



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 40

NEW YORK, N. Y., THURSDAY, AUGUST 26, 1937

FIVE CENTS

## Committee on AFM Seeks Harmony

### P&G SCHEDULE SHAKEUP TAKES PLACE SEPT. 13

September 13 will be shake-up day for the Procter & Gamble NBC schedule. On that date the new Gertrude Berg show goes into the 12:15-12:30 p.m. spot on the NBC-Red network now occupied by "Story of Mary Marlin", which shifts to 4:30 p.m. on the same web. The Blue network period remains unchanged. "Personal Column of the Air" signs out of the Red network 4:15 p.m. (Continued on Page 2)

### "Bootleg" Station Ring Is Destroyed by FCC

Pittsburgh—A chain of seven "bootleg" radio stations, operating secretly on forbidden wave bands, has been broken up here by FCC agents after 10 days of sleuthing with a detector truck. M. W. Grinnell, chief radio inspector for Pennsylvania and New York, directed the activities against the unlicensed stations.

### KSL Adds to Personnel As Busy Season Looms

Salt Lake City—In preparation for an indicated record season, KSL has built up its personnel with five additions to the production department. Lennox Murdoch, operations manager, has appointed Gene Halliday, music department head, to be night director of operations. Fred Taylor moves into continuity editing. Byron Ray takes on additional duties of auditioning commercial disk shows.

### KDKA Asks 500 KW.

Pittsburgh—KDKA has applied to the FCC for power boost from 50,000 to 500,000 watts. Action is a result of the WLW controversy.

### WHJB Uses Fireworks

Greensburg, Pa.—Roy H. Verett, a Pittsburgh radio oldtimer with many "firsts" to his credit, now manager of WHJB here, added another novelty to his list when he used a fireworks display witnessed by 25,000 to publicize his station. Ground pieces included a huge replica of a mike and the station's call letters.

### Staff of Colonels

Ashland, Ky.—When anybody calls for "The Colonel" at WCMI, it may mean anyone from headman John T. Norris to Jack Bell, E. D. Herider, James F. Kyler or Paul Ruhle.

For every man on the WCMI staff is a duly appointed Kentucky Colonel, having been thus honored as a result of good deeds performed.

### MANTLE LAMP PREPARING EXTENSIVE SPOT LINEUP

Mantle Lamp Co. of America, Chicago (Aladdin lamps), is preparing an extensive fall spot schedule for this country and Canada. Domestic schedule begins Sept. 27. Canadian series a week later. Programs are five-minute and quarter-hour stints. Stations already set include CKY, (Continued on Page 2)

### KVOX, Moorhead, Minn., Makes Air Debut in Oct.

Moorhead, Minn.—A new station, KVOX, "The Voice of the Valley," operated by KVOX Broadcasting Co., makes its air debut in October. Located in the Comstock Hotel, station (Continued on page 3)

### Vapex Spot Campaign

E. Fougere Co. (Vapex) is planning an extensive spot radio campaign for this cold remedy. Sponsor has bought the WOR-Let's Play Games quarter-hour show for an Oct. 8 debut at 8:45 p.m. Jane Marks is the originator of the show. Small & Seiffer Inc. is the agency.

## Injunction Is Sought to Stop Sneaking of Louis-Farr Fight

### Fanchon-Marco Places First Radio Program

Hearn's department store yesterday signed a 52-week contract with Fanchon & Marco for a dramatized news show entitled "20 Years Ago and Today." Program will make its (Continued on page 3)

## Will Keep Entire Industry Informed About Progress in Musicians' Union Situation—Better Cooperation Seen

### "CRACKPOT" RADIO BILLS LOOM AT ALBANY SESSION

Albany—Among "crackpot" radio bills scheduled for introduction at the next legislative session in January is a resolution asking Congress to place a tax of \$5 a year on every private or public radio set owner, and \$10 on restaurants, grills and other public places.

A measure calling for a mode of ethics in radio advertising also is among "crackpot" bills to be presented at the Constitutional Convention in 1938, Radio Daily learns, (Continued on page 3)

### McGrady Joining RCA In Labor Relations Post

Washington Bureau, RADIO DAILY Washington—Despite denials here, Edward F. McGrady, assistant secretary of labor, is understood to have accepted a labor relations post with RCA starting Sept. 1.

### "Lone Ranger" Renewal

Gordon Baking Co., Detroit, effective Sept. 27, will renew the "Lone Ranger" serial script show on 13 MBS stations, Mondays, Wednesdays and Fridays, 7:30-8 p.m. with first repeat at 8:30, second repeat at 11:30. Brooke, Smith & French Inc., Detroit, has the account.

Advisory Committee of the Independent Network Radio Affiliates (tentative title) headed by Bill Hedges is laying its cards on the table and plans to keep the entire industry informed of all activity in regard to the AFM situation, as well as seek the cooperation of all broadcasters including the networks and non-affiliated stations, it was stated yesterday.

An official letter will go out today to James W. Baldwin, managing director of the NAB, also to E. A. (Continued on Page 3)

## CIO UNION IS UPHELD IN WHN CONTROVERSY

By GEORGE W. MEHRTENS RADIO DAILY Staff Correspondent Washington—Following weeks of discussion, the American Communications Ass'n (formerly ARTA), CIO affiliate, has been certified by the National Labor Relations Board as the exclusive bargaining agency for engineers at WHN, New York. The (Continued on Page 6)

## Dance Music Declines, Drama Hours Increase

Dance music played over the NBC networks last month declined from 33.6 per cent to 29.6 per cent of the program time, says the statistical department. Drama jumped to a total of 213 hours for the month, mostly due to the Shakespeare series. International programs also took a hike. Seventy-seven programs were picked up from 16 countries and one from a ship at sea.

### Corrals Theaters

Gadsden, Ala.—WJBY has brought all four local theaters into the fold as radio advertising accounts. Broadcasts range from spot announcements to hour remotes. The Gadsden station believes in collecting do-re-mi for its time instead of trading out advertising, and the theaters feel likewise, so all are pleased with the setup.



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## FINANCIAL

(Wednesday, Aug. 25)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169 1/4	168 3/4	168 3/4	+ 1/4
Crosley Radio	19 1/8	19 1/8	19 1/8	+ 3/8
Gen. Electric	56	55 1/8	55 1/8	- 3/8
North American	26	25	25	- 1/4
No. American, pfd.	53 7/8	53 7/8	53 7/8	+ 1 3/4
RCA Common	11 3/4	11 1/4	11 1/4	- 1/4
RCA First Pfd.	75 1/4	74	74 1/2	+ 1 1/2
Stewart Warner	18	17 3/4	17 3/4	- 1/4
Zenith Radio	43 3/8	42 1/2	42 3/8	- 1/4

### NEW YORK CURB EXCHANGE

	Bid	Asked
Majestic	3 1/4	3 1/8
Stromberg Carlson	13 1/4	14 3/4

### Blair Handling WROL

Knoxville—WROL, NBC affiliate, of which S. E. Adcock is president, has appointed John Blair & Co. as its national representative.

