



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 42

NEW YORK, N. Y., MONDAY, AUGUST 30, 1937

FIVE CENTS

# McNinch Starts Checkup

## JESSEL REGIONAL SHOW MAKES DEBUT SEPT. 26

West Coast Bureau, RADIO DAILY

Los Angeles—George Jessel makes his bow over Don Lee-Mutual net on Sept. 26, at 3:30 p.m. PST. Sponsor for Don Lee stations is Gaffers & Sattler, local stove makers, with other regional sponsors tied in for coast-to-coast coverage. Norma Talmadge will be co-featured and Tommy Tucker and his orchestra provide the music.

## "Kitty Keene" on NBC; Jimmy Fidler Renewed

Procter & Gamble on Sept. 13 will place the "Kitty Keene" series, now on disks, on 12 NBC-Red stations, Mondays through Fridays, 4:45-5 p.m. Show will promote Dreft. Contract is signed for 41 weeks.

P. & G. has also signed 13-week renews for the two Jimmy Fidler (Drene) shows on NBC-Red.

Blackett - Sample - Hummert, Chicago, has the Dreft account and H. W. Kastor & Sons has Drene.

## KGEZ in New Location with Improved Equipment

Kalispell, Mont.—KGEZ has completed the erection of a steel vertical antenna and change of location. It is anticipated that much better coverage will now be obtained in the Western part of Montana with the installation of the new equipment. A fine modern transmitting plant has been built on the new site which is two miles South of the city on Highway 93.

Don Treloar is manager of the station.

## Anthem Problem

WNEW is very much in favor of the American Legion's proposal that stations sign off their daily schedules by playing the national anthem. But WNEW operates on a 24-hour basis and doesn't know where it's sign off comes in, if any. Larry Nixon, station's special events director, has been assigned to figure it out.

## Unit for Orient

To give its listeners up-to-the-minute news on the Chinese-Japanese situation, NBC is preparing a crew to send to the Orient.

Formal announcement awaits final arrangements now being made in Shanghai.

## FORD SUNDAY EVE. HOUR SETS ITS TALENT LIST

"Ford Sunday Evening Hour," which returns to a CBS network of 93 stations Sept. 12, has set its talent schedule for the coming year. Jose Iturbi will handle the orchestra for the first eight weeks; Eugene Ormandy, Alexander Smallens and Fritz Reiner, also eight weeks each, then Iturbi and Ormandy return for the rest of the series. John Charles Thomas again starts off the series.

Other Ford series, Al Pearce and his gang, now on the west coast, will leave Hollywood for New York on Sept. 9, broadcasting from Dallas on Sept. 15 and Louisville the following week.

N. W. Ayer & Son has the account.

## Boston Television Station Readies for Eve. Schedule

Boston—WIXG, television station owned and operated by General Television Corp., is completely rebuilding its television equipment to bring it up to the 441-line standard recently accepted by the Radio Manufacturers Assn., and is using the "Iconoscope" and "Kinescope" developed by RCA.

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## New FCC Chairman Assigns 5 Lawyers to Dig Up Lowdown on Commission Preliminary to Shakeup

By GEORGE W. MEHRTENS  
RADIO DAILY Staff Correspondent

Washington—Indicating what may be a sensational shake-up in FCC personnel, Frank R. McNinch, newly appointed chairman, has sent five trusted attorneys over from the Power Commission to check upon practices, procedure and personalities. McNinch's move is understood to be the first step of his FCC "clean-up" job for which the President appointed him.

During the preliminary check-up, 500 FCC employes are marking time while all work has been suspended

(Continued on Page 2)

## NEW \$100,000 QUARTERS FOR WCCO, MINNEAPOLIS

Minneapolis—WCCO has leased all of the second floor and part of the third floor of the Elks Club building, and within the next few months will move its studios and offices to that location, it is announced by E. H. Gammons, station manager.

In this location, WCCO, in conjunction with CBS, will spend over \$100,000 for one of the finest broadcasting headquarters in the U. S. Plans call for six new studios of the very latest design, and all new speech input and

(Continued on Page 8)

## No Studebaker Program Planned for Next Season

Chicago—John Pierre Roche, president of Roche, Williams & Cunningham, advertising agents for Studebaker, says that the motor car firm will not go on the air this season. Sponsor has been using the Richard Himber band for network and disks in recent years.

## NBC Coast Promotions

San Francisco—William J. Andrews, supervisor of NBC announcers here, has been promoted to night manager in Hollywood. Richard Eilers succeeds Andrews here, while

(Continued on Page 3)

## MUSIC ARTISTS SETTLE UNION JURISDICTION

Following a meeting Friday of the International Board of Associated Actors and Artistes of America, at Actors Equity offices, International President Frank Gillmore announced that the committee representing the American Guild of Musical Artists and the Grand Opera Artistes Ass'n

(Continued on Page 2)

## 'Heinz Magazine' Schedule Gets Revamped This Week

H. J. Heinz Co., sponsors of "Heinz Magazine of the Air," will be heard Monday through Friday beginning Aug. 31. Series, which has been heard Monday, Wednesday and Friday, 11-11:30 a.m., will be heard at

(Continued on Page 8)

## ★ THE WEEK IN RADIO ★

... Meeting the AFM Demands

M. H. SHAPIRO

TAKING the bit into their teeth, as it were, entire group of independently owned outlets affiliated with networks gathered at the Waldorf-Astoria and thoroughly thrashed out the situation. Despite the hectic sessions, the committee chosen in advisory capacity took a safe and sane method of procedure, met with the AFM officials and is now merrily on its way to consolidate the entire industry in effort to solve the problem. Bill Hedges of WLW heads the

committee and L. B. Wilson, WCKY, heads the finance group which will seek to raise expense money . . . Barry Bingham of WHAS marshaled the organization after consultation with 14 other stations . . . Working title of the org is Independent Radio Network Affiliates . . .

NBC, et al., asked the N. Y. Supreme Court for an injunction restraining Transradio Press from sending out a blow-by-blow description

(Continued on Page 2)

## Early Listeners

Tulsa—KTUL conducted a poll, using a sponsor's hillybilly orchestra for the experimentation and asking listeners if they'd rather have the program at 6:30 or 9:30 a.m. Replies were 2,843 to 2,819, a difference of only 24. Sponsor solved problem by putting on a program at both hours with the same orchestra.



