



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 38

NEW YORK, N. Y., TUESDAY, AUGUST 24, 1937

FIVE CENTS

## Pick Committee on AFM

### ELECTION OF AFRA SEC'Y IS DELAYED BY BATTLE

Spirited battle for the position of executive secretary of the American Federation of Radio Artistes was indicated yesterday when AFRA held a long drawn out meeting at Actors Equity offices. AFRA was originally scheduled to elect an executive secretary at yesterday's meeting, but the confab did not get anywhere along this line and the agenda for a later meeting was set up.

Included among radio artists present for a time yesterday afternoon

(Continued on Page 2)

### Campbell Cereal Serial On Midwest Mutual Net

Chicago—Campbell Cereal Co. has bought the serial "Rube Appleberry," a favorite on WGN a few years back, for a midwest Mutual network on a three-a-week basis starting Sept. 27. Also plans recordings for spots. Show is written by Capt. Paul Fogarty. Mitchell-Faust is the agency.

### Radio Bills to Remain Active In Next Session

Washington Bureau, RADIO DAILY  
Washington—Though adjournment of Congress sine die last Saturday meant the temporary shelving of the half dozen or more radio bills, all of the measures will remain vital at the next session. This was only the first session of the 75th Congress, and there is probability that President Roosevelt may call the legislators back into special session this fall

(Continued on Page 7)

### Fishing Tale

New Orleans — Three control room operators from a local station—J. D. Bloom, Francis Jacobs and Dan Hynes — a-fishing went and claimed to have fished out 60 speckled trout, neglecting to bring the evidence with their yarn. They also had to fish Dan Hynes out of the lake, where, it is said, he went in after a case of beer which slipped overboard.

### Formal

Cincinnati—In inaugurating its "News for Executives" program, 8:30 a.m. weekdays, giving a brief summary of industrial items, opening prices on London Stock Exchange and general news, President L. B. Wilson of WCKY mailed 10,000 finely engraved invitations (to listen in) to business men and women in the station's area. Believed to be the first formal invite to five minutes of listening.

### SID SKOLSKY TO CHATTER ON NBC-BLUE FOR BROMO

West Coast Bureau, RADIO DAILY

Los Angeles — Sidney Skolsky, columnist, has been signed by Emerson Drug Co., Baltimore (Bromo-Seltzer), for a new series of programs to be aired over a nationwide NBC-Blue network, Wednesdays, 8:30-8:45 p.m. (EST), beginning Oct. 6. Program will be keyed out of Hollywood.

Standard Brands had previously reserved the 8:30-9 p.m. period on

(Continued on Page 2)

### Young & Rubicam Assigns Stuhler As Talent Buyer

William R. Stuhler, in addition to his duties as director of the Young & Rubicam radio department, will personally take over complete responsibility for all talent buying, with Therese Lewis in charge of talent buying for the agency in New York and Joseph Stauffer handling the same assignment in Hollywood.

(Continued on Page 2)

## NAB Says Sesac Catalogue Includes Some Ascaph Music

### Kate Smith Program Starting on Sept. 30

General Foods (Swansdown cake flour and Calumet baking powder) program featuring Kate Smith will begin its new series over CBS on Sept. 30. Jack Miller's orchestra, Ted Collins, Henny Youngman and

(Continued on Page 2)

## Official Statement Is Expected Today by Indep't Station Men on Procedure to Meet Musicians' Demands

### PROGRAM DETAILS SET ON COCA-COLA SERIES

Complete details and starting date for the new Coca-Cola series have been set by the D'Arcy agency, which handles the account. Program begins Sept. 10 over a CBS network of 93 stations and will be heard Fridays at 10-10:45 p.m. Talent will be headed by Kitty Carlisle, soprano, with Reed Kennedy, baritone; Alice Cornett, rhythm singer; Songshop quartet, 22-voice choir, and a 47-piece orchestra under the direction of Gus Haenschen. Series will be titled "Coca Cola Presents the Songshop." Frank Crumit will emcee and program will emanate from New York.

### KMED of Medford, Ore. Joins NBC on Sept. 15

KMED, Medford, Ore., joins the NBC network on Sept. 15 as an optional Red or Blue outlet on the west coast. Station is a 250-watter operating on 1410 kcs. Mrs. Blanche Virgin is owner of the station and Lee Bishop is manager.

NBC rate will be \$120. Station is the 137th outlet to become affiliated with the network.

Group of 75 important broadcasting executives representing 135 stations throughout the country met nearly all day yesterday at the Waldorf-Astoria in an effort to find ways and means to proceed on the emergency arising as a result of the demands of the American Federation of Musicians. Preliminary meeting was held Sunday night.

Gathering is being marshalled by Barry Bingham of WHAS, Louisville Courier-Journal outlet, who sent out communications last week calling attention to the necessity of getting together.

Various views were given at the sessions held yesterday and it was

(Continued on Page 7)

## HECKER MUTUAL SERIES IS STARTING ON AUG. 31

Hecker Products (Silver Dust & Gold Dust) will begin the Beatrice Fairfax-Mutual program next Tuesday at 2:45-3 p.m. over 11 stations (WFIL, WBAL, WCAE, KWK, WGN, CKLW, WIRE, WHKC, WGAR,

(Continued on Page 2)

## WMCA Evening Schedule Expects Sellout by Oct.

WMCA will be completely sold between 6 and 11 p.m. daily by Oct. 1, according to present indications, station officials said yesterday. New

(Continued on Page 7)

### On Their Toes

Merced, Cal. — Members of the staff of KYOS here are being kept on their toes these days by a rule put in effect by Woody Woodling, manager. He has specified that all employees must submit, at a general weekly meeting, an idea to increase the station's local influence. Best of the ideas are put into effect.

(Continued on Page 7)



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Aug. 21, 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 3 columns: Selection, Publisher, Times Played. Lists songs like 'Whispers in the Dark', 'I Know Now', 'My Cabin of Dreams', etc.

COMING and GOING

LEO REISMAN and his orchestra arrive today from Paris aboard the Ile de France.

SOL HUOK, impresario, and MRS. HUOK, are other Ile de France arrivals today.

RALPH HAYES, vice-president of Coca-Cola, arrives from Europe today.

BREWSTER MORGAN, director of the CBS Shakespearean series, left Hollywood last night for New York. Upon completing the series, Morgan vacations for six weeks around Tacoma before returning to Hollywood to join M-G-M.

VIVIAN BROWN of the WHN publicity department, returned to her desk yesterday from her vacation.

DON HIGGINS of the CBS press bureau is back at his desk after vacationing.

MR. and MRS. GEORGE ALPERT arrive on the Europa tomorrow.

HARRY LEEDY of Rockwell-O'Keefe leaves for the Coast Friday.