### Sherwood Durkin at KIUN

Pecos, Tex.—Sherwood Durkin, formerly chief announcer at WALR, Zanesville, O., recently became program director and chief announcer at KIUN here. Another addition to the growing KIUN organization is Sid Parks, formerly of KICA, Clovis, as chief engineer. Dick Jay, announcer, formerly of KFJZ, Fort Worth, and C. A. Roark, engineer, are other members of the staff.

### Burgess Meredith in His Play

Burgess Meredith, Broadway stage star, and his wife, Margaret Perry, will appear on Rudy Vallee's program next Thursday at 8 p.m. on NBC-Red in "The Adventure of Oliver Bean", by Meredith. Jim Tully and Tommy Riggs also will be on the program.

## DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

General Mills Sports Parade

Fox-Fabian Professional Parade

### Lowell Thomas to Emcee Fisher Awards Program

Lowell Thomas, NBC commentator, will be heard over CBS at 8:30-9 p.m. next Tuesday as emcee on the special program in which four \$5,000 university scholarships will be awarded in the annual international craftsmanship competition conducted by the Fisher Body Division of General Motors. Program emanates from Detroit.

### Disking WBAP Show

Ft. Worth—L. E. Jackobsen of J. Walter Thompson Co. has brought a group of Chicago radio artists here to make 42 disks of "Your Home Town", written by Mrs. Della West Decker, who authors "Helen's Home", sustaining on WBAP. The recordings are being made at the Burrus Mills Studios. In the cast are Parker Willson, former announcer for WBAP, and Ora Martin, both from network shows.

While in Fort Worth, Jackobsen also will do some work on the Light Crust Doughboy program, also a J. Walter Thompson account, and on "Friendly Corners", produced in Dallas.

### Esau Managing KASA

Elk City, Okla.—John Esau, formerly of KTUL, Tulsa, and other stations, is the new general manager of KASA here.

George M. Patterson is now chief engineer of the station, which recently underwent complete remodeling and redecorating. KASA is affiliated with the Oklahoma Network and Mutual.

### Zenith's Show Titled

Chicago—"The Zenith Foundation" is the title of the Zenith Radio show starting Sept. 5 on NBC-Blue. Program will deal with a subject which almost everyone has experienced personally yet which still baffles the scientists. A number of leading scientists are advising on the series, in which listeners will take roles.

### Labor Leaders Scheduled

William Green, John L. Lewis and Frank Morrison will be heard over the NBC networks on Labor Day. Lewis will be heard on the Blue web 2:30-3 p.m. Morrison will be heard on the same network at 3:30-4 p.m. Green completes the schedule with a 4:15-4:45 p.m. niche on the Blue.

### KGGF to Celebrate Hookup

Coffeyville, Kas.—To mark its affiliation with the Mutual network on Sept. 1, KGGF is preparing a suitable celebration.

KGGF is a 1,000-watt on 1010 kc., owned by Powell & Platz, publishers of The Coffeyville Journal.

### Howard Chamberlain at KLZ

Denver—Howard R. Chamberlain, formerly at WLS and KMA, has joined KLZ here as production man and announcer. At WLS he was on the National Barn Dance and other programs.

### P & G Schedule Shakeup Takes Place Sept. 13

(Continued from Page 1)

spot on Sept. 10 and on Sept. 13 the "Guiding Light" show moves into the spot. A new serial, "The Road of Life", goes into the present "Guiding Light" time, 4:45-5 p.m. on the Red network.

### Du Maurier Closes Disk Deals

Northey Du Maurier, who sailed yesterday on the Queen Mary for England, has closed deals covering his entire Australian productions in Honolulu, Canada and the U. S. The American negotiations were with Michelson & Sternberg Inc. The Du Maurier disks, which include historical, comedy and other material, have played throughout Australia and New Zealand. Latest feature, "Cavalcade of Kings", is a dramatized story in 52 episodes.

### Bowey's Acct. to Stack-Goble

Bowey's Inc. (Dari-Rich) has placed its account with Stack-Goble Advertising Co. effective Oct. 1. Company at present sponsors "While the City Sleeps," dramatic show, over NBC-Red network of eight stations.

Roy Sorenson, formerly vice-president and manager of the Chicago office of the Russell C. Comer Advertising Agency, has joined Stack-Goble and will handle the account.

### Austin Gets Barney Account

Alvin Austin Co., advertising agency, is now handling the account of Barney's (men's clothing), generally conceded to be the largest local radio account in the country. Emil Mogul, who has handled the account since its beginning, is now connected with Austin as executive secretary.

Contracts already have been signed with WMCA and WNEW for the new series starting late September, and other stations are under negotiations.

### 2 Join Nussbaum Agency

Bertram Nussbaum, formerly in charge of advertising production for Radio Craft, has become production manager of Reiss Advertising. Robert A. Burns has also joined the copy staff of the agency. He was formerly with the Joseph Advertising Co., Albany. Agency has an expansion program under way which accounts for the addition of more space and personnel to its RKO Bldg. offices.

### Jerry Levinson Changing Name

Jerry Levinson, one of the more successful younger song writers, makes legal application this week to change his name to Jerry Livingston as a preliminary to organizing his own orchestra for work with CBS or NBC. Levinson is already celebrated in Tin Pan Alley as the writer of such hits as "Darkness on the Delta," "Under a Blanket of Blue," "Talk of the Town," "Invitation to a Dance" and the current hit, "The Shag."

## COMING and GOING

GEORGE PIANTADOSI, professional manager of Words & Music, returns Monday from his vacation.

BOBBY BREEN is en route to New York from the coast. On Saturday in Chicago he will meet with MARION CLAIRE, who is home from Hollywood, having appeared with Breen in his picture.

FRANKLYN MacCORMACK, reader on the CBS "Poetic Melodies" series, and announcer ROGER KRUPP are heading from Chicago to New York to make screen tests.

NORTHEY DU MAURIER sailed yesterday on the Queen Mary for England.

LUCILLE FLETCHER of the CBS press department leaves for Laborator Aug. 30 for two weeks.

SARA JANE THOMPSON, secretary to Glen Gray, flies to Cleveland tomorrow.

MACK GOLDMAN, professional manager for Harms, flew to Cleveland yesterday on business and will remain ten days, going on to Chicago.

MARGARET SPEAKS returns from her three-week vacation spent in upstate New York in time to make Monday's "Voice of Firestone" show.

HARRY LEEDY of the Rockwell-O'Keefe office flew to Minneapolis yesterday and returns after completing business there.

F. W. BORTON of WQAM, Miami, leaves New York today after spending some time here. EDGAR L. BILL of WMBD, Peoria, Ill., left town yesterday.

IRVING REIS, director of the Columbia Workshop, sailed yesterday for England.

DAVIDSON TAYLOR, in charge of serious music at CBS, sails on the Europa today and will remain in Europe until October. He will make a study of radio in London, Paris and Berlin for CBS.

BERNARD HERMAN, CBS composer and musical director, sails Sept. 1 aboard the Normandie and will spend 5 weeks touring the continent.

LEO FITZPATRICK of WJR, Detroit, arrived in town yesterday, also JOHN G. PRATT of WGAR, Cleveland.