★ THE WEEK IN RADIO ★

... Meeting the AFM Demands

(Continued from Page 1)

Vol. 2, No. 42 Mon., Aug. 30, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Saturday, Aug. 28)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Gen. Electric, North American, RCA Common, RCA First Pfd., Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER.

Katz Handling WMPS WMPS, Memphis, a Scripps-Howard station, has appointed the E. Katz Advertising Agency as its national representatives. Katz also handles KNOX, Knoxville, another station owned by the newspaper chain. The Katz-WMPS appointment becomes effective immediately.

New KVI Studios Open Tacoma—KVI last week dedicated its new Seattle studios in the arcade of the Olympic Hotel. Some \$20,000 was spent on the new facilities.

FCC ACTIVITIES EXAMINERS' RECOMMENDATIONS Hickory Broadcasting Co., Hickory, N. C. CP for new station. 1370 kc., 100 watts, daytime, be granted. Don M. Lidenton & A. L. McCarthy, Poplar Bluffs, Mo. CP for new station. 1310 kc., 100 watts, daytime, be granted. APPLICATIONS RECEIVED Constitution Publishing Co., Atlanta. CP for new station. 1240 kc., 1 KW., 5 KW. L.S., unlimited. South Bend Tribune, South Bend, Ind. CP for high frequency station. 25950 kc., 100 watts, unlimited.

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

of the Louis-Farr bout scheduled for tonight... decision being expected early today... Six months' business for broadcasting industry was up 28.7 per cent... Chevrolet shaved off 100 stations from its transcriptions list, leaving 267 outlets for the series starting Sept. 6... Philco Radio using 200 stations in tube campaign... and CBS appointed a television director... also decided to delay construction work on its new building site...

NAB's hefty report on the Sesac catalog aroused considerable interest... NAB finds Sesac claiming too much, while Sesac says NAB left out a whole group of American publishers who joined recently... Election of an executive secretary of the American Federation of Radio Artistes has been deferred due to a spirited battle for the job... Ascap notified stations that it is issuing a list of 25,000 song-titles, the writers and copyright owners etc., all of which is being put out in a manner which will allow stations to file and cross index them as they see fit... more titles to come later... Song Writers

McNinch Begins Checkup Before Shakeup of FCC

(Continued from page 1) until the newly named chairman takes office. McNinch said Saturday that he hoped to wind up his present job between Labor Day and Sept. 15. Meantime he is conducting a thorough study of the communications commission to get background data preparatory to assuming his new post.

McNinch himself is a lawyer and, according to observers, is a past-master at easing out of office inefficient and doubtful characters. Just how much easing out will take place immediately is not known, but it is expected that a good portion of it will center around the Broadcast Division. For the present he states simply that he will do "considerable reorganizing."

52% Jump in Business Is Reported by WNEW

WNEW, in reporting an increase in business of 52 per cent for fall and winter, will be sold 87 per cent of the broadcasting day when new business goes into effect. Station, on the air 24 hours a day, has one of the longest participating commercial programs on record, Stan Shaw's "Milkmen's Matinee," heard at 2-7 a.m. six days weekly. A three-hour weekly football show is also in the works.

Ommerle Joining Morris West Coast Bureau, RADIO DAILY Los Angeles—Harry Ommerle, CBS producer for Chesterfield, leaves the network Sept. 24 to join the William Morris agency in New York. Ommerle was at one time with N. W. Ayer.

Protective Ass'n, unable to come to an agreement with the music publishers as to who should retain the vested right of electrical transcription and movie synchronization, decided to take the matter to court for clarification...

The MPPA through Harry Fox, general manager and acting as agent and trustee for group of publishers, sent a letter to all phonograph record manufacturers to the effect that the copyright owners can't savvy the disk men offering to issue licenses to stations to play records when they do not own such rights... which further complicates matters for the phono. mfrs... CIO was upheld by the NLRB as the exclusive bargaining agent for WHN engineers... the CIO affiliate is the American Communications Ass'n, formerly the ARTA... Edward F. McGrady, assistant Secretary of Labor, goes to RCA as labor man on Sept. 1... New CBS rate card reveals 14 new outlets since the first of the year, also 10 power boosts and 48 stations with improved facilities...

Music Artists Settle Union Jurisdiction

(Continued from page 1) had met and signed an agreement settling the differences which exist between the two organizations, subject to ratification by the board of governors of the two associations involved. Pending such ratification, the International Board of the 4 A's postponed its meeting until tonight. The AGMA and GOAA both claimed jurisdiction over certain types of artist and the new pact which settles their differences will not be made public until after ratification. The sum and substance, however, appears to leave the way clear for inclusion of additional operatic artists in the American Federation of Radio Artistes and making it a much stronger organization.

Parker Willson Back at WBAP Fort Worth — Parker O. Willson, former announcer at WBAP here and more recently prominent in radio dramatic portrayals on several major, Chicago NBC and CBS shows, returns to WBAP today to take over the emcee job for the Lightcrust Doughboys, a six times weekly Texas Quality Network show, with J. Walter Thompson as the agency. Willson is best known for his work as Robert Marshall in "Today's Children," and as Major Patterson in Sunbrite Junior Nurses' Corps, both network features.

WANTED Position as Secretary; EXCELLENT STENOGRAPHER; trade paper and diversified experience; correspondent, outstanding ability; college, relieve executive details; finest recommendations. Box A-109, RADIO DAILY, 1501 Broadway, New York City.