FRANCES COMSTOCK returned from the Coast yesterday.

HARRY BERMAN of Consolidated Radio Artists' legal department has returned from his vacation in Canada.

BILLY SHAW of the New York CRA office returned yesterday from a ten-day trip in the southland.

KARL STROHL, who operates the Mecca Temple dances in Scranton, Pa., was in town last week on a talent hunt.

J. M. COX JR. and J. LEONARD REINSCH, WHIO; E. K. CARGILL, WMAZ; LUTHER HILL, KRNT; JESSIE JACOBSEN, KFBB; WILLIAM KNIGHT, WTOG; F. W. BORTON, WQAM; R. E. BLOSSOM, WFBM; BARRY BINGHAM, WHAS; GUY HAMILTON, KOH, and A. L. CHILTON, KARK and KGHI are expected in town today.

A. A. SCHECHTER, NBC director of news and special events, arrives in town this afternoon aboard the Ile de France.

JOHN GILLIN, WOW; ED ZIMMERMAN, KARK; JOSEPH HENKIN, KSOO; CHUCK MYERS, KOIN, and I. R. LOUNSBERRY, WGR-WKBW, were among radio men who arrived in town yesterday.

JACK H. HARTLEY, NBC assistant director of special events, to Newport, R. I., yesterday to handle the invitation yacht race broadcasts.

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FINANCIAL

(Monday, Aug. 23)

NEW YORK STOCK EXCHANGE table with columns: High, Low, Close, Net Chg. Lists Am. Tel. & Tel., CBS A, CBS B, etc.

NEW YORK CURB EXCHANGE table with columns: Bid, Asked. Lists Majestic, Nat. Union Radio, etc.

OVER THE COUNTER table with columns: Bid, Asked. Lists Stromberg Carlson, etc.

Young & Rubicam Assigns Stuhler As Talent Buyer

(Continued from page 1) Stuhler will maintain offices both in New York and California.

Clarence Olmstead has been made manager of the radio department with offices in New York. He will be assisted by Fred Wile Jr.

Tom Harrington will continue to be manager of the California offices in Hollywood.

Johnnie Olson Is Signed For Penn Tobacco Show

Milwaukee — Johnnie Olson, veteran radio star and former chief announcer at WTMJ, has signed with the Ruthrauff & Ryan agency to write, produce and present his own program three times weekly for Penn Tobacco over a state network.

Olson, a former recording artist, does his own vocals with a rhythm combination.

Kate Smith Program Starting on Sept. 30

(Continued from Page 1) the Kate Smith chorus is the supporting talent to date. Program will be heard over a coast-to-coast network at 8-9 p.m. weekly. Young & Rubicam has the account.

Sid Skolsky to Chatter On NBC-Blue for Bromo

(Continued from page 1) the Blue beginning Sept. 22, but cancelled last week. J. Walter Thompson Co., New York, handles both accounts.

"First Nighter" Renewed

"First Nighter," the dramatic show, sponsored by Campana Sales Co., Batavia, Ill., and heard over the NBC-Red network Fridays, 10-10:30 p.m., has been renewed for 52 weeks, effective Sept. 3. Roche, Williams & Cunyngnam Inc., Chicago, has the account.

Old Melodramas on WNYC

Melodramas of the gas lamp era, under direction of Alfred Einhorn, will be offered in a new Saturday 6:45 p.m. series over WNYC.

Election of AFRA Sec'y Is Delayed by Battle

(Continued from Page 1) were Lanny Ross, James Melton and others, also George Heller treasurer, and other officials. Executive secretary post is expected to be a busy one but with a fair-

Hal Kemp Renewed

Chesterfield has extended Hal Kemp's contract until January 1. Broadcast will continue from Hollywood.

New "Unseen Friend" Makeup

"Your Unseen Friend", sponsored by Beneficial Management Corp., changes program policy tonight. Series, in the past a dramatic show, will feature Harry Salter and his orchestra during the first 15 minutes, and the dramatization during the latter portion of the presentation.

Program, now heard over a CBS network of 11 stations each Tuesday at 10-10:30 p.m., is also due for a switch in time shortly. The Camel program has first call on the spot and is scheduled to increase its present half-hour set-up to a full hour on Sept. 28.

WSPD Seeks to Buy WBLY

Toledo—Fort Industry Co., owners and operators of WSPD here, has applied to the FCC for authority to buy and operate WBLY, Lima, O., now owned and operated by Herbert Lee Blye. WBLY, the only station in Lima, began operations last December.

NEA 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

Hecker Mutual Series Is Starting on Aug. 31

(Continued from Page 1) WGR and WOR). A repeat will be aired over WTIC, WTAG, WNAC and WEAN, 2:15-2:30 p.m., (tentative).

Program will be broadcast Tuesdays through Fridays. Question of whether the New England stations will receive a live program or a disk series is not settled. If disks are used, program will start a week later than the live show.

Batten, Barton, Durstine & Osborn, agency, is also seeking a Cincinnati outlet, with WCKY the favorite. WLW is unavailable due to a Procter & Gamble NBC show.

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

**AGENCIES**

**MALCOLM-HOWARD** Advertising Agency, Chicago, has added two men to its staff. John L. Sullivan, former program director of WGES, events announcer, commentator, one time member of WIND sales staff, and regional manager for Nu-Enamel Corp., has joined as director of radio production. Saul R. Woolf, former president of Woolf-Gurwit agency and in various other ad posts, becomes an account executive and will also serve as merchandising counsel.

**J. WALTER THOMPSON CO.** will handle the national campaign planned by Washington State Progress Commission to advertise that state. Eric A. Johnston, Spokane business leader, is chairman of the commission.

**YOUNG & RUBICAM**, Chicago, will give a luncheon today at the Palmer House to Mr. and Mrs. Lanny Ross, who are stopping over while en route to the coast.

**LOUIS A. FEHLING**, for the past several years of Fehling & Jourdet Inc., Philadelphia agency, died Saturday at the age of 56 after a long illness. He was also a member of the Poor Richard Club.

**C. J. LaROCHE**, Young & Rubicam president, and Don Stauffer, radio head of the agency, are in Hollywood huddling on Packard and other fall programs.

**A. J. WELCH** of Lord & Thomas has resigned and will join M. H. Hackett Inc. Hackett was also associated with Lord & Thomas before starting the agency which now bears his name.

**JOHN H. LUBS**, formerly associated with the United States Advertising Corp., has joined the staff of Luckey Bowman as an account executive.

