



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 44

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 1, 1937

FIVE CENTS

Demand Web AFM Help

EMILY HOLT ELECTED AFRA EXEC. SECRETARY

National Board of the American Federation of Radio Artistes, elected Emily Holt as Executive Secretary of the AFRA, at a meeting held yesterday afternoon at offices of Actors Equity Association. George Heller, who is secretary of the AFRA, was made Assistant Executive Secretary.

Miss Holt, who is an attorney, was associated with Equity for seven years prior to 1934, when she resigned. During the NRA regime, she represented all performers with the exception of musicians, on the Radio Code Authority.

The AFRA meantime is fast going ahead with its organization of the
(Continued on Page 3)

RCA Victor Campaign On "Overseas Dial"

CAMDEN, N. J.—A tremendous advertising and sales promotion campaign boosting RCA Victor's "Overseas Dial" radios for improved foreign and short-wave reception will be launched in October with a seven-point program of nation-wide scope. The new merchandising program begins with full page ads in the Saturday Evening Post, in addition to other national magazines, special na-
(Continued on Page 3)

Coughlin's Account Goes To Aircasters, Inc.

Aircasters, Inc., Detroit, has been appointed to handle the Father Coughlin radio series which gets under way Oct. 31. Stanley Boynton is account executive. Programs will be keyed out of Royal Oak and will be aired Sundays 4-5 p.m. Some stations have already been cleared.

Carnation Clicks

Chicago — Carnation (Contented Hour) company has received a letter from Oahu, H. I., headquarters saying that the name of the company has stood it in good stead in Hawaii. A certain cult there, refusing to use any product of the cow, goes for Carnation milk since it has no objections to "milk from the pretty red flower."

Speedy Producer

Chicago—Judge J. M. Braude sitting in Traffic court promised to let Production Director Maurice Lowell of NBC off easy on a charge of speeding 50 miles per hour if he would supervise production of a 15 minute safety show during which Judge Braude was to discuss "Death Begins at Fifty." Judge Braude and Lowell planned to put on the broadcast over WENR today.

RADIO SCRIBES READY THEIR CONVENTION PLANS

Chicago — Association of Radio News Editors and Writers, has lined up a tentative schedule for its convention here, Sept. 10-12, inclusive, the speakers to include Boake Carter, piped from Philly, who will talk on the future of radio news. Leo Fitzpatrick, manager of WJR, Detroit, will deliver the convention banquet address, and Tom Flanagan, president of the Penn Tobacco
(Continued on Page 2)

Ten Mutual Outlets For Maine Potatoes

State of Maine, for its potato campaign, has bought time on 10 Mutual outlets, with the schedule calling for two 15-minute periods weekly 1:15-1:30 p.m. for 26 weeks. Program will originate in Boston and will cover from there to Chicago. Starting date is Sept. 14, with local airing via WOR. Account is handled by Brooke, Smith & French, Inc.

Expect Parley Will Clear Chaotic Cuban Situation

Carleton & Hovey Spot on WJZ For 26 Weeks

Carleton & Hovey (Father John's Medicine) has signed a 26-week contract for the 9:30-9:40 a.m. spot on WJZ beginning Oct. 5. Program will feature the "Armchair Quartet" each Tuesday and Thursday. John W. Queen, Boston, placed the account.

Network Affiliates Propose Cutting Sustaining Program Costs To Pay Musicians

WNEW CUTTING DOWN ON ITS RECORDING BIZ

WNEW, one of the largest users of electrical transcriptions and recordings for commercial purposes, has issued orders to the various agencies associated with the station that no more time is to be sold to sponsors on these types of programs in the future. Ruling affects all shows after 9 a.m. with the exception of Martin
(Continued on Page 3)

Mail Order House Splurges on KDYL

The opening of the new \$300,000 Salt Lake City branch of Montgomery Ward coincides with an unusual use of radio facilities. Wards have contracted for a daily series of 5-min. remote broadcasts directly from
(Continued on Page 3)

Goodkind Joins Agency

Chicago—M. Lewis Goodkind, formerly radio service manager and publicity director for Lord & Thomas agency, will join Burnet-Kuhn Advertising Co., here as vice-president, on Sept. 15. Goodkind was with the Herald-Examiner as reporter before joining Lord & Thomas 9 years ago. In new post he will handle magazine and newspaper matters as well as radio.

Advisory Committee of the Independent Radio Network Affiliates, which meets in Louisville today, is expected to have a fairly good idea whether or not the major networks (NBC and CBS) will talk turkey on the question of lowering the sustaining costs or equivalent considerations to the affiliates as a means toward helping the stations hire musicians in accordance with the demands of the AFM.

Broadcasters who felt that the networks should do their share put forth
(Continued on Page 3)

STATION LICENSE OUT SAY PHONO. DISK MEN

As a result of the conference between phonograph record manufacturers and Harry Fox, general manager of the Music Publishers Protective Association, also acting as agent and trustee for a group of copyright owners, the record men have decided to hold in abeyance their proposed
(Continued on Page 3)

Almonte Is Appointed Aid to Lenox R. Lohr

John De Jara Almonte for a number of years, manager of NBC's night executive offices today becomes assistant to Lenox R. Lohr, NBC president.

Shift closes the night executive office permanently. Almonte, it is understood, will be NBC's greeter on the sixth floor.

Juvenile Emcee

KGNO has a twelve year old master of ceremonies on its new Fairmont program, under the name "Miss Fairmont". She sings, makes most of the commercials in dialogue with her announcer, and introduces guest stars from neighboring towns. The program sells dairy products, and is heard Saturday mornings at ten o'clock.

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, Aug. 31)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167 ¹ / ₂	166 ³ / ₄	167	+ 5/8
Gen. Electric	53 ⁵ / ₈	52 ¹ / ₂	52 ⁵ / ₈	- 1/8
North American	25 ¹ / ₄	24 ³ / ₄	24 ³ / ₄	- 1/8
RCA Common	12	11 ³ / ₄	11 ³ / ₄	+ 1/8
RCA First Pfd.	75 ³ / ₄	75	75 ¹ / ₂	+ 1 1/2
RCA \$5 Pfd. B.	(105 Bid)		115	Asked
Zenith Radio	43 ³ / ₄	42 ¹ / ₂	42 ¹ / ₂	- 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16	15 ³ / ₄	16	+ 1/8
Majestic	3	3	3
Nat. Union Radio	1 ³ / ₄	1 ³ / ₄	1 ³ / ₄

OVER THE COUNTER

Stromberg Carlson	Bid 12 ³ / ₄	Asked 13 ³ / ₄
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The Battle of Cognac Hill

Lincoln—Jim Cox, continuity writer for the CBS studios in Lincoln and who served as a second lieutenant at the Ft. Riley, Kas. concentration of the 4th army maneuvers for the past two weeks, was commended for an excellent job in lining up broadcasts of the manipulation of the 16,000 men in mimic war. Cox broadcast by way of KFBI, Abilene, Kas., and 10 other stations did re-broadcasts. Also on the ground was Foster May, special eventer for WOW, Omaha, who made 8 electrical transcriptions which were filled in on program schedules at available times.

Kellogg Conducts Tourney

Columbus, O.—A baseball tourney for 15 year olds and under, is being sponsored by Kellogg and WCOL, with the city recreation dept. in charge. Games will be held at the Red Bird Stadium and the winners will be awarded a trip to the Cleveland Exposition as guests of Kellogg.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

ARNEW Sets Schedule For Chi. Convention

(Continued from Page 1)

Co. will speak on what the average sponsor wants from a news room. Al Hollender, of WJJD and WIND, will preside at laboratory discussion of news problems.