### Mantle Lamp Preparing Extensive Spot Lineup

(Continued from Page 1)

Winnipeg; CKX, Brandon; CJCA, Edmonton; CJAT, Trail; WTIC, Hartford, and WCSH, Portland, Me. Presba, Fellers & Presba Inc., Chicago, is placing the account.

### Old Gold One-Shot Cold

Old Gold's plans to use a network one-shot to announce winners in its recent contest have been shelved.

### Party for Mike Kent

Detroit—Michael E. Kent, who resigned as commercial manager to WJBK to become general manager of the new WTOL in Toledo starting next week, was given a farewell party by James F. Hopkins, manager of WJBK, in the Book Cadillac Hotel. Kent was presented with a gold watch by the WJBK management and a complete set of saddle leather traveling bags from the staff.

## WCOP—

Boston's fastest growing independent station.

Celebrating 2nd Birthday Today

## COMMITTEE ON A.F.M. STRIVES FOR HARMONY

(Continued from Page 1)

Allen, president of the National Independent Broadcasters Inc., group of small watt stations, informing them of the INRA plans, laying the whole proposition relative to the AFM before them and stating what they expect to accomplish and what might eventually come about. Although Baldwin was present at the INRA meetings, the letter, as well as a complete statement from the newly formed committee, will be sent as a matter of record. Complete information is also being sent to the networks and independently owned stations not affiliated with chains. All NAB members are also being contacted by letter.

Committee is suggesting to the NAB that a special meeting of its membership be called for Sept. 11, two days after the committee of the INRA has met with the AFM and one day after a general meeting of the INRA.

Fabulous reports of a war chest have been made, but according to the committee an initial total assessment of \$12,000 will be asked for actual expenses until further notice. L. B. Wilson, WCKY, has been made chairman of the finance committee. Others on the same committee are Tom Gooch, Jack Howard, E. K. Cargill and Campbell Arnoux.

More conciliatory and cooperative relations between the networks as well as with unaffiliated outlets is developing, the INRA committee having conferred for mutual benefit with Herb Akerberg of CBS and Mark Woods of NBC.

Headquarters in this city for the INRA will be at Hearst Radio offices on West 57th Street, Emile Gough acting as secretary of the organization and being the only member of the committee with permanent offices in the city.

## Duquesne Beer Sponsors Sports on 3 Pgh. Outlets

Pittsburgh—Duquesne Brewing Co. will sponsor a heavy schedule of sporting events this fall, including football and Ken Martin's band over WWSW, Chester Smith in football dope over WJAS, Jack Hollister in sports comment on KDKA, and fights from Hickey Park Bowl with Joe Tucker announcing over WWSW. The Duquesne account is handled by Walker & Downing.

### 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

### Three Specials on KFRO

One of the outstanding Sunday presentations of KFRO, the Voice of Longview, Tex., is the "Mac 'n' Henry" program. Mac 'n' Henry, the feature of the program, aired over WWL and WDSU in New Orleans, and KWKH in Shreveport, before their advent on KFRO. The program is a different type of religious offering which appeals to all classes. The antics of Mac 'n' Henry, mythical negro characters, hold the attention of the audience and the program is backed with the singing of the entire choir of the First Baptist Church of Marshall, Tex. This program has been heartily received by the large East Texas audience of KFRO.

A visit to many places of interest in Texas is another weekly feature of KFRO. The intention of the program is to better acquaint Texas people with their own great state, and some place of interest is visited each Sunday. The series will include the romantic Rio Grande Valley, the facts on the great agricultural area of

West Texas, erroneously called a "Dust Bowl", a visit to each of the larger cities of Texas, pointing out interesting facts in each, and of course the great East Texas oil fields, since KFRO is located in Longview, the business center of this greatest oil field in the world.

For lovers of truly great music, KFRO presents every Sunday afternoon a half hour in "The Concert Hall of the Air", program of the classics presented by means of transcriptions. However, with the use of numerous sound effects, the program attains the atmosphere of a real concert hall program. It has received many compliments from lovers of classical music.

### "Yes or No" Quiz Program

A new question program is now running on WNEW, being heard each week day at 1:15 p.m. "Yes or No," as the program is titled, is a broadcast that permits of audience participation—without the audience going to the studio. Conceived by Martin Block, WNEW program director, the broadcast propounds 19 statements... contestants write yes or no for each statement... mailing their entries on a postal card... and adding a 20th statement.

Tickets to a motion picture theatre are awarded as prizes.

### Fanchon-Marco Places First Radio Program

(Continued from Page 1)

debut over WOR next Monday, 8-8:30 p.m.

This is the first radio production to be sold by F. & M. since forming its own radio department under Sam Shayon some months ago. Robert L. Shayon, Sam's brother, is the author and producer of the Hearn show. He has been in radio for a number of years as a writer and producer.

An impressive list of radio talent, mostly from the "March of Time" cast, has been lined up for the new show. John Holbrook, Catharine Renwick, Agnes Moorhead, Adele Ronson, Jean Colbert, Ted diCorsia, Ted Jewett, Ed Jerome and Ted Delmar. F. & M. auditioned for an announcer yesterday.

### KVOX, Moorhead, Minn., Makes Air Debut in Oct.

(Continued from Page 1)

has 250 watts day, 100 watts night, on 1310 kc. unlimited.

Manny Marget, formerly program director of KXBY, Kansas City, is general manager; Bob Schulz, formerly of WMIN, St. Paul, assistant manager and chief engineer. Western Electric transmitter and a 179-foot Blaw-Knox vertical radiator is part of the equipment.

### "Crackpot" Radio Bills Loom at Albany Session

(Continued from Page 1)

despite the fact that radio is under federal jurisdiction. Proponents of the ethics bill argue that too many extravagant claims are made in radio advertising.

## INJUNCTION IS SOUGHT AGAINST SNEAKING FIGHT

(Continued from Page 1)

a.m. today before Justice Ferdinand Pecora.

The Sporting Club (Mike Jacobs) sold Buick the radio rights to the fight for airing over the combined NBC-Red and Blue networks. Jacobs is attempting to stop any other simultaneous fight broadcasts by other stations not on the NBC networks. Jacobs in a letter addressed to all radio stations in this country and Canada warned the stations that any use of the property rights he holds in the radio rights to the fight will be cause for legal action. Stations may, however, broadcast re-enactments after the NBC airing is completed, the Jacobs letter concluded.

Other plaintiffs in the action are NBC, Joe Louis, Tommy Farr, and Arthur Kudner Inc., Buick's advertising agents.

Buick is paying \$35,000 for the fight broadcast. Edwin C. Hill and Clem McCarthy are receiving \$1,000 apiece for doing the ringside airing.

### Disking Penna. Series

W. S. Walker and Bill Rose of Walker & Downing, Pittsburgh agency, are due in New York today to transcribe the fall series of Pennsylvania publicity programs at World Broadcasting.

Opening the Homes of America for You!

MAY ROBSON

"The Mother of America"

"THE DOORWAY TO HAPPINESS"

The newest weekly radio feature that will be the talk of the country!

HAVING for its purpose the placing of orphan children in the homes of the nation, by legal adoption. This outstanding copyrighted radio feature by Walter White, produced by Warner Bros. Broadcasting Corp. in Hollywood, and starring the Mother of America—MAY ROBSON—is loaded with pathos, laughter, joy and entertainment.