**GUEST-ING**

**FRANCIA WHITE** and **TOMMY DORSEY** and his orchestra, on "Magic Key of RCA," Aug. 29 (NBC-Blue, 2 p.m.).

**TOD DUNCAN** and **EVA JESSYE CHOIR**, on Ben Bernie program, Aug. 31 (NBC-Blue, 9 p.m.).

**JACKIE COOPER**, on the Al Pearce show, Aug. 31 (CBS, 9 p.m.)

**KAY THOMPSON** and **DONALD DICKSON**, with Jay C. Flippen on "Gulf Summer Stars," Aug. 29 (CBS, 7:30 p.m.).

**General Guest of Lowell Thomas**

General Bernard Kearney, national commander of the Veterans of Foreign Wars, just back from France, where he attended the dedication of the American battle monuments, was guest on Lowell Thomas' program over NBC-Blue last night.

**NEW PROGRAMS—IDEAS**

**By and for the Blind**

A special program featuring members of the Birmingham Association for the Blind is presented over WSGN each Saturday at 10:30 a.m. Harvey Puckett has charge of the broadcast, on which only persons who are blind appear. The program helps to promote safety for the blind, as well as offering an outlet for their talent and announcing benefit performances for the blind. This program, one of many of its type presented on the Friendly Station, has created wide interest in the local Blind Association.

**Ranch House Program**

The newest item on the WSGN Birmingham, schedule is the "Round The Ranch House". A 45-minute program of western tunes and characters each Sunday night at 7. The listeners are really going for this feature from the favorable comment pouring into the station.

**WGBF's Weather Bureau Line**

WGBF, Evansville, Ind., has placed a microphone in the office of E. E. Unger, chief of the local Weather Bureau, and a five-minute broadcast will be made every noon direct from

**KGHL Speeds Remote In Shoshone Disaster**

Billings, Mont.—A few hours after the body of the first victim of the disastrous Shoshone National Park forest fire had reached Cody, Wyo., KGHL of Billings, NBC affiliate, was on the air with an hour's remote from Cody, getting interviews with eye-witnesses from hospital bedsides. The fire claimed more than 12 lives and packed Cody hospitals with injured.

A broadcast late yesterday was to be attempted from the front of the uncontrolled blaze if lines could be secured. Sunday's remote was carried from a distance of 150 miles, climaxing a long series of brilliant remotes staged by KGHL which began a year ago with its own origination of the Washington-Minnesota football game at Seattle. On the fall sports schedule, which is sold out, are many of the nation's big games, exceeding last year's long distance mark.

Ed Yocum, Lear Mucoy and Ed Cooney handled Sunday's broadcast from Cody.

**Juvenile Radio Study**

Muncie, Ind.—Ball State Teachers College and WLBC are making arrangements to conduct a series of juvenile programs this fall as part of a study of "Radio in Education." Details of the experiment are being closely guarded as study will include juvenile listening habits and trends in radio. Series of programs is said to depart from all usual radio programs now devised for juvenile entertainment.

the Weather Bureau giving local forecasts as well as observations on weather conditions generally. In addition, detailed river stages on the Ohio, Wabash and Green Rivers will be given. In case of unusual weather conditions, the Weather Bureau will be in a position to give immediate flashes.

This development is an outgrowth of the close cooperation between the Weather Bureau and WGBF during the flood.

**Requests on Wheel of Chance**

So popular is the "Peoples Request" program, a brand new idea in "request" programs over WHKC, Columbus, that the station has been forced to install two additional trunk lines after the telephone company complained that from 1,400 to 2,100 unanswered phone calls flooded the switchboard every time it went on the air.

The program features a "wheel of chance," whereby listeners are invited to phone in their favorite requests along with their names and addresses. These requests are then placed on the "wheel," and the person whose name comes up succeeds in having his selection played.

**Hollywood Chatter on Disks**

West Coast Bureau, RADIO DAILY  
Los Angeles — "The Best of the Week from Hollywood," with Violet Moss as commentator and emcee and John Heistand as narrator, a new transcription offering of Mertens and Price, Inc., is announced as a review of "what's new and who's who in Hollywood," but differs from other Hollywood spotlight programs in that it will present the kindlier and more human side of the film capital, with a thumbs-down attitude on scandal and back-door gossip. The show will have "names," since one half of the time allotment will be devoted to a prominent star's analysis of best beauty hint, best exercise, best menu and other bests of the week, while the second half will have Miss Moss interviewing another well-known picture personality each time. It is planned to record and release two shows weekly in order to keep material fresh and timely.

**OUTSTANDING PERSONALITIES IN THE RADIO WORLD**



**FRANK PARKER**

★  
*Chesterfield*



**SINGIN' SAM**

★  
*Coca-Cola*



**KATE SMITH**

★  
*General Foods*



**REED KENNEDY**

★  
*Heinz and Coca-Cola*



**HOWARD and SHELTON**

★  
*Sealtest*



**TOMMY RIGGS**

★  
*New Sensation of THE VALLEE HOUR*



**ALOIS HAVRILLA**

★  
*Pathe Newsreels Universal Pictures*

For  
**The Prize Package**  
see pages  
4 and 5  
**TOMORROW**

WILSON FOWELL and HAYWARD, INC.  
JAS. V. PEPPE, Gen. Mgr.  
444 Madison Avenue  
New York City  
ARTISTS' REPRESENTATIVES  
RADIO PRODUCERS



**BETTER BROADCASTS for BETTER BUYERS**

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

# San Francisco

KYA Notes: Ford Billings, gen. mgr. of California Radio System, paid a brief visit here with Clarence Juneau, newly appointed superintendent of plant and operations for KYA and KEHE . . . Dick Wynne, announcer, is back in the KYA fold to replace Bert Buzzini, who started yesterday in the U. of Calif. law school. Buzzini will assist Clarence Myers, press chief, with "Yours Truly" beginning the 28th . . . A new serial, "The Family Next Door," by Evelyn Boehm, switched here from KLS, Oakland . . . "Reveries of a Romantic Bachelor" bowed in Satdee night, conducted in narrative form by Tom Brodie, author and producer, with background by Organist George Nyklicek.

Bernard J. McOwen, former Broadway actor, now sustaining at KLS, starts a series of 15-minute mystery scripts complete each episode on Sept. 1. He'll write the hauntings himself and form a dramatic group to play them.

Bill Pabst, KFRC producer, back from a visit to Lake Tahoe and Fallen Leaf Lake.

Bob Rockwell, of "S. & W. Junior News," back at work after a Hollywood visit which resulted in his being put under contract by a flickie studio. Bob Hudson, "Memory Lane" player, back after fishing and hunting in the northwest.

Jane Burns, chief of NBC hostesses, a vocal teacher in her spare hours, has opened a new studio.

Bobbe Deane, NBC actress, sporting a new maroon sedan, a birthday gift from husband Ted Maxwell, author and actor, same web.

Betty Baird, soprano, signed on the new KSFO dinner concert program "When Twilight Comes." Al White waves the stick.