Discussions of various phases of writing will be led by Ken Ellington, WBBM, Chicago; John B. Hughes, of Don Lee network; Erle Smith, KMBC, Kansas City, and Ken McClure, of WOAI, San Antonio.

Adoption of a constitution, the forming of policies including code of ethics and election of officers, will take place on Saturday, Sept. 11. Induction of officers, appointment of committees, etc., will take place on Sunday.

WIP Program Expansion

Philadelphia—With the Fall season around the corner, a most extensive program expansion is being prepared by James Allen, WIP's program director. Already four brand new series and two old ones are due for airings over WIP.

Philadelphia Parade of Events, written and directed by Edward Wallace, a dramatization of local news, returns to its weekly Monday schedule on September 13. Hand of Destiny, dramatized mystery yarns, formerly heard Sundays at midnight, returns September 12. The Billings Family, a new serial script built around the life of an average family, starts a tri-weekly schedule on September 20. Eight Kids In A Hayloft, another new weekly series of programs built and adapted for young ones, starts September 18. Umbrella Court, a weekly question and answer program, the brainchild of staff announcer Ken Miller, starts September 15. And a WIP Spelling Bee, conducted weekly by a well-known personage as yet unannounced, starts September 19.

Radio Nabs Escaped Convicts

KFXJ, Grand Junction, Colorado, recently not only scooped all other news agencies but proved of material assistance to law enforcement officers during an emergency when two desperadoes sawed their way from the city jail and escaped after they and three other notorious companions had been captured near the Colorado-Utah border. KFXJ flashed the news of their original capture many hours in advance of any other medium. Coincidentally, the two criminals' escape was discovered at the very time that an afternoon edition of the news was on the air and was flashed immediately.

Police search was guided by radio instructions issued by KFXJ.

Special Hearn Program

Hearns Department Store will sponsor a special broadcast from its new store in Newark over WNEW at 8-8:15 p.m. tonight. Sponsor has arranged for leading figures in New Jersey politics to appear on program which is to officially open the store.

Extensive Ad Campaign Being Planned by WAIM

WAIM, Anderson, S. C., will shortly begin an extensive campaign via 18 newspapers and 600 billboards to publicize its affiliation with the Columbia Broadcasting System. Advertisements will plug the network's commercial shows that are carried by the station. WAIM, which is owned by the publishers of the Anderson Daily Mail, also receives front page billings daily in that paper, plugging the day's network broadcasts in a streamer at the top of page 1. Station is represented by J. J. Devine Associates, New York.

Power Consumption High During Louis-Farr Bout

Electrical consumption during the Farr-Louis broadcast jumped to an all-time high of 171,000 kilowatts according to the Consolidated Edison Co. NBC estimates from the figures furnished by the light company that 860,000 more New Yorkers listened to their radios last Monday night than at the same time a week ago.

Top figures on the Louis-Braddock fight were 167,000 kws, 124,000 kws. for the Louis-Schmeling and 131,000 kws. during the Louis-Baer fight broadcast.

Chrysler Sponsors WJBK Football

Detroit—WJBK will again broadcast all of the Lions professional football games, both at home and on the road. Harry Wismer will give a play by play description of all the Lions home games and Al Nagler will handle the reconstructed broadcasts. This year the Chrysler Automobile Sales Division will sponsor all the games.

Plans are not yet completed but the games may be relayed to a statewide Michigan network.

Jack Armstrong to Start Waxing

Chicago—General Mills will begin waxing "Jack Armstrong, All American Boy" on Sept. 6 with live show to start on NBC Sept. 27. Understood that Jim Ameche's plans for a career at Paramount have fallen through and that he will be back to take over title role with support by Sarajane Wells, John Gannon and Tom Shirley. Ed Morse handles production for Blackett-Sample-Hummert and Talbot Mundy is the author.

Bulova Adds to Schedule

In addition to its evening time announcements on WEAJ Bulova has signed for six daytime time signals seven days a week. Daytime schedule begins Sept. 5. Evening series a week later. Both contracts are for a year. The Biow Co. has the account.

Ray Block Re-Signed

Ray Block, musical director, has been re-signed by the Columbia Artists, Inc. Block, who is a staff member of the Columbia Broadcasting System, also directs the vocal group heard on the Phillip Morris airings.

COMING and GOING

LOUIS K. SIDNEY, managing director of WHN, leaves today aboard the Normandie for a combination business and vacation trip to Europe. MRS. SIDNEY will accompany him.

OZZIE NELSON leaves Boston Sept. 25 for Hollywood where he remains during the run of his new commercial broadcasts.

HERMAN BESS, sales manager of WNEW, leaves today for Minneapolis.

HOWARD CLANEY, NBC announcer, is back in town after European vacation.

GEORGE NEGRETE, NBC's Mexican singer, is in Mexico City preparing for role in a new native picture "Godmother to the Devil."

A. J. MCCOSKER, president of WOR, returns tomorrow from vacash.

HAL R. MAKELIM, sales manager of WIND, Chicago, is in New York on business.

LESTER LEE leaves for Canada this week-end to be gone until after the holiday.

JOE RINES leaves for Maine today and will be away until after Labor Day.

HARRY LEEDY left last night for the Coast aboard the Century.

KATHRYN RAND left last night to begin an engagement in Philadelphia.

C. P. MacAssey to NBC

Chicago—C. P. MacAssey of Schwimmer & Scott agency's sales staff, has joined NBC's local sales staff, according to an announcement by W. W. Smith, local sales manager. MacAssey was formerly sales chief at WCFL and when he left that post last spring he was succeeded by Mel Wolens of NBC sales staff.

Buell Herman has been transferred from sales promotion to local sales at NBC.

Woodman's Farewell

Harry A. Goodman, general manager of KDKA for the past three years and who is being transferred to the New York offices of the National Broadcasting Company for executive assignment has received a unanimous expression of high regard from the entire station personnel.

Inscribed on an impressive sheet of parchment paper, 79 members of KDKA signed a resolution of farewell, with sincere wishes of the staff for success and happiness.

"Hollywood Extras" on Stage

West Coast Bureau, RADIO DAILY

Hollywood—M. D. (Doc) Howe is lining up theater dates for "Hollywood Extras on the Air", program conceived and produced by Archdale J. Jones, who had it on NBC for a summer tryout period. Stage presentation follows technique of actual broadcast, with 10 people in the cast and Jones as emcee. Dates thus far are all on the Coast but Howe plans to send the troupe East.

"Thatcher Colt" Series Ending

Packer Tar Soap with "Thatcher Colt Mysteries" on the NBC-Red network signs off the air after the Sept. 26 broadcast.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA

2:30-5:30 Daily

PARLEY MAY UNTANGLE RADIO BABEL IN CUBA

(Continued from Page 1)

already existing but which are constantly held in abeyance by the Cuban Radio Commission because of a few politicians who are station-owners.

Currently a continuous babel from nearly 60 outlets, with 28 of them located in Havana, and the rule which provides for antennas to be outside of Havana city limits not heeded by those who do not wish to move them, it is believed that after the conference in November the stations will have to move their transmitters outside of the city. This will not be hailed with glee because few of the outlets have the money to do it with. Money is also expected to put a wrench into the works when the re-allocation of wave-lengths are made. Older outlets will be entitled to priority rights, but these again are lacking to great extent in capital.

Population of Cuba is estimated at 4,000,000 with a possible 175,000 receiving sets. At least two outlets have American capital invested, such as Colgate-Palmolive-Peet subsidiary with station CMQ and its short-wave affiliate COCQ. Colgate gets a spot announcement at every station break. CMCY is operated by D'Autran-Westinghouse. At least eight short-wave outlets in addition to the regular bands mentioned above also take commercial programs, the short-wave craze being full blast in Cuba and South and Central American countries.

