



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 43

NEW YORK, N. Y., TUESDAY, AUGUST 31, 1937

FIVE CENTS

Ford Off World Series

NEW COAST OFFICE FOR JOHN BLAIR CO.

John Blair & Company announces opening a Los Angeles office September 1st at 438 Chamber of Commerce Building with Carleton E. Coveny, manager. Coveny has been commercial manager of KFAC, Los Angeles, of which E. L. Cord is principal owner. Formerly commercial manager of KJBS, San Francisco and of Northern California Broadcasting System. Served as director San Francisco Advertising Club last year.

Deal was handled through Lindsey
(Continued on page 3)

Liggett & Myers Fall Program Plans Readied

Liggett & Myers Tobacco Co. (Cherterfield cigarettes) has set its new fall and winter radio plans. Present Wednesday night series, which is heard over a CBS network of 94 stations at 9-9:30 p.m., features Andre Kostelanetz and Frank Parker. New series, beginning Sept. 29, will retain same network, but will drop Parker and present guest stars each week instead. Those to be heard, in
(Continued on Page 3)

Irna Phillips Writing New P. & G. Program

Irna Phillips, prolific writer of drama serials, has signed a long term contract to provide scripts for a new series to be broadcast over both the NBC-Blue and Red networks, starting Sept. 13. This makes the third currently broadcast serial written by Miss Phillips.

Entitled "Road of Life," the story will concern the life of a young doc-
(Continued on Page 2)

Trees Are Safe

Chicago—The Arkansas Wood-chopper (Luther Ossenbrink) of WLS Barn Dance crew has acquired a fancy new bus complete with two sets of matched golf clubs, fishing tackle, horseshoes, tennis rackets, nets, and balls, target rifle, soft balls and bats, a steak roaster, and movie outfit. But no axe!

Exploitation

Chicago—Studio guests of the Wrigley show in WBBM's Audience Theater run a long gauntlet of easels, about 10 feet apart, of Wrigley advertisements blown up from newspapers and mags, when passing through first floor of building on way to studio. They also get a free stick of gum to relax them while listening. And at the conclusion a copy of the commercial continuity for the evening.

Walter Preston produces the show.

HIGH NEWS STANDARD BIG HOPE OF ARNEW

Chicago—Replying to Dwight Burroughs' article in RADIO DAILY on Standards in Radio News, Al Hollender, executive secretary, Association of Radio News Editors and Writers announced yesterday the prime objective of the ARNEW convention here September 10th to 12th would be establishing of standards in radio newscasting. They hope to form code of ethics to guide news editors.

Hollender said: "Questions regarding various practices that have been both condemned and praised
(Continued on Page 3)

Paramount Signs Heatter

Gabriel Heatter, commentator, was signed yesterday by Paramount News. Contract is reported as being for one year with options running four additional years.

Court Enjoins Transradio From Broadcasting Fight

Don Lee Producing Test Show With MCA

West Coast Bureau, RADIO DAILY
Los Angeles—Music Corporation of America is collaborating with the Don Lee Broadcasting System in producing a test series titled "Script Teasers." Basic idea is to weave the title of a popular song into the lines
(Continued on Page 2)

Drops Option at Last Minute After Three Seasons—Policy of Retrenchment Blamed

NEW CALL LETTERS SOUGHT BY WHK-WJAY

Cleveland—H. K. Carpenter, vice-president of the Cleveland Radio Broadcasting Corporation and general manager of WHK-WJAY, has sent a formal application to the secretary of Federal Communications Commission requesting permission to change the call letters of WJAY to WCLE on September 26 when the station becomes an affiliate of the Mutual Broadcasting System.

Carpenter said in application that a new transmitter site was being used by the station as well as new
(Continued on Page 3)

Hartman Agency Sets Radio Expansion Plans

Chicago—George H. Hartman, president of the George H. Hartman agency, in announcing the appointment of Thomas V. Kivlan, former WBBM sales executive, as radio director of the agency, effective Sept. 1, also revealed plans for intensive specialization in use of radio for promoting direct retail sales. In this connection immediate construction of an acoustically treated studio and client's audition room with electrical transcription facilities at agency
(Continued on Page 3)

Ford Motor Co. has dropped its option on the forthcoming World's Series, after being associated with the baseball classic for the past three seasons. This leaves the series open, virtually at the last minute, with the N. W. Ayer & Son, Inc., agency seeking a likely buyer. Ford is reputed to have paid approximately \$75,000 for the broadcast rights last year, apart from time bought on all major networks.

Although the Ayer agency confirmed the sudden decision by Henry
(Continued on Page 3)

AFM IS OPTIMISTIC ON FAIR ADJUSTMENT

Officials of the AFM told RADIO DAILY yesterday that they were highly gratified with the move made by the Independent Radio Network Affiliates and that they were sure an amicable adjustment would be worked out, satisfactory to both the AFM membership and the broadcasters. Officials pointed out that they were obligated to heed the woes of the 25,000 or more unemployed
(Continued on Page 6)

Drug Ass'n Will Air On 12 Eastern Outlets

The New York State Pharmaceutical Association yesterday revealed plans for an extensive radio "Good-Will Hour" to begin this fall. Series will be piped to 12 eastern states
(Continued on Page 3)

A Plug for Uncle Sam

The NBC order which requires the sign-off orchestra to play the Star Spangled Banner, is somewhat of a headache to the night club owners with a remote wire. It is not a question of patriotism they say, but an awkward situation when some customers just can't get to their feet at 1 a.m.

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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Monday, Aug. 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166 ⁷ / ₈	166 ¹ / ₈	166 ³ / ₈	- ³ / ₈
CBS A	28	28	28
CBS B	27	27	27
Gen. Electric	53 ³ / ₈	52 ¹ / ₈	53 ¹ / ₄	+ ³ / ₄
North American	25 ¹ / ₄	24 ⁵ / ₈	25	+ ¹ / ₈
RCA Common	11 ⁵ / ₈	11 ¹ / ₄	11 ⁵ / ₈	+ ¹ / ₂
RCA First Pfd	74	73 ³ / ₄	74	+ ¹ / ₂
Stewart Warner	17	17	17	+ ¹ / ₈
Zenith Radio	43	41 ¹ / ₄	43	+ 2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 ⁵ / ₈	16 ⁵ / ₈	16 ⁵ / ₈	+ ¹ / ₈
Majestic	3	3	3
Nat. Union Radio	13 ³ / ₄	13 ¹ / ₄	13 ³ / ₄

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	12 ¹ / ₂	14

American Legion Time

Representatives of the National American Legion will meet early next month with program directors of all local and network stations in New York in an attempt to line up as much available time as possible during the American Legion convention to be held here Sept. 20-23. Legion will attempt to give a blanket coverage, via radio, of all activities during the convention.