Don Allen, the "Hollywood Reporter," leaves the Joseph Magnin Co. (clothing) sponsorship (Leon Livingston agency) on Sept. 26 and starts hawking hand lotion for Howe Inc. (S. L. Kay Inc. agency) Sept. 30. Magnin auditioning for another standard bearer.

## WMCA Rejects Watch Tower

The Watch Tower series, featuring Judge Rutherford, has been refused time by WMCA, because policy of Rutherford does not call for scripts of the religious disks to be submitted to stations before broadcast date.

# The Prize Package

will be seen on this page TOMORROW



● ● ● Palmolive has made a deal with Life mag for a show similar to Time's "March of Time" with Al Goodman handling the music. Show won't interfere with present Jessica Dragonette airings. . . Taylor Buckley, air and screen baritone, auditioned for Ruthrauf & Ryan yesterday. . . Flash from the coast states that the CBS Music Box Theater went up in flames yesterday. . . "We, The People" returns for a General Foods product Oct. 7 via CBS a half-hour before the Kate Smith show with Gabriel Heatter emceeing the proceedings. . . Frances McCoy opens at the Riviera tonite with Wini Shaw coming in next Tuesday. . . Lucille and Lanny have been given four NBC shots this week. . . Vick Knight has had his option lifted by Eddie Cantor and will continue directing. . . The Cantor show comes to N. Y. Nov. 7. . . Benny Meroff opens at the New Yorker Sept. 2 for four weeks prior to the Casa Loma shindig. . . AFL prexy William Green appears on CBS Sept. 12 from 8-8:30 opposite Charlie McCarthy! The question is—who'll draw the biggest listening audience?

● ● ● It was 8:40 Friday night and the staff announcer on duty for that period had gone out for dinner but should have been back by now—to read the 8:45 commercial. . . Production people and artists were in a frenzy. . . Norman Weiser of the editorial staff of RADIO DAILY happened into studio at that time, pursuing his hunt for news. Overhearing the dilemma the station was in, Weiser offered to help. . . He went on the air, read the plug—and left the studio without anyone being the "wiser" . . . OUCH! . . . RADIO DAILY is always at your service. . . We'll even mind the maid while you take the baby out to a show! . . . For the first time in four years, 110-year-old "Grandma" Martha Lay missed her broadcast. . . Every anniversary since her 106th she was interviewed in the studios of KVOO, Tulsa. . . Recently, to commemorate her 110th natal date, the station called for her customary appearance—to which she readily agreed. . . En route to the studios, however, Grandma developed a bad case of mike fright for the first time in her 110 years. She was unable to appear on the show.

● ● ● Reported that the Women's Christian Temperance Union plans taking the air via a transcription series with a commentator on local outlets across the country. . . "Rippling Rhythm" with Bob Hope, Del Casino, et al., will emanate from the coast next month. . . "College Hero," the Columbia flicker for which Johnny Green will act and score, has changed title to "Froshman Follies" with Hal Le Roy added and Ted Koehler assigned to lyric. . . To avoid the rush of the weaker sex, Robert Taylor's interview via WHN Friday came from his hotel suite—not a studio. . . Mickey Alpert, who has added Ben Yost's "Varsity 8" chorus for his airings, has been given seven MBS spots weekly. . . Ted Husing did plenty of hustling over the week-end. CBS aired Ted from the Wightman Tennis matches at Forest Hills on Saturday afternoon—and Sunday at 6:30 Husing was heard again—from Portland, Ore. . . He made the hop with but two hours to spare!

● ● ● When Charlie Horn, director of research and development for NBC, was guest of WPTF in Raleigh, N. C., last week, he didn't dream that when he continued his radio tour he would carry with him fame as a leading disciple of Izaak Walton. . . It all came when Manager Dick Mason organized a fishing party, including Royal Penny, commercial manager, and Henry Hulick, chief engineer, and set forth for a local Fisherman's Paradise. . . Spending an entire day on the deep sea casting for denizens of the Atlantic, the four were rewarded with a catch that totaled 450 pounds, a new record for private parties on the coast. . . And to prove that they were not telling fish stories, candid cameraman Penny snapped various and sundry shots of his usually dignified companions reeling in the funny victims.

# Philadelphia

Lee Lawrence, former WIP singer, was adjudged winner in a personality contest conducted by Radio Press, local fan weekly, rating Miss Lawrence a Lincoln car.

Doris Havens, WCAU staff accompanist, is marrying Sept. 25. This brings the total weddings at WCAU to eight this year.

Bill Dyer, WCAU baseball announcer, plans a month's trip to California after the World Series.

Fred Ford will return shortly to WCAU with his "Inside Stories on Sports."

Jack Barry and Sandy Guyer get the call at WIP to announce the Temple University games for Atlantic Refining.

Charles P. Shoffner resumes his tri-weekly news commentaries on WCAU.

WCAU's broadcasting day starts again at 6:45 a.m. on Aug. 30, instead of the 7:30 a.m. summer opening.

## KFEQ Airs From Fair For Allis-Chalmers Co.

St. Joseph, Mo.—Allis-Chalmers Manufacturing Co. (farm implements) will broadcast daily all this week over KFEQ from their large exhibit at the Missouri State Fair in Sedalia, 150 miles from here. Broadcast will take place in the large tent erected on the fair grounds by Allis-Chalmers, and a one-half hour program will be aired each day at 12:20-12:50 p.m. over KFEQ by remote line facilities. Program will be a combination of musical entertainment by the "Rhythm Ramblers" and interviews conducted by Earl Williams, farm program director of KFEQ.

## Brother Team on WLTH

WLTH's new "Sunday Night Swing Session" is the result of two brothers putting their heads together. Meyer Warembud, prepares the script, selects the recordings, and produces the show, while brother Norman, staff announcer, announces the show. The idea is to present a favorite swing orchestra every week, as per the requests of the audience. The show is heard Sundays at 10:45 p.m.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
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

August 24

Phil Baker  
Arlene Black  
Louis Dean

Jimmy Fidler  
Ralph Kirbery  
Frank Foti



**CLAUDETTE COLBERT** and Tallulah Bankhead will follow Rosalind Russell, who is set for the first four programs in the Rogers (silver) "Silver Theater" series on CBS starting Oct. 3.

Harry "Parkyakarkus" Einstein submits to having his palm read over the air today by Dorothy Field, KHJ's palmist. Parky's life apparently not as involved as his language.

Richfield has renewed Olsen and Johnson for 13 additional weeks on NBC.

Fred Jones, formerly handling KEHE publicity, has joined Bill Stuart's Young & Rubicam staff.

