
Vick Chemical Co.  
WABC-CBS, Sundays, 7-7:30 p.m.  
Morse International

### JEANETTE MACDONALD SCORES VOICALLY IN NEW MUSICAL PROGRAM.

Jeanette MacDonald, one of the few talented screen stars to consistently shy away from the mike, began a long delayed series Sunday night and displayed one of the best bits of singing heard in a long while. Her opening shot on the new series was devoted more or less to songs from motion pictures in which she has appeared, the high spot of the half-hour being her rendition of the "Street Song" from Naughty Marietta.

Miss MacDonald proved in her first appearance that she should very ably fill the spot in which she was preceded in former seasons by Grace Moore and Nelson Eddy. The only off note in the program was her talking between songs. It wasn't essential.

Josef Pasternack's orchestra, and a chorus ably assisted Miss MacDonald.

## TED WEEMS

Varady of Vienna

WOR-MBS, Sundays, 1:30-2 p.m.  
Baggaley, Horton & Hoyt Inc.

### SWELL MUSIC BROKEN INTO BY COMMERCIAL TALK AT EVERY NUMBER PLUS FEMME ENDORSEMENT.

Originally a transcribed show, Varady of Vienna face powder now presents Ted Weems' music "in person," with Varady telling about the product, while a woman's voice adds her comment. Weems can always be depended upon to deliver a swell show, and this one is no exception. His featured vocalists and his grand arrangements of popular tunes were entertaining—but still not enough to break up the continuous flowing of accented commercials by Varady between each selection. "Sound Effects Man," a specialty by the Weems crew, was a highlight worth repeating at some early date. Pierre Andre did some announcing of his own.

## "Gateway to Opera"

Something novel and quite interesting was tried out last Saturday at 7-8 p.m. by WQXR in the form of an hour's program of intimate opera with score adapted and arranged for accompaniment by two pianos, plus the use of an occasional recording of overtures and some organ music. First offering in this new series, presented by a newly formed repertoire company and designed to give training and experience for young singers, was Donizetti's "Don Pasquale." Program was under the direction of Raoul Querze, assisted by Jascha Zayde and Clifford Herzer, who officiated at the piano.

Not only is the project a worthy one, but the initial offering was de-

## JERRY BELCHER

in "Interesting Neighbors"  
F. W. Fitch Co.  
WEAF-NBC-Red network, Sunday, 7:45-8 p.m.  
L. W. Ramsey Co.

### ANOTHER VARIATION OF THE VOX POP IDEA: TOO WEAK FOR A SUNDAY NIGHT SPOT.

Jerry Belcher, formerly teamed up with Parks Johnson, introduced his own Vox Pop show on Sunday under the title "Interesting Neighbors," broadcasting from unique places around the country. Premiere came from an old folks' school in Elgin, Ill. Belcher interviewed the headmaster and asked the usual questions but did not seem to get the right answers. "Not that I know of" covered all queries. Interview with four-year-old girl, as a contrast to the old people, did not click either.

Too much time, for a quarter-hour show, was taken up trying to impress listeners that program was being arranged via long distance phone. Elgin is only a stone's throw from Chicago, the origination point. Harlow Wilcox read the commercials.

Program is much too weak to buck the new Phil Baker and Peg Murray-Ozzie Nelson programs which debut in opposition next Sunday.

## "YOUNG WIDDER JONES"

Sterling Products  
(Cal. Syrup of Figs)  
WOR-Mutual, Mon. through Fri., 4:15-4:30 p.m.

### Thompson-Koch Agency, Cincinnati ET SERIAL IS A GOOD FEATURE OF ITS KIND WITH EXCELLENT CAST.

With a first-rate cast including Florence Freeman, Wilmer Walter, House Jameson, James Meighan, Tommy Donnelly and Marilyn Erskine, this transcribed serial started off Monday like a first-rate chapter yarn of the kitchen sink school. It's about a young and obviously attractive widow with a couple of kids to support, and her problem of deciding about a rich lad whom she probably doesn't love in order to do right by her children. First episode got under way amiably, with promise of adequate heart interest ahead.

cidedly enjoyable despite the absence of the elaborate orchestration that usually goes with opera. The narrator set the scenes of the respective acts very clearly, and the minute the singing and action got under way it was easy to sit back and enjoy the performance—the lack of orchestra hardly being noticed.

## "Back Home"

Good human interest drama, combined with biographical authenticity in that it relates to the life of the late James Whitcomb Riley, is presented in this new NBC-Blue sustaining series which started Sunday at 1:30-2 p.m. Authored by Howard

## "ROMANTIC RHYTHM"

with Seymour Simons Orchestra  
Chevrolet  
WABC-CBS, Sundays, 6:30-7 p.m.

Campbell-Ewald

### JUST ANOTHER MUSICAL SHOW AIDED BY VOCALIZING OF BARITONE AND LACK OF COMMERCIAL BLAH.

Chevy's new fall series with the Seymour Simons orchestra, one vocal by Sally Nelson and a few by Barry McKinley with Basil Ruysdael announcing, did not get out of the general groove of such shows. The orchestra seemed to have plenty of smooth rhythm, and McKinley's renditions of "I Know Now" and "Whispers In the Dark" were very good, but as a whole the show did not climb above the ordinary. Miss Nelson sang "Only Make Believe" in a pleasing voice. The program featured many hit tunes of yesteryear and a few of today. Outstanding was the lack of commercial plugs used. Even the few used were short and to the point. Ruysdael's announcing had distinction.

## "THE ROMANCERS"

with Willard Amison and  
Adelaide Norton  
Weston Biscuit Co.  
WOR, Sundays, 9:15-9:30 p.m.

### ENJOYABLE CLASSICAL SOLOS AND DUETS PLUS RECITATIONS AND ORGAN-PUMPING.

Featuring the voices of Willard Amison, tenor, and Adelaide Norton, soprano, and aided by Louise Wilcher's organ plus Erik Rolfe's pleasing recitations, this show returned to the air from a summer vacation all the more entertaining because of selections of the offerings rendered. Amison and Miss Norton began the show with a duet of "My Life I Love Thee," followed by some pleasing words from Rolfe, who introduced the next number in verse; then a song from "Bitter Sweet," and Amison in "Sunrise."

Both singers delivered the best that was in them, and it made grand entertainment. Rolfe's readings were pleasing. The first show didn't stress the product too much.

McKent Barnes with genuine feeling for his subject, and performed by an excellent cast including Gene Arnold, Phil Lord, Isabel Randolph, Laurette Fillbrandt, Fred Sullivan and Willard Farnum, it should quickly win an appreciative audience.

First episode depicted Riley as a boy being mistreated by his stern father who wants the "dreamer" lad to take to the soil and make himself useful. A sympathetic mother, and a boyhood sweetheart who disillusioned him, also are in the picture. Folk music and excerpts from the poet's works are pleasurably interspersed along the route. Arnold, who will play the elder Riley later, read the bits of poem in the initial program.

## TONY WONS

Vick Chemical Co.  
WABC-CBS, Mon., Wed., Fri., 10:30-10:45 p.m.  
Morse International

### PLEASING PROGRAM OF FIRESIDE PHILOSOPHY AND SCRAP BOOK QUOTATIONS.

Back to the airwaves after 18 months in the Canadian woods, Tony Wons sounds much the same as he did in the "Are you listenin'" and "All is well" days of yore—except, perhaps, that he showed a little more fire in yesterday's comments on the mass in Europe and war in general. He also discoursed, more gently, on friendship and marriage, and read poetic excerpts from his scrap book, with organ accompaniment, all making for a pleasantly entertaining quarter-hour. Dialers who liked Wons before will like him at least just as much again now, and there's no reason why he shouldn't add new fans as well.

## "THE SHADOW"

Delaware Lackawanna & Western  
Coal Co.  
WOR-Mutual, Sunday 5:30-6 p.m.  
Ruthrauff & Ryan Inc.

### OLD RADIO SERIES REVIVED WITH BETTER PRODUCTION AND OUGHT TO RESUME ITS POPULARITY RATING.

Old hokum mystery program with its cry "the Shadow knows" plus the weird laughter returned Sunday under a former sponsor "Blue Coal." Orson Welles is the "Shadow."

Program began with a little chat between the "Shadow" and his wife over the reasons why he should continue his work. While discourse is going on, Paul Gordon is implicated in a bank robbery and a policeman is killed. "Shadow" follows the case and liberates Gordon on the night of his scheduled execution.

Welles does not come up to actors who have played the part in the past. The "Shadow" is supposed to be just that, but Welles' voice sounds very human. A little practice on the part plus a few microphone tricks should help to give the "voice" that spooky tang which it needs.

Commercials are very light until the end of the program when "John Barclay, Blue Coal heating expert" comes on to take up the remaining minutes.

## Cities Service Hour

Into the Cities Service NBC-Red program, one of radio's big-time shows of long standing, came Grantland Rice last Friday night to do his annual fall stint of football talk. An all-around authority in the sports field, Rice can be depended upon for some interesting and well delivered stuff when the games actually get going. The regular pillars of this highly satisfying program, including Lucille Manners, Ross Graham, the Revelers and Rosario Bourdon's orchestra, were in their usual fine form.



## Program Reviews and Comments

### GEN. HUGH S. JOHNSON

Grove Laboratories (Bromo-Quinine)  
WJZ—NBC-Blue, Mon. and Thu.  
8-8:15 p.m. and Tue. and Wed.  
10-10:15 p.m.  
Stack-Goble Agency

#### ACE OF OUTSPOKEN COMMENTATORS IN PROVOCATIVE PROGRAM.

When it comes to talking from the shoulder, Gen. Johnson has few equals, so this program which he initiated last night promises to be the tops of its kind. Whether people agree with him or not, he is certain to command a big audience of listeners; not only because of what he says, but because he is an exceptionally interesting talker, with a fluent, colorful and natural style, a fine sense of showmanship, an impressive background and a sense of humor.

Johnson devoted his first broadcast to introductory comment, preparing listeners for what is to come. He has been given free rein by sponsor and network to voice his plain opinions. He will not dispense spot news, but will talk on day-to-day developments in important affairs as they affect the man in the street, giving his frank viewpoints in a non-partisan way. It's going to be a lively series.

### "BICYCLE PARTY"

Cycle Trades of America  
WEAF-NBC-Red, Sundays,  
3:30-4 p.m.  
Campbell-Ewald

#### ENTERTAINING VARIETY SHOW SUPERIOR TO SPONSOR'S PREVIOUS PROGRAMS.

Returning to the air for the fall and winter, Cycle Trades offers an all-new show this season, one that is a great improvement over previous air attempts. Headed by Bill Slater, noted sports authority, as emcee, cast includes Swor and Lubin, topnotch blackface act, Hugo Mariani's orchestra and Bert Whaley handling the vocal end. First show featured Bill Slater's interview with Joe Williams, syndicated sports columnist, on sports world today. Orchestra and soloist did pleasing job, while comedians jumped the gun to lead the entire cast. Show should offer listeners a pleasing Sunday afternoon interlude.

### "Garden of Memories"

Very suitably designed to serve its sponsors, the Restland and Grace-land memorial parks (cemetery lots) in N. J., this program of hymns, ballads, organ music and philosophy, offered at 1-1:30 p.m. Sunday, provides a restful and comforting half-hour of entertainment. Richard Maxwell, tenor-philosopher, is featured. He has a warm, friendly style, plus a good voice, that fit the program to perfection. Bernard Ocko, violinist, and Robert Perada at the organ, as well as a canary chorus, also helped the program along.

### MARION TALLEY

Ralston-Purina Co.  
WEAF-NBC-Red network, Sun-  
day, 5-5:30 p.m.  
Gardner Advertising Co.

#### OPERA STAR SINGING LIGHT AND SERIOUS NUMBERS TURNS IN AN ENTERTAINING HALF HOUR.

Marion Talley's new fall series is very similar to last season's offering by the same sponsor. Opera star is supported by the "Hollywood Singers" under the direction of Paul Taylor and Josef Koestner's orchestra.

Miss Talley sang five numbers in her initial program, including selections from "Apple Blossom," "The Heavens Are Declaring," a hymn; "Summer" and selections from "Mississippi Suite." Chorus filled in with "Dancing Under the Stars." Orchestra and chorus aired "So Many Memories." Program was well balanced, covering both the light and more serious music fields.

Commercials plugging Ry-Krisp were in good taste but too long.

### "Look for the Woman"

Woman's part in the news, the woman's angle on various happenings, and feminine matters in the field of fashion, business and the theater go to make up this new Sunday 11:15-11:30 a.m. program aired over WOR by Peggy Grady, writer and commentator, for Deltah Cosmetics. In her first show Miss Grady covered quite a variety of topics, from the Statue of Liberty, a Chinese actress and the best feminine ensemble of the week to the Legion's gold star mothers, a lady poet and the effect of heat on domestic compatibility. Nor was this all. Miss Grady talks in a somewhat mannish style, but is never dull. In connection with the program, weekly prizes are offered for the best letters on the most interesting news headline of the week dealing with a woman.

### Robert Emmet MacAlarney

Another news commentator entered the field last night at 6:45-7 p.m. when Robert Emmet MacAlarney, former newspaper and magazine editor, made his bow on WQXR. Though described as a new departure in news broadcasting, McAlarney did not veer from the beaten path of commenting, according to his own impressions, on events of the day. He started off by devoting some minutes to sidelights on last week's Legion convention—stale stuff by now—and followed with lengthy comment on local politics and a dissertation on Sir James Barrie. It was a scanty and unrepresentative batch of subjects, and the remarks, though intelligent and interesting, were too innocuous to make any mark.

### Joseph Weeks at WFIL

Philadelphia—Joseph Weeks, lately of WXYZ, Detroit, has joined WFIL announcing staff.



GRACE BRADLEY, star of the 20th Century-Fox picture . . . "Wake Up and Live".



## DICTOGRAPH

*Silent!* **RADIO**  
with the ACOUSTICON  
MYSTIC EAR

HERE, at last, is a radio that can offend no one—a radio with advantages never imagined a few years ago. By means of its Acousticon Mystic Ear it permits "private listening"—one can listen while others read, sleep, talk. Music heard this way has a soothing ethereal quality that relaxes nerves, induces deep, natural sleep. The deafened can hear with it, too—and it's a marvelous way to get the children to bed (just put the "Ear" under the pillow). Of course it also has the conventional loudspeaker; a flip of a switch and you can entertain a room full. On sale at all the better stores or inquire of



## DICTOGRAPH

PRODUCTS CO., INC.

580 Fifth Avenue - - New York, N. Y.



## KEY STATIONS AND AFM RUN INTO A DEADLOCK

(Continued from Page 1)

work group and another conference arranged shortly.

Network key stations took the position that they are doing ample justice to the unemployed musician situation and are already carrying more than their share of the load. In response to the AFM stand that the web key stations are supplying scores of stations with virtually free programs, which in turn are keeping local musicians out of work, the key stations held that advertisers are really supplying most of the programs and not the key stations themselves.

Although it is the desire of the AFM that trade agreements negotiated between the key stations and the network affiliates (IRNA) dovetail with that of the latter, it is pointed out that the latter are also seeking to obtain help from the networks via reduced sustaining program considerations and eventually the networks figure to be saddled indirectly with the major portion of the added \$1,500,000 to be expended annually for more musicians.

Unexpected move by the network key stations may be interpreted as jockeying for position with the IRNA. Should the nets sign a pact with the AFM before the IRNA, then the latter will hold the whip hand, comparatively speaking. If the network affiliates sign their trade agreement first, then the webs figure they will be in a better bargaining position with the affiliates on the sustaining program proposition.

Present at the AFM conference were Edward Klauber, executive vice-president; Lawrence Lowman, vice-president in charge of operations, M. R. Runyan, vice-president, and H. Leslie Atlass, (WBBM), vice-president, all of CBS, while NBC men included Mark Woods, treasurer, and Nile Trammell, vice-president of NBC Central Division. AFM was represented by the sub-executive committee, headed by Pres. Jos. N. Weber, Fred Birnbach and Jimmy Petrillo.

## ONE MINUTE INTERVIEW

### NORTON COTTERILL

"There is every indication that the next few months will see an all-time high in the use of selective broadcasting. With its greatest expansion still ahead, this medium naturally locks forward rather than behind. Improved technique has been largely responsible for increased acceptance of electrical transmissions by advertisers, broadcasters and listeners. Also, better understanding on the part of advertisers themselves has brought new recognition of the fundamental value of selectivity in radio."

## ☆ Coast-to-Coast ☆

**PETE LAUDEMANN** has presented nearly 550 consecutive broadcasts of his "Friend in Need" novelty piano and monolog program over WPAY, Portsmouth, O., sponsored by Industrial Loan Finance Co. Pete does his stuff in the manner of Little Jack Little, and is one of the station's top mail pullers.

*Bob Mimms is now giving the INS flashes on WRBL, Columbus, Ga., and Dick Pyron handles for WATL, Atlanta. Both stations are links in the Woodruff Georgia Network.*

WMPS, Memphis: Hiram Higsby, widely known as a member of the Hiram and Henry team, has joined the program staff . . . All local taxicabs and five billboards were utilized in a comprehensive promotion campaign conducted by the station . . . Showing its willingness to cooperate with the local union, station has hired a five-piece orchestra featuring "Red" Roundtree, comedian, for the "Mid-South Dinner Time" program . . . Forty-four broadcast points were used in covering the Mid-South Fair.

*Al Nagler, sports commentator at WJBK, Detroit, is doing a new football talk before the Lions games. He also handles the U. of Detroit football games, with Bob McClean giving a 15-minute football talk preceding each of these games. All programs sponsored.*

KRGV, Weslaco, Tex., the southernmost outlet of NBC, has started another year of high school football coverage embracing some 40 cities in the Lower Rio Grande Valley. I. S. Roberts handles the running description, with Bill Baker on commercials and statistics. Chief Engineer Neal McNaughton built some special mikes for these events.

*Bill Sutherland and Claude Harding will be at the mikes for the Carnegie Tech games in Pittsburgh starting Saturday over KDKA.*

WSPA, Spartanburg, S. C.: Bill Melia, new to the station, has evoked quite a response with his revival of "Dancing Around the Piedmont," sustaining transcribed feature that pays musical visits to neighboring cities . . . Jimmy Mugford, versatile program director, filled in recently when a scheduled evangelist didn't show up; now Jim has one more duty, "Sunday Morning Devotional Hour" . . . Richard Pattison, in cooperation with Ervine Stone, local theater manager, plans a new kind of street forum, recording the comments of moviegoers as they leave the theater and playing the disks on the air next morning . . . Pat McSwain has switched from announcing to the commercial department . . . Betty

Leonard, "Housekeeper's Helper," has new series for a luggage shop.