COMING and GOING

RUDY VALLEE and his aggregation, now filling a theater engagement in Minneapolis, returns to New York in time for Thursday's broadcast. BOB HOPE leaves for Hollywood on Sept. 6 and will continue flying back and forth until his Sept. 26 airing of Rippling Rhythm fades. GEROLD M. LAUCK, executive vice president of N. W. Ayer & Son, Philadelphia, arrived from Europe on Saturday aboard the Lafayette. NANCY TURNER, director of women's programs for NBC in Baltimore, arrived Saturday aboard the President Roosevelt from Europe. W. E. SCRIPPS of WJWJ has returned to Detroit from New York. STANLEY E. HUBBARD, KSTP, has returned to St. Paul from New York. ANDRE KOSTELANETZ flew back to Hollywood on Friday for a few days to complete his work as musical director of the forthcoming Lily Pons motion picture, "It Never Happened Before." JOE WIEGERS, press agent for MacFadden Publications, flew to Chicago last week on the first lap of a special trip through Mutual and Inter-City networks territory. He's polishing up local publicity on the True Story sponsored "Good Will Hour." L. B. WILSON, head of WCKY, is back in Cincinnati, after a week in New York on the AFM luff and other biz. JOHN ROYAL arrives on Thursday aboard the Rex. JESS WILLARD, WJSV, Washington, was in and out of town over the week-end. SID SCHWARTZ, publicity director of WNEW, has returned from trip to Nova Scotia. HOLLY NOBLE, CBS press department, returned today after a two-week vacation. ARDE BULOVA returns from abroad today aboard the Normandie. FRED DANIELLS, director of 2GB, Sydney, Australia, who has been in Hollywood for a few days, left for Vancouver, B. C., from which port he sails for home Sept. 1. JULIAN MARTIN is taking a rest at the summer residence of his sister in Paris, Me.

New Announcer at WRTD

Richmond—Gilbert Newsome, formerly of Norfolk, joins the staff of WRTD, here as an announcer on Sept. 1. Newsome has been connected with WGH, Newport News, and also is interested in radio dramatics. Ernest Bowman has assumed his duties as announcer for WRTD, swapping places with John Carl Morgan of WTAR, Norfolk, who pinch-hit for him at WRTD as guest announcer while Bowman was stimulating the air-waves over WTAR.

Jimmy Scribner Married

Jimmy Scribner, who does "Johnson Family" on Mutual, married Mary K. Kennedy of Columbus on Aug. 21, it was learned last week. It was Scribner's second marriage.

COLUMBIA BROADCASTING SYSTEM presents JACK MAJOR "THE COLONEL FROM KENTUCKY" Mondays 3-3:30 P.M. WABC—Columbia Network

**NEW BUSINESS**

Signed by Stations

**KFBK, Sacramento**

Petri Cigar Co., through Emil Brisacher & Staff, S. F.; Roma Wine Co. (grape juice), through James Houlihan Inc., S. F.; Philco (radios), through Hutchins Adv'g Agency, Rochester, N. Y.; Schering Corp. (Saraka), through Marschalk & Pratt, N. Y.; Chicago Engineering Works (air conditioning), through James R. Lunke & Associates, Seattle; Laborlite Sales Co. (cleaner), through Allied Adv'g Agency, S. F.; Electric Appliances Society, through Jean Scott Frickelton, S. F.; Sego Milk Products, through Botsford-Constantine & Gardner, S. F.; Calif. Dried Fruit Stabilization Co., through Brewer-Weeks Co., S. F.; Chamberlain Laboratories (lotion), through Coolidge Adv'g Agency, Des Moines; Table Products Inc. (mayonnaise), through Lord & Thomas, L. A.

**WHAS, Louisville**

Tums, through H. W. Kastor & Sons; Utica Knitting Mills; Simmons Co. (beds—mattresses), through J. Walter Thompson.

Renewals: Kroger disks, Caldwell Syrup Pepsin, Purity Bakeries, General Mills, Gulf Spray, Chevrolet, Ironized Yeast, Alka-Seltzer, Drug Trade Products.

CBS network: Old Dutch Cleanser, Vick Chemical, Lehn & Fink, International Silver, Sanka Coffee, General Foods, Coca Cola.

**WBT, Charlotte**

Comet Rice, N. Y., through Freitag Adv'g Agency, Atlanta; Sherwin-Williams Co., announcements; Drug Trade Products, Chicago (Peruna, Acidine, Kolorbak, Hexin), through Benson & Dall, Chicago; Castleberry Food Co., Augusta, Ga., through Groves-Keen, Atlanta.

**WPTF, Raleigh, N. C.**

Comet Rice, through Freitag agency, Atlanta; Duo-Therm, through Brantley Advertising Agency, Salisbury, N. C.; Carolina Sales Corp. (Philco dealers), "Music in the Air."

**KFI, Los Angeles**

Look Magazine, one-minute disks; Dyanshine, daily announcements, through Anfenger Adv'g Agency, St. Louis; Battle Creek Food Co., participations.

**NEW PROGRAMS—IDEAS**

**Tongue Twister Tieup**

A new twist was added to group in programs in Richmond, Va., last week when the first of a new series featuring tongue twisters was aired over WRTD. The program is sponsored by Seven-Up Bottling Co., and offers prizes for participation.

The emcees, Sam Lawder and Ernest Bowman, open the program each week with the actual opening and pouring of a bottle of Seven-Up. Then visitors in the studio are asked to come up to the microphone one at a time and read rapidly a tongue-twister which they select personally from among many placed in a bowl. The tongue-twister is unknown to the participant until he unfolds the slip of paper on which it is written.

Listeners are asked to submit tongue-twisters for use on the program. For those accepted and used a "handy package" of six bottles of the beverage is awarded. To each person correctly reading the tongue twisters on the program, a similar package is given.

At the end of 13 weeks the best and most original tongue-twisters submitted are to be awarded cash prizes. The program is broadcast directly from WRTD's new Penthouse studios.

**Civil Service Dramas**

Radio programs to dramatize unusual incidents that happen during the work of Cleveland city employees are presented each Friday at 8:30

p.m. through WGAR. The series is called "Your Civil Servant." It is sponsored by the Civil Service Employees Association to prepare the Cleveland voters for the fall vote on a pension plan for city employees. The program is a combination of personal interview and dramatization.

Well known colorful figures such as the local hero of a crib disaster, the city diver, the head animal trainer at the city zoo, the oldest employees of the city, and others have been selected for interview.

The series is now in its fifth week and has proved so popular it may be continued as a permanent feature of the station. Production is by Guild Productions, local broadcasting and recording company.

**Air Girls' Softball**

To add a new touch to Sport Broadcasts, all types of which are well received in the Kansas City area, KCKN played up Girls' Softball for the first time this year.

The broadcasts caught on quickly with listeners because it was a novelty to hear a description of girls fighting fiercely in the slam-bang kind of contest that softball has become hereabouts.