KFI-KECA has a new sales promotion department presided over by Karl Kellogg, who formerly operated his own agency. Harrison Holliday also appointed Bernie Smith publicity director of the twin NBC outlets, the post having been vacant since Jose Rodriguez switched portfolios recently. This appointment relieves genial Hal Bock of his double assignment and permits him to concentrate on NBC network propaganda.

KMPC will remote Ted FioRito from the Beverly Wilshire, where he opens Aug. 31. CBS also will pick up intermittently.

KEHE has set Peggy Gilbert and her girl orchestra for a series of sustainers five nights weekly.

Harry Simeone, billed as a "music caricaturist," will be heard over KNX and CBS Pacific Coast tomorrow in his "caricaturing" at the piano.

Ivan Epinoff, only recently appointed musical director at KEHE, has resigned, and Cy Furer, musical director for Brunswick recordings, succeeds to the position which Epinoff took over from Leon Rosebrook a few weeks ago.

R. M. Heebner, chief draughtsman in the office of Wm. Lescaze, CBS architect, back from San Francisco following supervision of plans for new CBS studios in the Palace Hotel.

Lyon Van & Storage is sponsoring "Moving Stories of Life," 15-minute transcription series, on KFI, Mondays, 5:15 to 5:30, for 52 weeks starting August 30.

Botsford, Constantine & Gardner auditioned a tentative half-hour program for prospective sponsor at CBS this week. Al Lyons and his orchestra to be featured if deal jells. Caryl Coleman and Joseph Sill, agency executives from San Francisco, were in town during negotiations.

A NEW STAR on the musical horizon . . . **MICKEY ALPERT** and his Riviera Orchestra . . . . .  
 Appearing Nightly at **BEN MARDEN'S RIVIERA**  
 Just Across the Geo. Washington Bridge

**ORCHESTRAS - MUSIC**

**A**L DONAHUE hung up an enviable record in the Rainbow Room, where he concluded his third successful engagement last night. During his last stay, Donahue shattered all summer business and attendance records, so Manager John Roy signed him to return to the swank rendezvous for a fourth term, making him the only batoneer ever to play so many engagements there. In addition, Donahue is the first one to be signed to play for the summer and winter sessions therein one year. He has been granted a six-week leave by the Rainbow Room management to fill a previously contracted engagement in the Hotel Roosevelt, New Orleans. During his absence the music for dancing and divertissement will be provided by Emery Deutsch and his orchestra. Donahue's orchestra, Durelle Alexander and the crew of entertainers will open the white tie and tail season atop Rockefeller Center on Oct. 12.

*Neil Giannini and his orchestra, formerly aired over KFOX from the Majestic Ballroom on the strand in Long Beach, Cal., has earned for himself a half hour spot on the Southern California Network at 10:15 nightly.*

Guy Lombardo and his suave music-makers, after a summer on the Waldorf-Astoria's Starlight Roof, leave tomorrow for the Steel Pier in Atlantic City. With a stopover at Asbury Park, Sept. 4, the orchestra

proceeds to Toronto to open Labor Day at the Canadian National Exposition. The Lombardos begin their seventh consecutive season in the Roosevelt Grill, upon their return to New York the last week in September. Leo Reisman, who has been filling an engagement and hobnobbing with royalty at Monte Carlo, returns to the Waldorf room this week.

*Breaking a 11-year record at the New York Paramount, Phil Spitalny and his all-girl orchestra are being held over for a fourth week. They played to about 173,000 admissions in their week.*

Paul Pelletier, staff pianist at WMAS, Springfield, Mass., and accompanist for Kay Fayre, the station's star vocalist, has left for Dallas, where he has an engagement at the Pan American Casino, lasting until Christmas.

*RCA-Victor waxed four sides of Lionel Hampton and his band last week on the coast.*

June Parish of the Parish Sisters, singing violinists, currently at the Palmer House, Chicago, and Reginald Voorhees, CRA sales representative, were married in Chicago last week.

*Jack Denny and his band will make a one-night stand tour in the mid-west following his two weeks at the Chicago Theater.*

**WRBL Community Service**

Columbus, Ga.—WRBL, a community-minded station, co-operated with Georgia mail authorities in urging the people throughout the week to "Mail By Air Mail."

In line with Air Mail Week, WRBL immediately arranged to have lights put on its 210-foot tower although radio tower lights were not required by the Department of Commerce until the air mail route was actually established through Columbus.

Postmaster L. W. McPherson, a member of the state committee which arranged for Air Mail Week expressed appreciation to J. W. Woodruff Jr., manager of WRBL.

**KSO-KRNT Add Announcers**

Des Moines—Hibbard Cleveland, formerly of WHO and more recently on the Iowa network, and Gene Loffler, who has been announcing at KTUL, KFAB, KOIL and WHO, are recent additions to the KSO-KRNT announcing staff.

**Herbert Lateau to KARK**

Little Rock, Ark.—Herbert Lateau, ace newscaster of Oklahoma City, joins the announcing staff of KARK here on Sept. He will be in full charge of news broadcasts and dramatic productions.



**R**ALPH ATCLASS, president of WJJD and WIND, back from a tour of the western states. Lou Whittal, his secretary, now vacationing at Mackinac Island.

Ralph Maddox, formerly production director and announcer at WJDX, Jackson, Miss., has ben added to NBC production staff.

Whitney Clement is a new member of NBC sales force. John Sandberg has left sales force to join Swift & Company.

William C. Hodapp, former Indiana University dramatic instructor and recently with Fort Wayne Civic dramatic players, has joined NBC continuity staff.

Jackie Heller and Frankie Masters are giving a farewell party for Martha Raye at the College Inn today.

Wendell Hall here from New York over weekend to sing at Chicagoland Music Festival and visit his family.

When Mutual's Couple Next Door moves to New York on Aug. 30, Stephen Gross, production director, will go along.

Martha Crane and Helen Joyce, long home economic experts at WLS, will be the headliners of "Feature Foods," a new half-hour daily stanza on WGN. Participating sponsorship will be sold. Staff artists, including Harold Turner, Harold Stokes, Edna Odell, Arthur Wright, Jess Kirkpatrick, Len Salvo and the Three Graces, will appear from time to time on this period.

J. O. Weaver, CBS news editor, back from Mexico City.

Alice Patton, pianist and character actress in NBC's "Backstage Wife," and a Chicago socialite, worked as usual on Friday and in the evening became the bride of W. Hatfield Smith, broker. Vivian Fridell, the headliner of "Backstage Wife," was bridesmaid.

John Sheppard III, head of Yankee network, in town talking over next year's baseball plans with Carle M. McEvoy, baseball broadcasting coordinator for the American league.

**"Way Down East" Returns**

Chicago — Sterling Products is bringing back the daytime script show, "Way Down East," for a recorded series on WGN in the interests of Danderine, through Blackett-Sample-Hummert.