While some of the stations have the finest Westinghouse equipment plus vertical single Blau-Knox antennas, the lax methods of broadcasting and habit of creeping all over the dial makes the equipment angle for some stations an unimportant matter. Most outlets sell seven spot announcements daily seven days a week for \$70 a month up.

American advertisers in Cuba include, Fleischmann Yeast Co.; Richard Hudnut, cosmetics; Standard Oil of N. J. (Esso); Listerine; Sloan's Liniment; Carter's Little Liver Pills; General Electric Co.; Bristol-Myers (Ipana toothpaste); Norge refrigerators; RCA Victor; Leonard refrigerators; Kelvinator (refrigerators); Philco Radio & Tel., Westinghouse and many others. Most advertisers use considerable time besides announcements. Several chain hookups are available throughout the island.

Sloan's Liniment has one of the most popular chain features heard on the island, a daily 15-minute resume of U. S. major league baseball scores.

NEW PROGRAMS—IDEAS

WAAT's Airport Coverage

WAAT has been carrying a "Skyways Reporter" program from the Newark airport since early July. During the program the "reporter", Bob Becker interviews passengers departing or arriving at the world's busiest air terminal and also a number of personnel. Some of the "names" who have appeared on this program have been...Roscoe Ates, Jack Dempsey, Joe Lewis' manager Roxborough, Major Albert Warner, Lefty Gomez, Viola Gentry the famous aviatrix, M. W. Loewi—Board Chairman of the Dumont Television Laboratories, C. R. Smith—president of the American Airlines, Inc., Helen Gahagan, Lois DeFee, and many others.

Paul La Stayo, manager of WAAT, announces that his station will carry special broadcasts from the field whenever anyone of public interest passes through. In addition to the "personality" angle, such events as the arrival of cross-country record breaking events and other newsworthy items will be aired. Broadcasting activities from the airport terminal are controlled by the Wm. N. Scheer Agency of Newark and handled by Bob Becker, announcer for the agency.

KCKN Headline Bulletins

KCKN recently inaugurated one-minute headline bulletins on each

half-hour station break throughout the day to supplement the regular hourly news broadcasts of five minutes each.

The KCKN news schedule now consists of 16 five-minute news broadcasts on each hour from 7:00 a.m. to 10:00 p.m., and 12 one-minute headline bulletins on the half-hours. (Three half-hour bulletins are omitted because of programs that continue through the half-hour).

The new one-minute headline bulletins not only keep listeners informed of important news at the half-hour interval, but also serve dramatically to call attention to the hourly news broadcasts on the hour.

The headline bulletins are introduced by the station announcer with this form: "Here are the headline bulletins of what has happened in the world since (time)."

Air Picnic Suggestions

Coming to the aid of picnickers. WBAL, Baltimore, will devote its Wednesday morning Mary Landis programs to them. Titled "Let's Go on a Picnic", the program will feature Labor Day outings with suggestions by Miss Landis. She will offer suggestions for picnic lunches, outdoor games, and even talk of things to do in case the day is rainy. The station points out that Labor Day will probably be the last the kiddies will have to romp on an outing.

Station License Out Say Phono. Disk Men

(Continued from Page 1)

letter to broadcasters informing them that they were about to license the use of phonograph records on stations.

Recently the disk manufacturers decided to draft a letter to station owners in effort to conform to AFM request that the indiscriminate use of disks must stop. Upon this information reaching the MPPA, the publishers through Fox immediately informed the record manufacturers that such rights were vested only in the copyright owners, and that they (the disk men) had no such rights under the law. Subsequently all hands gathered at the MPPA offices.

Record manufacturers now state they did not contemplate a fee for the proposed licenses but rather hoped to control the use of their records. Presently, the manufacturers are doing nothing about the proposed licenses.

Bowman Plans Audience Show

Chicago—Bowman Dairy Company is plotting a half hour audience show—probably on WGN but details have not yet been announced. Last season the firm used WGN for Fireside Theater series featuring various types of Chicago entertainment. J. Walter Thompson agency is handling.

Mail Order House Splurges on KDYL

(Continued from Page 1)

the store. Completely wired for radio, each department of the ultra-modern store will feature a broadcast, with department heads interviewed, special merchandising angles presented over the air, giving the listeners as much as possible the illusion of being in the store in person.

Intensive radio use by the store over KDYL is contemplated, as evidenced by "Neighbor Jim" a 15 minute transcription series already scheduled 3 times a week, and 30 spots weekly.

RCA Victor Campaign On "Overseas Dial"

(Continued from Page 1)

tional and co-operative newspaper advertisements and powerful radio announcements addressed to listeners of the Magic Key network shows.

The new RCA Victor short-wave dial now eliminates the tedious fidgeting which has usually been associated with short-wave tuning. A separate tuning scale spread over a fifty times greater area, the names of all the short wave stations are plainly printed on the dial.

LOWER COSTS SOUGHT ON WEB SUSTAININGS

(Continued from Page 1)

this proposition bluntly at the recent IRNA meeting in this city and since then conferences have been held with the network officials on the matter in question. The four-hour consideration existing between NBC and affiliates and the four to five-hour station time given CBS on the sustaining feed, is the bone of contention for most of the broadcasters insofar as the webs are concerned. By cutting down on time requirement of the networks for sustaining programs, the time being free for commercial purposes of their own, would go a great ways toward easing the burden about to be imposed by the AFM.

Affiliates of NBC and CBS figure the cost to them for sustaining programs reaches an average of \$2,000,000 annually. With house orchestras of their own, stations are of the opinion they won't need a steady stream of sustainings.

WNEW Easing Off Disk Accounts in Future

(Continued from Page 1)

Block's periods. Current commitments will be carried out, however.

It could not be confirmed whether or not the station was attempting to halt recorded and transcribed programs because of recent AFM meetings. However, to date, station has been well filled commercially on broadcasts of this nature, and even at present the majority of sponsored time is either transcribed or recorded.

Emily Holt Elected AFRA Exec. Secretary

(Continued from Page 1)

radio artists, with field representatives now working in various parts of the country.

Battle for the post of Executive Secretary was a spirited one, several factions (among affiliated unions) seeking to install a man of their own choice. Also since the position is a salaried one, many "faithfuls" believed it was an opportune time for them to be rewarded. Miss Holt is considered an able organizer, executive and unusually well informed on the artist-labor situation.

Borden Signs Prescott

Allen Prescott has been signed by Erwin, Wasey to appear on the WEA-F-Borden program which begins next month.

AL DONAHUE

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

CRAIG & HOLLINGBERRY

Incorporated
Radio Station Representatives
New York • Chicago
Jacksonville • Detroit



GUESTS scheduled for "Hollywood Showcase," CBS sustainer, on Sept. 11 are Allen Baxter, Jinx Falkenberg and Aida Kriznetzoss; and on Sept. 18, Lloyd Pantages and Three Hits and a Miss will appear.

KFWB set a new dramatic sustainer for a Saturday 8-8:45 spot. Produced by Sara Langman, initial offering is a tabloid version of the classic "She Stoops to Conquer," with Charles Carroll and Paula Winslow featured.

Radio Productions' Inc. was discharged from bankruptcy in final court proceedings last week. J. J. Sameth, former president, now sales manager for Radio Recorders, Inc.

Jose Rodriguez, KFI-KECA classical music director, is vacationing at his ranch on the edge of the Mojave desert.

KNX has contract with F. & F. coughdrops for a 15-minute spot at 12:30 p.m., Mondays, Wednesdays and Fridays, starting Sept. 11. Type program yet to be decided upon.