Radio Newsfeatures

Available to only one radio station in each city

Details on Request

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NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Aug. 28, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
That Old Feeling (Leo Feist Inc.)		37
My Cabin of Dreams (Irving Berlin Inc.)		31
I Know Now (Remick Music Corp.)		30
Whispers in the Dark (Famous Music Corp.)		30
Can I Forget You (Chappell and Co.)		25
Yours and Mine (Robbins Music Corp.)		24
Loveliness of You (Miller Music Corp.)		23
So Rare (Robbins Music Corp.)		23
Have You Got Any Castles Baby (Harms Inc.)		22
Afraid to Dream (Miller Music Inc.)		20
Remember Me (Witmark and Son)		20
Sailboat in the Moonlight (Crawford Music Corp.)		20
First Time I Saw You (Sanfly Bros. and Joy)		19
Stop, You're Breaking My Heart (Famous Music Corp.)		19
Caravan (Exclusive Publications)		18
Stardust on the Moon (E. B. Marks Music Co.)		18
Gone With The Wind (Irving Berlin Inc.)		17
Harbor Lights (Marlo Music Co.)		17
In A Little Carolina Town (Crawford Music Corp.)		16
Satan Takes A Holiday (Lincoln Music Co.)		16
Where or When (Chappell and Co.)		15
Moon Got In My Eyes (Select Music Co.)		15
So Many Memories (Shapiro-Bernstein Corp.)		15

Irna Phillips Writing New P. & G. Program

(Continued from Page 1)

tor and the different types of humanity he encounters. Programs will be presented twice daily, Mondays through Fridays, from 11:15-11:30 a.m. on NBC-Blue and afternoon repeat from 4:45-5 p.m. over the NBC-Red.

Series is sponsored by Procter & Gamble.

Rogers Memorial on NBC

Colorado Springs—Climaxing a three-day Will Rogers Memorial Rodeo at the Broadmoor Hotel polo grounds, the Will Rogers Shrine of the Sun on Cheyenne mountain will be dedicated on Labor Day, Sept. 6, at 11 a.m. MST. The proceedings of the services will be broadcast by NBC to their nation-wide audience.

As the services start a solemn procession of notables including statesmen, actors, aviators, cowboys, Indians and friends will go up the mountain to the shrine, preceded by a saddled riderless horse. Vibraharp and chimes which were installed in the shrine will play for the first time, and will lend a background for the radio description of the services. Favorite western songs of Rogers will be played.

Electric Organ Sponsor

The first radio campaign to be sponsored by the Hammond Organ Company starts Sept. 9 on WQXR. Contract for a weekly half hour has been placed with that station by J. Walter Thompson Co.

The weekly organ recital will feature the distinguished organist, C. A. J. Parmentier and occasional guest artists, who will be heard over WQXR every Thursday from 8:30-9 p.m.

Don Lee Producing Test Show With MCA

(Continued from Page 1)

or action of the script and have listeners submit their guesses.

Buddy Rogers will be the emcee headliner, with Tommy Harris and a 20-piece orchestra and Pat McKay, fem, rhythm singer. Ward Byron is writing script for the teasers, MCA execs are sitting in on production, and Don Lee will release over its chain on the coast.

Cliff Hall As Emcee

Cliff Hall, "Sharlie" to Jack Pearl's "Baron Munchausen," will join the cast of the "Hometowns' Show" as m.c. when the musico-comedy program moves into a half hour period beginning Sept. 4, from 8-8:30 p.m. over the NBC-Blue network.

Swor and Lubin, popular black-face comedy team, the Ink Spots, vocal and instrumental exponents of the Harlem "Low-Down" and Bill Werges and his orchestra will continue in their featured roles.

More Football for WBAP

Ft. Worth, Tex.—WBAP, Ft. Worth, in addition to being a major TQN unit for Southwest Conference football games under sponsorship of the Humble Oil Co., Houston, will also be a member station of several supplementary network broadcasts in connection with featured Intra-Conference tilts. Franke-Wilkinson-Schiwetz, Inc., Houston, is the agency for the Humble account. WBAP will usher in Fall gridiron broadcasts on October 2, when Texas Christian University plays Arkansas U., at Fayetteville, Ark. Cy Leland will handle the play by play version of games for WBAP and the Texas Quality Network.

COMING and GOING

FRANK KING of WMBR, Jacksonville, Fla., is in town.

JOHN DODGE from WMAL, Washington, D. C. was in town for a day.

ED FOX of CRA arrived in N. Y. yesterday and will stay here for a few days.

BEN BERNIE and his brother, HERMAN, leave for Hollywood Sept. 7.

EDWARD ZIMMERMAN, vice-president and general manager of KARK, Little Rock, Ark., is in New York discussing staff musicians for stations.

JACK BELL, commercial manager of WCMI, Ashland, Ky., left for Texas with MRS. BELL.

BING CROSBY left Saratoga en route to Hollywood.

ROCCO VOCCO of the Warner Music firms, leaves for Hollywood today or tomorrow on business.

RALPH WONDERS is scheduled to leave some time this week for Cleveland and points west on an inspection tour.

DON CARLE GILLETTE, editor of RADIO DAILY, is vacationing from his blue-penciling duties.

HOWARD PILL, WSFA; C. U. PRICE, KFH; FRANK KING and GEORGE WILLINGS, WMBR and ARCHIE TAFT, KOL, are in town.

VIRGINIA LATIMER, secretary to A. A. Schechter, NBC news and special events director, is off on a six-day Bermuda-Halifax vacation.

NORMAN SEIGAL, radio editor of Cleveland Press, flew in yesterday for a short business trip.

BEN LARSON, Ruthrauff & Ryan radio executive, flies to Hollywood tonight and will act as consultant on new Lifebuoy-Al Jolson series.

TED WEBBE, chief announcer at WNEW returned from a two-week trip through New England yesterday.

PEGGY MORRIS, WOR secretary, left yesterday for a vacation in Canada and New England States.

New Portland Outlet

Portland, Me.—Portland Broadcasting System, which recently received a grant for a new station from the Federal Communications Commission, will begin construction on the station within a month. Station, to be located in Portland, Me., will be identified as WGAN.

Bird's Eye Foods Campaign

Bird's Eye Foods yesterday announced that advertising expenditures for the fall and winter season will be increased 40 per cent, with radio planned for three cities. E. T. Gibson, president, revealed that in addition to other medias, daytime radio programs, yet to be selected, will be used over stations in New York, Chicago and Boston. Young & Rubicam is the agency.

"Hams" to Hold Convention

Stockton, Calif.—Several thousand "ham" operators from all parts of the west are expected to attend the 18th Pacific Division ARRL convention here Sept. 4, 5 and 6, sponsored by the Stockton Amateur Radio Club, Inc.

George Scott, W6IKG is general chairman of the convention committee. Show to be held in the Civic Memorial auditorium.

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP
SERVING ADVERTISING AGENCIES
535 Fifth Avenue,
New York, N. Y.
From script to production—
that extra something that's good radio

FORD OFF WORLD SERIES IN RETRENCHMENT POLICY

(Continued from Page 1)

Ford not to sponsor the World's Series, the status of who controls the options through a deal with Judge Landis, is still believed to be the same agency, through a "gentlemen's agreement."

Ford policy of late is reported as being one of retrenchment in so far as radio is concerned, since he recently decided to drop the Universal Rhythm show after Sept. 12, and is cutting down on overhead of the Sunday Night Concerts which return on the same date.

Another angle may be that the Giants have closed in on the Cubs the past week and a N. Y. inter-city club contest is not considered as interesting to a mid-west audience.