**New CBS Rate Card**

CBS is mailing out its new rate card No. 23, to all advertisers, agencies, stations, etc., this week. Complete CBS network in 104 cities costs \$21,170. No station increases are

**Ed McConnell's Cast**

Chicago—Robert Trendler, conductor; Doring Sisters, Four Grenadiers, Campus Choir, Glee Club, Chorus, and Wayne Van Dyne, Guenther Decker, Phil Calkins and Kirk Douglas among soloists, will support Ed McConnell in his new Acme White Lead series starting Sunday on NBC.

*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

**The Prize Package**  
 will be revealed  
 on  
 this page  
**TOMORROW**

# ★ Program Reviews and Comments ★

## "VAGABOND ADVENTURES"

with Tom Terriss  
Sustaining

WEAF—NBC-Red Network, Saturdays, 5-5:30 p.m.

### UNUSUAL ADVENTURE EPISODES ENHANCED BY MUSICAL BACKGROUND.

In this new series of adventures, Tom Terriss, "The Vagabond Director" of the travelogue films, is augmented with an orchestra and vocalists, thereby making possible an unusual and very entertaining presentation of its kind.

Highlight of the initial program was a sequence dramatizing one of Terriss' Egyptian exploration trips, which included visits to the tomb of King Tut as well as many others of the Pharaohs and other historic rulers of ancient times. By use of narration, dialogue, sound effects and music, the incident was related in an absorbing and thrilling manner.

The fund of material acquired by Terriss in his colorful travels, plus his ability to present it in showmanship style, should make this a highly interesting series.

Orchestra and vocal work were first-rate.

## LINTON WELLS

Sustaining

WEAF—NBC-Red Network, Saturdays, 8:30-8:45 p.m.

### NEWSPAPERMAN - AUTHOR DRAWS UPON HIS BACKGROUND FOR HIGHLY INTERESTING STORIES.

Author of "Blood on the Moon" and highly esteemed for his coverage of the recent Italo-Ethiopian war, Linton Wells has a wealth of material to draw upon for his "That's Life" series. Episode related when reviewed concerned his experiences in a Russian concentration camp follow-

ing the defeat in 1920 of the White Russian forces headed by Admiral Kolchack. Striking up a friendship with a supposed Czech whom he sought to teach the English language, it was not until recently that he ran into him again and learned that the "Czech" was a famous English spy. Wells has a delivery not unlike Alec Woolcott, but less flowery and more convincing in his language. He has an interesting intimate style and, if every story is as good as the Russian tale, the series should develop a good following.

## "The Headless Horseman"

Stephen Vincent Benet, the poet, and Douglas Moore, composer, did right well by the Ichabod Crane story in their operetta titled "The Headless Horseman", which had its premiere Sunday over NBC-Blue at 8-8:45. It was a fine combination of suspenseful mystery story, pleasing music, natural and enjoyable comedy, and good performances, all making for ideal ear entertainment. Harold Sanford conducted the orchestra, and the cast included Edward Wolter as Ichabod, Muriel Wilson, Fred Hufsmith and Earl Styres.

## Jay C. Flippen

As a pinch-hitting emcee, Jay C. Flippen handles the Gulf summer show (Sunday, 7:30-8 p.m., CBS) very smoothly. Backed by entertainment that ran like a good vaude show, there was less of a hullabaloo about nothing and more downright entertainment than of late. Flippen bantered with Oscar Bradley, ork conductor, and Bert Parks, announcer, the former doing his stuff in English accents that registered nicely. Zeke Manners and his hillbilly outfit gave the show a lift as is his wont, the note-holding yodeler being par-

ticularly long winded Sunday night. Francia White, coast prima donna, offered a selection from "The Merry Widow," followed by Rosa Rio and Al Phillips, piano duo. Elsa and Billy Newell did their family album stuff, a bit of patter of the gay nineties. Closing was a Neapolitan song by Miss White and the Ken Christie chorus.

Flippen maintains an even tempo in his usual witty conversation and delivery, while emceeing the other talent is no tough job for him. That's what he's been doing for quite some time.

## "Dead End" Disk

Though it is essentially a "trailer" exploiting the motion picture, the 15-minute electrical transcription of "Dead End," aired over WNEW at 1:15-1:30 p.m. Saturday, was an absorbing piece of entertainment. Humphrey Bogart, Sylvia Sydney, Joel McCrea and other film players, along with the youngsters from the stage version, appear in the cast. A few explanatory remarks provided the background to enable listeners to understand the sequence, with the climax being withheld.

## Briefly

"Escape," the Galsworthy play presented in two parts on successive Sunday evenings over CBS by the Columbia Workshop, turned out a fine piece of radio entertainment. Orson Welles topped the cast.

Benny Davis is improving his "Stardust Revue" as he goes along on WOR-Mutual, Sunday nights. Judy Starr, the Drew Brothers, Ruth Denney and others were among his guests last Sunday, and Davis himself always provides some enjoyable vocalizing of some of his many hits.

Allan Jones has deservedly won himself a steady singing berth on the Werner Janssen program over NBC-Blue on Sunday nights at 7:30. Jones gave vibrant renditions of "Alone" and "Song of the Vagabonds" on the past Sunday's show. Loretta Lee holds up the feminine vocal spot on this show very capably.

Bob Hope was particularly funny last Sunday night over NBC-Blue. Better material is the answer. And besides Honeychile, Del Casino has been proving quite a good comedy foil in addition to his choice vocalizing.

Comedy seemed to pick up generally on Sunday's programs. The Tim and Irene show and the Ray Perkins funfest on WOR-Mutual both had more laughs, and there was the usual plentitude in Milton Berle's CBS program. But the grand Chase & Sanborn hour received a blot when W. C. Fields told the one about the goat that had no nose. "How does it smell?" asked Charlie McCarthy, who can be forgiven since he wasn't even an acorn yet when the gag had its 99th funeral. You know the answer.

## Jell-O Summer Show

Milton Douglas and his femme stooge, Priscilla, bowed in for a few minutes on the Jell-O summer show Sunday at 7-7:30 p.m. over NBC-Red, with a batch of old gags and some new material which brought a few hearty laughs from the audience—and proved that the two have mike appeal and deserve further consideration. This was a guest star shot, replacing Freddie Lightner. Vocalist Jane Froman, Emcee Don Ross, the Tune Twisters and D'Artega's music all were up to the mark.

## SAN ANTONIO

Eva Garza, radio and stage actress, has gone to Los Angeles to fill a singing engagement.

Station Manager Harry Lee Taylor of KABC is in Palacios for his vacation. Patrick Baxter is pinch-hitting.