BACKED and supported by Federal and state agencies "THE DOORWAY TO HAPPINESS" is a guarantee to open the doors of the nation's homes to you and your product!

IT'S READY!

Contact NOW!

MR. ALBERT JOYCE

AT THE WALDORF

Warner Bros. KFWB Representative

Exclusive Sales Agent for

"THE DOORWAY TO HAPPINESS!"

## ORCHESTRAS MUSIC

**PAUL MARTIN and His Music**, with the Three Cheers as vocalists, will be introduced to British radio listeners during the "Five Hours Back" program tomorrow at 2:30 p.m. over NBC-Blue. The program will originate in San Francisco and will be relayed to England via short-wave for rebroadcast by British Broadcasting Corp.

Extracts from the "lost violin concerto," composed by Robert Schumann in 1853 and scheduled to be played for the first time by the young violinist Yehudi Menuhin in the Leipzig Gewandhaus on Oct. 6, will be a feature of "The March of Time" broadcast, prepared by the editors of Time and the weekly picture magazine Life, and presented at 10:30 to-night over CBS.

Red Nichols and his orchestra hung up a new week-end attendance record for the season at the Lake Worth Casino Ballroom, Fort Worth, last week. Record was held by Herman Waldman. Merle Carlson and his West Coast orchestra followed Nichols into the Ballroom, both airing over WBAP.

Radio premiere of "Die Teresina," Oscar Straus' operetta of France in the days of Napoleon, will be given in a special program to be heard Sunday at 8-9 p.m. over the NBC-Blue network. The singing cast will be headed by Charlotte Lansing, soprano; Fred Hufsmith, tenor, and George Rasely of the Metropolitan Opera. The ensemble will be composed of Carol Deis, Katherine Palmer and others.

Benny Goodman is mentioned for the fall opening of the Arcadia International House, Philadelphia, next month. MCA booking the spot.

Herb Cook comes to Tony Murray's, Philadelphia, for the new season.

Jimmy Lunceford has been set for the charity ball at Atlantic City's Convention Hall on Sept. 2.

Eddie Bonnelly, currently at the Black Cat Cafe, Wilmington, Del., is improvising a new musical vogue on the electric guitar, his new dance style to be heard on WDEL and the Intercity net.

Meredith Willson will feature numbers from "Something to Sing About," James Cagney's current Grand National starring vehicle, on "Show Boat" tonight. Ditties are "Something to Sing About" and "Out of the Blue."

Glen Gray opens at the Nicollet Hotel, Minneapolis, for the week of Sept. 25, and goes to the New Yorker on Oct. 8.

# MAIN STREET

WITH **OL' SCOOPS DAILY**

● ● ● Harry Ommerle, CBS director for the Hal Kemp-Chesterfield show, who resigned to go with the William Morris office, will be succeeded by Phil Cohan with the Sept. airing... CBS auditions Jerry Kruger today. She has been signed by Master Records... Lloyd Shaeffer takes the baton out of Hughie Barrett's hands Monday on the Griffin show... Barry McKinley and Tune Twisters remain with the femme singer to be decided on today... It won't be Joan Edwards who auditioned with Joseph Bonime's ork yesterday for McCann-Erickson... Horace Heidt wired N. Y. to have Lucille and Lanny audition for him Sept. 6—for a sponsor... Felix Mills, west coast musical director, will conduct the AFMen on the "Sunday Silver Theater" starting Oct. 3 via CBS and starring Rosalind Russell for four shots.

● ● ● According to James R. Curtis, prexy of KFRO, Longview, Tex., his station has aired three different marriage ceremonies and two funerals from remotes located at the Baptist Church of that city... Programs are of the candid type as they are not arranged in advance and people as a rule do not know that programs are sustaining therefore has created much local interest... Edgar Bergen is throwing a party at his home in Beverly Hills Sunday to celebrate Charlie McCarthy's wooden anniversary... At Harms Music's preview of Fred Waring's "Varsity Show", a recording was played prior to the flash on the screen. The song was—Shapiro, Bernstein's "Miller's Daughter Marianne" waxed by Horace Heidt's crew—Waring's only and bitterest rival!

● ● ● The Lanny Ross-Packard show will use guestars. Amos and Andy will be the first when Ross and Butterworth debut Sept. 7... Harry Langdon, the silent flicker comic, wrote an air script for Al Jolson which will be used on the show. If it clicks, Langdon will be assigned to continue along similar lines. His work, however, won't interfere with Arthur Caesar's... Patricia Gilmore goes into Loew's State Theater next week... Josephine Novotny, pencil-pusher in the CBS artists' bureau, rushed off to Sussex, N. J., and became Mrs. Edward Dowling... Frank Perkins, Fred Waring's arranger, has been signaturred by Warners... Belle Baker goes into Manhattan Beach with Clyde Lucas... Though negotiations are reported on for the services of Jerry Cooper to appear in the flicker "Hollywood Hotel", he won't. Dick Powell is in it... The slight bulge in the weekly pay envelopes over at Robbins has made everybody happy—and content to stay around a while... Xavier Cugat returns to the Waldorf soon... Funny the way Arthur Boran sends out letters to the press on a press agent's letterhead—signing the p.a.'s monicker. The fatal clue was that Arthur's salutation is "Mr." whereas the press agent is more familiar!... Walter Douglas, Louis Bernstein and Sol Bornstein were in a heated discussion on SPA at lunch yesterday—each one pointing to a new pitfall... Leo Reisman sent out 20,000 postcards from the Ile de France—announcing his return to the U. S. A.—and fall sponsor!

● ● ● Bill Shepard, announcer on WHN, is getting lots of religion these days, but he doesn't know what denomination it makes him... He has four religious programs to announce every Sunday, including two of "St. Anthony" (one for WHN and a repeat to the Colonial Network), then the Bowery Mission and finally a Baptist program... Irving Brecher, writer for the "Ziegfeld Follies", Milton Berle, RKO and Mervyn Le Roy, reader of "Judge" and "College Humor", and scissor-clipper, relates the story of the network star who is so conceited—that when he recently went to the hospital to obtain short-wave treatment for a sore throat—he applied to the FCC—demanding his own CALL LETTERS... The "Junior G-Men" recently received a contest entry blank from a nun in a Jersey convent stating that she hasn't missed a show in over a year!

## ★ F. C. C. ★ ACTIVITIES

**EXAMINERS' RECOMMENDATIONS**  
WMMN, Fairmont, W. Va. CP for increase in power to 1 KW., 5 KW. LS. be granted. 890 kc., unlimited.  
Key City Broadcasting Co., Kankakee, Ill. CP for new station. 1500 kc., 100 watts, unlimited, be denied.  
WGL, Fort Wayne, Ind. CP for increase in power to 100 watts, 250 watts LS. be granted. 1370 kc., unlimited.