Hollender Clarifies ARNEW News Standard

(Continued from Page 1)

by various station owners and managers have flooded ARNEW offices. Convention committee is anxious to establish a working code at forthcoming meeting. To this end, such men as Boake Carter, Leo Fitzpatrick and Tom Flannigan have been invited that visiting news editors may hear what is expected of them from station managers and sponsors, and also learn how recognized authorities prepare their material."

Such problems as pronunciation, sex stories, foreign news and several others will be on the fire throughout the meeting. Convention committee hopes to turn convention into school and distribute as much information and instruction as is needed.

New Call Letters Sought by WHK-WJAY

(Continued from Page 1)

studios and equipment making it an entirely new and different station from what it has been under the WJAY call letters. It was also stated that the entire program structure of the station would be changed on September 26th.

Ford Farewell Party

Washington Bureau, RADIO DAILY

Washington—Gene Ford, former manager of the Capitol Theater here, was tendered a farewell party last night at the Willard Hotel prior to assuming his new duties with WHN, N. Y. under Louis K. Sidney.

NEW PROGRAMS—IDEAS

"Curbstone Cash"

WWSW, Pittsburgh, broadcasts one of the most unique programs on the air at 2-2:15 p.m., Monday through Friday. It is called "Curbstone Cash," sponsored by Louis Deroy & Brothers, jewelers. Anyone may go to sponsor's store and register. Each day three judges choose a winner from some interesting feature of the handwriting. The winner's name is announced on the broadcast, which goes on the air directly from the lobby of Deroy's store, and winner must prove identity at the store before 1:30 p.m. the following day, thus collecting \$5.44 at time of broadcast. If winner fails to appear money is held over and another \$5.44 is added, continuing until a winner appears. Entertainment consists of "Radio Swaps." Walt Frammer, originator of the program, "swaps" gifts from the stock of the sponsor for useless articles which persons in the crowd may have in their possession.

KMOX Signature Adaptation

"The Voice of St. Louis" in reality becomes the vox popper "voice of St. Louis" with the inauguration of the

Hartman Agency Sets Radio Expansion Plans

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headquarters, on North Michigan Avenue, is planned.

Kivlan, now vacationing, is widely known locally as a "box top" specialist. He has been with WBBM five years, prior to that was with WIBO. He has built many programs around merchandising and sales ideas rather than fitting copy to stock productions. Among his unusual sales stunts were the "When It Rains It Pours" announcements for Morton Salt on days when baseball was rained out; and those whispered announcements at midnight or after "Can't Sleep, Try Hexin" announcements to publicize headache tablets.

Accounts first brought to radio by Kivlan include Nelson Brothers, spending \$150,000 annually locally; Illinois Meat Company, Starck Piano Company, and Automatic Soap Flakes. Most of these campaigns have featured contests and special offers as a direct yardstick of sales success.

Programs developed under his supervision include Eddie and Fanny's Radio Gossip Club; Broadcast Rhymesters, Meet the Missus, Flangrams, Tenth Inning, Dugout Dope, Major McGonicle's Old Time Melodramas, and the Warehouse Pianist.

Another Gottlieb

Lester Gottlieb, Mutual Broadcasting System publicity co-ordinator, yesterday became the father of a baby girl. Mrs. Gottlieb is convalescing in the Peck Memorial hospital.

new program starting Sept. 4 from 6-6:30 p.m.

Program, which obtained its title from the station's signature, consists of an invitation to 16 listeners in which they will be given an opportunity to express their views on four questions each week. Quiz pertains to international, state, national and local subjects. The invited may appear on the program if they so desire, or to send in questions that they might like to hear discussed.

Each question will be discussed by four of the sixteen persons on the program. Two will take the affirmative, and two the negative and a debate type of discussion will be conducted.

WIOD's Mixed Inquiring Mike

WIOD, Miami, has inaugurated a new version of the "man on the street" variety of program. There's a woman in the case, too. It works this way: Mr. Town Talker interviews the ladies and Mrs. Town Talker does the honors with the men. The program has been named the "Two Town Talkers" and broadcasts every noon except Sunday, stopping at a different RCA dealer's shop every day.

New Coast Office For John Blair Co.

(Continued from Page 1)

Spight, vice-president and San Francisco manager. L. A. office was set up to care for mounting business in southern California area and to promote Blair Productions, program and production affiliate, since Hollywood has such wealth of talent.

Liggett & Myers Fall Program Plans Readied

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order named, are: John Charles Thomas, Jose Iturbi, Nino Martini, Elizabeth Rethberg, Albert Spaulding, Lucrezia Bori, Didu Sayao, Jascha Heifetz, Lotte Lehman, Ezio Pinza, Kirsten Flagstad, Rose Bampton and Lily Pons.

A two-a-week football series will also be inaugurated by the sponsor over CBS. Programs will be heard over a hook-up of 62 stations every Thursday and Friday from 6:30-6:45 p.m. beginning Sept. 16. Eddie Dooley and Paul Douglas will handle the series which will consist of football summaries and forecasts.

TRANSRADIO DECISION MAY SET A PRECEDENT

(Continued from Page 1)

ner agency had bought and paid for a "property right." At the hearing held last Wednesday, Justice Pecora, asked attorney I. W. Digges, to submit papers showing just how Transradio planned to cover the fight for its subscribers.

In his decision, Justice Pecora said in part: "... Defendant's attorney has informed the court that it is its plan to obtain tips from the ringside and to authenticate them by Transradio representatives located at points of vantage outside (of the Yankee Stadium) but within view of the ringside. Ordinarily such action would constitute unlawful appropriation of the exclusive property rights of the plaintiffs . . . under the circumstances the court cannot readily draw any conclusion other than that the plan by the defendants cannot be utilized without an unlawful appropriation of the substance of the plaintiffs' broadcast."

Prior to the bout yesterday, Transradio stated it would send out no fight descriptions, running story or otherwise. Summaries and bulletins after the fight would be used as usual, however, but nothing was to be sent out during course of the boxing match, in effort to live up to the court ruling. The Pecora decision establishes a precedent here on future sporting events sold to an advertiser.

Drug Ass'n Will Air On 12 Eastern Outlets

(Continued from Page 1)

and, according to present plans, will emanate from WOR and be aired over a Mutual network. Program favored to date is a musical series with American vocalists and instrumentalists competing for free scholarships which will enable them to study abroad. Individual Fair Trade manufacturers will be asked to band together to sponsor the series.

J. P. Muller & Co. will handle the account.

A New Package!
TED WALLACE SING-BAND
featuring
Joan BROOKS RHYTHM-QUADS
PAUL JOHNSON
3 LITTLE CHICKADEES
The **THREE OARSMEN**
T's **BARREL HOUSE QUINTETTE**
Sing SATIONAL!

NBC
 Studio 8-H
 WJZ—TONITE
 Phone CI 6-1345 for
 Complimentary Tickets

WANTED: SALESMAN!

Must have station to station experience. All communications held in strict confidence. Our staff knows of this advertisement. Write Box A-110, RADIO DAILY, 1501 Broadway, New York City.

