

Earl Hall for KGLO Mason City. These quarter-hour platters will be turned to Mason City for broadcast. KGLO will depend on network coverage for spot news.

Three Daily on KDKA

Three broadcasts daily direct from the Convention are planned by KDKA Pittsburgh, J. E. Baudino, general manager, announced. Studios will be set up by the Westinghouse station in the Convention city for the daily broadcasts of Don Hirsch, sponsored by the Duquesne Brewing Co. Plans also contemplate origination of Charles L. DeVault's daily programs, sponsored by Peter Paul Inc., and Grove Labs.

KUOA Uses Overhead

Storm Whaley, manager of KUOA Siloam Springs, Ark., will roll up his sleeves at the Democratic Convention as he did at the GOP sessions and function as both announcer and reporter. Mr. Whaley will keep KUOA covered on Convention news of special interest to Arkansas by overhead wires daily. He also plans to cut quarter-hour transcriptions of interviews with delegates from the KUOA area. Mr. Whaley said the transcriptions probably will be sponsored locally.

Dobyns Files for KGER

C. Merwyn Dobyns, president and general manager of KGER Long Beach, Cal., and his wife, Mrs. Evelyn Dobyns, station educational director, will cover the Democratic Convention as they did the Republican convocation, keeping KGER listeners informed by daily telegraphic stories. Mrs. Dobyns will emphasize the Convention from a woman's viewpoint.

Gleeson for KPRO

W. L. (Bill) Gleeson will be in the radio news gallery for KPRO Riverside, Cal., according to H. W. Wilson, manager. He plans to file daily wire reports, which will be spotted as public service newscasts throughout the KPRO schedule. On his return to Riverside Mr. Gleeson will summarize the Convention in a special broadcast. KPRO will depend on Blue coverage for direct pickups.

KGFW Augments Newscasts

Regularly scheduled newscasts of KGFW Kearney-Lincoln, Neb. (every hour on the hour) will be highlighted during the Convention by special overhead coverage from George Kline of Lincoln, who represented the station also at the GOP Convention. Mr. Kline's copy will emphasize human interest and local angles not included in regular news wire services.

Two Daily on WCCO

Cedric Adams, WCCO Minneapolis-St. Paul commentator, will

Jergens in West

ANDREW JERGENS Co., Cincinnati (lotion), on July 20 starts sponsoring a weekly half-hour comedy-mystery, *Hollywood Mystery Time*, on 8 CBS Pacific stations (KNX KQW KARM KROY KGDM KIRO KFPY KOIN), Thursday, 9-9:30 p.m. (PWT). Contract is for 52 weeks. Carleton Young and Gloria Blondell will be co-starred. Louis Dittes and Jerome Epstein are assigned writers. S. James Andrews, radio director of Lennen & Mitchell, New York agency servicing account, will produce first two programs. Don Sharpe, radio director of Frank Vincent Agency, Hollywood talent service, will then take over that assignment.

originate his noon and night newscasts daily from Chicago during the Convention. He also plans to do other special color broadcasts during the Democratic sessions. Mr. Adams, too, will assist on the CBS staff.

Aldridge for KXOK

Mahlon Aldridge, newly appointed news editor of KXOK St. Louis, *Star-Times* station, will do two broadcasts daily, 6:45 and 11:15 p. m. from Chicago. Lines have been installed in the Stevens Hotel and Stadium for direct pickups. Assisting Mr. Aldridge will be the following staff correspondents of the *Star-Times*: Robert Holliday of Jefferson City; Ernest Kirschten, editor of the editorial page; Truman Felt, Washington correspondent. Technical details will be in charge of Arthur Rekart, KXOK chief engineer. Station also plans to record interviews with delegates and political leaders from its listening area, according to C. L. Thomas, manager.

WBBM's Behind Scenes

WBBM Chicago, CBS station, plans a series of behind-the-scenes broadcasts during the convention, as well as others augmenting network coverage. Pre-convention programs began Sunday. On July 17 WBBM was to present members of the Stevens Hotel staff in a round-table discussion of how hotels handle large convention groups. At 2:45 p. m. CWT Tuesday a quarter-hour discussion of the radio and mechanical organization at Convention hall will feature Tom Garry, chief of physical arrangements at Chicago Stadium; J. Leonard Reinsch, Democratic National Committee radio director; Hal Carlson of the Illinois Bell Telephone Co.; Jack Darnell, Western Union.

At the same time Wednesday correspondents for newspapers of United Nations will discuss politics and the various methods of choosing national leaders by their respective countries. Alvin J. Steinkopf, WBBM's foreign affairs expert, will be moderator.

Leading magazine and newspaper writers will be presented Thursday afternoon. Val Sherman, WBBM chief announcer, will be moderator on all forums except the Wednesday program. Other direct pickups include Robert F. Hurlleigh's 3:45 p.m. daily newscast, which will feature interviews with prominent Democrats; a 5 p.m. analysis, July 19 by Mr. Steinkopf on the German attitude and reaction to the American political conventions and coming election; special newscasts at various times by WBBM staff commentators and reporters, under direction of Shepard Chartoc, special events chief, and Jack Burnett, his assistant. Covering for WBBM, in addition to Messrs. Hurlleigh and Steinkopf, will be Walter Preston, director of program operations; George Case, assistant; Florence Warner, director of education; James Beloung, chief engineer; Fred Killian, production manager; James Crusinberry, news editor; Earl Horrigan, news writer; John Harrington, newscaster.

BLACKHAWK BREWING Co., Davenport, Ia., will add a series of chain breaks to its schedule of spot announcements now being carried by WOC KBUR KXEL KBIZ KFJB WHBF KROS, effective July 17. Contract is for 26 weeks. Agency is H. W. Kastor & Sons, Chicago.

WILLIAM P. ADAMS, House Jameson, Jay Jostyn, Anne Seymour, Alex McKee, Ben Grauer, George A. Putnam were elected members of the national board of AFRA to fill vacancies among the New York locals allotment, according to a tabulation of the mail ballots, just announced.



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