### HEARINGS SCHEDULED

Oct. 28: West Texas Broadcasting Co., Wichita Falls, Tex. CP for new station. 1380 kc., 1 KW., unlimited.  
Wichita Broadcasting Co., Wichita Falls, CP for new station. 620 kc., 250 watts, 1 KW. LS., unlimited.  
Faith Broadcasting Co., Inc., Wichita Falls, CP for new station. 1380 kc., 1 KW., 5 KW. LS., unlimited.  
KFPL, Dublin, Tex. Vol. assignment of license to C. C. Baxter. 1310 kc., 100 watts, 250 watts LS. unlimited.  
Chase S. Osborn, Jr., Fresno, Cal. CP for new station. 1440 kc., 500 watts, unlimited.  
Bend Bulletin, Bend, Ore. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Waterloo Times-Tribune Pub. Co., Waterloo, Ia. CP for new station. 1370 kc., 100 watts, daytime.

Nov. 4: Schuylkill Broadcasting Co., Pottsville, Pa. CP for new station. 580 kc., 250 watts, daytime.

Pottsville News and Radio Corp., Pottsville, Pa. CP for new station. 580 kc., 250 watts, daytime.

W. E. Whitmore, Hobbs, N. M. CP for new station. 1500 kc., 100 watts, daytime.

KROY, Sacramento, Cal. Mod. of CP. 1340 kc., 250 watts, 1 KW. LS., unlimited.

Wm. W. Ottaway, Port Huron, Mich. CP for new station. 1370 kc., 100 watts, daytime.

Nov. 18: KSD, St. Louis. Renewal of license and Mod. of license to 550 kc., 1 KW., 5 KW. LS., unlimited. Requests facilities of KFUD.

KFUO, Clayton, Mo. Ren. of license and CP for increase in power to 1 KW., 5 KW. LS., 500 kc., part time. Requests facilities of KSD.

KOOS, Marshfield, Ore. Vol. assignment of license to KOOS, Inc. 1200 kc., 250 watts, daytime.

T. E. Kirksey, Waco, Tex. CP for new station. 930 kc., 250 watts, 500 watts LS., unlimited.

### APPLICATIONS RECEIVED

WJAR, Providence. License to cover CP for changes in equipment and increase in power.

KSO, Des Moines. CP to make changes in equipment, install directional antenna, increase power to 1 KW., 5 KW. LS.

## OKLAHOMA CITY

Kay White has started a five-minute series of dramatizations over KOMA, sponsored by White King Soap. She tells of her thrilling experiences as a traveler.

Neal Barrett, KOMA manager, made a flying week-end trip to Dallas.

The Arkansayers, local hillbilly band heard over WKY, is playing a week at the Liberty Theatre in person.

Dan Bowers, formerly of the Don Lee network in California, has joined the KOMA staff.

### Alan Scott on WFIL

Alan Scott, news commentator, formerly heard over WCAU, Philadelphia, has been signed by WFIL and will resume broadcasting Sept. 7, under sponsorship of Adams Clothing Stores, Monday through Friday, 7:30-7:45 p.m. Scott has been absent from the air for the past six months while doing special radio work in New York.

**PROMOTION**

**For Aid of Time Buyers**

New type of program schedule has been issued by KFEL, Denver, with week by week listings revealing complete availability information at a glance. The schedule, in new format, is put out as a service to advertisers and agencies and in its concise form is especially designed to simplify the time buyer's problem of finding desirable availability time and learning the relative position which available periods occupy in the KFEL program structure.

Manner of presentation program information was developed by John Blair & Co., station representatives, who incorporated some new ideas and the best features of several established methods.

**"County Fair" Promotion**

Star Radio Programs Inc. is releasing promotion work on its "County Fair" script. "County Fair" is the result of inquiries by stations for a program that carries the color and atmosphere of a real county fair with opportunities for hill-billy music and rural touches. Star will release the program in lots of thirteen scripts each. The promotion work on the new show is by W. C. Gartland and features a series of two humorous, rustic characters who describe the program in hill-billy jargon. A script will be a part of the first mailing.

**Extend Dr. Pepper Contest**

Due to big results in the Dr. Pepper Prize Contest recently started by Dr. Pepper Bottling Companies of Roanoke Lynchburg and Staunton, Va., the promotion is being duplicated in Richmond, Newport News, Petersburg and Charlottesville, Va. Radio and newspapers are being used. Campaign is by Houck & Co., advertising, Roanoke. Norman Frankel is account executive.

**Goodwill Booklet**

With every new member admitted to the WOPI Breakfast Club, a copy of the station's booklet, "Eight Years On The Air", is sent along with the requested membership Breakfast Club card. Idea is to build greater goodwill with listener by giving him a more complete picture of the station, which is interestingly presented through illustration and story in the booklet.

**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

**NEW BUSINESS**

**San Francisco**

KPO: Pro-Ker Laboratories, through General Adv'g Agency, L. A.; Procter & Gamble, through Blackett-Sample-Hummert, Chicago; Gas Appliance Society of Calif., through Jean Scott Frickelton, S. F.

KYA: Transcontinental & Western Air Inc.; Southern Pacific Co., through Lord & Thomas, S. F.

KSFO: Cambell Cereal Co., Minneapolis, through Emil Brisacher & Staff, S. F.; W. T. Grant Stores, through N. W. Ayer & Son, N. Y.; Gas Appliance Society.

**KASA, Elk City, Okla.**

Bell Oil & Gas Co., two 15-min. weekly transcriptions, "Stray Hollister in Vanishing Valley", through Watt-Payne agency.

**Denver**

KFEL: Rocky Mountain Beverages Inc. (Cleo-Cola), noon news broadcast, through R. Y. Reaves agency.

KOA: Simmons Bed & Mattress Co.; W. A. Scheaffer Pen Co.; Swift & Co.

**Book of Radio Stars**

Radio Stars of Today, or Behind the Scenes in Broadcasting, an 8x11 volume by Robert Eichberg with more than 275 illustrations from photographs, has just been published by L. C. Page & Co., Boston. The book contains forewords by President Lenox R. Lohr of NBC and President William S. Paley of CBS. Though not covering the field of radio entertainers in its entirety, the volume includes the leading stars, giving a brief biography of each, accompanied by formal and informal photographs, some information about their programs, etc.

The backstage of broadcasting, writeups on some of the leading stations of the country, hints on the choosing of a radio, and a sample radio script also are among the contents.

**Speech Institute May Return**

Chicago—Better Speech Institute of America plans to return to NBC this fall if a suitable 15-minute spot on Sunday afternoons is available. Dramatized playlets showing advantages of correct speech has been used other years.

**"Let's Visit" Skips Week**

Due to shift of WOR sustaining programs, "Let's Visit" will not be heard next week. It resumes Sept. 7 in a Tuesday 9:30-10 p.m. spot. Jerry Danzig and Dave Driscoll conduct the program.

**SAN ANTONIO**

Jesse Rogers, brother of the late Jimmie Rogers, has been booked into 14 Interstate Theater towns.

E. D. Hensley and His Possum Hunters are back on KMAC with a new musical show, sponsored.

The Frito Rhumba Kings, with Enrique Garcia, leader, are presenting a Sunday program on WOAI.

Everett Marshall flew here from the Fiesta in Fort Worth last week.



**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



**ARTHUR BRYAN** signed by KHJ to script the coast-to-coast "Ecstasy." Bryan has had similar assignments for both NBC and CBS in New York.