WQXR
IN A CLASS BY ITSELF
INTERSTATE BROADCASTING CO.
 730 Fifth Ave., New York



THE several announced guest appearances of Amos and Andy on various coast-to-coast shows have simmered down to a grand total of one, and that lone guesting will be done on the Packard initialer. The visit with Jolson on CBS did not arouse noticeable enthusiasm around NBC; the Lord and Thomas office was similarly cold to the Burns and Allen program for another agency; and the boys themselves turned down the Dallas exposition deal because of its jamming their rehearsals and daily schedule.

Walter Biddick Co.'s radio programs division closed a deal with Associated Broadcasting Co., Ltd., Montreal and Toronto, for the entire Biddick library of half-minute transcriptions covering all types of business. Disks were produced by Ted Turner, head of the department.

Bill Fields, Charlie McCarthy, Joe E. Brown, Jack Benny and Mickey Mouse were guilty of a nice gesture when they contributed from this end to a special broadcast by NBC in Boston for the sole entertainment of little Sally Hurley, bedridden daughter of Governor Hurley of Massachusetts.

Don Gilman is in San Francisco effecting some changes in personnel and set-up of NBC headquarters in the Bay City, which probably means several additional transfers of manpower to Hollywood. Eleven people have been added to the local NBC payroll during the past week, most of these have been minor positions, however.

Max Terr's choral group is waxing a set of 13 transcriptions for Real-tone. Bert Gottschalk, Electro-Vox studios, is doing the work.

Frank Fay and Ben Pollack and his orchestra piped an audition East during the past week, reputedly for the critical judgment of a refrigerator account.

"Lady of Millions," transcription series produced and waxed by Associated Cinema Studios with May Robson in the title role, has been set on a five-times-weekly schedule over KNX starting October 18. The Bauer and Black show will be on at 3:45 to 4:00 p.m., Mondays through Fridays.

KMTR has a new commentator in Bernard Grey, who will be heard twice weekly, Saturday nights at 8:30 and Mondays at 7:15.

DX broadcasts have been resumed over KMTR after being muted for several months. Fans may catch the revived programs at 12 midnight Friday, running through to 12:30 a.m. Saturday.

Edward Wallerstein, sales manager for RCA-Victor Records, is in town confabbing with Harry Myerson, head of the local plant.



● ● ● Ben Bernie is through with American Can on termination of present contract!...Understood that eight agencies are bidding for the show with guestars offering beaucoup dough for half-hour airing...Ben Larson will handle production on the new Al Jolson show...Nick Lucas will fade on the Al Pearce-Ford show shortly!...Keith Fowler has been rushed to the Coast for extra scribbling on the Chase & Sanborn hour... Max Eastman and Arthur Boran will audition for CBS this week on their new show...Cartoonist Ham Fisher and Teddy Bergman are re-vamping "Joe Palooka" for a fall series with Clem McCarthy set to do the fight-caster's part. Show will be waxed tonite... (Baby) Rose Marie opens at the Roxy Friday—her first theater engagement in N. Y. and therefore should click at the box office... Jean O'Neill has been set for three shots on the Alka-Seltzer show... William Hargrave, baritone of the Hipp. Opera, makes his debut today as a soloist on CBS' "Story of Song" show... Joan Edwards DID NOT appear on yesterday's "Melody Revue" (as reported elsewhere!) and the Tune Twisters have a few weeks to go before the show will feature only Barry McKinley, Lloyd Schaeffer's music and Lyn Murray's choir.

● ● ● Jackie Coogan has been on the air dozens of times as a guestar or show of his own... Last week he walked out of the Charlotte Hotel in N. C. when Lee Kirby was airing his Question Box show via WBT. Lee, not recognizing Coogan, asked "The Kid" over to the mike to answer a few ordinary questions... However, when Jackie told his name, the WBT announcer almost lost his breath but continued with the show as though he were talking to Mr. X... "Imagine having a fellow like that around and not knowing him", Kirby said later. "It's like sitting on a volcano and thinking it's an ant hill"... WFAM's (South Bend, Ind.) "Two Way Harmonies", organ-piano duet features two artists a block apart!... Piano by Harlan Hogan in WSBT-WFAM studios with Dick Cover at the Colfax Theater organ. Both wear headsets!

● ● ● George Jessel is set to emcee a series of recorded shows for De Soto with Will Osborne's band and guestar femme vocalists. Jessel will come here Sept. 14 and will complete the entire series within four days!... Gypsy musicians under Bela Loblov met at 802 headquarters yesterday to organize against phony gypsies!... Edith Meiser is set to script the Tyronne Power series for Woodbury... Jim Tully has decided to take radio seriously and will concentrate on the airwaves after his Vallee shot Thursday... Benny Goodman's Camel shot will come from Chicago on Sept. 28... Margaret McCrae is set for the balance of the Sealtest series... Buddy Clark is now being handled by James Saphier for the airwaves... Benny Alberts is N. Y. rep for Kalmar-Ruby's firm... Connie Gates is at the Mt. Royal Hotel in Montreal vocalizing... What's this about L. L. and W. W. not on speaking terms?

● ● ● At least four persons in Royal Oak, Mich., owe their peace of mind and possibly their lives to a recent broadcast over WEXL!... On Sat. mornings, Dr. Kurt Carl Becker, Public Health Director, and Kirk Knight, WEXL program director, are heard in a series of informal talks on public health problems... During August several deaths from rabies occurred because of lack of info on the part of the public to cope with such disease. Therefore, an entire broadcast was devoted to rabies and within 15 minutes after the show, four people reported to the Board of Health who immediately ordered the Pasteur Treatment for rabies thus saving their lives... Jimmy Briery's morning show over WBAP, Ft. Worth, Texas, is proving a sensation judging from the fan mail. The Paul Whiteman singing star is going bigger than any other solo songster has done in Texas!



BOB KAUFMAN, director of publicity and promotion for WLS, off next Monday for Indianapolis to arrange for entertainment and broadcasts by WLS performers there. Mobile unit crew has now been out a month covering state fairs in the Chicago area. Portable unit will be taken to Champaign-Urbana, Ill., Sept. 1 to 3 to cover the Farmers Sports Festival there.

Radio Editor Charles Gilchrest's (Daily News) wife and son back from a summer in California. Moving to Evanston to put son in suburban school.

It's a seven pound blonde daughter in the Frank Baker household, born at Ravenswood Hospital. Baker is continuity writer at WLS.

The bill at the Chicago Theater this week looks like a typographical muddle. Jack Benny and Jack Denny are both booked there, first in the picture, the latter on the stage.

WLS has received a letter from the Wisconsin State Agriculture department complimenting the station on its "whole hearted co-operation in efforts to relieve the Wisconsin limburger cheese marketing problem."

Charles Lyon and Durward Kirby, NBC announcers, will join Harold True and John Slagle in describing the Gold Cup Hydroplane race at Detroit Yacht Club Monday, Sept. 6. Chicago NBC mobile unit will be used during a short wave pickup from speed boat.

Ulmer Turner, radio editor of the Herald & Examiner, is broadcasting the Science in the News program for University Broadcasting Council while Olan Soule is on a western vacation.

Bill Amsdell just back from a personal appearance tour at regional conventions of Swift & Company (he works on their sunbrite show). Reports he was inducted as a chief of the Sioux Tribe at Madden, S. D., and made a deputy sheriff in Wayne County, Mich.