*WELI, New Haven, will take musical programs from WOV, WPEN and WRAX, under a new tieup.*

WJSV, Washington: Jess Willard, mgr., is displaying a newly won golf cup . . . Jimmy Hurlbut has been appointed news editor . . . Arch McDonald, sports announcer, has signed his 1939 contract, starting next Jan. 3 and running a year . . . While Clyde Hunt, chief engineer, is touring with President Roosevelt, Harold Forry is acting as engineering head . . . Betty Hudson, fashion commentator, returned recently from a visit to style capitals abroad.

WSPD, Toledo: The four Shanks Brothers return Oct. 4 . . . Harry Hansen is filling in a few spots for Dave Zimmerman, who left for NBC in Chicago . . . Joe Rockhold has charge of a new Saturday program for sportsmen.

Bernie Armstrong, KDKA (Pittsburgh) organist, presents the first of a series of weekly organ concerts at 7:45 p.m. Wednesday. Each week Bernie will present a different guest vocalist.

Gil Gibbons, WHK-WCLE sports-caster, does all his travelling by plane between Cleveland and Columbus. He's airing the Ohio State University football games over a J-Station hookup of WHK, WHKC, WSPD, and WADC. Flies to Columbus Saturday morning and comes back immediately after the conclusion of the game, for he has two evening shows on WHK.

WOWO, Fort Wayne: Rudolph Isenberg has been promoted to chief transmitter engineer, a new post created by Manager W. Ward Dorrell . . . John Hackett is now airing a nightly sports review.

WICC, Bridgeport: Robert F. McGuire, news editor for Yankee network in charge of this area, has added a new newscast period at 11:30 a.m. daily except Sunday . . . Herbert Anderson for the third season will present a weekly program of "Chapel Echoes" assisted by Gertrude Hanson, organist, and a quartet.

Arthur J. Mosby, manager of KGVO, Missoula, Mont., reports that August billings this year were doubled those of last year.

**NOW AVAILABLE**  
"The Man in the Lobby"  
Nothing like it on the air  
**WCOP BOSTON**

## CBS BUREAU EXPANDING TALENT MANAGEMENT

(Continued from Page 1)

the first time in the history of the bureau that it has assumed as part of its regular operations the alignment and promotion of talent other than performers and announcers.

Lawrence A. Lowman, vice-president in charge of operations, in announcing the enlarged scope of the bureau yesterday, revealed that director-management contracts have already been signed with Brewster Morgan, Irving Reis, Earl McGill, William Robson and Nila Mack.

## WLW Line Establishes Basic Outlet Group

(Continued from Page 1)

WBAL, KQV and WFIL. Other affiliated outlets are WIND, KWK, Colonial and Yankee networks.

New setup is attributed to the increased commercial commitments set by chain for the fall and winter season. With the addition of WBAL, the line now offers complete coverage as far west as St. Louis. Exchange of commercial and sustaining features will be inaugurated as daily feature of the basic group immediately.

## Pontiac to Shift Time

Pontiac "Varsity Show" which starts Oct. 1 over the NBC-Blue network will shift to the 9-9:30 p.m. period on the same web the following week. Sponsor will use 82 stations. MacManus, John & Adams, Detroit, has the account.

## Dramatize Police Heroes

"Police Honor Men", dramatizing lives and heroes of N. Y. C. police department, starts Oct. 2 over WNYC. Productions are by WPA radio division under Vernon Radcliffe.

## Cabooch Joins WHK-WCLE

Cleveland—Tony Cabooch (Chester Gruber), long a star on the networks and the country's principal stations, has joined the WHK-WCLE staff for at least two months. He is scheduled for a number of local and network shows.

## CONSOLIDATED RADIO ARTISTS, INC.

30 Rockefeller Plaza, N. Y. CO. 5-3580  
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

America's Leading Radio  
and Dance Orchestras

**BAND OF THE WEEK**  
Tonight  
American Radio Debut  
**MAREK WEBER**  
and his  
"Symphonic Serenade"  
WJZ-NBC Blue  
10:30 to 11 p.m.





# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 63

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 29, 1937

FIVE CENTS

## Chevrolet Spot Campaign

### A. F. A. DISTRICT MEET IN PROVIDENCE OCT. 3-5

Providence — Advertising Federation of America, First District, holds its 18th annual convention Oct. 3-5 at the Providence Biltmore Hotel. Speakers already lined up include Westbrook Van Voorhis, voice of "March of Time"; Harry Boyd Brown of Philco; Edmund S. Whitten, president of Boston Ad Club, Arthur D. Neff, and Col. W. T. Chevalier of McGraw-Hill. Radio will be touched upon by several speakers.

### Lambert Pharmacal Show Switches to New Spot

The Lambert Pharmacal show, "Grand Central Station," scheduled to debut last night on the NBC-Blue, has been postponed to Oct. 8 and will be heard in a new spot, 8-8:30 p.m. MacManus, John & Adams, Detroit, has the account.

### Keystone Steel Plans Network "Barn Dance"

Peoria, Ill.—Keystone Steel & Wire Co., which now has a "Barn Dance" stanza on WLS, Chicago, is reported planning a network show along the same lines, possibly using the WLW Line. Macy Agency here handles account.

### Pennick & Ford ET's

Pennick & Ford (Brer Rabbitt Molasses) on Oct. 11 launches a one-minute disk announcement series on 15 New England stations, daily except Sunday. Campaign, placed by J. Walter Thompson, will run through the winter.

### KLZ Aiding Ranchers

Denver — First Rocky Mountain West daily program designed for ranchers and farmers, giving expert advice on their problems plus latest news and entertainment by Capt. Ozie and his Colorado Rangers, debuts Oct. 4 on KLZ. It will be heard daily except Sunday at 6 a.m. Howard Chamberlain, production manager, will direct.

### Big Guns

Three of the world's big guns, President Roosevelt, Hitler and Mussolini, were on the air yesterday noon, with the Hitler-Mussolini program from abroad on NBC-Blue overlapping Roosevelt's talk on NBC-Red and other stations. While Roosevelt was talking, shortly after 12:30, sounds of the Hitler-Mussolini ovation were coming from Europe. The Hitler and Mussolini talks, in German and punctuated with much cheering, were followed by English translations.

### OYSTER SHELL PRODUCTS PLACING SPOT CAMPAIGN

Oyster Shell Products (poultry grit), through Husband & Thomas, is placing 100-word spot announcements on 35 stations across the country as far as the Rocky mountains. Plugs will be aired two to six times weekly for a run of 52 times. Complete schedule will be on the air (Continued on Page 3)

### Six Weekly Campaigns Are Placed by Schillin

Six new weekly campaigns have been placed on various stations by Schillin Advertising Corp. They include a spot series for American Poultry Journal over WNEW, WIP, (Continued on Page 3)

### Routine Ascaph Meeting

Third quarterly meeting of Ascaph board of directors yesterday afternoon was routine, with nothing done in regard to matters of policy. This (Continued on Page 3)

## Jell-O Contracts NBC Time Up to the Middle of 1940

### Government Station Bill Is Expected Up Early

Washington Bureau, RADIO DAILY  
Washington — Indications that the Celler Bill to establish a government radio station will be one of the first radio measures to be considered by Congress when it reconvenes in Jan. (Continued on Page 3)

## Daily Announcements on 1938 Models Being Placed Over More Than 200 Stations Oct. 17-30

### LUCKY STRIKE TESTING COLLEGE NEWS PROGRAMS

WESG, Elmira, and WICC, Bridgeport, have been signed to air the Lucky Strike college news programs, Mondays through Fridays. WESG will cover Cornell, WICC will use Yale copy. Expansion of station list depends on results obtained in these two spots. Lord & Thomas is the agency.

### Wash'n NBC Announcers Going on Five-Day Week

Washington Bureau, RADIO DAILY  
Washington—NBC announcers here will go on a five-day week starting Monday, it is announced by Kenneth H. Berkeley, manager of WRC and WMAL. Engineers have been on a five-day week for some time, and policy may be extended to other employes, Berkeley said.

### McIlhinney Joins WTMV

East St. Louis, Ill.—George McIlhinney, oldtime radio time broker and station rep, has joined WTMV sales staff to work on both national and local accounts. Among other things, he promoted the Walgreen Sampling Hour and the commercialization of WSM's "Grand Ol' Opry."

To announce its new 1938 models, Chevrolet will use six live spot announcements daily on more than 200 stations. Campaign is set for Oct. 17-30. Sponsor is using the 206 stations which are airing the quarter-hour disks and an unannounced number of other stations. From most of the stations a total of 84 announcements will be bought. Campbell-Ewald, Detroit, placed the account. Dodge and Nash also are contemplating the use of spot announcements (Continued on Page 3)

## 2/3 OF IRNA MEMBERS REPLY TO QUESTIONNAIRE

More than 225 questionnaires have been filled out and returned to date by members of the Independent Radio Network Affiliates, which is equal to over two-thirds of the total membership of the IRNA. This response is considered highly gratifying by Emile Gough of Hearst Radio Inc., secretary (Continued on Page 3)

## Zenith Revising Setup For Television Activity

Chicago — Zenith Radio Corp. is calling a stockholders' meeting to fix its charter so it can apply again to FCC for a television transmitter. Charter at present is not broad enough to cover such expanded activity, the FCC ruled. President E. F. McDonald Jr. says there is no rush, as television is still (Continued on Page 3)

### McNinch Drops One

Washington Bur., RADIO DAILY  
Washington—Preparatory to formally assuming the chairmanship of the FCC tomorrow, Frank R. McNinch's resignation as Federal Power Commission chairman was accepted yesterday by President Roosevelt. McNinch doubted the propriety of holding the two posts at the same time.





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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Tuesday, Sept. 28)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 1/2	161	163 1/2	+ 1 1/2
CBS A	25	25	25	+ 1/4
Crosley Radio	14	13 1/2	13 1/2	+ 3/8
Gen. Electric	45 1/4	44 3/4	44 1/2	+ 1/8
North American	22 1/2	20 3/4	22 1/4	+ 1 3/8
RCA Common	9 1/2	9 1/8	9 1/8	+ 1/8
Stewart Warner	14 3/4	13 7/8	14 1/8	+ 3/8
Zenith Radio	35 3/4	33 7/8	35	+ 3/8

### NEW YORK CURB EXCHANGE

	Bid	Asked
Majestic	2 1/4	2 1/4
OVER THE COUNTER	10	11 1/2

Stromberg Carlson

### DuPont Adds 7 Stations

DuPont, effective tonight, will add seven stations (WORC, WMAS, WBT, WBRC, WREC, KTRH and KOMA) to its "Calvacade of America" on CBS. Batten, Barton, Durstine & Osborn is the agency.

### Cleveland Emanations

Cleveland — Programs originating at WHK-WCLE and fed to Mutual starting Sunday, according to Program Director Mendel Jones, will include: Jim Sands and Gene LaValle, comedians, in "Don't Look Now," Monday through Friday; Dick O'Heren and Grace Williams, songs and patter, Mondays and Fridays; crooner Jimmy Ague and the Golden Girls Trio, Louis Rich, music director, and orchestra supported by baritone Don Dewhirst, Tuesdays and Wednesdays.

### Tuskegee Choir on NBC

Tuskegee Institute Choir starts a series of Negro spirituals Oct. 10 at 1:30-2 p.m. over NBC-Red.

First in local accounts  
in Chicago

**WGES**

(In the heart of Chicago)

## WREC Goes to Campuses NBC Seeks to Hold Down Spot Sales on Outlets

Memphis — Reversing the process of bringing athletic stars to the studio for pre-football game programs, WREC, CBS outlet, last week inaugurated a series originating on college campuses and airing pre-game "pep" activities. Program is highlighted with intimate chats with coach, leading players and has a background of band music and glee club activities. Cheer leaders are given full sway.

First of the Pep programs was an interchange with WTJS, Jackson, Tenn., on the eve of the Southwestern-Union College game in Memphis. Programs are handled by Roy Wooten, WREC chief announcer, assisted by his brothers, Hollis and S. D. Wooten Jr., the latter chief engineer of WREC.

### Spot Cash for CBC Artists

Toronto—Cash payments promptly upon conclusion of their programs is to be made to all artists engaged by Canadian Broadcasting Corp., says Major Murray, chairman and manager of the company. The plan, he said, will be arranged by the commissioners within a few months. Last winter CBC throughout Canada gave full or part-time work to about 750 artists.

### Two New WNEW Series

"The Sportoscope," covering news and opinions on all major sports, will be introduced on WNEW by Earl Harper at 10:45 p.m. Oct. 2 as a nightly feature.

In cooperation with American Bible Society, choirs from local churches will present a weekly Hymn Sing on WNEW starting Oct. 7 at 9 p.m.

### WDOD Staff Additions

Chattanooga—The Casper Sisters, from Chicago, have joined the WDOD staff to appear on the station's Noonday Frolic and sustaining programs. The Noveleers have also been added, replacing Curley Clements and his Drifters.

### Furgason & Aston Gets WELI

Furgason & Aston Inc. has been appointed national representative of WELI, New Haven. Outlet operates on 500 watts and is the only station in New Haven.

### Football Over KGNO

Dodge City, Kan.—All eight home football games of the Dodge City Jr. College and senior high school teams will be aired by KGNO with Al Bissing at the microphone.

### New WOPI Rate Card

Bristol, Va.-Tenn. — A new rate card, effective Oct. 1, has been issued by WOPI.

### WNEW Adds Operators

Chief Engineer M. J. Weiner of WNEW has added four panel board operators. They are Walter Swenson, George Shoemaker, William Elliot and C. Southern.

Big rush of time selling being over, NBC is seeking to avoid unnecessary sales of spot time on key outlets and split networks which may preclude clearance in a hurry for a client who seeks a large network. Time blocks are being avoided wherever possible as being the only means left now of making sizeable increases in the gross revenue, apart from present commitments.

### CBS Juvenile Program

CBS inaugurates a coast-to-coast children's program Oct. 5, entitled "Dere Teecher", airing Tuesdays and Thursdays, 5:45-6 p.m. All children between ages of 8 and 12 will be asked to participate, with four youngsters to be heard on each show. A gold and a silver star will be awarded to the two winners of the question and answer games to be played, with a weekly winner to be awarded a 20 volume set of Book of Knowledge.

### Clairel Considering Net Show

West Coast Bureau, RADIO DAILY  
Los Angeles — Clairel Inc. (hair rinse) is mulling over possible sponsorship of KFWB's "Let's Go Hollywood" show for airing over a Mutual coast-to-coast network starting Oct. 8. If deal goes through, show will have Leon Leonardi's orchestra, Paul Keast, baritone, and Owen Crump as emcee.

### Porter's Store Plans Spots

Porter's (fashion stores) will include radio in its new advertising budget. Business will probably be in the nature of spot announcements and will be placed at a later date by the company direct.

### Edith Barnwell Joins Star

Edith Barnwell has joined Star Radio Programs to write a special series. KTAT, WSPD, CFAC and CKMO are latest stations to sign for Star's "Good Morning, Neighbor," while KBTM has signed for "County Fair."

### Farm and Home's 10th Year

National Farm and Home Hour, handled by Bill Drips, NBC's director of agriculture, begins its 10th year Saturday. It started off with 17 stations, now has 70.

### New WQXR Musical Programs

New musical programs set for October on WQXR include Hazel Griggs, concert pianist; Bernard Gabriel, pianist; Paulo Gruppe, cellist; Rose Dirmann, soprano, and WPA's Negro Art Singers.

## COMING and GOING

CHARLES MICHELSON, public relations counsel for Crosley Radio Corp. and publicity director of Democratic National Committee, is back in Washington after a fishing trip.

EARLE FERRIS, after a confab in Chicago, is en route to Hollywood to confer with his staff there on four new programs for which he handles exploitation—Jack Benny, Phil Baker, Joe Penner and "Silver Theater".

GENERAL JAMES G. HARBORD, chairman of the board of RCA, sailed for Europe last night on the Europa. Harbord was originally set to go on the Normandie, but ship is behind schedule due to accident on last eastward voyage.

BOAKE CARTER goes to Boston to speak in the Town Hall series at Symphony Hall on Oct. 15.

ED WOOD, commercial manager of WGN, Chicago, is in New York for the wedding of his brother, Robert, and on business.

WENDELL HALL, now appearing in an Indianapolis theater, goes to Detroit for the coming week.

RICHARD MARVIN, radio director for J. Walter Thompson, Chicago, due in New York today for conferences.

J. E. and TED ROGERS, owners of CFRB, Toronto, are in New York.

HAROLD FELLOWS, manager of WEEI, Boston, is visiting CBS headquarters.

JAMES SAPHIER is expected to arrive from the Coast today.

ARTHUR BORAN is in Hartford, Conn., where he opens a vaudeville engagement today.

ANN SELEPINO, secretary to Jack Robbins on the Coast, arrives here today for her first visit as the guest of the firm.

WILLIAM F. BROOKS, managing director of Associated Press in Great Britain, sails for England today with MRS. BROOKS.

ALVIN AUSTIN of the agency bearing his name arrived in Chicago today and is stopping at the Palmer House until Monday, buying time for clients.

## 11 Shows Set for Airing From MBS Playhouse

WOR-Mutual has set 11 shows to be aired from the MBS Playhouse atop the Amsterdam Theater. The new Hudson "Hobby Lobby" program which goes nationwide over CBS and repeat on WOR, will be aired from the theater. House seats over 700 and Hudson will do an elaborate merchandising job on the "Hobby Lobby" studio audience.

J. R. Poppele, WOR chief engineer, went over the playhouse yesterday with Lew Amis, radio director for Brooke, Smith & French, Hudson's advertising agents. Poppele also introduced some technical and acoustical improvements in the house. Other shows to come out of the house are the Ray Perkins "Hi There Audience," and the Alfred Wallenstein "Sinfonietta".

## LEE GRANT AND HIS ORCHESTRA

"Lee Grant's daily radio show rates mention."

WALTER WINCHELL



3 HOURS DAILY 2:30-5:30 P.M.

NOW YOU CAN BUY A COMPLETE PRESTO SOUND RECORDER FOR ONLY \$149.00 PRESTO RECORDING CORP. 135 W. 19th St. New York - N. Y.