Harry Simeone made his bow over CBS Pacific Coast net at 9:15-9:30 p.m. yesterday in "Styles by Simeone." The "styles," however, are not for milady of fashion but are Simeone's arrangements of music of the day. Formerly an arranger for CBS in New York, Simeone employs unique instrumentation to achieve ultra-modern effects and applies the word "surrealist" to his treatment of modern music.

NBC's Hal Bock flew to San Francisco and back over the weekend. No business, he insists, just a yen to fly.

Ted Turner, head of the Walter Biddick Co. radio programs division, drew detective lieutenant's badge No. 4585 in the L. A. Police auxiliary. Just under the wire as the stop order is at 5000.

James R. Fouch, President of Universal Microphone Co., Inglewood, and onetime operator of radio stations in Inglewood and Pomona, is planning to present everyone attending the Radio Oldtimers' Club barbecue next month with a miniature lapel microphone.

Earnshaw-Young, Inc., Earnshaw Radio Productions, report WFTC, Kingston, N. C., taking 90 transcriptions of "Detectives Black and Blue," and WHEC, Rochester, N. Y., a series of 13 "Radio Short Stories."

Arthur Bryan has left KFVB to devote his time to free-lance writing.

Frances Langford with Raymond Paige's orchestra, courtesy-waxing for Community Chest.

An epidemic of resignations is rampant among radio editors on local sheets. Carroll Nye, oracle of the Times, joins the Earle Ferris Radio Features Service office; Gene Inge, for years on the Hearst Herald-Express, will do a solo in the agency field, and Ken Frogley, who only recently switched from radio desk at the Illustrated Daily News to edit a proposed Sunday sheet for the same publishers which didn't jell, joined the parade on the same day to embark on other ventures.

KFVD has a new Saturday program, 4:45 p.m., on which ambitious amateurs will be given an opportunity to prove themselves. Paul DuMont is directing.

Bob Young, once an "Our Gang" star, starts a new series on KEHE in which he offers advice on "the best of the week" in films, songs and music. Set for Sunday evenings at 7:30.

KFVB is releasing Hollywood wrestling bouts from the Legion Stadium on Monday nights, Knox Manning, who handles Friday night

## RADIO PERSONALITIES

No. 61 in the Series of Who's Who in the Industry

**EARL J. GLADE**, general manager of KSL, radio pioneer in Salt Lake City. Financed construction of KSL, and managed the station during the past 14 years. Under his alert direction, KSL has grown from 500 watts to 50,000 watts. For four years KSL was affiliated with NBC, but is now a member of the Columbia System.

Glade was head of the Department of Business Education at Young University for seven years, and occupied the chair of business education at the University of Utah for 14 years. He is known throughout western America as a brilliant public speaker.

He is the father of seven children, all but three of whom are university graduates and now in the professions—the others are on the way.

Glade is a Rotarian and prominent in the counsels of the Salt Lake Chamber of Commerce. He is the originator of the coast-to-coast broadcast of the Salt Lake Tabernacle Choir and Organ.



Educator builds 500-watt to 50,000 watts...

fighters, officiates at the ringside mike, and Hal Chambers is announcer.

Hal Horton, who is responsible for several waker-upper programs now on the air, is all set with a new one on KFVB. This one is tagged "The Old Time Keeper," at 6:30 a.m.

Frank Ausmann, Inc., is waxing 52 fifteen-minute transcriptions of a dramatic script for Becker Advertising Agency, Long Beach, to go on KGER in the beach city for an unnamed account.

Haven McQuarrie, back on KFVB with his "Do You Want to Be An Actor" on Fridays at 8:30, by a peculiar coincidence started the new series exactly one year from the date of his debut with the original idea.

Dorian Johnston, juvenile radio player, did himself proud in the part of "Tommy" in the Hollywood Hotel version of "Dead End" last Friday.

Matthew Murray, "Ambassador of the Air," has taken on a new role as commentator on politics, literature, the theatre and news in general over KMPC twice weekly.

James C. Morton, ex-vaudevillian and now movie actor, became "Professor Sillycycle" on KMPC at 6 a.m. Wednesday.

Pat Bishop back on the job at KFI after vacationing at Catalina and Big Bear.

KFVD will air productions of Henry Santrey's Hollywood Little Theatre each Wednesday at 3 p.m., in a half-hour stanza called "Play Time." Santrey will act as emcee.

Harry von Zell, an Angeleno who made good, is vacationing in the old home town and was guest of George Jay on "Listen, Ladies" over KEHE yesterday.

Don Shaw and Martin Work have a new one, "Singing Soldier of Fortune," on KMPC. Work is writer and producer.

The stage of the Filmarte Theatre, point of origin of Ed Lowry's "Singtime," is being enlarged by Fox-West Coast to provide facilities for larger casts and a little elbow-room for the maestro.

## CIO Union Is Upheld In WHN Controversy

(Continued from Page 1)

A. F. of L. union, IATSE, also had claimed jurisdiction over the station's engineers. The AFL group claimed jurisdiction partly on grounds that it already controlled the station's musicians through A. F. of M.

WHN is owned by Loew's Inc., whose theaters employ stage hands and musicians belonging to AFL units.

## Radio Course Via WNYC

Biology Alumni Association of Brooklyn College plans a course in radio technique and script writing to be conducted during the coming year at WNYC. Course is to begin in October and will feature lectures in the station's studios.

Arthur Dauman, the association's director of radio education, will be in charge of the course and will also supervise a series of scientific broadcasts over WNYC.

## PITTSBURGH

Claude Haring will recreate, by wire report, football games over WWSW under Atlantic Refining sponsorship.

Walt Frammer, producer and commentator, recently back from Hollywood with his wife (Nan Grayson), is completing a series of skits based on their experiences.

Ben Muros, WCAE engineer, and Mildred Vaught will wed Sept. 21.

Gif Bixbee and Joe Sartory of WCAE staff, and Henry Kaiser, WWSW operator, start vacations this week.

Natural Gas Companies of Pittsburgh are sponsoring "Community Serenade," with Howard Baum's orchestra and Fred Lazier, vocalist, over WCAE.

Chic Martin's "Sing, Neighbor, Sing" resumes on KDKA next Monday, thrice weekly. Other talent in the show will include Shirley Sadler, Eloise Rowan, Harold and Ernie Garvin, Paul Fillmore and Eddie LaRue.



**BASIL LOUGHRANE**, radio executive at Lord & Thomas agency, will play himself during a dramatization titled "Carry On" on the NBC Jamboree next Saturday.

Bill Drips, director of agriculture for NBC, and Charlie Lyon, announcer, off to Iowa to broadcast the Josh Higgins day program from Finchford.

Fred Forrester, playing a leading part in "You Can't Take It With You," has joined Mutual's "Couple Next Door" serial. Last week Eva Condon of the same play was added to the radio cast.

Announcers Russ Russell and Eddie Case of WCFL grabbed themselves a lot of page one space on the newspapers for waking up tenants in a hotel when they saw fire billowing out of the windows as they were passing by at dawn.

Paul Whiteman's return to the Drake Hotel has been set for Nov. 4.