Corinna Mura, who has been singing over Mutual lately, is headlining at the Chez Paree Club.

Marvel Cigaretts which has Pat Flanagan on the air with a gossip show preceding baseball broadcast on WBBM titled Flanagrams, has signed for a Sports Huddle to begin with the football season. Jim Crusinberry will write it; Flanagan and John Harrington will sound off.

Ted Weems opened at the Trianon Friday for the fall season; same night Fred Waring pushed off at the Drake Hotel.

Tony Stanford of J. Walter Thompson's was here to produce the Vallee show.

Martha Linn, NBC only woman announcer here, had a birthday cake with one candle on her broadcasts Monday Aug. 30. She rounded out her first year.

STATIONS OF AMERICA

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

No. 62 of a series.

KIDO — Boise, Idaho

1350 Kilocycles—1000 Watts Night, 2500 Watts Day

C. G. PHILLIPS & FRANK HILL, Owners & Operators
BONNIE SCOTLAND, Commercial Manager

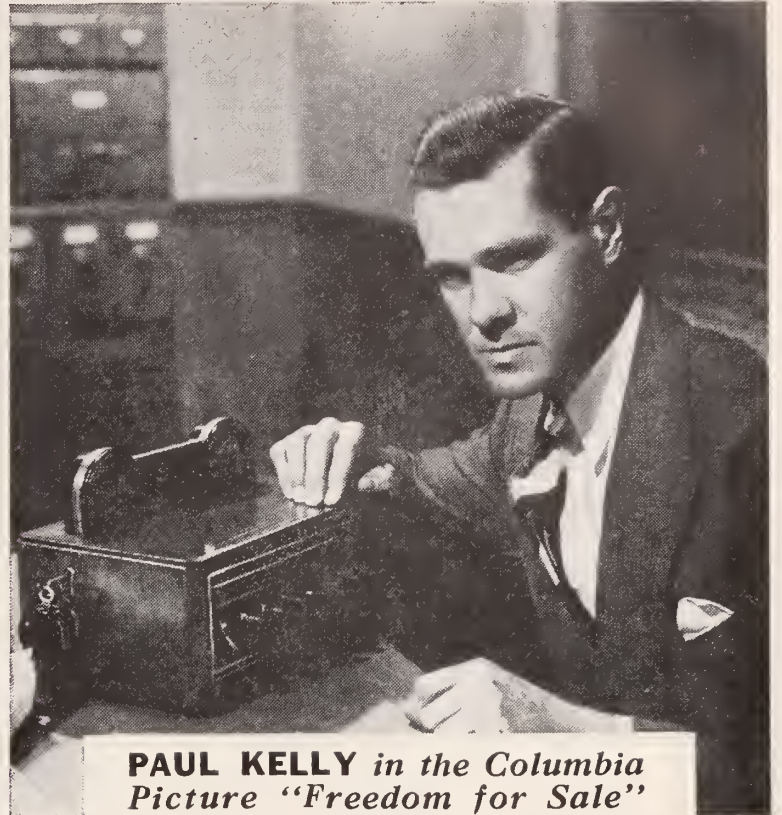
ESTABLISHED in 1928, KIDO is about to become the youngest affiliate of the National Broadcasting Co. Sixteen hours daily of top-notch broadcasts have made this possible. Though only nine years old, the assertion is repeatedly made that the station was one of the very first to broadcast on a regular schedule west of the Mississippi. Reason for this is that in 1921, KIDO, then known as KFAU, was inaugurated by a physics class in the Boise High School.

KIDO was purchased by C. G. Phillips and Frank L. Hill in 1928. They also operate KORE, Eugene, Ore. In the nine years that these men have guided the destinies of KIDO, the station has built an enviable record that is studded with distinction.

Although the station has grown because of its well balanced programs, the one feature that it is most proud of is the news coverage afforded the KIDO listeners. Daily there are nine periods of news broadcasts, compiled by able editors and newscasters from United Press and the local AP newspapers. In addition, two periods devoted to editorial matter are aired by the station's own commentator.

In transmission and studio equipment, KIDO has kept abreast of radio science and advancement. It has just installed a new 2500-watt transmitter, complete Western Electric studio reproduction machines, World Broadcasting transcription service and MacGregor and Sollie service, the latter supplied by a west coast sound studio.

The Sears Company, Chicago, is the representative of KIDO. The NBC affiliation will take place as soon as service wires lines are completed sometime in November of this year.



PAUL KELLY in the Columbia Picture "Freedom for Sale"

ORCHESTRAS - MUSIC

TIM RYAN, better (?) half of "Tim and Irene," heard Sundays over WGN and Mutual has a secret hope that some day Bunny Berigan's tympani player won't show up at the broadcast—or even at rehearsal. Tim wants to take a whack at banging the cymbals. He did that some years ago with a carnival band.

The "Wagon Wheel" Nashville, Tenn., nitery is continuing its policy of bringing in big bands for one-nighters. Recent units making visits were Chick Webb with Ella Fitzgerald; Red Norvo's orchestra with Mildred Bailey and Joe Venuti's bandmen.

Rita Rio and her gal swingsters booked by CRA for the New Penn Club, Pittsburgh, for two weeks starting Sept. 10, over NBC—KDKA wire.

Lee Elliott and her Queens of Rhythm close at Lake Champlain on Sept. 2.

Paul Sabin, booked by CRA, for four weeks at the Chez Paree, Omaha, Nebraska, commencing Sept. 2. Orchestra is now airing over an NBC channel from the La Salle (Chicago) Hotel.

Sterling Young's ork returns to the Palace Hotel, San Francisco, Sept. 3 replacing Paul Pendarvis.

Herbie Kay picks up the joy-stick at Catalina on Sept. 1, replacing Jan Garber at the Casino. Initial broadcast will be over CBS from 8:30-9 p.m.

Clyde Lucas and his orchestra opens at the Schroeder Hotel, Milwaukee, Sept. 9 with nightly broadcasts over WTMJ.

Music men of Joaquin Grill's ork (Fairmont Hotel, San Francisco) have collaborated on a tune called "Wacky" soon to be published.

In addition to carrying "Stuff" Smith on the Pacific Coast Red on Sunday afternoons, NBC has added Sunday and Monday night remotes from the Famous Door over the coast to coast Red.

Jimmy Dorsey took his tune tinkers last Saturday to Eastwood Park, Detroit, for a week's engagement. Set by Rockwell-O'Keefe.

Buck Graham, composer and arranger, will set history to swing when he records his "Historical Series" for Master Records. "Series" consists of four numbers, "Napoleon Bonaparte," "Adam's Apple," "Noah's Ark," and "Queen Elizabeth."

Bill Wirges, veteran conductor, pianist and composer, takes over the baton of "Music By—" over WOR on Thursday.

Dictograph

INTERCOMMUNICATING SYSTEMS

MODERN business executives demand immediate access to information—independent of the telephone switchboard, without looking up directions, without turning dials. A Dictograph System can put all departments in instant contact with one another—put the whole organization on every executive's desk inside a "magic box." It will save time and steps—reduce "office visiting"—accelerate your business day whether your company is large or small. (By the way, Dictograph created the first loudspeaker, years before the radio was perfected.)

• **DICTOGRAPH** •

DICTOGRAPH PRODUCTS CO., INC.