## CHEVROLET CAMPAIGN ON NEW 1938 MODELS

(Continued from Page 1)  
ments, but nothing definite yet. Dodge's advertising agents, Ruthrauff & Ryan, yesterday could not give any information. Local Ford dealers are also planning radio efforts to announce the new Ford cars. Buick is using 90 stations for its spot campaign as previously announced in RADIO DAILY.

## 2/3 of IRNA Members Reply to Questionnaire

(Continued from Page 1)  
tary of the IRNA. The questionnaires properly filled out are vital to further negotiations by the IRNA Special Advisory Committee in carrying out its trade agreement with the AFM and allocation of additional expenditures for musicians.

Questionnaires are being received direct by Ernst & Ernst, certified public accountants.

## Zenith Revising Setup For Television Activity

(Continued from Page 1)  
far off. He points out that a recent Zenith survey indicates it will take 9,000 television stations to cover the country, and 90,000 miles of coaxial cable at \$1 a foot just to link these stations. Elimination of interference and discovering of a way to transmit television beyond the horizon are other problems still unsolved, he said.

## Government Station Bill Is Expected Up Early

(Continued from Page 1)  
uary were disclosed last week coincident with the study being undertaken by officials regarding increase of short wave broadcasting by foreign countries.

The study is expected to be finished in two months. It is understood the State and Commerce departments are urging FCC to do anything possible to further the development of short wave broadcasting.

## Routine Ascap Meeting

(Continued from Page 1)  
leaves any proposed action on an AFM affiliation, legislative developments, foreign contracts, etc., until a special meeting is called or the regular board gatherings take them up.

## Gene Lester Back

Gene Lester, baritone, returns to the air tonight at 9:30 on WHN with Don Albert's orchestra. He also will be heard Tuesday nights with Irving Aaronson's band.

## KADA Celebrates Third

Ada, Okla.—KADA celebrated its third full year on the air on Saturday.

# NEW PROGRAMS—IDEAS

### Used Car Idea Clicks

Universal Motor Co. of Portsmouth, O., hit upon a novel broadcast to stimulate the sale of used cars. Broadcast is carried by line over WPAY direct from the used car lot. The station announcer and one of the company's salesmen present a running fire conversation about the cars they see before them. They honk horns, slam car doors, turn on radios, and discuss any and everything concerning the cars. The public is also invited to attend the broadcast and questions are answered about the automobiles over the air. Sounds unpleasant—but it's working out beautifully, from an entertainment standpoint to the audience, and the used autos are selling like hot cakes.

### Fire Alarm Special

Credit for turning station inquiries concerning the location of a fire into a regular broadcast goes to W. A. Wilson, vice-president and general manager of WOPI.

When so many fire inquiries came in that the station had difficulty in handling them, Wilson sold R. C. Boswell, insurance agent in Bristol, on the novel idea of broadcasting the location of the fire. Whenever the alarm sounds, the location of the fire is quickly received from the fire department and the information is put on the air. This service to the public has proved beneficial to both the station and the sponsor.

### Broadcast from Auto

A novel program that is proving to be most interesting is the daily broadcast from an automobile in the street over WATL, Atlanta. Appropriately sponsored by a local auto dealer, the program is a "demonstration" over the air—you hear the engine run, a description of the car and the sales talk. The car is parked in front of the station's studios for the broadcast.

### "Songs of Long Ago"

"Songs of Long Ago" is the title of a new weekly series being presented from KDKA, Pittsburgh, at 7:45 p.m. every Friday evening. Appropriately, the fireside atmosphere is created by an elderly couple as they reminisce of days that are gone. Their conversation introduces the musical numbers.

Another new idea is the use of the harmonium with the pipe organ. Aneurin Bodycombe, musical director of the station, and Bernie Armstrong, staff organist, are at the keyboards. Vocal numbers are presented by a mixed quartet, and semi-sacred programs are included.

### Quin Ryan Revives Voices

Quin Ryan, on his morning news commentary for Bathasweet in Chicago plans to revive voices of famous persons long since dead. Recordings of the voices of Theodore Roose-

velt, Woodrow Wilson and William Howard Taft, Warren Harding, Calvin Coolidge, William Jennings Bryan, Ellen Terry and E. H. Sothern are included.

### "Jingles In Rhythm"

WGL, Fort Wayne, is having excellent reaction to one of its recent program inaugurations. Incorporating a tried and true merchandising effort—the "jingle" contest—Fain's Clothing Co. sponsors a quarter hour of "Jingles In Rhythm," musically treated by a vocal group and orchestra. Unusual response has been noted, even considering the fact that the feature started "cold" at 8:45 a.m., Sept. 13. It is heard daily over WGL, Monday through Friday.

### "Young Folks' Hour"

Affording an exceptional opportunity for discovering juvenile talent, the WOWO "Young Folks' Hour" takes the air each Saturday morning with the better artists of grade and high school age participating. An age limit of 16 is prescribed, and only young folk of outstanding ability are allowed on the feature. The "Young Folks' Hour" is a distinctive good will builder, too, because most of the artists are from outside of Fort Wayne.

## JELL-O SIGNS NBC TIME UP TO MIDDLE OF 1940

(Continued from Page 1)  
Livingstone and an orchestra as basic artists. Young & Rubicam Inc. is the agency. Benny some time ago signed a long term contract with Jell-O.

## Six Weekly Campaigns Are Placed by Schillin

(Continued from Page 1)  
WAAB and WAAF; Tappins Jewelry Stores, announcements on WHOM, WAAT, WCAM and WDAS and 15-minute periods on WIP and WAAT; Abelsons Inc., announcements on WINS; Michaels, Hoboken, 15-minute periods and announcements on WAAT; Finkenberg's (furniture), two half-hours on WNEW, and Gray's (furniture), 15-minute periods on WAAT.

## Oyster Shell Products Placing Spot Campaign

(Continued from Page 1)  
by Oct. 9. Stations on the list are: WBZ-WBZA, WESG, WJTN, WHKC, WHIO, WADC, WOWO, WFBM, WHAS, WDZ, WTAX, WMBD, WTAQ-WKBH, WCLO, KWTO, KFVS, KFEQ, WIBM, WELL, WCCO, WDAY, WNAX, WHO, KMA, WMT, KGLO, WJAG, KFAB, KOIL, KOA, WIBW, KVOO and KSL.

**TALK** to the biggest Audience in America  
WITH... **THE NEW TARZAN RADIO SERIES**

New Production.. Script.. Cast Drama.. Thrills.. Adventure.. ready to delight and demand the ears of 100,000,000\* men, women and children... and dominate a nation's purchasing power!

\***TARZAN AUDIENCE FAX!**

1. Combined D&S Comic Strip circulation 25,000,000!
2. Films played to 50,000,000!
3. Books read by 25,000,000!

WRITE—WIRE

**Robert Collier**

5225 WILSHIRE BOULEVARD  
Los Angeles, Calif.



## NEW BUSINESS

Signed by Stations

WHO, Des Moines: Oldsmobile, through D. P. Brothers & Co., Detroit; Brown & Williamson Tobacco, Iowa State U. football games, with Bill Brown, through BBDO, N. Y.; Drug Trade Products, half-hour show, also half-hour of "Sunset Corners Frolic," 52 weeks, through Benson & Dall Inc., Chicago; Falstaff Brewing Corp., St. Louis, through Gardner Adv'g Co., St. Louis; Oneida Inc., "Peggy Tudor," through BBDO, N. Y.

WNEW, New York: Olson Rug Co., on "Make Believe Ballroom," through Presba, Fellers & Presba, Chicago.

WCFL, Chicago: Sterling Products (Cal. Syrup of Figs), "Young Widder Jones," through Thompson-Koch, Cincinnati; Lutheran Layman's League, through Mutual; La Salle Extension University.

KYA, San Francisco: Carter Medicine Co., through Spot Broadcasting, N. Y.

KGO, San Francisco: Chevrolet, ET, through Campbell-Ewald; Detroit; Thomas Leeming & Co. (Baume Bengue), weather reports, through Wm. Esty & Co., N. Y.

KPO, San Francisco; How Inc. (Iotion), through S. L. Kay Inc., S. F.; Wesson Oil & Snowdrift, through Fitzgerald Adv'g, New Orleans; J. W. Marrow Mfg. (Mar-O-Oil), through James-Morton Inc., L. A.; Gen. Mills (Sperry Flour), through Westco Adv'g, S. F.

KSFO, San Francisco: B. T. Babbit Co. (cleanser), "David Harum" ET, through Blackett-Sample-Hummert; Amer. Home Products (Anacin), "Easy Aces," through Blackett-Sample-Hummert; Chrysler (Plymouth), through J. Stirling Getchell, Detroit; Southern Pacific R.R., through Lord & Thomas.

KFRC, San Francisco: Albers Bros. Milling Co., ET, through Erwin, Wasey & Co., Seattle.

WTAM, Cleveland: Campbell Cereal, "Rube Appleberry" disks.

KCKN, Kansas City, Kan.: Goldman Jewelry Co., exclusive sponsorship of all local high school football games; Coryell & Son Oil Co., Kansas City, Mo.; Empress Theater, Kansas City, Mo.

KOBH, Rapid City, S. D.: Chevrolet, "Musical Moments"; Phlico, "Phyl" Coe mysteries; Swander Baking Co., disks.

WDOD, Chattanooga: Dr. W. B. Caldwell, Inc., "Monticello Party Line," through Cramer Krasselt Co., Milwaukee; Vick Chemical Co., through Morse International, announcements; American Tobacco (Roi-Tan cigars), through Lawrence Gumbinner; United Drug Co., through Spot Broadcasting.

KYW, Philadelphia: Thomas M. Leeming & Co. (Baume Bengue), through Wm. Esty & Co.; Appalachian Apples, Inc., through N. W. Ayer; Richard Hudnut, Jan Savitt's Top Hatters, through BBDO; Abbott's Dairies, Inc., through Richard A. Foley Agency; Paquin Laboratories Corp., through Wm. Esty & Co.

WHN: Lehn & Fink (Hinds), "Life of Mary Sothern," going to WLW Line.

WCAU, Philadelphia: Campbell Cereal Co., through Mitchell Faust Agency.

WIP, Philadelphia: Contadina (tomato paste), through Harvey-Best & Co.

"Wheaties Champions of Harmony"

KAY &amp; BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily



• • • W. C. Fields may not return to the air—unless he gets more "leeway".... Lou Clayton, Jimmy Durante's mentor, rushed to the Coast to close the deal for "Schnozzola's" permanent appearance on Chase & Sanborn Hour (which will be emceed this week by Rudy Vallee with Sally Eilers guesting).... Edward G. Robinson-Glenda Farrell air contract for Lever Bros., slated to begin via CBS Oct. 19, hasn't been signed yet. Now Robert Taylor and Barbara Stanwyck are being considered for 13 weeks—prior to the Mickey Mouse debut in this spot.... Emery Deutsch goes to Detroit's Book-Cadillac Oct. 13.... Bob Crosby's appearance in town Friday is for the specific purpose of being screen-tested on that day.... Happy Felton is another ork leader slated for the silver screen.... Will Hollander replaces Peter Kent at the New Yorker Oct. 8.... Eddie Lane is at the Governor Clinton.... Barry Wood, who succeeded Jerry Cooper on the Drene show last season, has been snatched by CBS as their "white hope" in the crooning field.... Nick Kenny's song, "My Cabin of Dreams" is the finale at Minsky's this week.

• • • From Harold E. Smith, g. m. of WOKO-WABY, Albany, comes a copy of an editorial published in the Knickerbocker Press showing an exemplary spirit of cooperation with radio and the newspaper.... Ken Brown, Iowa Network special events chief, interviewed Joy Hodges from the Des Moines airport a few minutes before she left for N. Y. to take the lead in a musical comedy.... Miss Hodges, under Ken's grilling, told about her plane trip as well as granting an interview.... Bobby Roberts, WTMV, East St. Louis, singer and emcee is truly an iron man.... He appeared at the Ill. State Fair, stood on his feet, and entertained from 10 a.m. to 2 a.m. with but an hour off for lunch. Now that the Fair's over, instead of taking a vacation, he's returned to a nitery where he's in the show—and his thrice weekly show for WTMV.

• • • Walter Winchell won't return to his air chores for two months—with "Hollywood Whispers" continuing.... Victor Young will conduct the Los Angeles Federal Project's concert on the Coast Oct. 7 with John McCormack as soloist and the event being aired through NBC.... Clyde Barrie is leaving CBS.... Isham Jones returns to the Lincoln Oct. 6.... Morton Downey is slated for vaudeville in Chi. and Boston during Nov.... Lucille and Lanny will do 72 transcriptions for RCA.... Jean Sablon's new deal with NBC is for 26 weeks.... Lady Kitty Barling opens at "Le Mirage" as a singer tomorrow.... Hollywood is planning another Gershwin Memorial Concert at the Bowl next year with Oscar Levant starring.... Jack and Loretta Clemens have been signed by Warners to do a 3-reeler.... Michael Bartlett, who will star in the musical, "Three Waltzes", sings for 1500 kids at Radio City Oct. 6 at the Miniature Auto Show.... Billy Swanson has Leon Belasco's Andrews Sisters vocalizing at the Edison Green Room.

• • • John Howard Payne, who married Ann Shirley recently, was a member of Roy Campbell's vocal group.... Three Washington girls without any radio experience, recently opened a school for radio broadcasting, production and writing there. The pay-off came when the trio offered to sell their course to Madelaine Ensign, program director for WOL, and Ronald Dawson, dramatic director.... Travis Barnes, singer at WTAR, Norfolk, is alternating on the station schedule with disks carrying the Sun Flame Singers. Sponsor is bankrolling the contest to see which will survive—Barnes or the disks.... W. A. Wilson, v.p. and manager of WOPI, Bristol, is a great believer in institutional advertising, judging from his instructions to telephone operators at the station when answering calls. Their reply is: "This is WOPI, whose programs are Constructive, Educational and Entertaining".... Slogan is also aired every hour on the hour.

★ F. C. C. ★  
ACTIVITIES

APPLICATIONS RECEIVED  
Birmingham News Co., Birmingham, CP for new relay station. 31100, 34600, 37600, 40600 kc., 2 watts.

APPLICATIONS RETURNED  
State Broadcasting Corp., Gretna, La. CP for new station. 1370 kc., 100 watts, 250 watts LS., limited.

Franklin Otis Pease, Chadron, Neb. CP for new station. 650 kc., 100 watts, unlimited.

Anchorage Radio Club, Inc., Anchorage, Alaska. CP for new experimental station. 3492.5, 6425 kc., 175 watts.

Frank M. Dunham, Fort Dodge, Ia. CP for new station 1240 kc., 1 KW., daytime.

EXAMINER'S RECOMMENDATION  
WKOK, Sunbury, Pa. Mod. of license to change hours of operation to unlimited, be dismissed. 1210 kc., 100 watts.

HEARINGS SCHEDULED  
Oct. 12: W. C. Irwin, Amarillo, CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Four Lakes Broadcasting Co., Madison, Wis. CP for new station. 830 kc., 100 watts, daytime.

KFDM, Beaumont, Tex. Vol. assignment of license to Beaumont Broadcasting Co. 560 kc., 500 watts, 1 KW. LS., unlimited.

Northwestern Broadcasting Co., Vernon, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

Oct. 18: Voice of Detroit Inc., Detroit, CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Martin R. O'Brien, Aurora, Ill. CP for new station. 1250 kc., 250 watts, daytime.

George B. Storer, Pontiac, Mich. CP for new station. 800 kc., 1 KW., daytime.

Gerald A. Travis, La Porte, Ind. CP for new station. 1420 kc., 250 watts, daytime.

WWPO, Inc., Pittsburgh, CP for new station. 1120 kc., 250 watts LS., unlimited.

Times Printing Co., Chattanooga, CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Cadillac Broadcasting Corp., Detroit, CP for new station. 1140 kc., 500 watts, daytime.

Fred M. Weil, Grand Coulee, Wash. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Oct. 22: Gila Broadcasting Co., Safford, Ariz. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Richland Broadcasting Co., Mansfield, Ohio, CP for new station. 1370 kc., 100 watts, daytime.

Santo Sottile, Charleston, S. C. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

KFBI, Abilene, Kan. Requests a move from present location to Wichita, Kan., exact site to be determined. 1050 kc., 5 KW., unlimited.

## WFIL's News "Voice"

Philadelphia—Al Stevens has been appointed "Voice of the News" at WFIL and will air six of the station's sponsored news programs. Stevens has given up his post as chief announcer to take up his news bureau duties.

## RADIO ARTISTS!

Contacts!  
Appointments!  
Correspondence!  
Telephone Messages!

We handle these details for you. Call Miss Purcell at BRyant 9-2319.

## MY PRIVATE SECRETARY

Secretarial Service for Radio Artists

48 West 48th St., N. Y. C. Suite 608



**CINCINNATI**

Allen Franklin and Robert Geis have joined the WKRC announcing staff.

General Manager John McCormick and Sales Manager Bill Williamson of WKRC are in New York on business.

Lin Mason is new announcer of Dow's Dawn Patrol, WKRC. He also acts as straight-man to Pilot Al Bland.

Dick Bray, WKRC sports commentator, goes to South Bend Oct. 2 to referee the football game between Duke and Notre Dame. He will be at South Bend again Oct. 23 for the Navy-Notre Dame contest, and goes to Chicago for the Santa Clara-Marquette battle, Oct. 30.

WKCY will air series of interviews with automotive big lights in advance of the Cincinnati Auto Show, Oct. 31-Nov. 6. A live-talent musical background is planned.

Ceremonies in tribute to the Ball Brothers, Muncie, Ind., civic leaders, were broadcast Sunday over WLW.

**KANSAS CITY**

Jerry Burns has been promoted to program director at KXBY following resignation of Allen Franklin. President Sid Q. Noel also has added Terry O'Sullivan to the announcing staff, while Grace George Koehler has been made head of continuity staff.

KCMO is producing and airing a live talent show for Sherwin-Williams, using Betty Ann Painter of the dramatic staff in the central role.

"People Make the News," Friday night newscast over KCMO, is now being dramatized with a cast of 17 artists, produced by Lee Roberts, program director, from scripts by J. Douten.

Tex Owens, KMBC cowboy singer, returned Monday on two daily quarter-hours. Aladdin Mantle Lamp Co. takes three weekly airings.

**ST. LOUIS**

Bill Durney of WIL public relations dept. made arrangements for airing of all home football games of Washington and St. Louis universities. Neil Norman is at the mike.