KMAC's recording department is cutting 108 disks for "Knight Kap," also 13 disks for Tex-Sun Grapefruit Co.

Texas tidbits: Elizabeth Cranford is now vocalizing on KGKL, San Angelo . . . "Knight Kappers" Ted and Bill, recently made their first appearances on KRIS, Corpus Christi, KNOW, Austin, KRGV, Weslaco, and WACO, Waco . . . Joseph McGarrigle, who has sung over Texas stations, is in the cast of "Rose of Algeria" at the San Antonio Sunken Garden Aug. 31.

## INDIANAPOLIS

Al Beveredge, WIRE announcer, on vacation, expects to visit New York, Philadelphia and Pittsburgh.

Norman Perry Jr., WIRE baseball

announcer, confined to his home by an infected throat.

Durward Kirby, formerly with WFBM, now with NBC Chicago, spent the week end here visiting his old friends.

Indianapolis Power & Light Co., owners of WFBM has organized a choral group and Floyd Chafee, WFBM singing director, will direct.

## NEW ORLEANS

WSMB dedicates its new transmitting equipment this week.

Henry Dupre has been appointed publicity department head for WWL and will continue with his special broadcast duties. The new move nets him a beauteous secretary.

Jack Halliday, WBNO sports announcer, is getting some nice comments on his Coca-Cola baseball broadcasts.

At least one New Orleans radio station isn't satisfied with its press association news service and would like to make a change, but all services are tied up.

Louise Boday, who's been singing

over radio for quite awhile, will probably get an anniversary party some of these days. She's better known as WWL's Little Cookie, since her song broadcast twice weekly on a commercial.

## COLUMBUS

Irwin Johnson is doing Jim Cooper's daily news stint over WBNS while Cooper vacations.

Other absentees: R. A. Borel, WBNS station manager; Jack Price, program director for WBNS, up in Callander, Ont., fishing; Bob Thompson, WCOL station manager.

Geer Parkinson, WBNS organist, robbed by two boys of his watch and four dollars in cash, after giving them a lift in his car.

## Leslie G. Ross Dead

Superior, Wis.—Leslie G. Ross, 56, one of the founders of WEBC, died suddenly Aug. 19. He is survived by his wife, a daughter, his mother, and two sisters.

## KANSAS CITY

Co-operating for the first time in an effort to sell radio time, five local stations have sold the committee staging the annual Jubilesta a campaign calling for a total expenditure of \$2,000, nearly three times the amount spent last year. KMBC, WHB, KCKN, KCMO and KXBY will carry the program which calls for 36 one-minute announcements over a period of 28 days. On the committee which arranged the radio promotion program were Ellis Atterbury, general manager of KCKN, Don Davis, president of WHB, and M. F. (Chick) Allison, KMBC advertising and promotion manager.

J. Leslie Fox, director of Sales for KMBC, has returned from a brief visit to Chicago.

## WTMV Feeds KWK

East St. Louis—WTMV yesterday began feeding KWK, St. Louis, its "Man on the Street", sponsored by a St. Louis furniture firm. Bill Durbin continues to handle broadcasts.

*Boston*

Edward Hall, NBC news editor at Boston studios, will be an official linesman at the National Doubles Tennis Championships to be played at Longwood Cricket Club starting today.

Roger Wheeler, continuity editor and writer of WEEI's "Radio Almanac," off vacation.

WBZ and WBZA will broadcast the complete football schedule of eight games of Boston College under the sponsorship of Atlantic Refining.

Morton Blender, who left WCOP some time ago to announce over WCFL, Chicago, has left the Chicago station to return to WCOP.

Second issue of the WBZ-WBZA house organ, "The Airway to Sales," is off the press, and lives up to all that was said about the first one.

Evelyn Began and Ruth Farwell of the Yankee network staff off to Cape Cod.

**Radio Bills to Remain Active In Next Session**

(Continued from page 1)  
instead of waiting until the first of the year.

The several bills asking for radio probes, the wattage tax bill, the measure to prevent the FCC from being absorbed by the Department of Commerce, the measure for a government-owned station, and the anti-monopoly, anti-censorship, restricting of paid endorsements, reserving of time for educational programs, etc., all remain active.

Appointments of Frank McNinch and T. A. M. Craven to the FCC were confirmed by the Senate before adjournment late Saturday.

**New WRBL News Service**

Columbus, Ga.—An amplified news service, titled "News While It Is News", will be inaugurated Sept. 15 by WRBL, it is announced by Manager J. W. Woodruff Jr. With a full leased wire printer machine in the studios, news will be given every hour. An auxiliary printer also will be installed in a prominent store window.

**Herth to Judge in Contest**

Milton Herth, the electric organ master on CBS, will be one of the judges in the Harmonica Contest being conducted by Department of Parks on the Mall, Central Park, tomorrow night.

**Walter W. Voss Resigns**

Walter W. Voss, formerly in charge of accounts at Sound Reproductions Corp., has resigned. His future plans have not been made known.

Young man, 22, now employed. Every type radio writing, newspaper, publicity, widely traveled, well educated all theatre radio arts, alert worker, desires assignments where fresh viewpoint is desired. Highest references. Write Box A-108, RADIO DAILY, 1501 Broadway, New York City.

**STATION MEN TO PICK COMMITTEE ON AFM**

(Continued from Page 1)

decided to select a committee to work out the methods of procedure in the AFM matter, etc. Committee will issue a statement today, following a session scheduled to start at 3 p.m.

Committee will be empowered to state the aims of the group and whatever is to be said officially. Meanwhile strict secrecy is being maintained on the proceedings.

**NAB Says Sesac Claims Some of Ascap's Music**

(Continued from Page 1)

claimed by Sesac have been composed by Ascap members, and that the Ascap contract with its members needs looking into, since it was understood that Ascap members assigned exclusive performing rights to this organization.

Urgent need for immediate copyright legislation is indicated, says the foreword, and that in fairness to both the creators and users of music some form of registration is needed which will make known to all concerned the true owners and their authorized agents in all copyrights. On a general basis, the report indicates that Sesac is claiming more of a catalog than it actually controls.

Sesac officials stated that the NAB report will be closely studied from legal and other aspects before replying to NAB. However, Sesac reiterates that the NAB Report is "misleading, inaccurate and distorted."

**WMCA Evening Schedule Expects Sellout by Oct.**

(Continued from Page 1)

commercial contracts for the fall include Finlay Strauss who will sponsor 15 minutes of news daily, a 15-minute musical show featuring Jerry Lee and Nat Brusiloff's orchestra Sunday through Friday and 66 spot announcements per week.

Barney's Clothing Store will increase its present advertising budget over WMCA by 50 per cent beginning Sept. 7.

Consolidated Drug Trades has bought 12 spots weekly, half-hour each, for a musical series.