It so happened that Kansas City, Kan., developed two exceptional teams and their bitter rivalry throughout the season gave announcer Ralph Nelson plenty to get excited about.

**NBC Sustainers on KYA**

San Francisco—Under an arrangement completed last week by M. E. "Bob" Roberts, KYA general manager, the Hearst network station will hereafter release NBC daytime sustaining shows which cannot be aired over the national network's two local outlets due to conflicting commercial or locally produced sustainings.

**James Whitcomb Riley Serial**

Chicago—"Back Home," serial by Howard McKent Barnes based on incidents in the life of James Whitcomb Riley, will be aired over NBC-Red at 8:30 EDST starting Saturday. Willard Farnum will play part of Riley, Gene Arnold will read his verse, and Carlton Brickert will do the narration.

**Nesbit Paris Expo Talk on NBC**

Frank C. Nesbit of the Paris International Exposition and the Veterans Pilgrimage will speak over the NBC-Blue network at 6:05-6:15 p.m. Thursday. Talk will be carried by 98 stations, including Hawaii and Canada. Nesbit, a member of Paris Post No. 1, American Legion, is doing good will work at his own expense.

**"Schlepperman" With Benny**

Sam (Schlepperman) Hearn will rejoin Jack Benny when he resumes over NBC-Red on Oct. 3.

**NBC Coast Promotion**

(Continued from page 1)

Robert Dwan becomes night supervisor and Robert Andrews will be shifted from the announcing staff to replace Dwan as Ellers' assistant. The promotions were made by Don E. Gilman, v. p. in charge of western division.

**Tele in British Cinemas**

London—Scophony, which is now installing home television sets, expects to be giving television shows in 500 cinema theaters by the end of the year.

BBC on Sept. 6 starts giving two hours of television each week day.

**INS Signs Two Stations**

WATL, Atlanta, and WRBL, Columbus, Ga., have contracted for the leased wire news reports of International News Service. WATL will get complete day and night reports, while WRBL receives the day service, both starting Sept. 15.

**AGENCIES**

DONALD D. STAUFFER has been made a vice-president of Young & Rubicam, it is announced by Chester J. LaRoche, president. Stauffer joined Y. & R. in 1933 as manager of the agency's radio department. Prior to that he had been with BBDO in New York. Hubbell Robinson Jr., will be assistant to Stauffer.

MRS. ELVA TOMOWSKIE, continuing the Spokane advertising agency of her late husband, Ernest B. Tomowskie, has filed request for final disbursement of his \$48,000 estate.

GEORGE H. INCLEDON, formerly of WJJD and the Selviar Broadcasting System, has been added to the staff of Ford, Browne & Mathews, Chicago advertising agency, in charge of radio.

PHILLIP KLEIN, INC., Philadelphia agency, has appointed Ernest W. Greenfield as vice-president. In addition to his new billet, Greenfield will continue with his other duties.

**Boston Television Station Readies for Eve. Schedule**

(Continued from page 1)

Station transmits on a frequency of 44 megacycles and starting in October will transmit for one hour each evening to allow television experimenters to work on their receivers. During the past year the station was on an afternoon schedule for its own experimental work.

**Hope's Writers Continue Here**

Though Bob Hope leaves for the coast after his next broadcast, Les White and Bud Pearson, his gag-writers, will continue to write his program for him from New York, where they will remain to fulfill their commitments to Tim and Irene and the Shuberts.

**BIRTHDAYS**

1	9	3	7
SUN	MON	TUE	WED
2	4	5	6
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30	31		

Greetings from Radio Daily  
August 30  
Paul W. Kesten Fred MacMurray  
M. H. Shapiro

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

There is no Substitute for Coverage

**W S Y R**

Send for New 16-County Program Survey

**SYRACUSE, NEW YORK**

# “Headquarters *for* Radio Facts”

*Glance over these typical questions. They are a few of the hundreds recently asked and answered at Columbia.*

What is the proportion of French and English listeners among radio owners in the Province of Quebec?

How many programs have been on the air 600 times or more?

What are the essential differences in the various methods of getting radio data and measuring program popularity?



What CBS stations are heard in each of the attached list of 850 counties?

What magazine publishers now use radio advertising, and what is the nature of their programs?

What are radio engineers' measurements of "Primary" Coverage and how reliable are they as an index to station "circulation"?

What programs on the air today use guest talent?

Where can we find a script writer able to adapt the works of Charles Dickens for radio broadcasting?



Why do stations have such different "listening areas" day and night?

How do the listening habits of college students compare with those of the average audience?

What copy testing techniques are available for checking the effectiveness of radio programs?

What's the difference in hours of listening by income levels in cities of 2,500 to 250,000?

How does the cost per 1,000 actual listeners to a typical thirty-minute program compare with the cost per 1,000 actual readers of a page advertisement in a leading weekly publication?



What percent of the homes in Australia have radio sets?

How much did the audience spend in order to listen in 1936? Want breakdown by cost of new sets, repairs, tubes, and electric power.

What percent of Mississippi families own radios, in towns of under 10,000?

How many radio homes are in the Pacific Time Zone, and what percent is this figure of the U.S. total?

Give us a report on the number and nature of "low-cost" network programs on the air in 1936, 1937.



What programs are now on the air, day or night, that are devoted to fashions in dress?

One of the more important jobs at Columbia is answering the many questions about radio which cross every advertising man's desk, these days. We're glad to help with them. It's part of the even more important job Columbia is called on to do: carrying, annually, the radio campaigns of more of the country's largest advertisers, than any other network.

**THE COLUMBIA BROADCASTING SYSTEM**

*485 Madison Avenue • New York City*

## ORCHESTRAS MUSIC

**E**MERY DEUTSCH is emphatically opposed to swing. Hear him: "Swing music should be barred from the networks. Perhaps music has charms to soothe the savage breast, but swing music can and does induce barbaric emotions in listeners. In a former era warriors danced to tom-toms (the ancestor of swing) for hours before going on the war-path. And when they finally clashed with their adversary, they were not satisfied with merely killing their victims, but brutally mutilated their bodies. We cannot control radio programs so that only the normal people may listen. For this reason, my orchestra will not play swing music over the air. And I will try my best to get as many of my colleagues as possible to keep swing off the air, and in this way reduce the number of sex-crimes!"