Marvin E. Mueller and Maurice Cliffer are announcing a KMOX news spot which replaces the baseball games under Brown & Williamson sponsorship. Harry W. Flannery is in charge of program, with copy edited for the air by Don Ownbey.

**ORCHESTRAS - MUSIC**

**DEL COURTNEY**, whose band is now at the Century Room of Hotel Adolphus, Dallas, will be guest star of the Dr. Pepper Dixie Network program next Sunday. Sherman Hayes is band soloist.

*Sandy Williams band replaces Carlos Molina at the Stevens and Earl Hines takes over for Andy Kirk at Grand Terrace, Chicago. Both have NBC lines.*

Al Trace, College Inn, Chicago, bandsman has turned out a new tune, "Little Sweetheart of the Ozarks."

*Jose Escarpenter, Cuban pianist, and his La Conga orchestra, will make their American radio debut tomorrow at 11:30 p.m. in a series of NBC-Blue broadcasts direct from La Conga night club. The program will also be relayed to Cuba over CMCA in Havana and via short wave over COCH.*

Al Goodman takes over the CBS "Hit Parade" Saturday night at 10; making the seventh time he has conducted this program.

*Lyn Murray, director of several well known choral groups, has added orchestra conducting to his numerous activities, and will soon wield the baton on a series which will feature, in addition to his orchestra, songstress Patti Chapin and the Four Clubmen male vocal quartet organized by Murray himself. The new program will be heard via CBS.*

**CRA Bookings:** Jack Denny and ork open at Chase Hotel, St. Louis, Oct. 15 . . . Harry Candullo and ork go into Arrowhead Inn, Cincinnati, with a WLW wire . . . Reggie Childs and ork play for Charity Dance of Louisville League at Pendennis Club, Oct. 23 . . . Clyde Trask and ork follow Mike Riley into the Gypsy Village, Louisville, opening Sept. 25, with a WLW wire . . . It's Consolidated's exclusive spot, with Don Bestor and Johnny Hamp bands slated for later in season . . . Bill Wolfe has fixed it for Lou Breese and ork, now at New York's French Casino, to double into Horse Show at Madison Square Garden, Nov. 3-10 . . . Duke Ellington and ork play the Coconut Grove ballroom, Reading, Pa., Oct. 8 . . . Russ Morgan's ork plays the Armory, Baltimore, on Armistice night.

*Tin Pan Alley Music Co., Philadelphia, have assigned Swingphony in Eb to the Lewis Music Co., New York, the collabing of Frank Capano, Johnny Fortis and Johnny Farra.*

Little Jack Little and ork are booked for a week at the Tower Theater, Kansas City, starting Friday.

*Irving Melsher, accordionist over WATL, Atlanta, invites fellow Atlanta musicians as guest artists and often*

*an entire orchestra to accompany his accordion selections.*

Louis Prima opened at the Hollywood Famous Door, and Andy Iona and his Islanders at the Club Hawaii, Hollywood on Saturday. Clyde McCoy and his Sugar Blues orchestra follow Red Norvo into the Palomar on Oct. 6.

*Don Redman's crew, after playing RKO Capital Theater, Albany, week of Oct. 1, will head south.*

**SPRINGFIELD**

Wayne Henry Latham, WSPR program director, has obtained the cooperation of the Dept. of Justice in a new series against crime.

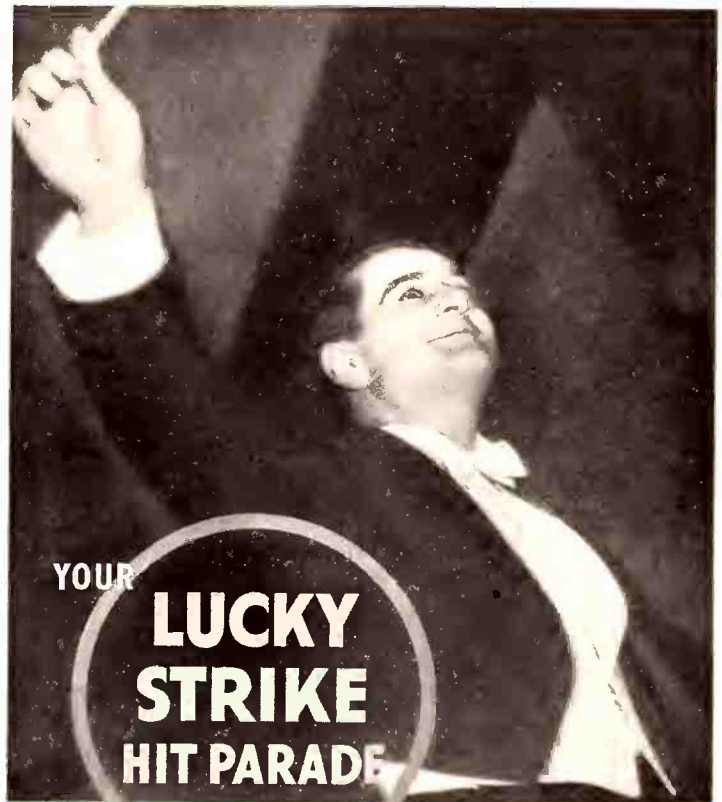
Larry Reilly, WSPR senior engineer, back from vacation.

WMAS has broken ground for its new transmitter house and 350-ft. tower.

Albert W. Marlin, WMAS station manager, has named his new twin boys Michael and Jeffery.

Irma Serra, WSPR song stylist, is guest artist four nights weekly at Club Cadillac.

Wayne Henry Latham, WSPR program director, will conduct an adult public-speaking class this winter.



under the musical direction of  
**MARK WARNOW**

WEDNESDAY NIGHTS 10-10:45 P. M. EASTERN TIME

OVER THE RED NETWORK OF THE

NATIONAL BROADCASTING COMPANY

MARK WARNOW MANAGED EXCLUSIVELY by COLUMBIA ARTISTS, INC.

**BIRTHDAYS**

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

Greetings from Radio Daily

Tom Terriss  
Jack Bertell  
Gene Autry





WITH signing of Al Garr, young coast singer, cast of the Phil Baker show, which starts Sunday night over CBS, was completed. Oscar Bradley's orchestra, Patsy Kelly, Bottle (Harry McNaughton) and "Beetle" are other members of the cast.

Smiling Frankie Gordon has a one-year spot-announcement contract with KFI which covers exactly 25 announcements. Shoots the whole 25 words each Thursday at 6 p.m. Placed by Milton Weinberg agency.

KECA has a new 15-minute musical program for Standard Federal Savings & Loan. Logged as "A Musical Pilgrimage," and features Reserl Weinig Keen, soprano, with Wesley Turtalotte, organist.

Charlie Lung, local radio's one-man gang, does his stuff with his "hundred voices" in a new series over KEHE each Monday, Wednesday and Thursday at 6:45.

KMTR has a new Monday night 10:30-11 musical offering in which Lytel Maurice presents a choral group of 50 with organ accompaniment. Also added to the once-a-week schedule of "Forward Magazine" to make it a three-times-weekly affair.

"Hollywood Barn Dance," the KNX Saturday night frolic, goes to CBS Pacific Coast net Oct. 2, switching to a 10-10:30 spot at that time.

Tom Breneman, conductor of CBS "Western Home" program, interviewed construction foremen and employees at work on the new CBS studios on the Friday show, settling at one fell swoop the long-continued argument with his co-worker Fletcher Wiley for the honor.

Caroline Hutchinson, blonde songstress of the KEHE "Brunch Club," is another example of radio moving West. Two years ago she was doing radio work in New York. Last year she was on WGN and WBBM in Chicago, and now she is on KEHE.

Decca will record the numbers sung by Smith Ballew in Principal Pictures' westerns with that star, under a deal closed between Sol Lesser and Jack Kapp of Decca.

Frederick Stark has a new concert period, "Vagabondia," on the nights at 7-7:30.

Lewis TeeGarden, KEHE production manager, and Clinton Jones, continuity chief, back from vacations, while with George Irwin, special events chief, and Ken Isbell, technician, it's vice versa.

Marguerite Matzenauer, Metropolitan Opera contralto, will be the

**CLYDE BARRIE**

**CBS**

Thursday

6:15 P. M.

### KFNF Complete Weather Service

Shenandoah, Ia.—WEEI of Boston isn't the only station in the country with its own weather equipment and private weather observer. Wm. E. Macdonald of KFNF here rises to point out. In 1926, two years after KFNF opened, a complete weather bureau was established, including the following instruments: recording thermometer, maximum-minimum thermometer, aneroid barometer, recording barometer anemometer, rain gauges, wind direction indicator and hygrometer. The various shelters and instruments are all installed according to government weather bureau rules and standards. Since that time station has maintained a complete observation service independent of any outside authority but of invaluable service to the listeners of the station, to whom the weather news is of paramount interest. Station set up its own system of charts and record books and issues a daily bulletin on the local weather giving observations and readings obtained from its instruments. This is on the air half a dozen times or more a day. There is no other weather bureau here, so station also supplied the local newspaper with data.

### New Mutual Rate Card

Mutual is getting out a new rate card, probably within 10 days. Card is the first new one this year, during which time some 50 stations have joined the web. Total number of affiliated stations is now 72 and came in so consistently that it was deemed impossible to keep pace via cards. Supplementary rate slips were issued in the meantime. Presumed that the network will stay as is for the time being and give the new card a chance to become operative.

### Scripts to Schools

Irene Wicker, the Singing Lady, who is scheduled to begin a new weekly series over the Mutual network Oct. 3 at 5-5:30 p.m., for Kellogg Co., will send scripts of the shows to 10,000 public grade and high schools throughout the country to be used in dramatic work by the classes. Scripts, printed in manuscript form and sent out by N. W. Ayer agency, are sent to schools that write to Miss Wicker requesting copies.

guest of Helen Colley over KFI at 5 p.m. today.

Norman Spencer starts his "Can You Write a Song?" on KFNB, Oct. 4. Set for Monday nights at 8:30-9.

KFI-KECA inaugurating a joint service for busy listeners with a resume of day-by-day events of interest in Southern California on KFI at 9:45 a.m. and KECA at 1:30 p.m. daily.

Bob Young has changed the style and title of his KEHE news comment. Now billed as "It Happened This Week" and heard every Saturday at 1:45 p.m.

Toby Wing, most photographed girl in pictures, guested on George Jay's "Listen, Ladies" on KEHE Monday.

Lorene Tuttle and Frank McKay are additions to the regular cast of the KHJ-Don Lee "House Undivided."

John Kennedy, former technician at KRKD, switched to KFNB in the same capacity.

NBC will have Norman Sper again doing a football experting job each Friday for the Pacific Coast on a sustaining basis, and KFNB will do a quick resume of scores and spectacular plays each Saturday at 5:45,

### 18 Stations for Pacquin

Pacquin (hand lotion) has set 18 stations for its nationwide transcription series which begins in November. Disks, featuring Grace and Eddie Albert, will be aired three times weekly. NBC transcription is doing the production and recording. Stations are: WSB, WMAQ, WSAI, WTAM, WJR, WIRE, WDAF, KFI, KSTP, WOR, KYW, KDKA, KGW, WHAM, KSD, KGO, KOMO and WRC. William Esty has the account.

### Eaton Paper Contest

Eaton Paper Corp. has started a radio poll of radio listeners through nine stations across the country. Listener sending in the best letter will receive \$1,000. Twenty six dramatic programs will be aired during the 90-day run of the contest. Stations being used are WBZ-WBZA, WHN, WCAU, WHAS, WTAM, WJR, WMAQ and KFI.

### "Voice of Jerusalem" Returns

"Voice of Jerusalem," sponsored by Junket, returns to WMCA at 8:30 p.m. tomorrow.

with Knox Manning and Jack Holmes doing the summing-up, while Don Lee plans complete coverage of Pacific Coast Conference games.

Gus Edwards' latest song, "Child of Manhattan," was featured on his "School Days of the Air" by Jerry McKay.

And here's a variation of the "time signal" . . . Thomas Leeming & Co. has contracted for a series of 156 weather reports, Monday through Saturday at 11:30 a.m., over KFI. Government forecasts condensed to 100 words, with a plug for Baume-Bengue. Placed by William Esty & Co.

Harold Swisher, managing editor of the Citizen-News, was guest-speaker on Hal Styles' "Help Thy Neighbor" program on KHJ. Now sponsored by Iris Coffee.

Jim Bealle joins Ed. Fortman's publicity staff in the local J. Walter Thompson office, transferred from New York.

Earl Ellis and Amos Reis, actors in Mutuals "Louisiana Hayride," were seriously injured in an automobile accident in San Diego Monday. Scripts for the next few shows are now being rewritten to eliminate their parts.



RALPH and Elsie Mae Emerson of WLS staff off to spend winter at sister station KOY, Phoenix.

Jack Stilwell, who joins WLS as announcer next week, is papa of son born in Indianapolis, where he has been working at WIRE.

Dr. Frank Laird Waller, Chicago conductor, to New York to direct NBC Concert orchestra in a broadcast Friday.

Noble Cain to direct chorus which joins Carnation Contended hour on Monday as regular feature. Vivian della Chiesa drops out at that time.

Neil Schaffner (Toby of National Barn Dance) has turned out a play "Mike Fright" scheduled for tryout in Boston in November. It's a satire on radio.

Jackie Heller, who has been in Michael Reese Hospital, is out again and feeling much better, thank you. Back at work at College Inn.

Chuck Akree and Pokey Martin, with Howard Peterson at the organ, have a new novelty program, "For People Only," on WLS.

Hal Totten's sports review on WMAQ for Axton-Fisher Tobacco Co. has been renewed for another stretch.

Larry Schafer, singer at KOY, Phoenix, is visiting friends at WLS studios.

WLS folk extending sympathy to Roy Anderson, instrumentalist, whose mother died.

### NEW ORLEANS

Lee Shelley and his orchestra, new to the Blue Room of The Roosevelt here, are getting along fine, even though there are occasional sighs for Al Donahue.

With the sports season back on the neck of scribes and announcers, Bill Bringel, program director for WSMB and ace man of that station for calling the plays, will be back in his element.

Tony Almerico is definitely set for the Rose Room, opening Oct. 1.

WBNO is putting on a new vocal set up consisting of two Madelines (Taylor and Hartwell) and Mae Meevers.

**FRANK DEGEZ**

**CUSTOM CLOTHES**

**46 WEST 48 ST.  
NEW YORK**

BRyant 9-9746

It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.

**AGENCIES**

**BEN LARSON**, who produced the Milton Berle show last season, is now the Ruthrauff & Ryan producer for the Jolson show. Tiny Ruffner, who produced the first of the new series, will continue as announcer but steps out of production because of pyramiding duties in connection with several new R&R shows coming up.

**POTTS - TURNBULL** agency of Kansas City has arranged for sponsoring of 30 minutes of the WLS Barn Dance by Coleman Lamp & Stone Co., Wichita.

**ADVERTISING CLUB OF N. Y.**, at a "sports day" luncheon tomorrow, will have Jack Dempsey, Babe Ruth, Joe McCarthy, Lou Gehrig and Joe DiMaggio as guests. Lowell Thomas and Christy Walsh will conduct the program, which will be aired over WEAF at 1:15-1:45 p.m.

**M. L. PRINDLE**, research director of Erwin, Wasey & Co., has been asked by the Swedish government to make a special survey to determine what Americans and Swedish Americans would like to see and learn about Sweden at the New York World's Fair.

**JOSEPH HAYES JACKSON**, formerly an executive in the San Francisco office of Bowman, Deute, Cummings Inc., has been appointed manager of the agency's New York office. Jackson was associated with Kelley, Nason & Winston before assuming his post with the former agency.

**Ask Bids on Survey**

In preparation for undertaking the country-wide survey of industrial information, Paul F. Peter, secretary of the Joint Committee, has issued invitations to bid on the job to six research organizations. Survey is scheduled to get under way the latter part of October and information derived will be available to the broadcasting, advertising agency and advertisers concerned, about the first of the year.

Test was made in New England during the summer, but this was exclusively for the Committee's benefit so that certain recommendations could be made for the larger scale operation.

**Coca Cola Gets La. Games**

New Orleans — Tulane University and Louisiana State University football games this season will both have Coca-Cola sponsoring. The Tulane games are on Saturday afternoon and will take the air over WSMB here, while the L.S.U. games are on Saturday nights and will be piped here by wire and then broadcast by WDSU. Account was placed by William B. Wisdom Inc.

**AL DONAHUE**

and his orchestra

Opening at the Rainbow Room  
Oct. 6th

For Fall and Winter Season  
Fourth Return Engagement

*Program Reviews and Comments*

**"FAMOUS JURY TRIALS"**

Mennen Co.

WOR-Mutual, Mondays, 10-10:45 p.m.

H. M. Kiesewetter Agency

**MORE CRIME STUFF WITH THE COURTROOM ANGLE FEATURED—GOOD OF ITS KIND.**

As crime and courtroom dramas go, this 1937-38 series of "Famous Jury Trials" should have no trouble holding its own. Based on actual cases, but hooked up in the dramatization, with some incidents verging on the fantastic, it carries the morbid interest and suspense that is characteristic of such melodramas.

First skit dealt with a pair of young lovers who murdered the girl's mother because she was in their way, and who got 30 years apiece for the crime. Story is told mostly in the courtroom, with occasional brief flashbacks to bring out an incident related in testimony, and there is the usual overplaying by the district attorney.

Martin H. Young and Sam Baker are authoring the series.

**"Behind the Lens"**

Initial broadcast of this camera fan program over WHN, Saturday, 8:30-9 p.m., conducted by Karl A. Barleben Jr. was devoted to outlining the basis for future shows and introducing ace photographers who at some future date will have the spotlight of the show thrown on them and some of their exciting experience dramatized. The show was well handled and, instead of a cut and dried resume of future events, stoores were used to break up the monotony. The dramatic bit was real exciting.

**"The Inspector General"**

Presentation by the Federal Repertory Theater of "The Inspector General," on WEVD, Sunday, 10-10:45 p.m., reached another high mark for WPA radio production. Excellent cast did ample justice to the comedy of pre-Soviet Russian small town life, wherein an adventurer is inadvertently mistaken for the Inspector General and the mayor of the town seeking to cover up his own lax and grafting methods carries favor with the impostor and gets in a pretty tangled up state until the village postmaster who reads everybody's mail discovers the deception. Cast and direction exceptionally good throughout the show.

**Briefly**

Comedians who want to improve their stuff should go in for a little travel. There's nothing like a change of scene to give a comic new ideas and fresh slants. Bob Hope never was so hilarious as in his recent airings from Hollywood. And wait until Jack Benny returns with. we hope. tales of his trip abroad.