580 Fifth Ave., N. Y. C.

San Francisco

DON E. GILMAN, vice-prez of NBC's Western Division, will wield the gavel over the Radio Department of the Pacific Advertising Clubs Association when it meets in convention June 1938 in Los Angeles, the Advertising Club of that city has decided.

Jerry ("Our Neighbors") Belcher changed his plans and broadcast from Chicago Sunday. His second Frisco show, originally intended for that date, will be made here Sept. 5 at the home of an immigration officer, Bertrand Couch. Following this, the NBC interviewer broadcasts from Portland and Seattle.

William Lai of KGMB, Honolulu, visiting here.

KYA, Hearst Radio, affiliated with NBC, has started to carry a bigger load of NBC sustaining shows not duplicated here on the other National outlets, because of commercial commitments. Now carrying "Neighbor Nell," "Happy Jack," "The Wise Man," and "Roy Shield Encore Music," all eastern productions. Instead of only two or three a week, station now handles two or three a day.

Gordon Brown, conductor for several years of the KJBS "Night Owl" program, has resigned.

Bill Andrews, for several years supervisor of announcers for NBC here, assumes the position of NBC Night Manager in Hollywood Sept. 6 at the conclusion of a two weeks' vacation. Dick Ellers, member of the announcing staff since '31, succeeds Andrews. Robert Dwan, Ellers' assistant, becomes Night Supervisor and Bob McAndrews will be transferred from the announcing staff to take over Dwan's former assignments.

Henry Schnetz has succeeded Armand Girard as a member of the KPO "Treasure Island" quartet.

Hugh Barrett Dobb's show "To the Ladies," KJBS'd, has been replaced during his vacation by "Golden Treasures," a program of poetic readings and appropriate music. Dick De Angelis emotes.

KSFO (CBS) turned on its new powerful 5000 watt transmitter Saturday (Aug. 28) at 6:15 a.m. Special commemoration program was given at 8:30. Alfred White's ork with Graham Dexter and Betty Baird, soloists, prominently spotted. Plant cost \$125,000.

KYA Producer Wallace Ford, recently moved across the bay to a beach cottage at Alameda. Dashing into the water for a morning dip, he dove and pushed his face along the mud bottom, only 2½ feet below the surface.

Betty Marino, wife of Lloyd Yoder, NBC press chief, will conduct the Hotel Canterbury trio on KYA and the CRS net starting today. Called "Petite Soiree," string show will be half-hour on Tuesdays and Fridays.

RADIO PERSONALITIES

No. 64 in the Series of Who's Who in the Industry

UPON the shoulders of slender, youthful-appearing John T. Vorpe rest the responsibilities of the position of production manager for WHK and WJAY, Cleveland. John is a clean-cut, serious fellow with streaks of gray in his hair which belie his youthful appearance.

John Vorpe came logically to his responsible position. Graduating from Western Reserve University with a Bachelor of Arts degree, having attended that school by virtue of a four-year scholarship gained in a competitive examination with 300 other Ohio boys, he entered the service of the Willard Storage Battery Company, in 1922, as editor of the company's house organ.

Not long after he became publicity director of the firm and held the position until 1928. During that time, however, he had also taken on publicity duties of station WTAM, Cleveland, which opened in 1923.

In 1925 WTAM needed an announcer and John filled in perfectly, handling such shows as that of Guy Lombardo, Austin Wiley, Emerson Gill and others. With Pinky Hunter, he wrote the lyrics for Gill's theme song, "Weary." He was the first announcer to handle Little Jack Little and Paul Small's programs.

Came 1931 and Vorpe joined WJAY as publicity and program director, remaining there until August, 1932, when he joined the WHK staff.

At WHK, the title of "Production Manager" fitted him perfectly. His one penchant is "organization"; just likes to see things go like clock-work, and under his guidance, they do, too. Yes, he's married and has two small daughters.



Has a penchant for organization

Lehn & Fink Spreads Hind's Cream Coverage

Lehn & Fink (Hind's Honey & Almond Cream) in addition to its CBS network spot, Mondays through Fridays, 5:15-5:30 p.m., will also sponsor shows on the WLW Line and the Texas Quality Group network. All shows start Oct. 4. WLW Line will broadcast the same script show, "Life of Mary Sothern," same schedule as CBS but at an earlier hour—4:15 p.m.

Sponsor has moved the entire cast to New York and WLW Line show will be keyed out of WHN. "Life of Mary Sothern" was sponsored by Hind's last season on WLW alone and proved very successful.

The Texas show will be heard on WFAA, Dallas; WBAP, Fort Worth, and KPRC, Houston. Della West Decker is writing the quarter-hour script, "Helen's Home," which will be aired five times weekly. Dorothy Compers, WBAP dramatic director, plays the leading role. The CBS network show will not be aired in Texas. William Esty & Co. placed this account.

Kitty Keene Cast Set

Chicago—Cast for Kitty Keene, Inc. which Procter and Gamble is putting on NBC for Dreft starting Monday, Sept. 13, has been set with Fran Carlon playing title role and getting support from Ken Griffen, Joan Kay, Dick Wells, Rupert La Belle, Steve Powers and Beulah Brandan. Day Keene, Chicago author and playwright, turns out the script.

AFM Sees Amicable Adjustment in Offing

(Continued from Page 1)

musicians as against the good fortune of the 1400 musicians who were employed in radio.

Suitable yardstick to use in measuring the number of musicians who should be put to work in radio appears to be the most important monkey wrench in the works at present. AFM hopes that the broadcasters themselves will bring in the best solution. Regarding the tentative or proposed three and one-half times the quarter-hour rate of a station's rate card as a basis, one AFM official believed that this would probably not work out because one station where a \$40 rate prevails for instance, may be making money, while another outlet with the same rate in another part of the country may be operating at a loss.

Reason why the AFM first gave their notice of a possible strike to the networks, it was said, was because it was the quickest way to get action, in their opinion, and avoid contacting several hundred stations whose actual heads were more or less unknown to them.

NBC Music Guild

The NBC String Quartet will be heard during the eighth broadcast in the NBC Music Guild's Cycle of American Chamber Music on Sept. 2, from 10-10:30 a.m. over the Red net. Group will play Frederick S. Converse's Third Quartet in "E" Minor. Mr. Converse is Dean of the New England Conservatory of Music in Boston.

NEW BUSINESS Signed by Stations

WBZ-WBZA, Boston

Graham Paige Motors Corp., Chicago, 26 one-minute announcements, through J. Walter Thompson Co., Detroit; La Touraine Coffee Co., Boston, 21 fifteen-minute programs, through Ingalls Advertising, Boston; Florence Stove Co., Gardner, Mass., 11 fifteen-minute programs through William B. Remington, Springfield, Mass.; Boston Molasses Co., Boston, 13 fifteen-minute programs through Franklin P. Shumway Co., Boston; Lovel & Covell Co., Cambridge, Mass., 52 one-minute announcements through Lavin & Co., Boston; Whittemore Bros. Corp., Cambridge, Mass., 10 one-minute announcements through Stoddard Sampson Co., Boston.