Nona Croff, formerly on WEA, has been set by KFWB for a series of "interviews" on Sunday, Tuesday and Thursday mornings, sponsored by LeBon Cosmetics.

"Bureau of Missing Persons" returns as a KEHE Sunday evening sustainer, with Robert Dillon producing and Police Captain F. R. Parsons participating.

Sunset Oil's "Curtain Calls" has been revamped into "Behind the Scenes of Radio" by KFWB.

The Paul Taylor Chorus has been signed to repeat with Marion Talley on the new Ry-Krisp series.

"Moving Stories of Life," transcribed dramatic briefs written by Gene Carmen and featuring Hans Conreid, has moved to KFI.

Earle C. Anthony has added farming to his automobile and radio interests. Harvested record hay crop recently off the 20 Beuna Park acres on which KFI transmitter is located.

Stu Wilson, conductor of KHJ's "Rise and Shine" club, had an estimated 35,000 guests at his picnic-barbecue in Griffith Park. Stu has a new announcing chore on "House Undivided."

Bill Pabst, KFRC program director, San Francisco, is in town conferring with Lewis Allen Weiss of the Don Lee net. Herb Allen, KFRC announcer, has transferred to the KHJ announcing staff.

Gertrude Niesen has renewed for another four weeks with Olsen and Johnson and Richfield.

C. P. Phiemonge, business agent of the Birmingham, Ala., musician's union, in town vacationing and seeing the sights with Frederick Stark.

Hal Styles boasts having found jobs for 2,022 needy individuals, as of Aug. 22, on his KHJ "Help Thy Neighbor" program.



● ● ● Besides his commercial for Kopper's Coke (which will be aired via two stations), Eddy Duchin and his music with Patricia Norman vocalizing will be sponsored by Elizabeth Arden cosmetics—coast-to-coast!...Genevieve Rowe, just another voice in the Russ Morgan choir, has become soloist for the group...Jack Pearl and his wife, Wini, are still in Europe and will return in time to start rehearsal for the George White show...Jane Froman has the exact leg measurements as Marlene Deitrich—but her foot is smaller!...Martha Tilton, choirister on the Oakie College, has been elevated to spot shots with the Benny Goodman crew...Alice Faye and Andy Devine will appear with Ken Murray in "Young Man's Fancy" for Universal.

● ● ● A feud is going on at WLBC, Muncie, Ind., between the Old Ranger and Jake Higgins, special events announcer...On the show recently, a rabid Old Ranger fan appeared at the studios with a big club and demanded to be shown Jake...Irate listener was all set to pound the daylight out of Higgins for feuding with the Old Ranger...However, members of the staff quickly assembled for trouble and gently eased the fan outside without any damage being done...Just goes to show how seriously some people take the airwaves. Now if only sponsors would do likewise, we'd be entertained all the time...Doris Peck, The bundle of Heaven from WNBC, New Britain, Conn., swung the baton for an all-boys ork in Springfield, Mass., for eight years! The crew was tagged very apropos: "Peck's Bad Boys"!

● ● ● Lanny Ross-Charles Butterworth-Raymond Paige Packard show will be called "Hollywood Mardi Gras"...Gabriel Heatter's vacation was occupied with the writing of the life of James E. West of the Boys Scouts. The book will be titled: "Dr. West: American"...Spencer Bentley is the new "Bob" on the "Betty and Bob" series for CBS...Wini Shaw took her kids, Libby, Jimmy and Johnnie to Coney Island last night for the first time and went on all the rides with them!...Jolly Coburn goes into the \$1,000,000 pier for Labor Day...George Griffin and Alice Remsen resume "Castles of Romance" next week...Basil Fomeen, Al Kavelin and William Farmer are auditioning for the Rainbow Grill spot...Astor Grill won't have any name-band, or wire—unless Vincent Lopez returns...Audree Collins from Chappel may become a network star because of her vocalizing the other day before an exec...Del "Pretty-Boy" Casino walked down Broadway yesterday wearing a white jacket, brown gabardine pants, suede shoes, glossy hair—and feeling generally swell because of the Daily Mirror "Only Human" article. But what happens—a corner bunch gives him the "birdie"—but GOOD!

● ● ● Paul Henning, "Poet of Swing" on Rhythm in Rhyme show via KMBC, Kansas City, Mo., staged a one-man love strike last week when a week-end visit to the love-interest in Chi was summarily canceled due to a morning audition for a sponsor... Appearing for the audition with a stubble of beard that ill-becomes one known as the "Poet of Swing", he marched through the studios with a placard proclaiming "No Love—No Shave" until Woody Smith, production man, hurriedly gave in and agreed to a holiday for next week-end. Paul then got shaved. But what isn't known is whether he got the girl, if KMBC got the account—although the barber got his. "No cash—no shave"...Viola Philo of the Music Hall in Radio City is recuperating at Israel Zion hospital...Words & Music claim that their tune, "Me, Myself and I" had twenty major plugs last week but RADIO DAILY didn't credit same... Well, we don't know if your calculation is right—because we've read a few columns the past week in which the columnists have used "Me", "Myself" and "I" much more than 20 TIMES!



DAVE BENNETT has joined the staff of Schwimmer & Scott agency. Bennett, formerly with the Chicago Daily News, is handling radio continuity on automotive accounts.

Carl Harris, of J. Walter Thompson's, publicity chief here, off to Detroit on a business trip.

Arthur Wisner, head of Columbia Concerts Division and his assistant Hugh Hooks are attending a fore-gathering in New York. Wisner had to leave wife, recovering from appendectomy, in hands of a nurse here.

Pierre Andre, Chicago announcer and night club m.c., went to New York with Couple Next Door cast and intends to freelance in Manhattan.

Kirby Hawkes, radio director for Blackett-Sample-Hummert, is taking his vacation at home in Elmhurst. He's walking his prize dogs and such.

Lew Cowan, radio publicist, back from a vacation in Atlantic City and business visit to New York.

George Kercher of Edward Petry force, is making a swing up to Milwaukee and Twin Cities this week.

Frank Baker of WLS continuity department has named his new daughter Florence Patricia.

Ed Paul, WLS announcer, and Eileen Jensen who is Sally of Winnie, Lou and Sally, have announced their engagement.

Fritz Blocki, radio writer, back from a vacation at Cleveland and boat cruise on Lake Erie.

Ed Kelly, Julian Bentley, Harold Safford, John Baker, George Biggar among those vacationing at WLS.

John Baker will handle the programs which WLS will give before 20,000 farm folk at the University of Illinois Stadium in connection with the Farm Sport Festival on Friday, Sept. 3. Feature of the evening will be a pageant "Organized Farmers—Marching On."

Roger Pryor, CBS bandmaster here, is giving his actress wife Ann Sothern swimming lessons at the Edgewater Beach.

Jerry Belcher, Our Neighbors broadcaster, will interview Thomas J. Kelly, golf pro at Sunset Valley Club in Highland Park next Sunday. Also his mother, wife and three sons.

ATTENTION: RADIO ARTISTS!

CONTACTS!
APPOINTMENTS!
CORRESPONDENCE!
TELEPHONE MESSAGES!

They all play an important part in your future. Don't neglect them!
We handle these details for you. Call Miss Purcell at BRyant 9-2319.