Nelson Eddy, in singing "Old Man River" on his Chase & Sanborn broadcast last Sunday, substituted the word "negro" in the places where

"darker" appeared in the original text. The colored folks like it better.

Three familiar serials, "Jack Armstrong" on NBC-Red, "Tom Mix Straightshooters" on NBC-Blue, and "Little Orphan Annie" on NBC-Red, returned Monday at dinner time to resume their careers. Sounded pretty much the same as before, and therefore should continue to sail along on the sea of juvenile popularity.

The comedy end of Georgie Price's WOR-Mutual Sunday evening program despite its worthy attempt to give opportunity to new writing talent, is merely setting a new low for hoary jokes and unfunny gags. Ancient wheezes and puns in the hands of professionals are bad enough; in the hands of amateurs, they are unbearable.

"Ave Maria Hour," which has been giving a high standard of performance lately in its WMCA Sunday broadcasts, went in for a bit of the Karloff and black magic in its latest presentation, dramatizing Saints Cyprian and Justina. Excellent success has been achieved in making these dramatizations appeal to the lovers of good drama as well as to those who are religiously inclined. Productions are directed by Charles La-Torre, who also gave a swell performance as St. Cyprian, with scripts by Howard Warwick, while Alfredo Antonini handles the music.

Similar to "Ave Maria" is the new Sunday 5:30-6 p.m. presentation of St. Vincent de Paul School, Brooklyn, over WHN. Designed to elicit interest and aid in this refuge for homeless boys, the program includes well-acted dramatizations and a fine boys' choir of 100 voices, with symphonic reed organ accompaniment.

Gene and Glenn, with Lena, were very amusing with their refreshing comedy on Sunday's "Magic Key of RCA" over NBC-Blue from Cleveland. The singing of Queena Mario, Jean Sablon and Wynn Murray were other enjoyments on the program.

Hal Gordon, caught Tuesday afternoon on NBC-Blue, is as grand a ballad singer as your ears would care to hear.

**New Slant by Theaters**

Muncie, Ind.—New departure in theater exploitation is the sponsoring of the True Detective Mysteries transcriptions by the Hoosier and Wysor theaters. Flying Film Reporter describes the pictures showing at the theaters just before the thriller is aired.

**RALPH KIRBERY**

"The Dream Singer"

MANAGEMENT  
WILLIAM MORRIS AGENCY

**GUEST-ING**

**MARGARET SULLAVAN**, with Tyrone Power in "Her Cardboard Lover," Oct. 3 (NBC-Blue, 9 p.m.)

**BEN BERNIE**, on "Hollywood Mardi Gras," Oct. 5 (NBC-Red, 9:30 p.m.)

**RICHARD** and **MARGOT BONELLI**, on Kraft Music Hall, Sept. 30 (NBC-Red, 10 p.m.)

**WALT DISNEY**, on Bakers' Broadcast, Oct. 3 (NBC-Blue, 7:30 p.m.)

**FRANK FAY**, **EDWARD ARNOLD** and **EDDIE PEABODY**, on Rudy Vallee program, Oct. 7 (NBC-Red, 7 p.m.)

**CLARA BLANDICK**, on "Kitchen Cavalcade," Oct. 1 (NBC-Blue, 10:45 a.m.)

**DR. MAXWELL H. GOLDBERG** of Mass. State College, on Norman Corwin's "Poetic License," tonight (WQXR, 9:45)

**COMMISSIONER EDWARD L. MULROONEY**, on World Peaceways "Spotlight on Youth," Oct. 5 (WNEW, 8 p.m.)

**DAN DANIELS**, sports writer, on Bob Ripley program, Oct. 1. Herman Bernie office set deal (NBC-Blue, 9 p.m.)

**LUM** and **ABNER**, on Al Jolson program, Oct. 5 (CBS, 8:30 p.m.)

**DOLORES DEL RIO**, in "Lancer Spy" on Hollywood Hotel, Oct. 8 (CBS, 9 p.m.)

**SINGIN' SAM**, on Coca Cola Song-shop, Oct. 1 (CBS, 10 p.m.)

**WILHELM KNUDSON**, president of General Motors, will be interviewed by Kathryn Cravens, Oct. 8 (CBS, 2 p.m.)

**BIRMINGHAM**

Thad Holt, WAPI president, speaks optimistically of getting WAPI's two objectives: first, a clear channel at night; then, a jump to 50,000 watts. At present the station operates on 5,000, and shares night time with KVOO.

WSFA, Montgomery, has joined the state-wide football hookup being organized by WSGN, with several other stations in prospect. Bill Terry will be at the mike for the games.

"The Airmail Mystery," weekly mystery serial sponsored by a group of local radio dealers, made its bow this week over WBRC.



**AIR VELOCITY MICROPHONES**

Latest in scientific development and refinement. Wide range corrugated ribbon and new high flux alnico magnets. Latest type transformer with double coils. All impedances. 1 db. from 30 to 12,000 cycles. Complete with 25 ft. cable and plug.

LIST

**\$44.50**

UNIVERSAL MICROPHONE CO. LTD.  
424 Warren Lane Inglewood, Calif.



## SAN FRANCISCO

Philip G. Lasky, KSFO general mgr., named head of radio departmental activities of the S. F. Advertising Club, has named Wilbur Eickelberg, KFRC; Ralph Brunton, KJBS; Clyde Coombs, KPO-KGO and Bob Roberts, KYA, to the committee.

Howard Harding, young baritone who presented his first KYA-CRS show Wednesday night, will work into two or three other local programs.

"Doc" Howard, KSFO chief engineer, moving here from Oakland now that the station's new transmitter did a similar farewell Eastbay act.

Allan Sheppard, KSFO announcer, courteously showed some Napa Valley visitors around the station the other day. They remembered him with a case of wine.

Gordon Kelley, formerly KQW, San Jose, has joined KGGC as a newscaster. Malcolm Greenwood, debuting in the radio game, is a new junior announcer there.

Dot Kay, former NBC singer, now vacationing at Rancho San Pablo in El Cerrito while the nitery is closed for remodeling.

Low Frost, assistant to Don Gilman, leaves Oct. 1 for Radio City for several weeks' confab. On his return, he'll make Hollywood his headquarters.

Earle Ennis, "S. F. News" columnist now doing a half-hour stint on KSFO for 13 weeks, is sponsored by the Morris Plan.

Karl Baron, KYA announcer, may soon be saying those permanently binding words, "I will."

Henry King takes up the baton for the entire winter at the Fairmont Hotel in San Francisco. Joaquin Grill, present maestro, goes to the Tahoe Tavern to return in the spring.

## SEATTLE

Harry Mullen, tenor "find," is appearing on Don Isham's "Melody Lane" over KOL.

Wheeler Smith, formerly of KFPY, Spokane, has joined KOL announcing staff. Clarence Talbot, announcer, has gone to Denver.

H. E. Jamison has started a new "Armchair Cruises Along the Waterfront" over KOL.

## ONE MINUTE INTERVIEW

JOHN V. L. HOGAN

"In any consideration of high fidelity broadcasting, one should not lose sight of the fact that home broadcast receivers do not 'cut off' at all. Instead, they 'taper off' and their characteristics are such that many will respond quite effectively to frequencies of 8,000 or 10,000 cycles or even higher, while nearly all will give some response at frequencies well above 5,000 cycles. Thus it is demonstrated that it does pay to design the radio transmitter to handle the full range of frequencies."

## ★ Coast-to-Coast ★

**B**ECAUSE NBC wasn't going to feed the Texas Christian-Ohio State game from Columbus to the southwest, WBAP of Fort Worth secured wires for a remote and sent Cy Leland, sports announcer, and R. C. Stinson, technical supervisor, to Columbus to handle the airing.

WLBC, Muncie, Ind., has sold the entire Ball State Teachers College football games, and also obtained sponsorship for the Muncie high school basketball varsity games, as part of a big batch of recent new business.

WBAL, Baltimore: Lou Azrael, columnist, has resumed his "Matching Minds," a quiz for high school students. El Gary, "Your Romantic Troubador," has acquired a further sponsor. "Sounds," song written by Gustav Klemm, program director, was sung by Margaret Speaks on her last "Voice of Firestone" program.

Earl Carter, Lem Oldaker, Bob Dean and Program Director Welch covered the three-day Golden Glove Tournament over KOBH, Rapid City, S. D., sponsored by Highland Beverage Co., Grain Belt Beer distributor. KOBH recently fed NBC the unveiling of Lincoln's head at Mt. Rushmore.

Iowa Network, Des Moines: Bill Hippee, former assistant to Senator Clyde B. Herring, has joined the Iowa Network news staff as assistant to Benedict Hardman, editor. Wayne Ackley and Gwen McCleary are handling commercials on nine weekly programs for Gately's store. Orville Foster's "Day Dreamer" program was snapped up by the Des Moines Register as soon as it was known that Maher's 7-Up would release it this fall.

KVOO, Tulsa: Bob DeHaven, chief announcer, is the papa of a baby girl—born while he was on vacation. Cecil (Rowdy) Wright, singer who recently joined the station, received 40 letters on his first quarter-hour broadcast. KVOO carried a variety of programs from the Okla. state fair, also aired "backstage" of a recent circus.

Wilbur Edwards, of the sales staff at WBT, Charlotte, has left for New Haven, Conn., to enter Yale theological school. He was succeeded by Robert Anders.

Carl Voss returned Monday with his "Carl Voss Reviews the News" on WPTF, Raleigh, N. C.

WHBF, Rock Island, Moline and Davenport, not only aired the visit of President Roosevelt when he stopped in Clinton, Ia., 40 miles from Rock Island, but made a recording

and put it on the air the following night. Announcers Maurice Corken and Ivan Streed described the President's visit.

KOMO-KJR, Seattle: Vic Hurley, author, has been appointed continuity director, succeeding Grant Merrill, resigned. Frank Coombs, Cecil Solly and Hugh Poore, who are regularly sponsored, inaugurated the station's first remote last week from the fair at Puyallup. Jean Wiley succeeded Gladys Neimeyer as sec'y to Manager B. F. Fisher.

William Austin, accompanist-arranger for the Songfellows on WHO, Des Moines, married Harriet Campbell last week.

Mary Halbritter and Roger Riddle, guitar team, start at WKY, Oklahoma City, Oct. 1 for local NBC releases sponsored by Cain's Coffee Co. The team has been heard for the past several months over KFOX, Long Beach, Cal.

L. P. Lehman and his Radio Party on Sunday celebrated their fifth anniversary of continuous broadcasting over WWVA, Wheeling. Their mike record: 3,640 hours, 3,900 programs, 50,000 songs sung, 2,600 sermons delivered. The Lehman religious programs are wired to the station from the Downtown Church of Washington, Pa.

Cleveland Railway Chorus starts on WHK Sept. 30 for an extended period of weekly broadcasts. The chorus has been switched from WGAR by Griswold-Eshleman Advertising Agency. Amateur talent will be added in the new setup.

Jim Sands, WHK-WCLE artist, opened a new three-a-week series this week over WCLE, Cleveland. Listeners' requests will comprise the musical program—with the listeners invited to try to "stump" Jimmy. Sponsor is Brown Brothers' Furniture.

Maurice Coleman, manager of WATL, Atlanta, wrote an article on "Radio—An Aid to the Police," which appears in the October issue of the Georgia Police Magazine. He is also writing a story for the Atlanta Democrat on "Radio's Contribution to Good Government."

WOPI is now dipping three programs weekly to WHIS in Bluefield, W. Va.

Jack and Loretta Clemens have been signed by Warners to make a three-reel musical comedy. They have already done several two-reel shorts for the same company.

Herb Mann, Jr., staff announcer at WRJN, Racine, Wis., who has been

## BOSTON

Jimmie McHale and his orchestra, playing at Brown Derby, will have a nightly WMEX wire.

"Casey at the Mike," new series of 15-minute football "scores and predictions" featuring Eddie Casey, former Harvard football coach, will start over the Yankee network Thursday, sponsored by the Tide-water Oil.

Ruth Moss introduces a new series over WAAB, "Women Who Have Done Something."

Featuring as commentator, Dr. William L. Stidger, prominent Bostonian, the new series of noontime programs, "Getting the Most Out of Life," starts over WNAC and 15 other Yankee network stations, sponsored by Fleischmann's Yeast.

Walter E. "Hap" Myers of the New York NBC sales office in town at the WBZ studios.

Edward B. Hall, Boston's NBC news editor and commentator will be sponsored for a two-week trial period beginning Sunday.

Lewis Moonlight Serenaders, Hawaiian group, return to WBZ-WBZA Sunday evenings after a summer absence.

Walter E. "Hap" Myers, former general manager of WBZ-WBZA, and now a member of NBC's New York sales force, is spending a few days each month in the New England sales area. On the strength of this Hap has rejoined the Advertising Club of Boston, of which he was formerly president.

ill for the past two months, is again on the air. Roy Vogelmann, who has been announcing over the station during the summer months, has returned to his studies at the University of Wisconsin, Madison, where he has several daily broadcasts over WHA.

Capt. Joe Miller (no relation to the joke man) will be guest hog-caller on Col. Jack Major's program over CBS next Monday at 3 p.m. Miller, who developed quite a voice when hog-calling as a country boy and now uses it to supervise docking of ships in N. Y. Harbor, heard Jack's brand of calling and thinks he can beat it.

Bill Tuff, "The Lonesome Cowboy" singer of XERA, Del Rio, Tex., is now being heard over WEBQ, Harrisburg, Ill.



Radio set sales in the first half of 1937 totaled 3,348,635, an increase of 12 per cent over the same period last year, according to Radio Today.





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 2, NO. 64

NEW YORK, N. Y., THURSDAY, SEPTEMBER 30, 1937

FIVE CENTS

## 5-Day Week for Whole NBC Setup

### Looking On ... AND LISTENING IN

**AFM ACTION** Every radio station, big and small, affiliated or independent, that is going to be affected by the pending agreement with the American Federation of Musicians owes it to itself to come forth and make its problems known before an agreement is made. That's the only way to assure an all-around fair deal.

The Independent Radio Network Affiliates committee reports a gratifying response to its questionnaires, and the NAB meeting Oct. 12 is expected to be well attended.

But there are always a certain number who believe in letting the other fellow do it. This is no time to play ostrich.

Those who do so are liable to wake up in a hospital next morning, asking "What hit me?"

**I. Q.** Months of faithful listening to Prof. Quiz, Uncle Jim McWilliams and a few other quizzers has revealed that the general run of school and college students, as well as many teachers, who have appeared on these programs, are surprisingly short on practical knowledge.

Educators seeking to impose cut and dried formulas for teaching by radio should give this a little thought.

Useful knowledge can be inculcated much more readily when sugar-coated with fascinating entertainment.

**DRAMA** Drama of the legitimate brand is steadily making progress on the airwaves, but there are a couple of things that it is rather slow in finding out.

One is that dramatic skits, usually acted by guest stars, are out of place in a musical program.

The other, and even more important, is that you can't get many folks to listen to a lot of dialogue after 10 o'clock at night; it's too easy to fall asleep. D.C.G.

### Nobody Home

Charlotte — WBT's "Dancing Party", heard 12:30-2 a.m., with Bill Bivens, announcer, presenting recorded numbers on request, is getting very popular—especially out of town. One night last week no calls came in from the Carolinas, but some arrived from New York, Atlanta, Miami, Boston, Birmingham and Peoria.

### 250 MEMBERS ALREADY FOR AFRA IN CHICAGO

Chicago—New local of American Federation of Radio Artistes, organized here last week, is reported to have more than 250 members representing almost all elements of actors, singers and announcers here except the NBC mikes. NBC men, just given a five-day week of 40 hours with two successive days off and salaries said to average around \$150 a week, so far have shied away from AFRA. A sizeable group of

(Continued on Page 2)

### Lord & Thomas Extending West Coast Operations

West Coast Bureau, *RADIO DAILY* Los Angeles—In addition to the new Lucky Strike variety show in cooperation with Warner Bros. and Transamerican, Lord & Thomas is aggressively entering the Hollywood field in other directions. Tom Mc-

(Continued on Page 3)

### Wash'n Apple Campaign Scheduled for Oct. 11

Seattle—Using a large group of stations, especially in the major apple markets of Chicago, New York and Philadelphia, the Washington State Apple Advertising Commission starts its new campaign Oct. 11. Norman G. Mogge of J. Walter Thompson Co. is handling radio end.

### MCA Frisco Opening

San Francisco—Music Corp. of America opens its new offices at 111 Sutter St. tomorrow with a party. Lyle Thayer and Dorsey Forrest were brought here from L. A. Plans include reviving some big-time vaude bookings.

## Justice Black Favors Radio For His Klan Talk—If Any

### New Fitger Beer Show On Four Minn. Stations

Chicago—Fitger Beer Co., through Leo Burnett agency, is starting a sportsman's show Saturday over WCCO, Minneapolis, WEBC, Duluth, WHLB, Virginia, and WMFG, Hibbing. Paul H. Harper is account executive.

## All Owned and Operated Stations Are Expected to Go on New Schedule Within Next 48 Hours

By HOWARD J. LONDON

Within the next 48 hours, NBC will announce a five-day week for the entire NBC set-up including the NBC owned and operated stations, it is understood. Network yesterday admitted that the subject was being discussed but no decision had been reached as yet.

Some time ago Lenox R. Lohr, NBC president, asked the various departments to submit reports on whether the summer system of a skeleton staff on Saturdays could be maintained and network operated efficiently. Two of the largest divisions concerned answered in the aff-

(Continued on Page 12)

### Luckies Renewing

Lucky Strike cigarets on Nov. 6 will renew its "Hit Parade" series on 92 CBS stations, 10-10:45 p.m., for another 13 weeks. Series is well into its second year on the network. Lord & Thomas is the agency.

### CBS-ACA LABOR CASE REFERRED TO WASH'N

National Labor Relations Board closed its hearing yesterday on the American Communications Association-CBS case and referred its findings to the board in Washington for a final decision. Hearing, which lasted for two days, featured a bitter fight by the American Communica-

(Continued on Page 2)

### Television Station Permit Is Sought by DuMont Lab

Upper Montclair, N. J.—Allen R. DuMont Laboratories has applied to FCC for construction permit for an experimental television station on 46,000-56,000 kc., 50 watts visual and 50 watts aural power.

### Skolsky Time Set

Sid Skolsky, columnist, starts his weekly Emerson Drug Co. (Bromo-Seltzer) series Wednesday, Oct. 6, at 8:30-8:45 p.m. over NBC-Blue.