KFRC, San Francisco

Calif. Fresh Bartlett Pear Advisory Board, through J. Walter Thompson, S. F. (announcements); W. A. Sheaffer Pen Co., through Russel M. Seeds Co., Chicago (announcements); Marin Dell Milk Company, through J. J. Tissier Adv., S. F. (renewal); Kaufman's Clothing Company, through Frank Wright & Associates, S. F.; Nestle's Everready Cocoa, through Cecil Warwick & Legler, New York; Apex Rotarex Manufacturing Co., through Emil Brisacher & Staff, S. F.

KMOX, St. Louis

Terre Haute Brewing Co., thru Arbee Agency, Terre Haute, Ind., daily announcements; Simmons Co., announcements every Tuesday and Thursday.

KECA, Los Angeles

W. T. Grant chain stores, "Musical Varieties", thrice-weekly disks, through N. W. Ayer & Son, N. Y.

WGN, Chicago

Bauer & Black, May Robson serial, 20 weeks starting Oct. 18, through Blackett-Sample-Hummert.

WOWO, Fort Wayne

Ohio Oil Co., beginning Sept. 25. Weekly football resume to be heard from 6-6:15 p.m. John Hackett will handle. Programs to be heard during entire football season.

KJBS, San Francisco

Club Deauville; Mark Morris Tire Co.; Parrott & Co., through Emil Brisacher; Electric Appliance Co., through Jean Scott Frickelton; Unique Cocktail Lounge; Landex Chemical Co.

KFOX, Long Beach, Cal.

Central Shoe Co., through Kelly & Stuhlman, three quarter-hour shows weekly, Wed., Thur. and Fri.

★ Program Reviews ★

"SUNSHINE MELODIES"

Acme White Lead and Color Works Inc.

WJZ-NBC—Red Network, Sundays, 5:30-6 p.m.
Henri, Hurst & McDonald, Inc.

LACKS THE SOCK NEEDED TO COMPETE WITH THE SUNDAY COMEDY AND MUSICAL SHOWS.

Smilin' Ed McConnell's return to the airwaves for the fall semester lacked the essentials for a Sunday spot push-over. Plugging Acme paints and Linnex Polisher, both at the same time, the listener becomes bawled up and "washes the cart while painting the horse." Using an unannounced band, show opened with a choral group singing "I'm Bubbling Over" followed by pleasant vocalization of "Back In Your Own Backyard" from Ed. A bit of home-spun humor and then some more singing by a quartette composed of 3 girls and a man, plus another commercial from Irene Lee Taylor of Acme Paints. The Linnex Glee Club and Ed, then sandwiched "Bless Your Heart" between 32 bars of "Glory of Love." It would seem that a program of this type would go big in a morning spot—hitting the audience needed—instead of the more expectant Sunday evening listeners.

"Tic Toc Revue"

A few changes were made in the personnel of this entertaining Monday nite WJZ 7-7:30 program apart from the sponsor's commercial. Before the summer semester, Griffin, the sponsor, plugged All-Wite shoe polish but with fall and winter just ahead, black and tan shoe cleaners are the topic for John B. Gambling's talks. He handles them well. Lloyd Schaeffer, baton-wielder from WLW, took over the musicians on last nite's airing and did a job everyone, including himself, might well be proud of, as his arrangements with the instruments were the finest considering the small group he handled. A femme singer is missing but the Lyn Murray choir did so well that a shortage wasn't noticed. Rendering "Whispers in the Dark" a current

"20 YEARS AGO—AND TODAY!"

Hearn's Dept. Store

WOR—Mondays, 8-8:30 p.m.

DRAMATIC PROGRAM A LA "MARCH OF TIME", WITH FLASH-BACK EPISODES, ORGAN MUSIC AND SOUND EFFECTS.

Hearn's department store, auditioning shows for the past six months on many stations, finally debuted with one with which they shouldn't have had much trouble arousing interest. Opening had two over-emphatic voices screaming "1917" and "1937" peppered with the rushing of wind supplied by the very able sound effects dept. Following was much explanation of what they contemplated doing. A sequence of a Japanese emissary calling on Pres. Wilson at the White House on Aug. 23, 1917—and then the Japanese situation of today—all dramatized. Then came flashbacks to sporting events, women's suffrage, etc., compared with what happens today. As to originality the movies have utilized every angle presented and so have the script shows of the airwaves. But, undoubtedly, there'll be many listeners to this type of show, because there are many people who prefer their news dramatized to reading the newspapers.

tune, reminded this reviewer of a Kostelanetz treatment. Holdovers are the Tune Twisters and Barry McKinley, who did right well with their offerings.

Locust Sisters

Matilda, Mildred and Ada Locust, just returned from picture singing in Hollywood bowed in on WMCA's "Carnival of Music" Sunday, 6-6:30 p.m. with two songs. Known to vaudeville audiences as the five Locust Sisters, the radio brought only three under the arrangements and accompaniment of Joe White. Of the two renditions, their first, "It's De-lovely" was the best. The harmony and arrangement was entertaining and different from the usual run of trios.

Ray Gets Williamson's Post

Chicago—William Ray has been picked by Niles Trammell to succeed Al Williamson as head of press department at NBC. Williamson resigned to become assistant to publisher of Minneapolis Star. Ray, now news editor, was formerly a reporter on the Chicago Evening Post. Prior to that he had worked on Louisville papers. Dan Thompson moves up into news post and Gilbert McClelland has been designated to handle promotional activities. Ray departs for New York the middle of the week to confer with bosses at headquarters

Varied Watters Buy NEA News Features

First week's sales by the NEA Radio Newsfeatures, shows a varied station wattage being involved, from 25,000 watters down to 100 watters, according to Stephen Slesinger, Inc., exclusive representatives.

Among the first batch of sales were: KSTP, Minneapolis, 25,000 watters; WWJ, Detroit, 5,000 watters; WTHT, Hartford, 100 watters, and WELI, New Haven, 500 watters. Subsequent sales reveal a similar proportion of small and large stations being interested in the newspaper features.

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

WHDL

Olean, New York

"... Will you please enclose eleven fresh steaks with each issue of RADIO DAILY coming into this office. Steaks are for the eyes of those who compete to see who reads the journal first."

Russ Brinkley

NILES-RICHMAN

New York City

"... May we offer our sincere congratulations on the finest handbook of radio published. It fills a much needed demand for up to date news of the radio advertising market."

David Niles

KTUL

Tulsa, Oklahoma

"... RADIO DAILY is read with more than ordinary interest at KTUL."

Ervin Lewis

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

AGENCIES

NEWTON CROSS, radio director and account executive of Ferry-Hanley Advertising Co., Kansas City, has resigned to accept a position as account executive with McCann-Erickson.

DAVID W. TIBBOTT, former Boston newspaper man, has joined the Boston offices of BBD&O as an account executive.

WILLIAM BENTON, retired half of Benton & Bowles, gave the child movie star, Shirley Temple, some competition when the Malolo docked from Honolulu in San Francisco last week.

HERBERT T. HAND, JR., for nine years an executive of BBD&O, and previous to that associated with other leading advertising agencies, has joined H. B. Humphrey Co., Boston.

New KSFO Transmitter

KSFO's new transmitter went on the air Aug. 28, at 6:15 a.m. The modern structure, powered with 5,000 watts, has been under construction for six months and represents an investment of over \$125,000.