Riverview Park's new sponsored show on WGN will be called "Thrill of a Lifetime." Congo Sam Bartlett is producing it and Bill Bouchey, Patricia Dunlap, Ed Prentiss and Ken Christy will play the leading parts.

## OMAHA

Harry Brader, who has been conducting the Omaha Symphony Orchestra this summer in its broadcasts over KOIL, returns to Minneapolis late in September to start work on the fall season with the Minneapolis Symphony orchestra.

Maurice and Lucille Valentine—she was known in Omaha radio circles as Lou Williams—are in Omaha for a short visit before returning east, where they have been in dramatic stock.

Chez Paree, East Omaha night club, now is featuring Lou Blake's band with Allen Rogers as master of ceremonies and Ruth Brent as soloist.

The Chermot, Omaha dancing spot, reopens Aug. 28 with Lawrence Welk's band. Don Col Bourne's band has moved into Krug Park, Omaha.

Albert R. "Andy" Anderson, salesman for KMMJ at Clay Center, Neb., is in a hospital at Hastings with a compound fracture of the left elbow and chest injuries suffered when his auto and a truck collided on the highway eight miles northwest of Clay Center.

## Craven Sworn In

Washington Bureau, RADIO DAILY Washington—Commissioner T. A. M. Craven, new FCC appointee, was sworn in yesterday. He immediately took up his new duties.

## Helen Morgan in Hospital

Chicago—Helen Morgan, playing at Oriental Theater with Lou Holtz, was taken acutely ill Tuesday and removed to Michel Reese Hospital.

☆ **Programs That Have Made History**

No. 25—WTMJ's "Playground Tour."

COUNTLESS radio stations throughout the country have a "Man on the Street" program but WTMJ, The Milwaukee Journal station, puts in a claim as being the first to institute a "Kids Off the Street" promotion.

Not entirely satisfied that blood-and-thunder, cops-and-robbers types of script shows are the best children's radio entertainment, WTMJ scouted around for a kids' show that would interest youthful listeners and at the same time accomplish a definite purpose. Thus was the "Playground Tour" idea developed.

Taking a leaf from several stations now using the "Vox Pop, Junior" idea to good effect, WTMJ's program department borrowed the idea and invested it with a new angle. The Milwaukee show is a relay broadcast set-up, with portable short-wave equipment being placed each day at a different location.

Instead of parking the portable transmitter cars on the streets, however, WTMJ stages the new daily feature at the city's playgrounds. The series is conceived and dedicated as a civic safety promotion, designed primarily to promote children's summer play at city-supervised playgrounds. The slogan adopted for the program is: "Youngsters Off the Streets."

Larry Teich, in complete charge of "Playground Tour," is the Captain Larry of "Our Club," a youth organization maintained by the newspaper and having an active year-to-year membership of 300,000 kids.

Teich works the program as the man at the microphone, shooting questions at the kids. The queries concern their games, what they remember from last semester in school, rules of safety, and general things of interest to youngsters, such as "Who do you think is the greatest athlete

in the world today," or "Who's your favorite story-book character?" He arrives at the playgrounds long before the broadcast is scheduled to begin and spends some time getting acquainted with the kids he is to interview. In most cases he is no stranger, because scarcely a child in Milwaukee doesn't know Captain Larry, director of "Our Club." After the show he stays with the kids and watches their games.

Municipal recreation directors worked in close co-operation with the station in planning the series. A schedule of the tour was carefully worked out so that visits are made in widely different sections of town each day. Playground supervisors and officials were given instructions to assist in arranging the programs and in helping to handle the children during the broadcasts. The Milwaukee police department offered to cooperate by sending officers to take part in some of the programs.

The program clicked from the start. Although primarily a children's show, its entertainment values seem to be universal. Adult reactions to it are generally of a more approving nature than accorded the usual children's program. School board members, skeptical at first, came out solidly for the stunt after hearing it a few times. WTMJ has deliberately minimized its own promotional possibilities on the broadcast, carefully avoiding any chance for the "commercialism" hue and cry.

WTMJ, however, is not side-stepping the sponsorship potentials of this type of program. After the present playground series definitely has proved the entertainment value of the show, it is planned to move it to vacant lots and parks with the prospect of sale to an advertiser wanting a more potent, more appealing type of children's program.

**Tydol Football Results Over Yankee Network**

Tydol will adhere to its present policy of presenting baseball results instead of actual play-by-play accounts when the same schedule of 13 stations will carry summaries of football games this fall. Stations cover eastern and New England States, with the Yankee network carrying the brunt of the business.

Old Gold now presents Harry Heilman every Tuesday, Thursday and Sunday at 6:15-6:30 p.m. and Mondays, 7-7:15 p.m. over WXYZ, WELL, WIBM, WKZO, WFDF, WOOD-WASH, WBCM and WJIM. Programs feature baseball summaries, but football results will probably be aired during the fall and winter over the network.

Lennen & Mitchell has the accounts.

**Bentley in "Betty and Bob"**

Chicago — Spencer Bentley, New York actor and announcer, has taken the role vacated by Les Tremayne in "Betty and Bob", CBS-General Mills serial. Betty Reller continues as Betty.

**Maxwell's "Good Neighbors"**

Persons who are "good neighbors," as reported to him by fans throughout the country, will be described by Richard Maxwell, CBS tenor-philosopher, each Tuesday at 9:30-9:45 a.m. starting next week. Maxwell also is heard daily over CBS.

**Football on WJBY**

Gadsden, Ala.—University of Alabama and Alabama Polytechnic Institute football games will be aired by WJBY. No sponsor as yet.

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

**WASHINGTON TIMES**

Washington, D. C.

"... I hope that RADIO DAILY continues to be the fastest growing radio publication."

*Dorothy M. Moore*

Radio Editor.

**N. W. AYER & SON**

Philadelphia, Pa.

"... Our congratulations to RADIO DAILY for giving first-hand news in radio—daily."

*Lawrence Witte*

**WJNO**

West Palm Beach, Florida

"... RADIO DAILY has certainly taken its place in the broadcasting industry publications and we look forward each day to receiving it as it keeps us in touch with just what is going on and I know of no other publication that will even approach giving us this information as we are more than 1,000 miles away from the center of activity."

*George A. Hazlewood*

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.

## Coast-to-Coast

LARRY GENTILE, for the past two years conductor of WJBK's Night Owl program from 12 midnight to 6 every morning, left Detroit this week to return to his first love, CKLW, Windsor, where he will handle the same type of program on that station from 1-4 a.m. Ed MacKenzie, WJBK's remote announcer and engineer, will take over the Night Owl broadcast.

Jerry Fairbanks, WJBK announcer, and Elaine Beeson (Mrs. Fairbanks) of the WJR dramatic staff, leave for two weeks' sojourn in Ohio.

KSL, Salt Lake City: Sylvia Cannon back from Canada vacation . . . Peggy Epperson, woman baritone, home from a coast trip . . . W. E. Featherstone, account exec, made publicity chairman for 1938 Oakland Lions conclave . . . Mel Wright, C. Richard Evans, Ralph Hardy and Leonard Strong among vacationers.

Royden N. (Doc.) Rand, ballcaster for WOKO-WABY, will be honored by radio fans and sponsors at Radio Appreciation Night at Hawkins Stadium, Albany, next Tuesday.