MY PRIVATE SECRETARY

Secretarial Service for Radio Artists
48 West 48th St., N. Y. C. Suite 608

NEW BUSINESS

Signed by Stations

KDYL, Salt Lake City

Wilson Hotel, 10 5-minute programs; Western Optical Co., 30 5-minute programs, placed by L. S. Gilham Co.; Peoples Finance Co., 60 5-minute programs, placed by L. S. Gilham Co.; Streater-Smith, Inc., 52 5-minute programs; Interstate Transit Lines, 52 15-minute news broadcasts, placed by Beaumont Homan Co.; Montana Cereal Co., 52 15-minute programs; Mutual Citrus Products, 26 5-minute programs, placed by Mayne Advertising Co.; Hudson Bay Fur Co., 8 30-minute remote control programs; Bert C. Palmer Realty, 52 5-minute programs; Montgomery Ward Co., Neighbor Jim 15-minute transcriptions, 3 weekly for 1 year, 3 5-minute remote control broadcast direct from store daily, 5 spots daily indefinitely; Dinwoodey Furniture Company, 39 15-minute programs; W. T. Grant Co., 39 15-minute programs, placed by N. W. Ayer & Sons; Standard Furniture Company, 36 5-minute programs; Arden's Inc., 1,000 spots; Albers Bros. Milling Co., 39 15-minute programs, placed by Erwin, Wasey Co., Seattle.

PHILADELPHIA

WIP

Gem Products Sales Co., laundry products, renews Transradio news through Robert M. Clutch Co.; Sam. The Tailor, spots, through Gallagher & Muir Agency; Christian Science Committee On Publication, renews talks, placed direct; Rev. F. F. Basworth, religious for a full year, placed direct; Women's Home Companion, monthly discs for a full year, through Geyer-Cornell Agency.

WFIL

Dodge Brothers, spots, through Ruthrauff & Ryan; B. C. Remedy Co., headache powders, sports review, through Harvey-Massendale Agency; M. London, electrical appliances, spots, placed direct; Lutheran Hour, religious, through Kelley, Stowman and Zahndt; Hardwick & Magee, rugs, spots, through Feigenbaum Agency.

WLBC Commercials Up

Fifteen contracts on a non-cancelable basis for a year's time were signed by the commercial department of WLBC, Muncie, Ind., last week. Minimum contract calls for a quarter hour each per day. Total number of hours sold under the direction of Bill Craig, commercial manager, exceeds 400 hours. Total of eight hours and more daily was signed by the station.

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT
WILLIAM MORRIS AGENCY
BILL MURRAY

★ **Program Reviews** ★

LOUIS-FARR FIGHT

Buick Motor Co.
WEAF—NBC-Red and Blue networks, Tues., 10-11:15 p.m.
Arthur Kudner Inc.

FIGHT BROADCAST NOT UP TO PAR; RINGSIDE ANNOUNCERS MUDDLED, ALMOST FORGET THE SPONSOR.

Clem McCarthy and Edwin C. Hill. NBC announcers, sort of kicked the blow-by-blow description of the Louis-Farr fight around the Yankee Stadium. Announcers could not even get together on what round they were witnessing.

Hill was the chief offender. At the end of the fifth round he started to call it the fourth. Later on he was talking about the "bell is about to begin" and got his rounds twisted up again in the fourteenth. Hill was also guilty of log-rolling. He, a Hearst writer, took time out twice to plug other Hearst writers present at the ringside.

McCarthy did as good a job as anyone we have heard with the possible exception of Charles Francis Coe. But Clem did make it appear that Farr was winning when actually Louis was taking certain rounds. He also got his lines bawled up and inverted his sentences so that the left hand was hitting the right face.

Buick, which paid for 75 minutes of broadcast time, should have received more plugs. With the exception of the opening and closing announcements by Ben Grauer and two one-minute plugs Buick was left out. Sponsor probably insisted on brief announcements but expected that commercials would have been inserted more often. Clem only inserted about three Buick mentions in his running description.

It would seem that hereafter NBC or the sponsor delegate an "official listener" to guide the announcers. A little advice conveyed to the announcers via head-sets would have gone a long way towards righting Hill on the wrong rounds and Clem's impression that Farr was winning the fight. NBC ordinarily employs a "cue" channel on its own special

events and the same system could be used on a sponsored broadcast of a news nature.

The "Twelfth Night"

A brilliant "last night" audience was on hand Monday to view CBS' final presentation of its Shakespeare cycle and saw the finest broadcast of the series performed by such able thespians as Sir Cedric Hardwicke, Helen Menken, Orson Welles and Talulah Bankhead. The rollicking comedy was also fortunate in having an able assisting cast to carry off the lines that had been specially prepared for them. Acting honors for the "Twelfth Night" must go to Sir Hardwicke and Miss Menken.

A new innovation in broadcasting climaxed the series when "Curtain Call" was presented one-half hour after the conclusion of the dramatization. Show, which was ad-lib, was handled smoothly by Bob Trout who presented various members of the cast.

"The Big Apple"

Ted Wallace and his Sing-Band, Joan Brooks, "Sugar Plum," Paul Johnson, "3 Little Chickadees" and company took part last night in radio's first nationwide presentation of the "Big Apple", the south's newest dance sensation. Program was on for a half hour show over the NBC-Blue network.

Ben Grauer in the last ten minutes of the period described the new dance which was demonstrated in the studio.

Ted Wallace and company sure can hit the hot notes. Joan Brooks and Paul Johnson are tops as vocalists. Joan sang "Where or When", "Me, Myself and I", and "Old Rocking Chair's Got Me" for three different types of songs. Johnson sang "Gone with the Wind" and a duet with "Sugar Plum", "Stop, You're Breaking My Heart".

The band is very pleasing to the ear. It was too bad program didn't allow more time for the band to display its stuff as a single unit. Troupe is a natural for radio or stage.

GUEST-ING

KITTY CARLISLE, CLIFTON WEBB, BENITA HUME, SIR CEDRIC HARDWICKE, FANNIE HURST and ARTHUR HAMMERSTEIN on premiere broadcast from Astor Theater tonight (WHN, 8:30 p.m.).

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

TOMMY FARR and his manager TED BROADRIBB, on Rudy Vallee-Fleischmann Yeast Hour, Thursday, Sept. 2 (8-9 p.m. on NBC-Red network).

"ZIMMY", the legless swimmer, on Robert Ripley's program (NBC-Blue, Sept. 3, 9 p.m.).

ED SULLIVAN, on Benny Davis' Stardust Revue, WOR-Mutual, Sept. 5 (6-6:30 p.m.).

LEON ERROL, on Show Boat, NBC-Red, Sept. 2 (9-10 p.m.).

ELMORE VINCENT and DON JOHNSON (Senator Fishface and Professor Figgsbottle) guests of Jane Froman, NBC-Red network, Sept. 5, 7 p.m.

SEATTLE

Harry Mullen, musician of Sedro-Woolley, Wash., has been appointed to the staff of KOIL, and sings thrice weekly.

Bicycle adventuring on a five-week vacation is Master of Ceremonies Tommy Thomas of KOMO. He has been traveling along the rim of the Olympic peninsula, pedalling over slopes of the Olympic mountains on his trusty metal steed and also ferried over to Victoria, British Columbia to learn of listeners' likes ere returning to emceeing in Seattle.

Through aid of the National Youth Administration, the University of Washington is installing considerable new equipment in its campus radio studio whereby it will be enabled to make its own electrical transcriptions for broadcast purposes.

Difference in appraisal of the estate of the late Edward M. Doernbecher, president of the Puget Sound Broadcasting Co., operating KVI, has arisen. A former value of \$188,600 is considered too low through the recent filing in the superior court of Tacoma of an inventory and appraisal of Rex S. Roudebush, appraiser for the division of inheritances and escheats of the state tax commission, which places a valuation of \$421,171.77 on the estate, listing the value of 996 shares of the Puget Sound Broadcasting Company stock at \$398,400. There the main difference in appraisal occurs. Roudebush valued these shares at \$400 each instead of \$200 as did the other appraisers.