## WEBS AND AFM MAKE UP BUT NO PACT DRAWN YET

Rapprochement between NBC and CBS and the AFM on the matter of key station contracts resulted in two sessions being held yesterday afternoon and evening, but the net result appeared to be a little better than status quo. Next conference date is indefinite and may be called some time today, but the most likely

(Continued on Page 3)

### Martin Gosch Joins CBS In Program Department

Martin Gosch, former radio director of Warner Bros., has joined CBS in a program direction and writing capacity. Gosch will begin

(Continued on Page 2)

### Candid Mike

Minneapolis — Candid camera technique prevailed last week when WTCN covered University of Minnesota Freshman Week. Charles Irving, special events announcer, wearing a disguised lapel mike with concealed wire, got some pretty earfuls from the freshman gals while dancing. Mikes were also hidden around usual school meeting places.

(Continued on Page 12)





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JOHN W. ALICOATE : : : Publisher

VON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Wednesday, Sept. 29)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 1/2	161	163 1/8	- 3/8
CBS A	25	24 3/4	25	—
Crosley Radio	13 1/2	13 1/4	13 1/2	—
Gen. Electric	45 7/8	43 3/4	45 1/2	+ 1/4
North American	22	20 1/2	21 1/2	- 3/4
RCA Common	9 1/2	9	9 3/4	—
Stewart Warner	14 5/8	13 5/8	14 5/8	+ 1/4
Zenith Radio	35 1/2	33 3/8	35 1/4	+ 1/8

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	15	15	+ 1/4
Majestic	2 1/4	2 1/4	2 1/4	—
Nat. Union Radio	1 1/4	1 1/4	1 1/4	+ 1/8

## OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	10	11 1/2

## CBS-ACA Labor Case Referred to Washington

(Continued from Page 1)

tions Commission, a CIO affiliate, to represent technical employes in CBS owned and operated stations in New York and Washington. Hearing was held before H. R. Korey, trial examiner, with Sidney E. Cohn, counsel for the CIO, and Sol A. Rosenblatt handling the CBS side.

Cohn charged CBS with lending financial assistance to the Associated Broadcast Technicians, thereby identifying it as a company union. Korey ruled all discussion of the ABT out of hearing. An early decision is expected from Washington.

## Airing From Theater

Benny Meroff, who opens Oct. 6 at the New York Paramount Theater, will originate his thrice-weekly sustaining series direct from the theater.

## ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

Mon. thru' Fri., 11:15 to 11:45 A. M.

"There's nothing she can't sell."

## AFRA Cards Interchangeable

Members of the American Federation of Radio Artists now may interchange their cards with those of Actors' Equity, Screen Actors' Guild and the American Guild of Musical Artists. Equity Council, last of the group to ratify the move, agreed that when a member shifts from one of the unions to another, he may do so without paying full membership dues, but approximately half of this amount. Same arrangement applies to initiation fees. Some 30,000 artists are involved in the three organizations.

## Martin Gosch Joins CBS In Program Department

(Continued from Page 1)

work immediately on a new series of comedy shows contemplated by the network. Gosch's appointment appears to coincide with the reported revision in the entire sustaining program setup of CBS.

## Gaines Will Produce Admiracion Program

Charles Gaines is succeeding Roger White as producer of the Admiracion show on Mutual with Tim Ryan and Irene Nobilette, effective Oct. 10. Understood that the Charles Dallas Reach agency, handling the show, contemplates changing talent with the exception of Tim and Irene. Orchestra choice is said to lie between two semi-name outfits. Gaines is also a producer for World Broadcasting System.

## McCorkle to Preside At FTC Music Hearing

Washington Bureau, RADIO DAILY

Washington—George McCorkle, director of the trade practice conferences of Federal Trade Commission, will preside at the "general conference hearing" of the popular music publishers to be held in the main hearing room of the FTC on Monday at 10 a.m.

## Ad Ass'n Picks Slate

Election committee of the Association of Advertising Men has completed the new slate for the coming election, scheduled for Oct. 7. Nominated for the various offices are Eugene Pilcher, president; John McGuire, vice-president; Gilbert Reid, secretary; T. L. Martin, treasurer; Walter Radcliffe, assistant secretary; Wilbur Stark, WMCA, assistant treasurer; Thomas Hughes, Mack LeBlang and Steve Brody, directors.

## Ralph Patt Shifted

Detroit—Ralph Patt, on the WJR announcing staff for the past eight years, has moved his desk into the sales department. He will continue to conduct the early morning Patt-Guest show. Ralph is a brother of John Patt, v.p. and g.m. of WGAR, Cleveland; Bob Patt of Campbell-Ewald and Jim Patt of CBS.

## Dr. Fosdick Returning

Dr. Harry Emerson Fosdick returns for a winter series of National Vespers on Sunday at 4-4:30 p.m. over NBC-Blue.

## 250 Members Already For AFRA in Chicago

(Continued from Page 1)

actors is still reported holding out until the attitude of advertising agencies toward AFRA is clarified.

Organization expected to become potent here because of the domination of dramatic programs, more than 50 script shows having been signed by sponsors on the major stations and networks for origination here.

## New INS Branch Heads

William L. Cartan has been appointed Central Division news editor of INS with headquarters in Chicago.

Barry Faris, INS editor-in-chief, also announces appointment of Jerry Hallas as manager of the Hartford bureau, succeeding Walter Kiernan, who is being shifted to the New York staff, while Norman Agathon has been signed as manager of the Des Moines bureau.

## Social Security Seizure

New Orleans—For non-payment of social security, salaries of Merwin Andrus and his orchestra, along with receipts of a dance hall, were seized this week by internal revenue officers.

## 500th NBC Special Event

NBC special events department on Monday booked its 500th special event. Booking No. 1 was the opening of Congress and No. 500 was a short wave broadcast from the MacGregor Expedition which is enroute to the North Pole.

Other highlights of the year's specials were inauguration of President Roosevelt, Coronation of King George VI, Ohio Valley floods, Hindenburg disaster, coverage of the eclipse from mid-Pacific and the America's Cup Races.

## W. H. Smith Joins CBS Bureau

Addition of Walter H. Smith to Columbia Artists Inc. was announced yesterday by Lawrence Lowman, CBS v.p. Smith has been associated with the CBS program service department for the past few months.

## Douglas Romine Joins KARK

Little Rock, Ark.—Douglas Romine, formerly on KLZ, Denver and KVOO, Tulsa, is the newest addition to the KARK announcing staff.

## SWING WITH "The Frolicmakers"

Participating Program 12-1 Daily

WCOP

BOSTON

## COMING and GOING

FRANK E. RAND, in charge of CBS publicity for the western division, returned to Chicago the other night by plane from Kansas City after conferring with M. F. (Chick) Allison, in charge of KMBC publicity.

ELWOOD WHITNEY, J. Walter Thompson art director, arrived on the Coast Tuesday from New York to confer with Danny Danker.

LYN MURRAY's choral group, "The Gauchos", leave Dallas for an eight-week engagement in Mexico City.

JACK MILLS returns to New York from Europe aboard the Normandie today.

WILLIAM S. PALEY, president of CBS, returns from Europe today with MRS. PALEY aboard the Normandie.

EZIO PINZA and ELISABETH RETHBERG of the Metropolitan Opera Co. arrive from Europe today.

TIM and IRENE are in Chicago today for a personal appearance at the National Drug Convention.

JOE HILLER of the Pittsburgh office of CRA is in town visiting home office.

DICK STEVENS of Chicago also a visitor here at CRA, preparatory to going Cleveland office of the organization.

JAMES AULL, director of publicity for KYW, Philadelphia, was in town yesterday on his honeymoon. He was married to G. Helena Longacre last Saturday.

CLAY MORGAN, NBC director of promotion, arrives back in town from his European trek Tuesday morning aboard the Ile de France.

BILL BAAR, NBC's "Grandpa Berton," is back from England from whence he aired 22 programs over the BBC plus some television work.

## First Opera Auditions

Sherwin-Williams Co. (paints) has set the talent line-up for the first of its 1937-38 series, starting over an NBC-Blue network Oct. 3 at 5-5:30 p.m. As in previous years, sponsor will feature talent quests for the Metropolitan Opera and Wilfred Pelletier conducting the Metropolitan Opera orchestra. First contestants to be heard are Hardesty Johnson, tenor, Viridnie Mauret, coloratura, and Jess Walters, baritone. Final winners will be announced at the conclusion of the series next spring, and will be given roles in the spring schedule of the Met.

## WTCN Appointments

Minneapolis—Stephen Wells, former free lance news and publicity man, has joined WTCN as director of publicity and special events.

Russ Lamb, formerly of WBAP, Fort Worth, is an addition to the announcing staff.

## LEE GRANT AND HIS ORCHESTRA

## 25th WEEK

SPONSORED BY GENERAL MILLS



3 HOURS DAILY

2:30-5:30 P.M.

**Coming Events**

Sept. 25-30: International Exposition of Radio. Porta Bastioni di Venezia, Milan.

Oct. 1-3: National Radio Parts Show sponsored by Radio Manufacturers Ass'n and Sales Managers Club, Commercial Hall, Port Authority Bldg., New York.

Oct. 4: Popular Music Publishing Industry trade practice hearing, before Federal Trade Commission, Washington.

Oct. 12: National Ass'n of Broadcasters board of directors meeting, Waldorf-Astoria, New York.

Oct. 16: Educational Broadcasting conference called by KSTP, St. Paul.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

Oct. 4-5: Advertising Federation of America district convention, Providence Biltmore Hotel, Providence.

**Lord & Thomas Extending West Coast Operations**

(Continued from Page 1)

Avity is set to remain here permanently, and other shows in immediate prospect are a new one for Pepsodent when Amos 'n' Andy switch Jan. 1, and another for Quaker Oats. Jack Runyon, who has been quietly pioneering for several months, will function with McAvity in the enlarged L. & T. set-up.

**Gene Baker Joins Lunke**

Seattle—Gene Baker, formerly with NBC, CBS and KIRO, has joined James R. Lunke & Associates as manager of the Seattle office. He will have direct charge of the Weco Radio Productions unit.

Lunke has gone to Chicago to open a branch.

**Zeke Manners on NBC**

Zeke Manners will emcee a new variety program, "The Hayriders", opening tomorrow on NBC-Blue at 2:30-3 p.m. The Kidoodlers, Lucille and Lanny, "Giggling Gab" Drake, Elton Britt and Ezra Hetherington will be included in the first program.

**Movie Based on Radio**

Chicago—Maurice Lowell, NBC production director, has written and will be technical adviser on "Listen In", a movie short about radio programs, to be filmed by Warner Bros. Shots of several radio shows will be used.

**NEW PROGRAMS—IDEAS**

**"Wake Up and Live"**

"Wake Up and Live" is the title of an early morning commercial series started this week over WTMV, East St. Louis, with Greater St. Louis Sears-Roebuck stores as sponsor. Show features drama ("The Andrews Family") music and novelty gags. Free gift goes to every listener phoning station half hour after offer. Scripster Charles E. Barnhart supplies and directs the drama, with a cast including Irene Virginia Miller, Florence Kohl, Howard E. Woodard, Eugene Craft, and Fred Moegle. Woody Klose and station program staff devised the broadcast.

**Inside Page News**

Ray Barrett, staff announcer at WDRC, Hartford, has written a new program which is to be auditioned soon called "Let's Look at the Inside Page." In this program, Barrett takes unusual news events of the day, elaborates on them and presents them in a partly dramatized form. He also, on occasion, adds items of interest from his own experience.

**Webs and AFM Make Up But No Pact Drawn Yet**

(Continued from Page 1)

time is next Monday. AFM sub-committee meets Mutual key station executives today, and it is possible that if time is open the webs may again get together with the AFM.

Understood that Pres. Jos. N. Weber of AFM is amenable to signing either NBC or CBS by itself provided an agreement can be reached with one and not the other. However, a network representative told RADIO DAILY that there was no reason why both the major networks couldn't sign together. Niles Trammell, NBC Central Division head; Mark Woods, NBC treasurer; Edward Klauber, CBS executive vice-president; Meford Runyan, vice-president; Lawrence W. Lowman, vice-president in charge of operations and H. Leslie Atlass (WBBM) and a CBS vice-president, were in the conference.

AFM sub-executive committee comprised of Weber, Jimmy Petrillo and Fred Birnbach is holding out for a pact that runs about a year and a half, to coincide with that of the proposed agreement with the IRNA. Nets, among other things, want a longer contract. Pushover on either side was not indicated, judging by serious mien of the conferees.

**Equal CBC Status for Mutual**

New deal made between the British Broadcasting Corp. and Mutual gives latter same status as other major webs, with arrangements being made for interchange of at least one program weekly via CBC. First of the new English shows will be heard Saturday. Program is West of England Folk Singers. Canadian exchange of programs on Mutual has been on since June 1935.

**KVOO Presents Funny News**

A new program titled "Funny Facts in the News" was sold last week by KVOO, Tulsa, to National Bellas Hess Clothing Co. The broadcast is presented at 12:25 p.m. every week day. It consists of humorous incidents written and presented in a light style—an auxiliary feature of the station's regular news broadcast.

**Fan Mail Club**

To step up response from area outside accepted coverage, WRBL, Columbus, Ga., has started a Fan Mail Club. Letter from remotest point each day makes listener who sends it an honorary member. Next day, special program is aired for winner.

**WKY Wins Exclusive**

Oklahoma City—Despite protests of Mutual representatives, action of the board of regents in granting WKY exclusive broadcast rights to Oklahoma University football games has been upheld by Governor Marland.

**GUEST-ING**

RAY MILLAND, film star, MARGO (stage and screen actress) and RICHARD BONELLI (not Margo and Richard Bonelli as inadvertently reported), on Kraft Music Hall, tonight (NBC-Red, 10 p.m.).

MISS DEAN, physical trainer, on Frankie Basch program, tomorrow (WMCA, 7 p.m.).

WILL OSBORNE and orchestra, on Martin Block's "Make-Believe Ballroom", tonight (WNEW, 6 p.m.).

MELVILLE RAY and ROSE DIRMANN, on "Story of Song", Oct. 5 (CBS, 3:30 p.m.).

**Wendy Barrie With Haley**

Wendy Barrie of the films will be comedienne on Jack Haley's Log Cabin program starting Oct. 9 on NBC-Red. Warren Hull, Virginia Verrill, Ted Fio Rito's orchestra and the Three Little Sugars (Dorothy Compton, Marjorie Briggs and Betty Noist) are other members of the cast.

**ONE AD**

*You Won't*

**ANSWER!**

IF (1) you're a hermit or (2) psychic or (3) just too toxic to care about one big thing that has happened at the foremost greater-New York station during the past six months, you won't want to answer this ad. But, if (4) you're an agency space-and-time-buyer, or an advertiser, who is ALIVE and likes FACTS put down in clear black language and simple pic-

tures, you'll want to write to WOR now for a FREE COPY of "Certain People." This is a fascinating little book which gives you the names of almost 200 WOR sponsors and the lowdown on the programs they have used to work this station to their advantage. Smart people will address their requests pronto to: Sales Office, WOR, 1440 Broadway, in New York.

**WOR**



## ★ F. C. C. ★ ACTIVITIES

### APPLICATIONS RECEIVED

Sentinel Broadcasting Corp., Syracuse. CP for new station. 620 kc., 500 watts, unlimited.  
Cleveland City Board of Education, Cleveland. CP for new high frequency station. 26,400 kc., 500 watts.  
Piedmont Broadcasting Corp., Salisbury, N. C. CR for new station. 1500 kc., 100 watts, daytime.

WCLS, Inc., Joliet, Ill., Auth. to transfer control of corp. from R. W. Hoffman to L. W. Wood. 51 per cent of stock.

KIEM, Eureka, Cal. Auth. to transfer control of corp. from H. H. Hanseth to Wm. B. Smullin and Standard Printing Co. 18,750 shares common stock.

Mountain Top Trans Radio Corp., Denver. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

### SET FOR HEARING

Roberts-McNab Co., Livingston. Mont. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

W. H. Kindig, Hollywood. CP for new station. 710 kc., 500 watts, limited.

### ACTION ON EXAMINERS' REPORTS

Rapids Broadcasting Co., Cedar Rapids. Denied CP for new station. 1310 kc., 100 watts, unlimited.

### APPLICATION DISMISSED

Honolulu Broadcasting Co., Ltd., Honolulu, T. H. CP for new station. 1010 kc., 250 watts, unlimited.

## Seek Studio Audience Tax

West Coast Bureau, RADIO DAILY

Los Angeles—Mrs. H. M. Warner and Mrs. William Dieterle, wife of the Warner director-producer, are behind the movement to charge 6-cent admission to audience broadcasts, with proceeds going to Parent-Teachers Associations to furnish needy school children with hot and nourishing breakfasts. Meetings scheduled this week with advertising agency executives and network officials in an effort to put the plan into effect with the Jolson, Cantor and Penner shows as a starter. The 6-cent fee was fixed because that is the P.T.A. cost of one breakfast.

## CBS Short Wave Tests

W2XE, the CBS short wave outlet, is now conducting special experimental work on short wave transmissions to Europe and South America for the International Broadcasting Union, Brussels. Experiments are being conducted with the assistance of British Broadcasting Co. and are under the supervision of A. B. Chamberlain, CBS chief engineer. Results will be studied at the Cairo Radio Convention to be held next year.



Greetings from Radio Daily

Kenny Baker  
Nat Brusiloff  
Shirley Lewis



### PRESS AGENT'S PARADISE!

● ● ● Third installment of our desk cleaning stunt: Phil Baker carries almost as much insurance on his accordion as he does on himself. . . . Frank Black has more than 100,000 miles in the air to his credit because of his plane commuting weekly between N. Y. and Chi. . . . Raymond Paige is still tinkering with his high-powered boat and often rushes to rehearsals in overalls and a greased-smudged face. . . . Clarence Muse, the baritone, is to California's colored population what Joe Louis is to Harlem. . . . Marek Weber, European Maestro, who made his American debut via NBC-Blue. Tuesday, has taken out his first citizenship papers and joined local 802. . . . Eddy Rogers, whose band opened Tues. at the Rainbow Grill, is the son of the Italian Consul at Norfolk. . . . A carrier pigeon recently flew into the office of Charles Green, prexy of CRA—WITHOUT a message from the booking front. . . . Prexy Green released the bird and thereby is slated for some good luck.