Johnny O'Connor, Fred Waring's manager, reports that several sponsors are warm on Waring but that nothing will be done until it is known how well "Varsity Show," the Waring picture, does. His plans for fall are contingent on that.

Jimmy Dorsey starts a two-week engagement at the Netherland Plaza Hotel, Cincinnati, on Oct. 7, and moves into the Congress Hotel, Chicago, on Oct. 21.

Raymond Paige will "premiere" the new Clarence Muse-Elliott Carpenter composition, "When Harlem Moves Down South," on the Packard program when he picks up the baton next month on the coast.

Paul Whiteman, now playing in Texas, is having his hands full explaining that he does not know whether the caricature on the cover of the Saturday Evening Post, Aug. 14, is really him. There is no denying its likeness in every respect to the orchestra leader. Good natured kidding has made the bandster wonder whether someone didn't take a candid camera shot of him.

The "Homecoming" of Freddy Martin and his Magic Music to WGN and the Mutual network is scheduled for Friday night, when Freddy and his band return to Chicago's famous Aragon ballroom after a three-month tour. Returning with Freddy will be his two popular featured vocalists, Terry Shand and Elmer Feldkamp.

"Red" Norvo and his band follow Benny Goodman at the Palomar on the coast.

Music Publishers Holding Corp. is taking additional space in the RCA building to house M. Witmark & Sons, which has been occupying offices jointly with Remick, another Warner Bros. subsidiary.



**PETTY CASH VOUCHER** —Week ending Aug. 27th.

● ● ● **Saturday**... With Mickey Alpert and his fiancée, Kathryn Rand, we drive to Pompton Lakes where Joe Louis is training for his bout with Tommy Farr... Instead of seeing some ring work, we witness a beautiful shower plus N. T. G.—and Clem McCarthy in the sleeping quarters cross-firing some verbal attacks with Louis before the NBC mike. World-famous gate-crasher, One-Eye Connolly, bemoans the rain from across the road where he's sheltered under a spreading chestnut tree. Seems that Clem promised to have him air his views on the fight... Later that nite we hear WOR's graphic description of the Asbury Park fire from the site of the inferno. We didn't catch the wordslinger's tag—but whoever you are, consider yourself kissed complimented for an excellent job!

● ● ● **Sunday**... On the route back from Pompton we spot a beautiful fisherman's paradise—so we decide to go fishing after purchasing tackle and reel in a five-and-ten cent store!... Then we learn that a license is required, so we go hunting for the game warden—but he refused to oblige because we weren't residents. All nite we keep knocking on wardens' doors—and finally we succeeded in convincing one... We return to the lakes and after hiring a boat, buying bait and placing the oars in the locks—another rainstorm comes along—so we hold the umbrella over Mickey while he fishes—but nothing happens—except that he keeps losing his bait!

● ● ● **Monday**... From WBT, Charlotte, word is received that they have had many requests for old-time hymn singing by people who still croon the old-fashioned way... Recently, however, the Cunningham family auditioned and were signed for a 15-minute show. Family numbers six—father, mother and four children—who sing the rural hymns of the past in that corny way that definitely belongs to yesteryear.

● ● ● **Tuesday**... To the Fred Waring preview of "Varsity Show" which should have been titled "New Faces"—because this flicker makes stars out of Rosemary Lane, Priscilla Lane, Johnny Davis and Mabel Todd of the Waring crew. This picture is a credit to all concerned.

● ● ● **Wednesday**... Andre Kostelanetz enters the Paramount to view himself in the Jack Benny flicker—for the first time. It's been here four weeks... Milton Berle dances with a colored girl at the Harvest Moon Ball in Madison Square Garden to the shouts and amusement of thousands. Later at Lindy's with his mother he notices Henny Youngman enter. Henny notices him and decides to go over to Jack Osterman's party for Bob Hope and Del Casino.

● ● ● **Thursday**... Ted Hammerstein wires Lester Lee that he's purchased land up in Great Barrington, Mass., where next year he will establish a secluded colony for radio people... Don Bestor undergoes a minor operation in a Pittsburgh hospital... Helen Nolan of CBS press is another convalescent... In Portland, Ore., where he's been airing via KOIN-CBS, Ted Husing discovers that he's done 47 hours of special shows since Jan. 1 and covered some 16,000 miles to do them!

● ● ● **Friday**... Press Agent Sam Blake forwards a "flash" and "Exclusive": He writes "I am FIRING Arthur Boran as a client, which may or may not be one for the books"... It is, Sam! Imagine a vice versa switch-a-tion!

**TOTAL EXPENSE:** Three bucks for fishing tackle, \$5 for license and 25c for bait.

**AUDITOR'S REMARKS:** Denied! Whatsamatta? Can't you dirty your pretty hands digging worms?

## Program ☆ Reviews ☆

### HAROLD STOKES ORCHESTRA

W. A. Sheaffer Pen Co.  
WOR—MBS, Fridays, 8:15-8:30 p.m.

Baggley, Horton & Hoyt Inc.

**FIRST OF NEW SERIES OF MUSICAL PROGRAMS AIMED AT YOUNGSTERS MISSES AIM.**

Sheaffer has lined-up Harold Stokes and his orchestra, Arthur Wright, tenor, and two choruses for this quarter-hour show which airs once weekly. Initial presentation was of no merit. Band's tempo was too slow.

Commercials which are in good taste and brief indicate sponsor is aiming the show at students returning to school next month. Show therefore should be given more life. Quarter-hour stints, once weekly, are risky unless the show is worth repeat attention by the tuners-in.

### "Hammerstein Music Hall"

In addition to a couple of radio regulars, Helen Menken and Hollace Shaw, and the program's steady comedian, Jerry Mann, last Friday night's "Hammerstein Music Hall" on CBS had a couple of treats in the persons of John Griffin, concert tenor and soloist of St. Patrick's Cathedral in New York, and Bob Gibson, another coming vocalist. Griffin sang "When Irish Eyes Are Smiling," with a bit of choral background, and his rendition was a joy to the ear. He has a mighty pleasing voice and the ability to use it. Radio ought to have more of him. Gibson, though not yet as experienced, will bear watching.