★ **PROMOTION** ★

Hero Awards on WCAU

Philadelphia — The monthly Hero Awards made by the Philadelphia Inquirer, morning newspaper, will hereafter be broadcast over WCAU from the office of M. L. Annenburg, publisher of The Inquirer. Next award, on September 7, acclaiming a member of the city's police or firemen force for an outstanding deed of valor, will have Mayor S. Davis Wilson making the presentation. Subsequent broadcasts, the first Monday of each month, will also be carried by WCAU's short-wave station.

Give Away for Children

To KFOX child listeners, Hal Nichols, president, is giving away magic Chinese ring tricks, device whereby coins may be made to disappear. Tie-in is with the program "It Happens In Every Family" which narrates the adventures of Jack and Mary and their uncle and aunt every night at 6:30. Only requirement for the prize is to send a self-addressed, stamped envelope.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

Sept. 10: Citizens Broadcasting Corp., Schenectady, N. Y. CP for new station. 1240 kc., 1 KW., 5 KW. L.S., unlimited.

Thomas J. Watson, Endicott, N. Y. CP for new station. 1240 kc., 1 KW., unlimited.

Radio Station WFNC, Fayetteville, N. C. CP for new station. 1210 kc., 250 watts, daytime.

Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 500 watts, 1 KW. L.S., unlimited.

Capitol Broadcasting Co., Inc., Raleigh, N. C. CP for new station. 1210 kc., 100 watts, 250 watts L.S., unlimited.

Oct. 1: N. B. Egeland, Roland, Ia. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited.

Colonial Broadcasting Co., Morristown, N. J. CP for new station. 620 kc., 1 KW., unlimited.

WAVE, Inc., Louisville, Ky. CP for new station. 610 kc., 250 watts, 500 watts L.S., unlimited.

Sims Broadcasting Co., Phoenix, Ariz. CP for new station. 1210 kc., 100 watts, 250 watts L.S., unlimited.

Oct. 6: William C. Smith, Bogalusa, La. CP for new station. 1310 kc., 100 watts, unlimited.

Larry Rhine, San Francisco. CP for new station. 980 kc., 250 watts, daytime.

APPLICATIONS RECEIVED

Arlington Radio Service, Inc., Arlington, Va. CP for new station. 1140 kc., 1 KW., unlimited.

Cuyahoga Valley Broadcasting Co., Cleveland. CP for new station. 1500 kc., 100 watts, unlimited.

Cuyahoga Valley Broadcasting Co., Warren, Ohio. CP for new station. 1200 kc., 100 watts, unlimited.

Mittelle Franklin Noble, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime.

R. C. Atwood, Port Angeles, Washington. CP for new station. 1500 kc., 100 watts, unlimited.

Biggest Barn Dance

Chicago—Dixie may have its Big Apple but Chicago will be satisfied with putting on the World's Biggest Barn Dance in Soldiers' Field—seating more than 80,000—the night of Friday, Sept. 17 in connection with Chicago's Charter Jubilee.

The gargantuan dance with practically every member of WLS National Barn Dance taking part will be free for the entertainment of rural visitors who will be guests here during farm festival week. The world's biggest barn—a huge stage with rafters, bales of hay, lanterns and other appurtenances will be erected in the center of the field. There will be hog and husband calling contests; milking; rolling pin, post driving and sheep herding competitions in connection with the big hoop-la.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
8	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

Greetings from Radio Daily

September 1

Clyde Lucas Don Wilson
Edwina Eustus William N. Daly
John J. Anthony

STATIONS OF AMERICA

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

No. 63 of a series.

KGGF — Coffeyville, Kans.

1010 Kilocycles—1000 Watts

H. J. POWELL, Manager

W. B. DURRAH, Commercial Manager

KGGF is owned and operated by Powell & Platz, owners of the Coffeyville Journal. Established in 1930, KGGF has moved forward steadily, climaxing that growth with a network affiliation as a member of the Mutual Broadcasting System on Sept. 1.

Original licensee of KGGF was the late Dr. D. L. Connell, owner of the Picher Hospital, Picher, Okla. Powell & Platz purchased KGGF, together with a construction permit authorized by the FCC, in June, 1930. Regular program schedule was started Oct. 17 of the same year. KGGF has spent \$10,000 in the past year improving the station in anticipation of the network affiliation.

KGGF program selections present a well diversified and balanced broadcasting schedule. Musical, educational and religious features all are given their share in the day's presentations. Now, with the wide variety of entertainment available to listeners in this area, KGGF bids fair to become one of the most important outlets in Kansas. Programs from Honolulu, Canada and Europe will be heard regularly, as will all special event broadcasts and many commercial shows aired by Mutual network.

KGGF offices are located at Eighth and Elm streets and studios are situated in the Journal building. The transmitter is located in a different state, South Coffeyville, Okla. Station shares time with its sister station, WNAD, Norman, Okla.

KGGF now boasts a coverage of 100 miles. Its primary area, Coffeyville and surrounding towns, has been so well covered that station has had to increase its broadcast schedule many times in order to meet increased commercial commitments. As the revenue has grown, programs with larger budgets have been aired. The owners, believing that KGGF is a station for the people, are always attempting to expand in an effort to live up to their benefits and give listeners the best broadcasts possible.

VIEWPOINTS

Television May Boost Sales by 200 Per Cent

Reiterating the statement that there is still no definite assurance as to when commercial television will make its debut, President Lenox R. Lohr of NBC, in a recent interview, expressing the opinion, however, that when television does come it will prove quite a stimulant in the sale of the products advertised through this medium. Lohr said in part:

"We are having psychological studies made to suggest how much more merchants can expect to sell through television broadcasts than through radio, and something like three times as much has been suggested as a possible factor. We are also trying to discover what types of products can best be demonstrated.

"Already some thirty or forty national advertisers have asked to be considered as early applicants for space, but until we are nearer the threshold of performance we are not attempting to work out any contracts.

"One of the indeterminate elements involved lies in the size of the audience, which must necessarily be smaller than that of the radio audience. With the aid of ultra-high frequency relays and coaxial cables we believe we can reach, theoretically, half the population of the United States concentrated and around large cities; but by no means all of this

possible audience will buy television sets, although many might observe broadcasts in public places where sets were installed.

"The cost at which sets will be put out, however, must be a factor in the size and quality of the audience; and this is very important to the advertiser. I believe, however, that the problem of sponsoring programs will not be the most difficult we still have to solve.

"The Federal Communications Commission also is an important factor in determining the date at which television will go on the market. It has insisted on the adoption of standards to insure uniformity in sets, which will mean that all varieties can pick up the same broadcasts. It is understood that progress has been made along these lines."

MARK WARNOW: "A singer is like a creative artist in the sense that he must constantly seek those things about his business which he is aware he doesn't know. Throughout my long association with singers of all types, concert, operatic and popular, I've never yet come across one who was successful who thought there wasn't anything more to learn about his art. A singer must keep not only his mouth open, but his eyes and ears as well. He can never learn too much."

Gala Week to Christen KOIL's Transmitter

Omaha — KOIL, of Central States Broadcasting Co. has set aside the week of Sept. 12, for a gala series of programs dedicating the station's new transmitter which will increase daytime power from 2,500 to 5,000 watts.

Most important events are two Mutual chain broadcasts which will originate from the city auditorium during the Omaha Electric Show. First will be Tuesday night, Sept. 14, and will include a series of short interviews with "The Man in the Furrow." Nebraska and Iowa farmers will be interrogated on crop conditions.