● ● ● Freddie Gibson is considered to be the greatest singer by Lee Wiley, Gertrude Niesen and other femme singers from here to California. . . . Victor Young launched an association to lobby for a National Academy of Fine Arts, at a luncheon in the Victor Hugo restaurant. . . . Roy Campbell is looking for two tenors to be used in two new vocal groups he is preparing for the airways. . . . Lee Wiley leaves for the film colony shortly. . . . Jerry Mann is readying some new material which may be presented on a new program to be heard twice weekly. . . . Bill Burton removed his mustache but is growing a new one. . . . Jack Marshall of the Benny Meroff crew was tested by Warner Brothers the other day. . . . Jimmy Dorsey will feature June Richmond, a new colored girl, in his floor show at the Congress Hotel. . . . Jack Robbins plans to celebrate the 40th anniversary of Feist Music with a re-issue of many old Feist hits. . . . No. 1 tune on plugs last week was "That Old Feeling"—not bad for 40 years' work.

● ● ● Carlton KaDell, the announcer, and Don Wilson, another word-slinger, both broke into radio as baritones and still sing—in their bathrooms. . . . Edgar A. Guest prizes an autograph book in which the unusual guests of his "It Can Be Done" series have scrawled their names. . . . Lucille Manners is sending names for the "script-dog" on the "Aunt Jenny" programs trying to win the pedigreed scotch terrier that's being given as the prize for the best label. She can easily afford to buy a half-dozen but figures there's more kick out of winning one. . . . Arthur Boran suggests a squelcher for Charlie McCarthy by W. C. Fields: "I'll bore a hole in you, and let the sap run out."

● ● ● "Radio Night Club," a 60-minute recorded program originated on WEBQ, Harrisburg, Ill., four years ago by Eddie Wise, is still retaining its late audience and becoming one of the most popular features on the station. . . . Show is announced as "Radio Night Club, America's smartest mythical night club, located just outside the city limits of Anywhere, U.S.A." . . . Bill Welsh, sports editor for KFEL, Denver, news service is getting ready to defend his top honor among mountain region football forecasters—a distinction he earned during the 1936 season when he made a higher percentage of correct choices than any other picker in the mountain states. . . . He predicted results of 250 games, for a season's percentage of 775. Games also included Rocky Mountain conference contests. . . . Bill also talks about fishing conditions throughout the state and has quite a following with the rod and reelers as he has with the pigskin paraders.

## NEW BUSINESS

Signed by Stations

WMAQ, Chicago: Bowey's, Inc., "Terry and the Pirates", disks, through Stack-Goble Agency.

KFI, Los Angeles: Beaumont Laboratories, "Four Stars Tonight", disks, through H. W. Kastor & Sons, Chicago; Glass Container Ass'n, through U. S. Adv'g Corp.

WIOD, Miami: Cycle Trades of America; Goodrich Silvertown Stores.

KMOX, St. Louis: Mantle Lamp, "Musical Memories"; American Tobacco (Roi Tan cigars), announcements, daily, 52 weeks; Curtiss Co., 25 news flashes daily; Absorbine Mfg. Co., "Magic Kitchen" participating.

WJTN, Jamestown, N. Y.: Kendall Refining Co., Kendall football flashes, 15 mins., three weekly; Strohmman Bros. Co., "Speed Gibson", disks, 15 mins., three weekly.

WNAC, Boston: Sterling Products, "Young Widder Jones".

WABY, Albany: Socony Vacuum Oil Co., all Yale games.

WOKO, Albany: Atlantic Refining Co., Cornell games Saturdays.

KINY, Juneau, Alaska: Carters Medicine, ET, through Conquest Alliance; Stewart Warner, "Morning Chat" participation, through Strang & Prosser; Quaker Burnoil Heater, daily announcement, through Strang & Prosser; Canned Salmon Industry, daily program; Sears-Roebuck, daily program.

WRAC, Williamsport: Chevrolet, disks and spots, through Campbell-Ewald; Bayuk Cigar, spots, through McKee, Albricht & Ivey; Atlantic Refining, through N. W. Ayer; Carter Medicine Co., through Street & Finney; Penna. Publicity Committee, through Walker & Downing.

KCMO, Kansas City: Super Suds, spots, through Benton & Bowles.

WMAQ, Chicago: Midland Flour Milling Co., through Stack-Goble, also on WENR; Baume Bengue, Rival Packing Co.

KMOX, St. Louis: Grove Laboratories; Maryland Pharmaceutical Co., Rapinwax, Bayuk Cigars, Pinex, Penn Tobacco.

WOPI, Bristol: Philco mysteries, sponsored by W. W. Woodruff Hardware Co. of Knoxville.

KGVO, Missoula, Mont.: Ford Symphony and Al Pearce shows, Chevrolet, Chrysler (Major Bowes), Phillip Morris, Chesterfield, Texaco (Eddie Cantor), General Foods (Kate Smith), all through CBS.

KYW, Philadelphia: Thomas M. Leeming & Co. (Baume Bengue), through Wm. Esty & Co.; Appalachian Apples, through N. W. Ayer; Richard Hudnut, through BBDO.

## New Victor Bay Series

Victor Bay, recently signed under the exclusive management of the Columbia Artists Inc., will begin a new series of broadcasts Oct. 14, with Hollace Shaw as featured vocalist. A preliminary airing will be given on Oct. 4 at 10:30-11 p.m. New program is one in a series of classical musicals to be built by CBS as regular sustaining features.

Is your life insurance safeguarded against loss in event of "common disaster"?

Jules Hamburg  
—INSURANCE—  
John 4-2800 BEkman 3-0375  
80 JOHN ST., NEW YORK



# KATE SMITH

"THE SONGBIRD OF THE SOUTH"



TONIGHT

8 P. M. Over Columbia Broadcasting System

COAST - TO - COAST





**HENNY YOUNGMAN**

on



**THE KATE SMITH HOUR**



with

**KATE SMITH, A GRAND PERSON**

**"GOOD LUCK KATE"**

**WILSON, POWELL &  
HAYWARD Inc.**



**JAS. B. PEPPE, Gen. Mgr.  
444 Madison Avenue  
New York City**

**Artists' Representative  
Radio Producers**

**TED STRAETER  
and  
HIS CHORUS**

on

**THE KATE SMITH HOUR**

**With the Charming and Gracious  
"Songbird of the South"**



**JACK MILLER**

And His  
Orchestra

In Happy Association  
with

**THE KATE SMITH HOUR**



**ROBERT S. TAPLINGER, Inc.**

Publicity and Radio Relations

"Singing the Praises of"

**KATE SMITH**



NEW YORK  
CHICAGO

HOLLYWOOD  
LONDON

**TALLULAH BANKHEAD—HENRY FONDA**

Guest Stars



**THE KATE SMITH HOUR**







# TED COLLINS

PRODUCER

THE KATE SMITH HOUR



# Program Reviews and Comments

## MAREK WEBER

Sustaining

WJZ-NBC-Blue Network, Tuesday, 10:30-11 p.m.

**EMMINENT CONTINENTAL CONDUCTOR REVEALS DISTINCTIVE WARES IN AMERICAN RADIO DEBUT.**

Marek Weber has long been a favorite abroad to a vast following and became known here to some extent through his recordings, particularly to those appreciating light Viennese classics and similar type music. Conducting a 30-piece orchestra of similar instrumentation to that he used abroad, Weber's interpretations proved more modern than expected and an excellent half-hour of zippy music. With strings predominating and the cymbalon for further Continental effect, the orchestra seemed well in hand at all times and took to the intricate arrangements in masterful style.

Opening of the "symphonic serenade" was a medley of Johann Strauss waltzes, that included "Blue Danube," following with "Afraid to Dream," fox-trot which received novel treatment, and then Dvorak's "Humoresque," with Weber doing the violin solos. European tango, "Zigeuner," was next, with a mezzo-soprano vocalizing; concluding highlight was a fantasy on Carioca, a monumental piece of arranging. The conductor however should stick mostly to his forte, light classics.

Weber has plenty of class appeal and was far from being over-sold by NBC. With Milton Cross on the announcing end, probably more dignity was present than good selling. After the opening spiel, Weber had to make good on his own. Continuity seemed to let down, not so much as a matter of selling Weber himself, but rather supplying more information to the listener when a tricky piece like the "Carioca" variation was on tap.

### "Phenomenon"

"Phenomenon-Electrifying History" made its debut on KMBC, Kansas City, Monday and is scheduled for five times weekly under sponsorship of local Light & Power Co. Transcriptions are a natural for local utility company sponsorship and if succeeding installments are as good as the first one, the disks will prove a rare combination of an adventure strip entertaining to both youngsters and grownups. Also notable is the fact that it delivers the sponsor's message without resorting to a lengthy commercial.

Somewhat along lines of Mark Twain's "Connecticut Yankee," the story concerns the experiences of a young electrical engineer who submits to the experiments of Dr. Light and is projected back scenes familiar in history. Cast is headed by Fred MacKaye, Robert Frazer, Jean Colbert, Claude Rains and Hugh Conrad who does the role of narrator. Script is by Barbara Winthrop and produced by Fran Heyser. Music by Albert Von Tilzer and P. Hans Flath.

## "JACK OAKIE'S COLLEGE"

R. J. Reynolds Tobacco Co.

WABC-CBS network, Tue. 9:30-10:30 p.m.

Wm. Esty & Co.

**SWING MUSIC AND NUTTY COMEDY FOR THE YOUNGSTERS WHO CAN TAKE IT.**

Return of Jack Oakie in his jazzed up conglomeration of songs, comedy and good swing, does not alter the general plan of the program as compared to last season. Show is evidently built to appeal to the younger element among the cigarette smokers and to those who may soon become of age to go for lady nicotine. While there may be considerable diversion enroute, most of the program contains no particular sock, and quite possibly is following the right track in its crazy-quilt style of performance, what with a stronger and more formal proposition opposite on another network.

With Oakie were Harry Barris, songwriter and comedian; Stuart Erwin, Raymond Hatton, William Austin, Helen Lind, baby-voiced commedienne, and others. Also George Stoll orchestra from the Hollywood Studios, and Benny Goodman picked up from Cleveland to supply the second half of the "double feature" program. Goodman band is, of course, played up and probably hands in most of the entertainment for many listeners. Audience is asked to send in their swing choice for future programs. Camel credits are easy to take as dished out by Dan Seymour, with Prince Albert pipe tobacco in for a plug at the close on a money back guarantee.

### "Heinz Magazine of the Air"

In addition to "Carol Kennedy's Romance," which is heard five days a week, the Wednesday and Friday broadcasts of "Heinz Magazine of the Air" over CBS is stretched to a half-hour, 11-11:30 a.m., with Julia Sanderson and Frank Crumit heading the talent, along with B. A. Rolfe's orchestra, Food Editor Bill Adams, and a guest, who yesterday happened to be Bill Pratt, comedian.

The well-known informal, genial and friendly style of Sanderson and Crumit fits very happily into a program of this kind. Their ditties and dialogue are always enjoyable, and yesterday's vocalizing of "The Moon Got In My Eyes" and "It's the Natural Thing to Do" by Miss Sanderson, with Crumit chiming in, was particularly pleasing.

Also entertaining was the brief comedy skit, and Rolfe's orchestra furnished efficient musical background for the program. Sandwiched into the routine was the daily episode of "Carol Kennedy's Romance," which is a good serial of its kind.

### Secretarial Shift

Virginia Latimer, secretary to A. A. Schechter, NBC director of news and special events, tomorrow becomes secretary to Alfred H. Morton, NBC manager of owned and operated stations, succeeding Ruth Danner, who has resigned to join the Carnegie Corp.



There Are  
**6,000,000 Like Him**

**...BUT HE CAN HEAR**

**T**HERE are 6,000,000 hard of hearing children now on the way to adulthood. Some hear 'though their ears may have been affected since birth—others don't. Which group has the better chance for ultimate, useful citizenship?

Teachers, nurses, physicians—all agree that no child should be permitted to struggle with this handicap unassisted. Your child, if his hearing is below normal, deserves the help of a Buck Rogers 25th Century Acousticon, designed especially to appeal to children. Properly fitted, it immediately brings better hearing, guards against serious psychological pitfalls, permits normal hearing at school and normal social relations with adults and other children.

May we send you literature? Or, better still, won't you bring your child to an Acousticon office where we can *prove* the efficiency of the Buck Rogers Acousticon in meeting childhood's hearing problems?

*Buck Rogers* 25th CENTURY  
**ACOUSTICON**



**DICTOGRAPH  
PRODUCTS CO., INC.**

580 Fifth Avenue

New York, N. Y.





**A**FTER an all-summer vacation on his Palm Springs ranch. H. Bedford Jones, author of scores of best sellers in recent years, returns to the air with his "Things That Interest Me" commentary on KFI, Wednesdays.

The new Phil Baker show for Gulf oil is scheduled for only one Pacific Coast station—KNX—since Gulf products are not marketed on the Coast.

John B. Hughes, news director of the Don Lee Broadcasting System, reports that all his INS news broadcasts are sold and "because of results probably will continue to be indefinitely." Four of the INS news broadcasts are originated at KFRC, San Francisco; three for Borden's Dairy Delivery Co. and one on the network from KFRC for General Motors Acceptance Corp. Two others are released over KFRC, originate at the Don Lee studio, KHJ.

Walter Johnson has a new one, "Mary Morgan, Editor," framed for KHJ sponsor-audition this week. Cast includes: Margaret McDonald, leads; Philip Trent, Fred MacKaye, John Fee, Victor Rodman, Jean Vanderpile, Vern Felton, Elliott Lewis and Fred Harrington. Script job by Art LaVoe.

Cliff Nazarro, double-talking comedian, was set in Mickey Rooney's M-G-M picture, "Thoroughbreds Don't Cry," by NBC Artists' Service.

Tracy Moore, NBS sales representative, is releasing his play, "Bero Fiddles with Advertising," first produced at the L. A. Advertising Club several months ago, for the use of the Advertising Federation of America.

"It Happened in California," dramatizations of front page news events in the history of California, is a new KEHE and CRS program originating in San Francisco. Written by Leon Churchon, and heard Wednesday nights.

Kenny Baker, who will be back with Jack Benny when the new series starts Sunday, will spring three new numbers written by Kenny Baker on early programs.

W. C. Fields is reliably stated to be remaining off the Chase & Sanborn Hour permanently because it takes too much time and energy while currently engaged on his Paramount picture. Fields passes up a reputed salary of \$5,000 weekly to conserve his health.

Hartman and Harding is the billing of a new vocal duo on KEHE.

Sam Hayes, sports and news commentator, prognosticating on football over KHJ-Don Lee. Will confidently predict the outcome of 24 week-end games on his Thursday night broadcast.

Willis Cooper has been given a release by 20th Century-Fox to permit of his scripting for "Hollywood Hotel."

## STATIONS OF AMERICA

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

### KTSA—San Antonio

550 Kc.—5,000 Watts Local Sunset, 1,000 Watts Night

**H. C. BURKE, Manager**

**WILLIAM G. EGERTON, Chief Engineer**

**K**TSA, one of broadcasting's veteran stations, operates under a license that was the second to be issued in the Lone Star State. It was back in 1922 under the call letters WCAR that the little pioneer toddled on the air with the aid of a 100 watt transmitter. For two hours, three times a week, its strident voice could be heard in a nondescript assortment of programs.

By 1926 the power had been jumped to 1000 watts and programs were going out over the air waves six nights a week. Two years later WCAR became KTSA. In May, 1936, it became a unit of Hearst Radio. Plans were immediately drawn up for expanding broadcasting facilities resulting in the increase to 5,000 watts. Late this summer, improvements costing over \$20,000 were completed at the studios and transmitter.

New transmitting equipment went into operation late last year, housed in a modern building on the Seguin Highway, an advantageous site overlooking the greater part of San Antonio. KTSA's ultra-modern high fidelity transmitter is one of the first to make use of the new stabilized feedback principle which was introduced by Bell Telephone Laboratories last year.

With the recent completion of new studios and installation of new studio equipment in the Gunter Hotel, KTSA is as modern and complete as most any broadcasting station in America.

Located on the third floor of the Gunter Hotel, the main studio has a stage and accommodates a studio audience of from 50 to 150 persons, depending on the size of the radio production. There are two other studios, two control booths, a client's audition room, music library, news and reception rooms. Decoration will be in white and "Bluebonnet" blue.

Complete new technical equipment was installed to match the "high fidelity" 5,000 watt transmitter that KTSA dedicated less than a year ago.

Executive offices, accounting, program, sales and engineering offices are located on the mezzanine floor, convenient to the studios.

### Poetic Drama on WTCN

Minneapolis—"Neath the Forest Oak" an original poetic drama by Robert LeFevre, WTCN staff announcer, was aired last night over WTCN. The drama, written entirely in poetry, concerns itself with the philosophical aspects of life and at times soars into the realm of metaphysics in search of "the answer to it all". It was enacted with a musical background. Cast included Charles Irving, Hal Lansing, Robert LeFevre, Arleth Haeberle and Ann Ginn.

### ST. LOUIS

John Jacobs, late of KTSA, San Antonio, now with KMOX announcers, filling the vacancy created by resignation of Spencer Allen to become program director of KOAM, Pittsburg, Kan.

WEW's slogan contest ended with selection of "The Station You Will Listen to Again".

Dick Cross, who was temporary program director of WEW, has left the station.

James D. Shouse, KMOX g.m., in New York for several days.

Dorothy Nelson, KWK receptionist, married to Clifford M. Renner.

Allen Anthony is handling Grady Cantrell's "Morning Devotions" on KWK while Cantrell is away on business.

Ray Schroeder, original Mr. Fix-It on WIL, and his wife Peg are operating the Nevada, Mo., Herald, in which they recently bought a half interest.

### Scripting Baker's Show

West Coast Bureau, RADIO DAILY Los Angeles — Kirtley Basquette, magazine writer, has been signed to do the scripts for the Baker's program with Feg Murray and Ozzie Nelson.

### 3 New Shows on WHN

WHN is starting three new programs, Carson Robison and His Buckaroos on Monday at 11:30-11:45 a.m., also to be heard Wednesdays and Fridays; "Pinto Pete in Arizona," script show, Tuesdays at 9-9:15 a.m., and "The Merrymakers," Mondays through Fridays 7:45-8 a.m., from Cincinnati.

### COLUMBUS

Abram Ruvinsky, WHKC musical director, on his return from New York, where he conferred with Dr. Alfred Wallenstein, musical director for MBS, said a pretentious program of "better" music will be inaugurated this fall over WHKC.