Installation is the first step in KSFO's policy of new improvements.

FCC ACTIVITIES

- Sept. 7: Curtis Radiocasting Corp., Richmond, Ind. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.
Sept. 8: Chickasha Daily Express, Chickasha, Okla. CP for new station. 1500 kc., 250 watts, daytime.
Sept. 9: Voice of Detroit, Inc., Detroit, Mich. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.
Oct. 5: Keystone Broadcasting Co., New Castle, Pa. CP for new station. 1250 kc., 250 watts, daytime.
Panama City Broadcasting Co., Panama City, Fla. CP for new station. 1420 kc., 100 watts, daytime.

Coast-to-Coast

THE 1937 National Champion winning American Legion Auxiliary trio of Hot Springs National Park, Ark., was a hit in their initial broadcast over KTHS. They will broadcast again on Sept. 6. Trio has won national honors in Cleveland, O. over nine competing teams and have won the state contest for three consecutive years.

Earl J. Glade, managing director of KSL, Salt Lake City, has been requested by Grover Whalen, president of the New York world's fair corporation to serve on the Utah committee.

KYA's afternoon (2 p.m.) variety show released over the Orange network will become an audience show, commencing Sept. 3. Each Friday has been designated to permit invited listeners to watch the mike performers. Initial visible show will feature Earl Hulk, blind singer, two "seeing eye" dogs and the famous "Leap Year Twins of 1936."

Kay Karoll, who has been touring with Major Bowes' No. 1 unit since March, 1936, is now a member of the artists' staff at WHO, Des Moines.

Uncle Don's WOR's pioneer child entertainer, will continue his Children Opportunity Programs starting Oct. 7. Several of his past performers have received movie contracts and a troupe of six entertainers toured many eastern cities during the past summer months.

WSIX, Nashville: Steve Cisler, director, has just returned from deep-sea fishing in Florida waters. While vacationing he was the guest of J. Porter Smith, Bradenton, Fla., formerly of WATL. Mrs. Dillard Clinard, bookkeeper of WSIX, recently visited Dade Park in Evansville, Ind., to watch the ponies run. Chief Engineer Bascom E. Porter, is vacationing in Hopkinsville, Ky. Harold Walker is in charge during Porter's absence. Robert Shadoin is joining the WSIX staff Sept. 1. He will handle station publicity and promotion, and will assist in continuity. Shadoin is coming to radio from newspaper work.

WTMJ, Milwaukee: Mrs. Johnny Olson, heard on the "Rhythm Rascals" program as a vocalist, is vacationing in California. Heinie's Grenadiers, heard daily at 11:45 a.m. and 5:15 p.m. is soliciting memberships to its "3-G" club with a coin token, likeness of Heinie and a membership card mailed to all who join. The three G's stand for "Gemuetlichkeit, Gesundheit und Gluck," which roughly translated mean "Harmony, Health and Happiness."

Agatha Turnley, KYA soprano, has just received word from Hollywood that she has been chosen by RKO to sing for a series of film-musicals ready for production. Miss Turnley was selected from seventy-eight competing song birds.

WJBK is broadcasting daily quarter-hour programs from the Cranbrook School training camp of the Detroit Lions, local entry in the National Football League. This series is under the direction of WJBK's popular sports announcer, Al Nagler.

J. W. Woodruff, Sr., owner of Georgia Network (WATL, Atlanta; WRBL, Columbus; WGCP, Albany), is a member of the State Planning Board, having been appointed by Governor E. D. Rivers. Woodruff is a resident of Columbus, Georgia and his son manages the station there.

WICC and WBRV will tie-in for Father Coughlin's special talk on Oct. 31.

WICC studio super Malcolm Parker recovered from an attack of ptomaine in time to celebrate his 30th birthday.

Dave Byrn, conductor of the Farmers' Hour, has been appointed Chief announcer in charge of Public Events of KARK. Byrn, who has been associated with the station two months, will be in complete charge of the station's announcing staff and public events department. Richard Bartlett, formerly of KBIX, Muskogee, has been added to the announcing staff of KARK. He has also been associated with KVOO.

Jeanne Poli, of the WELI dramatic staff, has been assigned to take over Jane Lord's 10 a.m. "Doing the Town" program. Miss Lord has recently resigned.

WLBC, Muncie, Ind.—Donald Burton and the missus enjoyed a week at Lake Webster. E. Pierre deMiller, news editor, typing a tome. Sandra Roush, three month old daughter of Otis Roush, chief announcer, elected honorary member of the staff after making her first ether appearance. Jimmy Fidler, station's weatherman, is studying flying. Maurice Crain, chief engineer, is assembling old radio parts to rebuild his car with. Progress Club of Parker, Ind., visited the studios.

Lewis Charles, announcer, recently with WOV-WBIL and formerly with the WINS announcing staff, has joined WHN as mike man, effective Sept. 4.

Miss Kaye Kreamer, studio announcer of WROK, Rockford, Ill., became what probably is the only woman "Man on the Street," in the country this week. During the absence of Bill Traum, vacationing, she took over the fifteen minute in-

PROMOTION

WBT, Charlotte, has scheduled what should be one of the most interesting programs the station has carried. Five octogenarian veterans of the Civil War meet once each month to talk over their days as soldiers. Meeting with them is a ninety-year-old woman who plays the songs of Dixie in as lively a fashion as she did when she was a belle of sixteen. To the tunes the old lady plays, the old gentlemen give the Rebel yell and dance the Rebel steps made famous around Southern campfires in the Sixties. WBT will pick up the next gathering of this "little bit of the old South" and broadcast it for fifteen minutes. The local chapter of the United Daughters of the Confederacy is publicizing the show all over the Southeast and a capacity audience will hear Mecklenburg County's last Confederate veterans when they go on the air the second Saturday in September.

WSAR Issues Promotion Booklet

WSAR, Fall River, Mass., is presenting a new brochure entitled "Radio Broadcasting" to prospective clients. Brochure, composed of sixteen pages, was compiled by National Research Bureau, Inc. for Doughty & Welch Electric Co., owners of WSAR. Described as "A Clearing House for Broadcasting Ideas and Plans," brochure is the first to be presented by the station.

terview program on a busy downtown corner.

"The Adventures of Ace Williams" program, produced by W. E. Long Co. of Chicago under direction of Dan Ryan, at present is heard over radio stations in 35 markets and is released over a network in Australia originating from 2KY, Sydney. Michelson & Sternberg Inc. of New York handle the foreign release of this program, which was recently sold for use in Honolulu over KGMB. The program is also being broadcast from Nova Scotia and other parts of Canada, and negotiations are under way to release it for use in South Africa, Radio Luxembourg for the British Isles and New Zealand.

Charles G. Shaw, WBLV radio announcer will marry Miss Helen Shappell of Wapakoneta, O. in a ceremony performed in the studio.

ONE MINUTE INTERVIEW

PAT BARRETT

"A radio script writer doesn't have to be particularly inspired to write a convincing show or act a convincing role. All you have to have is a good memory, keen powers of observation—and a typewriter!"

Calendar grid for Birthdays with days of the week and dates from 1 to 30.

Greetings from Radio Daily

August 31

Arthur Godfrey

Jack Ward