During the week five Nebraska and five Iowa towns will also be saluted by special civic broadcasts—which are to originate in the honored towns. Eight entertainers, three announcers, two engineers and other KOIL staff members will make up the broadcast and vaudeville party, which will take with them Nebraska's only flying broadcasting and motorized radio units. The flying unit will cruise over the city, the announcer in the plane conversing with the announcer on the ground via short wave, talking about the particular town, its industries, schools and civic activities. Following this will be a man-on-the-street interview and vaudeville entertainment. Preceding the dedication week, KOIL will honor editors of the 10 cities, officials of both states, the mayors of Council Bluffs and Omaha and newspaper writers at a prevue party in the new transmitter house.

British Tele Exhibition

London—In a forceful effort to swing over the average Englishman from his natural prejudice that television is still in its experimental stages, manufacturers are displaying some startling advances in equipment at the Radio Exhibition opening at Olympia this week.

Inexpensive sets and larger screens are the bait dangled in front of a dubious public, and these developments together with an appreciable advance in quality are offered to convince the skeptics.

Feature of the show is a Philips model, developed partly by English experts at the Eindhoven Laboratories, Holland, and projects pictures 20x16 inches. From a distance of six feet, component lines are invisible and definition of images, in green and sepia, is quite equal to the home movie.

It is hoped that the whole of England will be networked for television by use of coaxial cable.

AGENCIES

WM. N. SCHEER agency of Newark, has a complete broadcasting staff which currently is busy doing three broadcasts weekly from the Newark airport, interviewing noted passengers, etc., and airing via local outlets.

ORCHESTRAS - MUSIC

LAATEST dance craze, "The Big Apple", had its radio debut over WJZ and the Blue network last night sponsored by NBC and Consolidated Radio Artists. As a sequel to the radio show, Ed Kirkeby of CRA announced that a unit production available for theaters, clubs and ballrooms will take to the road.

Martha Perry, vocalist, goes into the French Casino Friday with Lou Breese's ork. Set by Joan Brooks, featured warbler with Ted Wallace's band, who also handles talent.

Carol Lofner and orchestra, now playing at the Casino in San Clemente, provide CBS with its most distant remote. Music comes approximately 70 miles by line before reaching KNX transmitter for broadcast to other stations of CBS Pacific Coast.

Faye Wilson, of Piedmont, Cal., replaces Ivy Cole as vocalist with Jack Winston's band.

"Genial" Jan Garber and his dance aggregation will be heard in a half-hour broadcast over KYA on Sept. 6. KYA will pick up the music of Garber's swing organization as it performs at Sweet's Ballroom in Oakland on the Labor Day holiday.

Fats Waller one-nights it at the Camden Armory, N. J. on Sept. 3.

Harold Nagel and his ork who play at the Hotel Pierre (N. Y.) roof, have

been booked by CRA to play the fall and winter season at the Corinthian Room of the same hostelry, starting Sept. 15.

Rose Marie, of baby fame, will sing to make four Master recordings. Tunes that will be waxed are: "Can't You Kind of Go for Me", "Headin' for Heaven", "Shine", and "Juba".

Woody Herman has been booked by Rockwell-O'Keefe to lead his band at a private dance on the estate of Mr. Walter Hoving at Southampton, L. I. on Sept. 3.

The Original Dixieland Jazz Band, arrive in N. Y. October 1 from the Fort Worth Centennial, to play at Christie's Old N. Y. Tavern. Set by CRA.

Eli Dantzig, booked by CRA for an indefinite engagement at the Hotel St. George (Brooklyn) starting Sept. 15. Band goes on the air with an NBC wire.

Sonny Dunham, former trumpeter and trombonist with Casa Loma, showing his own band at Hunt's Ocean Pier, Wildwood, N. J.

The latest song-writing endeavors of Al Neiburg and E. P. La Premiere resulted in two tunes, entitled, "Blue Bayou" and "Wee Bit of Shamrock" to be published by the Roy Music Co.

OMAHA

The current infantile paralysis epidemic in Omaha, which is making its effect felt in all branches of the amusement industry, has caused WOW announcer Tom Chase to cancel his Saturday morning Uncle Tom's Playhouse program for children until the situation clears up.

WOW announcer John K. Chapel and wife have written studio friends that they're finding their European vacation enjoyable. They wrote from Paris just before starting on a tour of 13 countries.

The State Federation of Women's clubs begin a new series of programs today over WOW.

Margaret Smith, known in radio as Margaret Shanna, arrives in Council Bluffs, Ia., Sept. 3, to visit her mother. Miss Shanna has the lead in "Arnold Grimm's Daughter" for CBS. Sydney Smith, her brother, left radio work after appearing in "Twelfth Night" Sunday evening, to join the cast of Maurice Evans' "Richard II" opening in New York Sept. 15.

ALBANY

Effective today, the Albany Knickerbocker News, evening paper, will broadcast news flashes and sports over Stations WOKO and WABY twice daily. Ed Healy will be the aircaster, with five-minute news flashes over WOKO at 6 and sports over WABY at 6:35. Charlie Young, sports editor, and Warren Flood, assistant, will help in the preparation of sports copy. The Knick-News is the result of the recent Hearst-Gannett deal in Albany, whereby the Knickerbocker Press discontinued morning publication and merged with the Evening News, allowing the Hearst Times-Union to switch from p.m. to a.m.

Royden N. (Doc) Rand, WOKO-WABY ballcaster, served as Master of Ceremonies for the radio artists program between games (Tues. Aug. 31) last night in Hawkins Stadium, Albany. It was part of "Radio Appreciation Night," a new novelty now sweeping organized baseball. In every city where such a night has been held, average attendance has been from 35 per cent to 80 per cent better than ordinary.

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

K O Y

Phoenix, Ariz.

"... Congratulations on your publication, RADIO DAILY. We are enthused with its contents, feeling that it is an excellent informative medium of keeping in touch with the various stations throughout the country and the activity in the field of radio."

Earl A. Nielsen
Manager.

SELZNICK INTERNATIONAL PICTURES, INC.

Culver City, Calif.

"... My sincerest congratulations on a most timely magazine and one that has long been needed in the amusement industry."

Russell Birdwell

W P R O

Providence, R. I.

"... I have read the RADIO DAILY carefully since you started its publication, and it is thoroughly used and appreciated by the staff."

Stephen P. Willis
General Manager.

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

PHILADELPHIA

EDWARD ROECKER, featured singer on CBS Pick and Pat show, was a visitor at WIP, where he first started in radio, and obliged by doing a guest shot on the Homemakers Club visual program.

Murray Arnold spotting the regional beauty contest winners on his WIP Tom Rocap "For Men Only."

John Clark, WFIL program director, is among the early September vacationers.

M. Leonard Matt, WDAS news commentator, will have charge of the "Parade of the Nations" to be staged at Philadelphia Convention Hall next month in connection with the Constitution celebration.

Alexander Siekierka, cellist, son of Israel Siekierka, violinist with the Philadelphia Orchestra, goes to WPG, in Atlantic City, for a concert series of radio broadcasts.

Marty Gosch, former radio co-ordinator for Warner Brothers, back in town from Hollywood, to visit his parents, who are seriously ill.

The first annual Radio Table Tennis Tournament will be staged at the Arcadia International House next month. Early entries are Murray Arnold, WIP publicist, Ken Stowman, WCAU press relationer, and Milt Shapiro, of the Shapiro-Bushman Agency.

Thomas F. Joyce, RCA Victor advertising manager, and E. J. Anzola, of the export advertising department, are back at their Camden, N. J., desks after attending a three-day sales convention in Havana, Cuba.

Gene Morgan, WFIL's Tydol news reporter, misses his daily broadcasts for the time, hurried to the hospital for observation.

