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KDYL

The
POPULAR Station
Salt Lake City

National Representative:
JOHN BLAIR & CO.

**NBC
RED
NETWORK**

NELSON OLMSTED, announcer of WBAP, Fort Worth, on Sept. 23 will join NBC in Chicago to present a network series, *World's Greatest Short Stories*. Olmsted has produced the same series on WBAP since 1939.

AL JENNINGS, formerly of WBHP, Huntsville, Ala., has joined the announcing staff of WSIX, Nashville. He succeeds Ed Mullinax, who joined WHMA, Anniston, Ala., as program director.

DOROTHY HAYDEN, for eight years in New Zealand radio, has joined the NBC Hollywood music rights department.

JOHN WHITAKER, sports editor of the *Hammond Times*, will handle a 30-week schedule of sports broadcasts on WJOB (formerly WWAP), Hammond, Ind. WJOB during the fall and winter will carry 30 consecutive weeks of play-by-play sports coverage, including football and basketball. Whitaker will handle all the broadcasts, as well as conduct a thrice-weekly sports roundup on the station.

MRS. FRANCES FARMER WILDER, CBS Pacific Coast educational director, will instruct a class in radio management and technique at the U of Southern California extension division. Clinton Jones, of the network's news bureau, will again conduct a course in radio script writing.

CECIL WOODLAWN, formerly a free lance writer, has joined the continuity staff of WTRY, Troy, N. Y.

SHIRLEY LAUTER, assistant publicity director of Don Lee Broadcasting System, Los Angeles, and David Horton, beverage company executive, were married Sept. 7 in Glendale, Cal.

JOSE RODRIGUEZ, KFI-KECA, Los Angeles, is editor of the newly-published 500-page book, *Music & Dance in California*.

HARRY BRIGHT, continuity chief and sportscaster of WGBR, Goldsboro, N. C., also has been named chief announcer of the station, succeeding Jan King.

JIMMY WALLINGTON, Hollywood m. c. of the CBS *Texaco Summer Theatre*, leaves the West Coast for New York Sept. 27 following the final broadcast.

RUTH LYONS, conductor of the CBS *Woman's Hour* on WKRC, Cincinnati, has been placed in charge of the station's newly created women's department.

CARL HOFF, musical director of the CBS *Al Pearce Show*, sponsored by R. J. Reynolds Tobacco Co., has taken over a similar assignment for the Los Angeles County Fair Sept. 13-20.

BOB PERRY, formerly in the production department, has been named program director of KDB, Santa Barbara, Cal.

Cantor Names Cast

CAST for the new *Eddie Cantor Show*, which starts Oct. 2 under sponsorship of Bristol-Myers Co., New York (Ipana, Sal Hepatica), on 65 NBC-Red stations, Wednesdays, 9-9:30 p. m. (EST), has been completed. Besides Cantor, personnel will include Ray and Davis, comedienne recruited from the Broadway show, "Strawhat Revue"; Dinah Shore, formerly vocalist with Ben Bernie; Tommy Mack, comedian. Bobby Sherwood will have the orchestra. The glee club will be directed by Edgar Fairchild. Vick Knight is to produce the series, with Harry Von Zell handling commercial announcements. First 13 programs will originate from New York and then shift to Hollywood while Cantor works in another M-G-M musical film. Agency is Young & Rubicam, New York.



CHEERS of his WIBW confreres lighted the way for Edmund Denney, blind tenor of the Topeka station, as he embarked for Los Angeles to appear Sept. 6 as guest on the *Al Pearce* CBS program. Behind him is Mrs. Denney, with Maudie Shreffler, WIBW music director (below) holding an armful of presents. Denney has been at the station since 1935. Besides singing he plays the piano, guitar, writes legibly and typewrites. Letters from his fans persuaded Pearce to put Denney on the program.

Hackett Appoints Trio To Sales Staff of WINS

CONTINUING the reorganization of WINS, New York, begun last month by Cecil Hackett following his appointment as managing director of the station and the New York Broadcasting System [BROADCASTING, Sept. 1], three additions have been made to the station's sales staff: John M. Sayre, who rejoins WINS after an interval during which he joined the sales staff of WNEW, New York, and served as sales director of WTNJ, Trenton; Stanley G. Barnett, formerly with Kelly Springfield Tire Co. and B. F. Goodrich Rubber Co., and William von Zehle, previously radio director at Consolidated Radio Artists and before that on the radio staff of Music Corp. of America, preceded by varied station experience at WNEW and WHN, New York, and WHAM, Rochester.

Albert A. Grobe has been named manager of the New York Broadcasting System, in which capacity he will serve as an executive assistant to Mr. Hackett as well as continuing in his present post of traffic manager of WINS.

Bernard Estes, veteran newspaperman whose experience includes four years with the Associated Press in Europe, service as managing editor of the *Easton* (Pa.) *Morning Free Press*, and more recently editorial director of the *Carlson* Publication Service, has been appointed news editor and publicity director of the station. Estes also writes and conducts the weekly *Copy Desk* broadcasts on WINS.

KTSM Now a Regional

SHIFTING from local to regional status, KTSM, El Paso, Tex., is now operating with 500 watts on 1350 kc. The station, managed by Karl O. Wyler, has installed a new RCA 1-E transmitter and a 315-foot Truscon vertical radiator at its new site on the outskirts of El Paso. Heretofore the station, an NBC outlet, has operated on 1310 kc. with 250 watts.