Charles Crutchfield, program director and sports announcer at WBT, Charlotte, has made thorough arrangements not only for coverage of Saturday's Southeastern Open Golf series at Myers Park Country Club, but also has arranged a special wire to bring the Southeastern golf enthusiasts the broadcast of the National Open in Portland, Ore., which will be in progress simultaneously with Ted Husing at the mike for CBS.

David Byrn, formerly announcer, has developed into quite an entertainer on "The Farmers' Hour" over KARK, Little Rock, daily at 6-7 a.m. Impromptu baritone chatter, birthday greetings in song and reading of sob are among his entertainment talents that have brought listener response.

John McMahon, who does "Mac's Program" over KIDO, Boise, Ida., has been quite a mail getter, averaging around 40 pieces a day, many of which he reads over the air. Postmarks are from as far as Eastern Oregon. Mac is on the air for an

## ONE MINUTE INTERVIEW

G. S. WASSER

"If from little acorns, oak trees grow, advertising agencies and networks alike (who complain about spot announcements) should bear in mind that many of the network programs today had their beginning via chain breaks or one-minute announcements. Today's spot campaign may be tomorrow's network program."

## STATIONS OF AMERICA

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

No. 61 of a Series

### WOPI—Bristol, Va.-Tenn.

1500 Kilocycles—100 Watts

W. A. WILSON, Vice-Pres. and Gen. Mgr.

HARRY S. HUDSON, Program Director

BOB SMITH, Chief Engineer

ESTABLISHED in 1929, WOPI, during its first few weeks of broadcasting, was on the air only a few hours each day. But the station's popularity grew so quickly that before long the station was operating at its present full schedule—7 a.m.—10:30 p.m.

An independent survey conducted by the Department of Psychology of King's College revealed that 80 per cent of the Bristol homes were radio-equipped and that 90 per cent of the people tuned in WOPI, whose coverage area takes in over 600,000 people.

Interesting and diversified programs are presented by the station, which employs a permanent staff of live talent. In addition to rebroadcasting WLW and WSM outstanding shows, the services of World Broadcasting and Transradio are utilized.

Offices and studios are on the main street, which is located in the middle of two states—Tennessee and Virginia. The studios, air conditioned, are designed to fit every broadcasting need. On the ground floor of the building is the Radiatorium, which seats over 350 people. At some of the special broadcasts there is a small admission charge.

Station recently celebrated its eighth anniversary in which prominent National and State government officials and educational authorities spoke, and popular radio artists in the territory made guest appearances.

hour six days a week. His style is lackadaisical.

Sonia Essin, contralto, will give a series of song recitals during September over WQXR, beginning Sept. 3, at 6:30-6:45 p.m. Miss Essin has done concert, radio, opera and oratorio work in this country and abroad.

WELI, New Haven, will caption a new series of interviews, "The Man Behind the Job." Personalities brought to the mike will include probation officer, chief of police, chief of vital statistic department, etc.

With the coming of September, WELI closing hour reverts to 7 p.m., which results in the dropping of many features.

KLZ, Denver: "The Boners' Court" has caught on so well that it has been extended to 30 minutes; announcers are brought to trial on charges preferred by listeners. . . "Ladies Aide" is a new early morning program, answering questions and dispensing nonsense.

Tom Webster, leading British cartoonist, was the guest of Lowell Thomas on NBC-Blue last night.

William N. Robson will be guest director of the Columbia Workshop on Sunday while Irving Reis is abroad. Next offering on CBS will be a repeat of "The Half Pint Flask".

KFRO, Longview, Tex., is sponsoring a Dog Show at the Gregg County Fair in cooperation with the Fair Ass'n.

WJBY, Gadsden, Ala.: Allen Brown, who originated the "inquiring movie mike" at the Gadsden Theater, now offers prizes to persons who answer three questions right. . . Fox Lightfoot

## BOSTON

Hugh V. Knox has joined the sales staff of WCOP. Knox comes to radio from the newspaper field. Was formerly with the Bangor and Portland, Me., papers.

Harriet Hilliard will appear with her husband, Ozzie Nelson, at the RKO Boston Theater for a week's engagement beginning Sept. 16.

WCOP has added six extra five-minute news periods daily, besides the regular 15-minute spots.

Edward Hall, WBZ news editor, is an official linesman at the National Tennis Doubles Championships at Longwood Cricket Club.

"Aunt Harriet," children's program sponsored by R. H. White, Boston department store, resumes Sept. 4 over WEEI.

and Edwin Mullinax announced an hour's broadcast from the Showboat "Annie M".

Judy Tom is replacing Elaine Wolf on "Women in the News" over WSPD, Toledo, while Elaine vacations.

WTAQ, Green Bay, will do three hours of broadcasting each day for the four days of the Winnebago County Fair at Oshkosh starting Aug. 31.

With a brilliant "last night" studio audience in attendance, CBS winds up its Shakespeare cycle Monday night from New York with Tallulah Bankhead, Helen Menken, Cedric Hardwicke, Orson Welles and Estelle Winwood, Robert Strauss, Burford Hampden, Ray Collins, Sidney Smith and Mark Smith appearing in "Twelfth Night".

Lee Kirby, WBT announcer, will air the Duke University football games for Atlantic Refining.

## San Francisco

Edward "Slip" Madigan, coach of the Galloping Gaels of St. Mary's College, will begin a series of weekly football commentary via KFRC on Sept. 17 for Kauffman Clothing. Herb Allen will question Madigan about games and predictions.

KYA Items: Attila Laraia, violinist of S. F. Symphony orchestra, added to music staff, while Edith Brody is annexed by accounting department . . . Lee Vandervort, program dep't, left Saturday for two weeks in southern Calif. . . George Nyklicek, organist, birthdayered the other day . . . Ernie Smith, sports-caster, gets a Saturday night spot added to his thrice weekly commercial.

L. D. Cully and S. C. Hobart, NBC plant department, transferred to Hollywood as control supervisors. P. A. Sugg, studio engineer, takes over Hobart's job as control supervisor here. T. B. Palmer to act as control relief supervisor. Additions are J. E. Burrell, H. N. Jacobs, studio engineers; R. T. Parker and M. D. Case, stationed at the KGO transmitter in Oakland, and R. B. Barnes and M. S. Brewer, assigned to the KPO transmitter at Belmont.

Reiland Quinn, KYA producer, back at work from vacation.

## PHILADELPHIA

Leslie Joy, KYW station manager, has been appointed by Governor George H. Earle to the Pennsylvania State Constitution Celebration Committee. Joy represents radio in the historical commemoration.

Charlie Stark, former WIP announcer now with WABC, is a papa. Newcomer christened Charlie Jr.

Albert A. Cormier, WIP vice-president and general manager, leaves Aug. 27 for a brief vacation to Pennsylvania mountain resorts, while assistant program director Marx Loeb takes his two weeks at Wildwood, N. J.

Benedict Gimbel Jr., WIP president, is back at his desk after a Maine vacation, and Carolyn Ann Cross is once again directing the Homemakers Club after an Atlantic City respite.

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

August 26

George Francis Hicks  
Winifred Wolfe  
Larry Larsen