Carolyn Ann Cross, directress of WIP's Homemakers' Club, has been appointed a judge of the 1937 Atlantic City Beauty Contest by Mayor Charles D. White of the seashore city.

Every day at noon, Gene Morgan, WFIL's Tydol News Reporter, interviews members of the radio audience over the air. Recently his guest was Herbert DeLanoie, head of the supply department at WIP.

June Collins, of the WIP program staff, has just opened a piano-song engagement at the Surf Room of the Hotel Hildebracht, in Trenton, N. J.

New to the engineering staff at WIP is Kenneth Fees, formerly of radio stations in Kansas City, Mo. Fees has been assigned to the field engineers corps.

ONE MINUTE INTERVIEW

JOHNNY GREEN

"The new comer today must look to established radio stars, rather than to the amateur collectors, in order to gain national recognition. And by established radio stars, I mean such talented entertainers as Rudy Vallee and Jack Benny. These two men have contributed more big names to radio than any other ten programs combined."

★ Coast-to-Coast ★

KFOX now has more than twenty-five remote control programs daily including Southern California Network releases, local Long Beach programs and special Los Angeles features. These remote points include dance orchestras, churches, department stores, and a Long Beach theater.

Virginia French, WDAF vocal artist, has moved to Hollywood where she will teach in the Cumnock school, and engage in free lance radio work.

Don Davis, president of WHB is in Chicago for ten days while his secretary Carmen Frey and Ailene Hoyt of the continuity dept. have just returned from their vacations.

KIDW notes: To assist mothers in getting their children to take afternoon naps, a daily feature of soothing music is played for a quarter-hour, uninterrupted by speech, each mid-day. Sleep coaxing period is called "Lullaby Time" . . . A very popular feature which is presented daily by KIDW is "Flowers for the Living" wherein a rose is delivered daily to some local honoree. A local floral shop supplies the flowers, which are awarded on the program . . . Source of much amusement during the coming school term will be a remote line to a classroom in the college at Lamar, Colorado. At unexpected intervals during the day the "candid" line will be opened and KIDW listeners will "go to school."

T. L. Evans, president of KCMO, has just returned from a two weeks' vacation in California.

Bob French, WHKC production manager, has just returned from a 3-day visit to N.Y.C. where he conferred with MBS officials. WHKC, as a result, will not only carry a great many shows from the network, but will also originate several programs.

WBNS, Columbus, O., plans a Shanghai series with Adrian Fuller, member of the Dispatch editorial staff, giving a word picture of the general situation in the Orient.

WMT, Cedar Rapids: Members of the staff are traveling to the Iowa State Fair this year in de luxe style for a series of "in the flesh" shows direct from the specially built studios of WMT, KSO, and KRNT, on the fairgrounds. Doug Grant, program director, has just rented a new trailer in which to transport members of the staff and equipment from Cedar Rapids to Des Moines. During the Fair, all of WMT's news programs by Grant will come by direct wire to the transmitter as well as organ programs by Frank Voelker, radio's blind organist, and the early morning farm show with Bob Leefers. . . Sumner D. Quarton, general manager, took

time off from duties last week to journey out to Colorado for a short vacation. . . Bill Quarton, commercial manager, Bob "Smashie" Mitchell, engineer, "Farmer" Bob Leefers and Mac McElroy, were the top four in the recent golf tournament held at the Cedar Rapids Cuntry Club recently to pick a team to play the lads at KSO and KRNT.

Bill Frosh, WIRE announcer, is planning to spend his vacation visiting old friends at the MBC studios in Chicago.

WFBM's "Haymakers", heard daily on Chuck Wagon and Farm Hour broadcasts, signed a two-a-day commercial for duration of the Indiana State Fair, to be aired from fair grounds and open to the public. Frederick Winter, the Ole Cuhnel, will be on hand to guide the boys through their trips down the air-planes.

Roster of KDYL announcing staff totals eight, with the addition of Jack Gregson, formerly of KGA, Spokane, Wash.

Fran Heyser, KMBC production chief, and Barbara Winthrop, continuity editor, who have been in New York working on the diskings of Arthur Church's new utility radio strip, "Phenomenon," have returned, while M. F. (Chick) Allison, publicity director, is expected home from his vacation the first of the month.

WDNC, Durham, N. C. has become Fair conscious. During the week of Sept. 13, station's mikes will conduct "man-on-the-midway" interviews at the Durham County Fair. A fully equipped WDNC studio will be on display on the Fair grounds. The Durham Tobacco Festival, starting Sept. 20 will also have the WDNC studio exhibit and some novel programs.

"On the Air!" new early riser at WBAL, Baltimore, is developing into one of the station's big mail pullers. Offering time signals, weather reports, selected music, market reports, farming information and news bulletins, the program is getting especially large response from territories surrounding Baltimore. It has proved that many listeners enjoy a diversified hour of entertainment from 6 to 7 o'clock in the morning.

KMOX, St. Louis: "St. Louis Day" at the Missouri State Fair was sidelighted by a series of interviews with St. Louis executives and members of a party of 500 sponsored by the Chamber of Commerce. Public affair stint was handled by Jerry Hoekstra on the Fair grounds . . . On Aug. 25, 150 newsboys from Peoria, Ill., made a tour of the studios . . . Carol Gay, station's stylist, left for N. Y. where

BOSTON

THE City Fuel Company of Boston will sponsor a 5-minute sports review on WEEI starting Monday, Sept. 6. The program will be heard nightly at 6:15 immediately following the news. To be known as the "Herald-Traveler Sports Page of the Air," by special arrangement with those newspapers, the program will present a concise report of the daily sport news by Jay Wesley, WEEI's special events announcer. The deal was signed by Dowd & Ostreicher Advertising Agency.

On Friday, Sept. 3 WBZ-WBZA will broadcast a special program from 9:30 to 9:45 p.m., entitled "What Every Freshman Should Know" to an NBC-Blue network. Sophomore from Boston University and Harvard University will be interviewed as also will be the Dean of Men at M.I.T.

WEEI has just issued a four-page booklet titled "This is WEEI." A piece of sales promotion, the booklet gives market data, colored maps of day and evening coverage, photographic displays of the new modern transmitter and antenna for the benefit of advertisers and agencies to whom it has been sent.

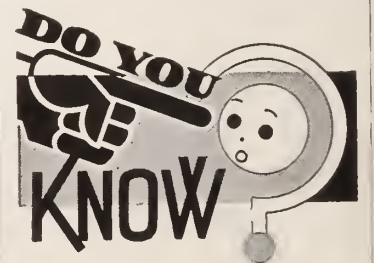
Ruth Moran of NBC sales in Boston off on her annual two week's vacation.

Dorothy Miller, secretary to John A. Holman, general manager of WBZ-WBZA, has returned to her office after an illness of several weeks.

she will make final arrangements for Lucien Lelong's visit to St. Louis on Sept. 14. During Miss Gay's absence, Lynn Loray will handle the "Let's Compare Notes" program.

The "city of brotherly love" among broadcasters seems to be Des Moines, judging from the trade deal arranged between the Iowa Network and Station WHO on Monday and Tuesday of last week. The Iowa Network's Northwesterners, hill-billy act, filled in a theatrical date in Nebraska for WHO's Four Dons, quartet, while the Four Dons reciprocated by appearing in place of the Northwesterners over KRNT's Hawkeye Dinnertime program.

Bill Pope, WESG sports announcer, vacationed on Lake Ontario, but drove the 180 miles (return) four times during the fortnight (of rests) to air Elmira's baseball games.



Bob Hope toured mid-West vaudeville theaters for four years with Fatty Arbuckle.