### "Yes or No"

A variation of the quiz programs, this 1:15 p.m. daily shot on WNEW differs in that listeners, instead of a studio audience, can participate, and all questions are answerable by either yes or no. Contestants are directed to mail their entries to the station at the end of each day's broadcast, adding a final question of their own, and those who show a perfect I.Q. are rewarded with theater tickets.

Questions asked are of general interest, with a sprinkling of movie, sport, current news and other topics. The contest has a certain degree of fascination.

### "Your Unseen Friend"

Changing the first half of "Your Unseen Friend" into a musical sequence, with Harry Salter's orchestra and vocalists, has added a fresh note of enjoyment to this CBS program, heard Tuesday nights at 10-10:30. Salter also gives the show a musical windup after the usual but shortened dramatic skit, all of which makes for a program that is more acceptable at this hour of the night.

**PROMOTION**

**WHO Fair Broadside**

WHO, Des Moines, has put out a broadside for distribution at its Crystal Studio at the 1937 Iowa State Fair. Last year more than 50,000 persons visited the Crystal Studio. The folder gives interesting station data and is all spotted with pictures of WHO personalities and some network stars.

**WISN Outdoor Advertising**

WISN, Milwaukee, which recently improved its facilities, has contracted for billboard panels in the Milwaukee area to boost its audience. First of a series of 24-sheet poster boards have already made their appearance and outdoor advertising will be used by the station during the fall and winter months.

**KTOK Folder**

A comprehensive folder giving market data, coverage, information about programs, partial list of sponsors, testimonials on results, and other informative material has just been issued by KTOK, Oklahoma City. Station is a Mutual affiliate.

**New WHK-WJAY Rate Cards**

Cleveland—In connection with the shift Sept. 26 of WHK from CBS to NBC-Blue and of WJAY to Mutual, C. A. McLaughlin, general sales manager of the two stations, announces a new rate card has been issued for each of the stations to take effect on the day of the shift. The new cards comprise an adjusted increased rate schedule for the Cleveland outlets.

**Moss Signed for Campana Show**

Chicago — Frank L. Moss, former script writer for Bea Lillie, Martha Raye and Al Jolson, has been signed to draft the new Campana Monday evening NBC variety hour, supplementing "First Nighter," starting Sept. 20. Moss arrived here this week. Cal Tinney has been signed as emcee. Singers and band remain to be chosen. Aubrey, Moore & Wallace handling.

**Gracie Barrie Booked**

Gracie Barrie, now at Arrowhead Inn, plays the Earle Theatre, Washington, week of Sept. 10; the Stanley, Pittsburgh, week of Sept. 17, then to the Chez Paree, Chicago, Oct. 8, for three weeks. Herman Bernie set the bookings.

**Wrong Bait**

New Britain, Conn.—"Hot-Wire Herman" Goodstein, WNBC engineer, recently got wide publicity when he injected 800 volts into some wires circling a cucumber patch on the station's transmitter grounds, in order to kill the rats that were damaging the cukes. Pay-off came when a representative of the S.P.C.A. visited Herman and said "ixnay." Goodstein has torn down the wires and bought a rat trap and some cheese.

★ **Coast-to-Coast** ★

**T**HIRD anniversary of the KFEL News Service, serving KFEL, Denver, listeners with news while it's hot, was celebrated Friday. Station has four daily newscasts, all sponsored.

W1XAL, Boston: Frank Lindhar, after completing a fellowship at CBS, returns today to resume his educational features . . . Louise Rye-son, announcer — and probably the only girl announcer on short waves—will spend part of her vacation in New York discussing short and long (and permanent) waves with Lisa Sergio . . . Ruth Stanford is back from vacation.

KGER, Long Beach, Cal.: David Morris has joined the announcing staff, coming from KFEL, Denver . . . Baby June La Verne, a radio "veteran" at 10, starts a new weekly series Tuesdays at 3:45 p.m. . . . Bond Harpole and Victor Eckland are handling the mike for wrestling bouts now being aired from the Long Beach Municipal Auditorium, with tickets awarded to listeners for the best 50-word letter on "Why I Like Wrestling."

WNBC, New Britain, Conn.: General Manager Richard W. Davis is paying \$2 a week to staff members for the best idea . . . Al De Lalla is vocalizing again on Thursdays after touring all summer with Bob Schneider's Texans. . . . James Mingrone's piano specialties have been added to the schedule. . . . Hal Goodwin, program director, and Mrs. Goodwin back from Washington . . . Jack Lacy, announcer, returns shortly to his studies at Teacher's College . . . Laurence Edwardson, general sales manager, predicts a banner season . . . Crean Patterson, announcer, has been bitten by the love bug . . . studios are undergoing general face-lifting.

A new series of civic sketches, "What Omaha Needs Today," has been started at 8 p.m. Tuesdays over KOIL, Omaha, by Commentator John McKay. The series replaces his former Tuesday evening "Sketches" features.

The Renfro Valley Twins, heard weekly over WTAQ, and the Johnson Twins, Velva and Viola, heard over WLBL, have been booked for appearances in connection with the Labor Day celebration Sept. 4-6 at New London, Wis.

Louis McCarthy, newest singer appearing over WRJN, Racine, Wis., is now being heard on his own program over that station.

WSPD, Toledo: Jack FitzGerald, announcer and staff photographer, has returned from his vacation and taken over his duties as "News Reel"

reporter . . . Hay-fever has affected announcers Joe Rockhold and Bob Evans . . . Dave "The Smile Man" Zimmerman, announcer, has left with his family on a two-week motor tour . . . Mrs. Laura Jeffries, program secretary, has left with her son for a vacation trip to Washington and New York.

KVOO, Tulsa, recently broadcast the Oklahoma Open Championship Swimming Meet. The program was taken direct from the diving tower of the pool where the meet was being held. KVOO sports announcer Bob DeHaven interviewed the winner of each event as soon as he came out of the water.

Bryan J. Degnan, formerly with the advertising department of the Columbia Broadcasting Co., has been appointed to head the new school of journalism at St. Michael's College, Winooski Park, Vt.