Advance sales are reported far ahead of any previous year since the station's inception. Just what percentage of the fall business will be aired over the Inter-City network has not as yet been announced.

**Frazier Managing New Station**

Philadelphia—Howard Frazier, former chief engineer of WPEN-WRAX, is operating the new WSNJ station, located north of Bridgeton, N. J. General manager of the station is Paul Alger, well-known to local radio listeners.

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

**MUSICIANS MUTUAL PROTECTIVE UNION**

New Orleans, La.

"... I think we are going to need RADIO DAILY. It carries the news when it happens and gets it to us rapidly. So I would appreciate it if you would enter our subscription and have us sent a bill."

*R. L. Chabao*  
Secretary.

**KOBH**

Rapid City, South Dakota

"... We like RADIO DAILY and think it has completely filled a necessary niche in the industry. It's handy it's newsy and it's daily! We are much obliged."

*Archie W. Hall*  
Program Director

**NATIONAL BROADCASTING COMPANY**

New York City

"... I must congratulate RADIO DAILY, which so acceptably fills a need in a field that is so different every 24 hours."

*Jesse Butcher*  
Station Relations

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

## ★ Coast-to-Coast ★

**J. CHARLES McINTIRE**, veteran sports announcer at WMBH, Joplin, Mo., and Blanche Sullivan were married last week. The baseball broadcast went on as usual.

*WFBR, Baltimore, will carry an unusual series of Friday night broadcasts from St. John's College, Annapolis.*

Arnold King Jr. of the WLTH technical staff is on vacash.

*WKRC, Cincinnati: John McCormick, general manager, back at his desk after a short recess.... Bill Williamson, sales manager, left Saturday with Mrs. Williamson for two weeks at Lakeside, Mich.*

WTMV, East St. Louis: William H. West, v.p. and g.m., week-ended with Mrs. W. and the kids in the Ozarks.... Charles Barnhart, scripter-actor, has taken over the emcee job for Seidel's store, replacing Fred Hunter, who is trying his luck on Broadway.... Alex Buchan, announcer, vacationing in Scotland.... "Around the Town", late night dance session, has been revamped and now is called "Stern Brau Music Festival."

*Florence Ballou, WICC (Bridgeport) assistant, handling program-publicity-production during Jud La Hays' vacation.*

John Schramm, WOV-WBIL program director, leaves Sept. 2 for second half of his vacation.

*Nicholas Cosentino, tenor, has joined "Music in Many Moods" over WOV on Sundays.*

WAGM, Presque Isle, Me.: Bill Davis, mikeman, while on his vacation in the White Mountains and along the coast of Maine, visited all stations in Maine and a few in New Hampshire.... R. W. MacIntosh, manager of Aroostook Broadcasting Station, spent the week-end at his home in Gloucester, Mass.... L. E. "Red" Hughes, commercial manager and newscaster, is handling publicity for Aroostook Valley Fish & Game Club Field Day, Aug. 26.

*Jay Coffey, announcer and continuity writer at WELI, New Haven, joins WBRY, Waterbury, Sept. 1, succeeding Maybell Hinton, resigned. Bill Farley takes Coffey's place. Sid Goluboff, WELI roving reporter, has been placed in charge of press relations.*

WSPD, Toledo: George Pickard is airing "News Reel" during Jack Fitzgerald's absence, with Stan Babington collecting and writing the data.... Elsa Clement, lyric soprano, has changed to a Saturday spot from Thursday.... Connie Desmond, announcer, got so sunburn on vacation he had to spend two days in bed when he got back.

*Bill Dittman, salesmanager at WTMJ, Milwaukee, on vacation.*

Bob Eaton, actor at WHO, Des Moines, wrote and appeared in "The Alamo", presented Sunday by the WHO Playhouse group. Archie Leonard, Glenn Goodwin, Donald Thompson, Kenneth Ferguson and Emmett Lynn also were in the cast.

*F. Turner Cooke, program director at WMAS, Springfield, Mass., who is vacationing in the northern states, was birthday-partying on the 19th.*

Larry Lawrence, heard over WTMJ, Milwaukee, in "Drama in the News," is vacationing in California.

*Phil Brito, Newark radio tenor, has been signed for a 16-week commercial beginning Sept. 8 over a 34-station hookup throughout Canada. At present he is on a sponsored show with Lloyd Huntley's orchestra.*

Nelson Olmsted, formerly program director for Station KNOW, Austin, Tex., is now announcer for WBAP, Fort Worth. He takes announcing place of Russ Lamb, who has gone to Chicago.

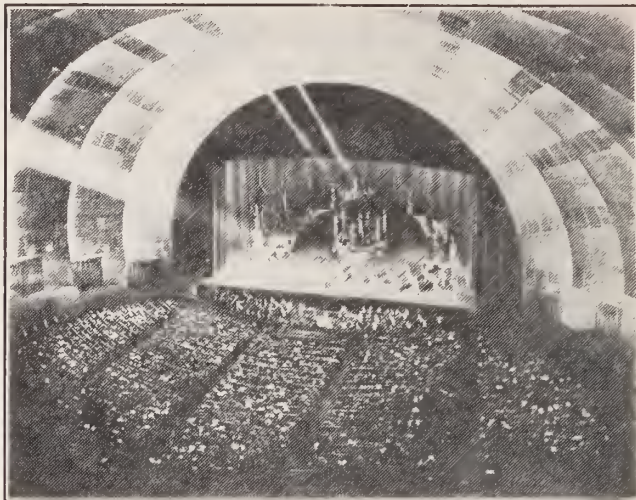
*Three Jesters (Red Latham, Wamp Carlson and Guy Bonham) have joined the Sunday night Sylvia Froos program on WOR-Mutual.*

Larry Roller, special events director of WHK, Cleveland, has arranged to broadcast the Thompson Trophy Race from start to finish on Sept. 6, as the first program of the 1937 National Air Races. CBS will pick up the finish of the race from WHK.

*WCAE, Pittsburgh: Frank Seidel of the continuity staff has been asked to prepare a series of 20 scripts for the Northwestern Territory Celebration.... Jack Wentley of the sales staff touring east on vacation.... Jim Murray and Carl Dozer are doing some nice pinch-hitting for Norman Twigger, newscaster, who is vacationing.*

Ralph Simpson, singing announcer at WLW, is now featured as emcee on the "Toy Band" program heard via WHN at 6 p.m. on Mondays, Wednesdays and Fridays. Simpson tells stories and sings for his young audience.

*Orson E. White, pianist at WRJN, Racine, Wis., has returned from vacation.*



Radio City Music Hall brings hearing to its deafened patrons with

# ACOUSTICON THEATREPHONES!

**T**HOUSANDS 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.

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