Rose Kaye, WHKC's society editor, is now sponsored by Moores & Ross Co.

Ezra Martin will be presented on WBNS in a half-hour program called "Hello Ohio," assisted by Geer Parkinson at the organ, with market news, time and weather reports for rural listeners.

Hank and Slim Newman, with their Georgia Crackers, one of WHKC's oldest and most popular acts, now being sponsored by Sisson's Formulas.



**N**BC has a new serial, "Painted Rock," story of a school teacher in politics in a small town, coming up Oct. 4. Lenore Kingston, a newcomer, plays the leading role.

Joe Dumond, who has been pinch-performing for Ed McConnell and Harvey Hays, is now laid up himself with laryngitis.

Red Grange has been set for a WENR football stint sponsored by Hinckley & Schmitt (Corrin Waukesa Water), through Baggaley, Horton & Hoyt.

NBC set a record Monday by originating nine programs in an hour in local studios.

Marge Kerr of Tom Fizdale publicity staff, rushed to Henrotin Hospital to have her appendix out. Phil Davis, her husband, of WLW musical staff, is here looking after her.

Bess Flynn and Bess Johnson back from New York.

Carlton Kelsey, musical director of CBS here, summoned to San Diego because of death of his mother. Carl Hohengarten is taking over his orchestra for the Wrigley broadcasts temporarily.

Bernardine Flynn is back in the Vic and Sade show after fortnight out to have her baby.

Alex Robb, assistant Artists Service manager at NBC, finally got in that vacation at Eagle River, Wis. When he started out July 2 he was injured in a train wreck at Evanston and laid up for weeks.

Fort Pearson is the voice of WENR's new "Your Football Prophet."

It's a girl in the household of John McLoughlin, WBBM-CBS accounting chief.

Jack Fulton of Poetic Melodies confined to his bed with severe cold.

Betty Reller, headliner of Betty and Bob, also is laid up.

### Zugsmith Suit Settled

A breach of contract suit brought by Al Zugsmith against orchestra leader Allan Leafer was settled yesterday for \$2,000 as the case was opened before Justice Keller, City Court, N. Y. County. Reuben Caidin was attorney for Zugsmith.

### Radio Education Book Out

"Listen and Learn: 15 Years of Adult Education on the Air," by Frank Ernest Hill, has been published by the American Ass'n for Adult Education, aided by the Carnegie Corp. of New York.

Hill contends that a difference between educators and broadcasters, with the former having responsibility and the latter authority, has slowed down the development of education by radio.



**PROMOTION**

**"Barn Dance" Mailing Piece**

A novel mailing piece has been prepared by KGVO, Missoula, Mont., on its "It's Barn Dance To-night." Designed in a layout characteristic of a barn dance, the folder is being sent to agencies whose clients have wide distribution in western Montana.

**WMPS Mother Tieup**

"The Sweetest Mother in Memphis" was the title of a unique radio contest conducted by Dr. Pepper and WMPS in conjunction with the showing of the picture, "Stella Dallas." Penny post cards were distributed to Dr. Pepper dealers containing the name of the contest, the name of the picture, theater, sponsor and station. WMPS in one week's time received 2,222 cards. Winner was awarded a gold watch by local jewelers. Fred Vosse, WMPS "Man on the Street," conducted the contest in conjunction with the "Dr. Pepper Sidewalk Forum."

**WBT Featured in Trade Ad**

WBT, Charlotte, has been featured in an advertisement prepared by CBS to be placed in leading trade publications throughout the country. A picture of a bewhiskered Confederate soldier giving vent to the old Rebel Yell highlights the advertisement, which goes on to explain that the broadcasting of the Rebel Yell at a recent dinner meeting of the United Daughters of the Confederacy in Charlotte was one of many unique broadcasting stunts put on by the enterprising WBT program department.

The ad points out that the WBT program department has for several years won leading showmanship awards and was of equal calibre to the CBS network staff.

**Zenith Teaser Postcards**

Zenith Radio Corp. is sending out thousands of teaser postcards, addressed and written in ink and signed "E.S.P.", suggesting tuning in on the company's NBC-Blue Sunday night program which deals with "extrasensory perception" (telepathy).

**Aiding Highway Patrol**

In its desire to perform public service, KGVO, Missoula, Mont., assumes a semi-official position in aiding the State Highway Patrol apprehend criminals in Western Montana. The patrol doesn't have any transmitters but all cars are equipped with receivers. When criminals are known to be at large on the highways, headquarters at Helena communicate with KGVO as the station broadcasts warnings on the regular chain breaks. The patrolmen keep

**RADIO PERSONALITIES**

S. S. FOX

**S**. S. FOX, president and general manager of KDYL, Salt Lake City, has been one of the west's radio trailbreakers. KDYL is one of the oldest stations in the United States, a close contestant for that honor with KDKA, having been founded in May, 1922. Taking charge of its operation in 1925, Fox has built it from small beginnings—a power of 100 watts—to its present status of 1,000 watts and affiliation with NBC's Red Network.



One of the west's radio trailbreakers .....

With a long record of successful showmanship behind him, Fox brought to the managing of KDYL an extensive knowledge of public entertainment methods, a deep understanding of human psychology and a brilliant sales technique. In consequence, KDYL has become a leader among stations of its size in the west.

He is an enthusiastic golfer and horseman, a member of the Shriners, the B.P.O.E. and the Salt Lake City Chamber of Commerce.

**KANSAS CITY**

Stage play "Excursion," opening Oct. 9 at Resident Theater, will feature Margaret Hillias, principal in WDAF's "Fatty Lewis" (Listerine). Jack Grogan, WHB announcer, and Arthur Ellison, KCMO dramatic staff, with W. Zolley Lerner, theater director and popular reader over KCMO, producing the play.

Antlers Club and Club Continental start ork commercials over KXBY. Jack Grogan again announcing for WHB, after summer's absence leaving with WDOJ, Chattanooga.

**PHILADELPHIA**

Jack Steck of WFIL will take over the emcee duties on two weekly stage features at Fay's Theater this fall.

When Jan Savitt returns to KYW with his Top Hatters for Richard Hudnut perfumes, Carlotta Dale and Bon Bon will be the featured soloists.

Manager L. H. Bailey of WHAT on Saturday will air the first play-by-play of the Drexel Tech-Susquehanna gridiron scuffle. Members of the announcing staff will assist Bailey, and other games will be aired on succeeding Saturdays.

Polly Willis, WFIL song-bird, has turned dramatist, scripting a new microphone series to audition for a well-known local merchant.

their dials tuned to the Garden City station at all times in order to pick up these warnings.

**Tags for Tuning Knobs**

In merchandising a Sherwin-Williams show, KCMO, Kansas City, is making door-to-door distribution of small cardboard tags to be attached to tuning knobs of radio sets. Tags carry station's call letters, wavelength, and announcement of the S-W show and three other shows.

**Series on Sustainings**

WORL, Boston, is sending out a series of bulletins, each one devoted

**INDIANAPOLIS**

Morris Hicks, WIRE announcer, resumes his Sport-Slants.

"Your Birthday Party," heard Sunday noons under sponsorship of Kirk Furniture Co., is a new program on WFBM. Series will honor leading colleges and universities, social organizations, industrial firms and nearby towns on Sunday nearest respective birthday or founding date.

Sixth annual series of broadcasts presented by William H. Block Co. and known as "Block's Children's Hour," is being aired from company's auditorium Saturday mornings over WFBM. George Madden is announcer and Pete French emcee.

**LINCOLN**

George Patchen, KFAB engineer, this week weds Frieda Kiesler. Jim Cox, continuity writer, also made the altar walk recently.

J. Gunnar Back, KFAB-KFOR continuity chief, is now teaching a two-hour night course on radio at U. of Neb.

Joe W. Seacrest, executive committeeman for Central States Broadcasting, is in Washington trying to gain a new wavelength and more wattage for KFOR. He's opposed by L. L. Coryell, Sr., who wants to build a new station on the wave being asked for by KFOR.

to a different sustaining program which is considered ripe for sponsorship.

**WCKY Reaches Dealers**

A mail promotion of 22,000 letters, cards and folders was completed last week by WCKY, Cincinnati, under the direction of Lloyd George Venard, sales and merchandising director. Copy reached food and drug trade, automotive dealers, gas stations, news-stands and a specialized list of margarine dealers, to acquaint them with details of programs advertising products they have on sale. Personal calls are now being made as a follow-up.

**ORCHESTRAS MUSIC**

Bunny Berigan celebrates his six months' anniversary as an orchestra leader on next Sunday night's WOR commercial. In this short time, since he began on the CBS Saturday night "Swing Sessions," he has landed as a name band, has won a big commercial and a film contract, and is attracting capacity throngs on his first road tour.

Inclusion of jazz in the general music curriculum of the University Heights Center of New York University has been shifted to a later date. Vincent Lopez, who resumes network broadcasting over Mutual from the Drake Hotel, Chicago, starting Oct. 9, was originally scheduled to give the first of a series of lectures on the origin, history and appreciation of jazz on Oct. 5. But instead will launch his teachings on Nov. 9.

"Red Norvo and Mildred Bailey and Their Band" open the long-closed Mural Room of the St. Francis Hotel, San Francisco, Oct. 7 for 10 weeks and options. CBS will air them twice transcontinentally on Thursdays and Sundays.

Merle Pitt and his orchestra will play a return engagement at Martin Block's "Make-Believe Ballroom" on Tuesday, 3:30 p.m., via WNEW.

Victor Young, maestro of the Al Jolson show, and his ork have been signed for a series of disks to be released to foreign stations.

Ray Block's "Swinging the Blues" program, a regular Monday afternoon, WABC feature, has been switched to Tuesday at 12 noon.

Max Terr, the "Sing Band" maestro, is under contract to Paramount Pictures through October, 1940.

Terry Shand, pianist for Freddy Martin in Chicago, has two tunes clicking on the networks—"The Fly Outflew the Flea" and "Blue Sweetheart."

Larry Fotin, Philadelphia maestro, has placed three of his swing compositions with Luz Brothers Publishing Co., New York. They are "Raggle-Taggle," "Oasis" and "Wedding of Pochahontas."

**SAN ANTONIO**

Herman Waldman's music has replaced Bobby Millar's ork at the Olmos Starlit Gardens. Hymie airs nightly via KMAC.

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WMCA

Fox-Fabian Amateur Hour  
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## BLACK FAVORS RADIO FOR REPLY ON KLAN

(Continued from Page 1)

him first while boat was still off Norfolk, and later contacted him again.

Reason for preferring radio as a medium for his statements, Justice Black said, is that the public then will hear his remarks just as he makes them, without the editing that might occur in newspapers.

### 10 For Standard Symphony

San Francisco — Standard Symphony Hour, sponsored by Standard Oil of California on the coast NBC-Red, celebrates its tenth anniversary Thursday night. Alfred Hertz conducts.

### Gravymaster Limiting

Dryden Palmer (Gravymaster) will confine its radio efforts this fall and winter to WFBL, Syracuse, and WGY, Schenectady. Samuel C. Croot has the account.

### Bernie May Go Abroad

West Coast Bureau, RADIO DAILY

Los Angeles—Ben Bernie, whose American Can program winds up Oct. 19, may take a three-month trip to Europe after finishing his 20th Century-Fox film, "Love and Hisses."

## BOSTON

"Aida" and "Carmen" will be aired in their entirety over Colonial network from the stage of the Boston Opera House on Monday and Wednesday, 8:15 p.m. The works will be presented by the New York Opera Company.

WCOP has the S.R.O. sign for commercial time on Sundays. The station is sold out from 10 a.m. until sign off.

Massachusetts Medical Society in conjunction with Massachusetts Department of Public Health will start a series of discussions on "Adult Hygiene" over Colonial network Wednesday night.

## ONE MINUTE INTERVIEW

### MacDONALD CAREY

"The radio actor can never become entirely absorbed in the character he is supposed to be creating. For one thing, there is the script which he must hold in his hand throughout the performance. He must keep glancing at the man in the control room from time to time for signs and directions. Above everything else, there is the microphone itself. The radio actor plays entirely to the mike, never to the other actors. There is none of the interchange between players, the play of one personality on another that gives pace to a stage performance."

## ☆ Coast-to-Coast ☆

ED SMALLE, director of choral groups including "The Seven G's" "The Caroleers," and currently "The Melody Mystics" on the WEAF-Thursday Night-Leo Reisman beer series, is auditioning girls for a new choral group which he is preparing for Fall radio work.

WOPI, Bristol, has found a way to utilize its Radiatorium when not used for broadcasts. Stage performances are given by units from WSM's (Nashville) "Grand Ol' Opry," with a small admission charge.

WSPR, Springfield, Mass.; Howard S. Keefe, special events man, in New York on vacation . . . John S. Broderick, Perth Amboy (N. J.) News Reporter, has joined staff as salesman . . . Program Director Wayne Henry Latham will do a winter sports broadcast twice weekly . . . Wedding bells Oct. 12 for Billy Fields and Olga Rossini.

WTAR, Norfolk: John Carl Morgan, announcer, back on air after vacation . . . Jeff Baker also returns to start on the "Woman's News Review," new Comet Rice feature on Tuesdays, Thursdays and Saturdays, 10:30 a.m. . . . Walter Huffington's series, "Little Known Facts About Well Known Industries" was signed for seven more consecutive weeks after nine broadcasts, each week under a different sponsor.

WNYC, New York, starts a new series of five dramatic hours by the Radio Playhouse Acting Co. on Saturday with Maxwell Anderson's "Elizabeth the Queen."

KLZ, Denver: Special events crew which remoted Presidential address to Denver from Cheyenne, applauds nimble help from Clyde M. Hunt, WJSV, Washington, chief engineer, who was guest aboard Presidential special . . . Transcriptions of Roosevelt talk were made by Chief Engineer T. A. McClelland while special events crew under Production Manager Howard Chamberlain conducted actual airing.

Nancy Gray, fashion commentator over WTMJ, Milwaukee, appeared on six transcribed programs over the station under the sponsorship of Gimbel Bros. Electrically recorded at Radio City, each disk was flown to WTMJ to be broadcast the following morning.

Harold Newcomb, manager of WRJN, Racine, Wis., has been named to a committee to arrange for the Racine Community Chest pageant parade to be presented Oct. 2.

Robert White, WBZA program director, has been transferred to the twin station, WBZ, Boston, as announcer, replacing Charles Nobles,

who went to New York. Josephine Tierney, who has been White's assistant, takes his place.

Snedden Weir, studio manager of WOKO-WABY, Albany, is booked for two talks before Parent-Teacher Ass'n on radio and education.

Floyd Walter is now the organist for the A. Swire's Community Sing, presented in the Ritz Theater, Albany, and heard on WABY. Forrest Willis is song leader and Grenfell Rand does the quizzing of the audience.

Jean Poli has become a permanent member of the WICC (Bridgeport) staff as special announcer.

Studios of WHK-WCLE, Cleveland, set a record for visitors last week, chalking up 18,625.

Morris Haugen, associated with the sales department of WIBA, Madison, Wis., was married Saturday to Florence Ulrich.

WBIG, Greensboro, N. C., will again be used by Reidsville Tobacco market in ad drive to tobacco planters. Station is in center of tobacco world.

Nick Stemmler, the big Wheaties man of WSYR, Syracuse, is the eighth staff member of that station to take the count from cupid this year. Nick was married Monday to Jeanette Allen of Syracuse. They're honeymooning in Canada.

Charles LaTore will appear in the new Evelyn Laye-Jack Buchanan musical, "Between the Devil," which opens in Philadelphia on Oct. 14 before coming to Broadway.

WJR, Detroit, has a schedule of nine football games, starting Saturday. The last seven are Notre Dame games. Eddie Batchelor, dean of Detroit sports writers, also has started a series of football talks over the station.

Hildegard, back from abroad, was given a welcome-home party at the Rainbow Room, with the following present: John Reber, Thomas Luckenbill, and Anthony Sanford of J. Walter Thompson; Adrian Samich of Kudner Agency; W. J. Faagan of Benton & Bowles; E. G. Sisson of Lord & Thomas; David Murray of U. S. Advertising; George Comtois and Joseph Hill of Federal Advertising; John McMillan of Compton Agency; George W. Allen of J. Stirling-Getchell, and George Engles, Daniel S. Tuthill, John H. Potter, John Babb, James L. Stirton, Ethel B. Gilbert, Samuel L. Ross, A. Frank Jones, Frances R. King and Ken Dyke of NBC.

## FIVE-DAY WEEK SET FOR ALL NBC STATIONS

(Continued from Page 1)

firmative. Network has been operating on the Saturday skeleton basis for the past four months.

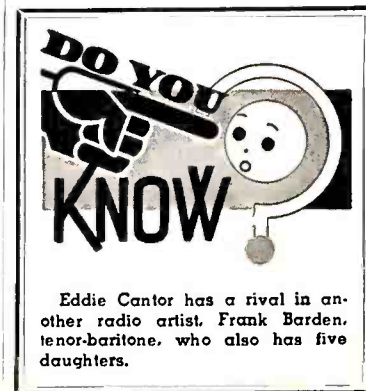
Engineers, producers, sound effects engineers and announcers are already on the five-day schedule. Only departments concerned in new plan are sales, program and promotion. With agencies operating with small staffs on Saturdays, network sales can accomplish little. Program and promotion always schedules its weeks ahead of current needs.

Department heads such as Wayne Randall, Clay Morgan, Vance Babb, Alfred H. Morton, A. A. Schechter, John Royal and O. B. Hanson, are always on call 24 hours a day and have been all during the summer months. Theoretically network employees work from 9 a.m. to 5 p.m., but the latter hour usually is closer to 7 p.m.

Whether the shorter hour announcement will call for a flat five-day week for all with those working on Saturday getting a day off earlier in the week is still uncertain. Believed that department heads will have the final say on how each department will operate.

William F. McGrady, labor counselor for RCA, is said to favor the five-day week. NBC move is in line with its policy of improving employee labor conditions wherever possible. Move may also be in line with equal working hours for all now that technical staff, announcers and production men have the shorter hours.

CBS has not served notice on its employees that they are to resume work on Saturdays and the original announcement did not state any time limitation to the five-day order. Trade rumors that CBS was to announce a five day 40-hour-week was as yet unconfirmed. From another source it was said that Mefford Runyon's office, who issued the original memo, had made no plans nor discussed the issue. William S. Paley, CBS president, arrives home from Europe today and it is possible that he will have the final say.



Eddie Cantor has a rival in another radio artist, Frank Barden, tenor-baritone, who also has five daughters.

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Research

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