WFAM, South Bend, Ind.: Dick Grove is a new vocalist on the staff . . . The Blue Streaks, dual piano team composed of Harlan Hogan and Art Richardes, has started a new twice-weekly series . . . "Mrs. Riley's Shopper's Guide," morning participating program, resumes a six-day schedule after being on three days during the summer.

Two of WOR's better known vocalists, Joan Merrill and Walter Ahrens, are afflicted with colds, the latter being confined to bed last week.

Hoyt B. Wooten of Memphis, owner of WREC and WHBQ, is vacationing in Miami Beach. Wooten is accompanied by his family. They have just returned from a week's visit in Cuba.

WWL scored a nice beat in New Orleans by getting two of Louisiana's senators to wire in 300 word reports on the closing of Congress and the significance of the legislation both passed and defeated. Before leaving for New York to participate in the radio-AFM meetings, Manager Vince Callahan, wired Senators Allen Ellender and John Overton to send him their stories by telegraph.

George Snell is now publicity director for KDYL, Salt Lake City.

Larry Allen, former manager of KGW-KEX, and now head of the NBC artists bureau in San Francisco, has been visiting Portland on business—and—a little fishing.

Henry Blanck, who handles the half-hour job finder program Wednesday nights on WFBR, Baltimore, has been successful in placing many applicants in jobs.

**GUEST-ING**

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

STOOPNAGLE and BUD, JIM TULLY, on Rudy Vallee program, Sept. 2 (NBC-Red, 8 p.m.).

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

KENNY BAKER, GEORGE JESSEL, GERTRUDE MICHAEL and FRANK McHUGH, in preview of "Mr. Dodd Takes the Air," on "Hollywood Hotel," Sept. 3 (CBS, 9 p.m.).

AL JOLSON, on Ben Bernie program, from Hollywood, Sept. 14 (NBC-Blue, 9 p.m.). Booked by Herman Bernie.

JAN PEERCE will sing opposite JESSICA DRAGONETTE in "Robin Hood" on the Beauty Box theater Sept. 1 (CBS, 9:30 p.m.).

CHICK WEBB and his Quintet, ELLA FITZGERALD and WALTER GROSS, on "Swing Club," Sept. 4 (CBS, 8 p.m.).

MILDRED BAILEY and RED NORVO, on Benny Goodman Swing School Sept. 7 (CBS, 9:30 p.m.).

BERNICE CLAIRE, on "Hit Parade," Sept. 1 (NBC-Red, 10 p.m.).

GERMAINE BURYERE, on "Story of Song," Sept. 7 (CBS, 3:30 p.m.).

CHANNING POLLOCK, repeat booking through Dorothy Worthington, on "Magazine of the Air," Sept. 3 (CBS, 11 a.m.).

DOLORES DEL DIO, BORIS KARLOFF and MARIO CHAMLEE, on "Kraft Music Hall," Sept. 2 (NBC-Red, 10 p.m.).

CONRAD THIBAUT, on "Cavalcade of Music," Sept. 15 (CBS, 8 p.m.).

RAMON NOVARRO, on "Hit Parade," Sept. 8 (NBC-Red, 10 p.m.).

GREGORY RATOFF and CONNIE BOSWELL, on Ben Bernie program, Sept. 7 (NBC-Blue, 9 p.m.).

MIDGE WILLIAMS, on "Town Hall Tonight," Sept. 8 (NBC-Red, 9 p.m.).

**WROK Airs Farm Outing**

Rockford, Ill. — The Trask Bridge picnic, held Aug. 25 with about 65,000 in attendance, was aired by WROK with its mobile unit, WAAR. Besides broadcasting the speeches, entertainment was provided by the Black Hawk Valley Boys and the Livingstone Trio of WROK. Kaye Kreamer was "inquiring reporter," subbing for Bill Traum, who is on vacation.

**Fight Decision Today**

Decision is expected to be handed down today by Supreme Court Justice Ferdinand Pecora in the injunction case of NBC, et al, against Transradio, seeking to stop the latter from giving a blow-by-blow account of the Louis-Farr bout tonight simultaneously with the progress of the fight.



**T**HAT hardy perennial, Frank Watanabe, is off on another Don Lee-Mutual series labeled "Frank Watanabe and Rudolph" in which the bi-lingual Eddie Holden, for the first time, will play both leading roles—Japanese and Mexican. Grover Jones, screen writer, is co-author of the new series, David Kerman and Georgia Fifield in leading roles. William Austin, other half of "Watanabe and the Professor," joins the faculty of Jack Oakie's Camel college.

Participating sponsorship brings "Happy" Jack Kay's Breakfast Club back to KFI each morning.

Fox-West Coast Theaters have Louis Prima and his orchestra joining Ed Lowry on his "Sing Time" show over KHJ-Don Lee on Aug. 31.

Harry Witt and Don Forbes are away from their CBS desks on vacations.

Lanny Ross is here to prepare for the new Packard series.

Frank Woodruff, Lux producer, doubled on the Kraft program last week because of vacationing J. Walter Thompsonites.

Lou Silvers, one of Hollywood's leading musicians, returns again as musical director of the "Lux Radio Theater," which comes back to the air, Sept. 13.

"Let's Go Hollywood," new KFVB variety show, makes its bow for Clairol on Sept. 22. Eddie Dein furnishes script, Owen Crump will be emcee, and Leon Leonardi supplies the music.

Virginia Flohri has left Cedars of Lebanon Hospital and is recuperating at home. Expected to resume her KFI program for Packard in a couple of weeks.

"The Newlyweds" will be Listerine-sponsored over CBS Pacific Coast net beginning Aug. 30. Howard Swart, who writes the script; Mary Lansing, Elvia Allman and Charlie Lung remain prominently cast.

Douglas Mooers added to the sales staff at KHJ. Formerly division sales manager for Seagram Distillers.

KFI will remote Sunday jam sessions of "Stuff" Smith and his crew from the Famous Door with an added guest artist each week.

## ONE MINUTE INTERVIEW

RAY PERKINS

"I wish someone would think up a new name to take the place of 'master of ceremonies'. The phrase has been hacked, banded, misused, abused, and filly-dooed around so loosely that no one knows exactly what it means. Anyhow, the style of emcee who kids the performers, the leaders, and the audience is waning."

## RADIO PERSONALITIES

No. 63 in the Series of Who's Who in the Industry

**V**ERNON RADCLIFFE, radio production manager, WPA Radio, New York, has one of radio's most interesting jobs. Tall, lean, dynamic, he has built up a producing unit of 141 actors, authors, directors, sound men and research workers, to serve 74 hours of air time monthly. "Northland Lumberjacks," "Spy Stories," "Great Americans," "Great Men In History," etc., are already blazing new paths in radio. One program is running in three editions on different stations and is about to be translated into Italian.

Radcliffe is one of the program pioneers in radio, his first production being the famous "Gold Dust Twins," which he wrote and directed for a sponsor on old WEAJ at 195 Broadway. While with NBC he created "The Radio Guild Hour" of great plays which he arranged for the air and directed for six years on a nation-wide network. It is this hour, the forerunner of the Lux Theater, which is credited with developing the possibilities of drama on the air. Other shows under his direction that built big audiences, were "Real Folks," "Harbor Lights," "Forty Fathom Trawlers," "Big Guns," "Country Doctor," "W.7," "Irene Rich," "Charlie Chan," and "Hour with Shakespeare." He was the director of "The Seth Parker Expedition" which broadcast down the coast from a four-masted schooner. He put on the first audition of the "Rogue Song" which began the Palmolive hour. He was the first production director of the Vallee Hour. There was hardly a big feature dramatic show on the networks over a period of years that Radcliffe was not concerned with and he has started innumerable stars on their radio careers. The actors are behind Radcliffe as he is known as the actor's friend.

The remarkable thing about WPA programs is that their success has been achieved by the efforts of the unemployed, surprisingly enough, some of the outstanding stars of recent years on Broadway. Radcliffe is a member of The Players, The Comedy Club and the Marshall Chess Club—chess being one of his hobbies. He has three children.



Produces 74 hours of air drama monthly...

## New \$100,000 Quarters For WCCO, Minneapolis

(Continued from page 1)

electrical equipment from the panels in the master control room to the microphones in the studios. Entire Elks Club building is to be remodeled, both exterior and interior, to be ready for occupancy by Feb. 1.

Space to be occupied by WCCO will include approximately 13,000 square feet.

Fred Semmens, CBS designing architect, drew the plans for the new WCCO headquarters. Hugh McCartney, chief engineer of WCCO, will be in charge of construction work. Station has had its headquarters in the Hotel Nicolle since March 4, 1925.

## NEW ORLEANS

"Fazzola" who was born Prestopnik and christened Irving, has joined Ray Miller and his orchestra to blow a clarinet. Miller, who concluded a long and strong engagement at the Blue Room, goes into the Century Room of the Adolphus Hotel at Dallas.

Al Donahue, who replaces Miller in the Blue Room, will take to the air over three stations—WWL, WDSU, WSMB.

Press Agent Henry Dupre of a local radio station got locked in the bath room and couldn't get out until help came.

## 'Heinz Magazine' Schedule Gets Revamped This Week

(Continued from page 1)

11:15-11:30 a.m. Monday, Tuesday and Thursday, and 11-11:30 a.m. Wednesday and Friday. New programs will feature a dramatic sketch, "Carol Kennedy's Romance," daily, and Julia Sanderson, Frank Crumit, Bill Adams and B. A. Rolfe's orchestra on Wednesday and Friday. A coast repeat broadcast will be aired at 3:15-3:30 p.m. except Wednesday and Friday, when show will be heard at 3-3:30 p.m.

## New Broadcasting Firm

Omaha—Great Western Broadcasting Co. has been started here by Sam Klaver and Belzer, with offices in the Patterson Block, and application has been made to the FCC for permit to erect a 100-watt station.

## SAN ANTONIO

Grand Prize Beer is sponsoring a new 2½-hour Saturday night dance party over KMAC at 10:30-1 a.m.

Station Manager Hugh Al Half of WOAI is vacationing in California.

Marie Walsh of KTSA's program department gets back from New York this week.

New weekend morning feature recently started on KONO is titled "You Bet Your Life." Idea is to help lessen auto accidents.



**D**ON THORNBURGH, CBS west coast vice president, Jimmy Shouse, manager of KMOX, CBS owned and operated station at St. Louis, and Kelly Smith, boss of Radio Sales, Inc., CBS spot subsidiary, huddling here last week.

Dorothy Gish's and Harold Vermilyea's taking over "Couple Next Door" leads has not worked out so auspiciously for Chicago radio. Because of theater commitments it is moving to New York and taking along several established radio names including announcer Pierre Andre, Director Stephen Gross and Actress Ethel Owen.

Bobby Breen will be guest singer with the Chicago Philharmonic orchestra on Saturday, Sept. 4 playing in Grant Park.

Rube Appleberry cast for Campbell Cereal on WGN includes Lawrence Read, Paul Fogarty and Connie Wells.

Fibber McGee and Molly, accompanied by Harlow Wilcox, trek to Detroit tomorrow to make a commercial short for Chrysler.

Myrna Dee Sergent, who broadcasts WAAF's Women's Program is away on vacation.

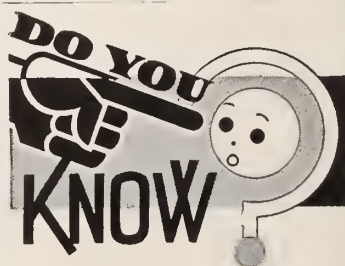
## BOSTON

Ed Lord has finished at WEEL and today starts his new duties as station manager at WLNH at Laconia, N. H.. Ed has been assistant production manager and musical director at WEEL for the past four years.

Holy Cross football games will be aired over WEEL under sponsorship of Atlantic Refining. Games will be fed to four other New England stations, WORC, WDRC, WPRO and WMAS.

## Duchin for Kopper's Koke

Kopper's Koke Co. through Batten, Barton, Durstine & Osborn has signed Eddy Duchin and his orchestra for a fall series of programs to be aired over a two station hookup (WEAF, New York, and KYW, Philadelphia) Fridays, 7:30-8 p.m., beginning Sept. 24.



Ted Lewis will never perform, whether it be radio broadcast or phonograph recordings, without that battered hat—the same one he has used as a trade mark for twenty years.