



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 2, NO. 45

NEW YORK, N. Y., THURSDAY, SEPTEMBER 2, 1937

FIVE CENTS

CBS August Leaps 58%

POLISH AUDIENCE BID BY COLGATE IN CHI.

Chicago—Colgate - Palmolive - Peet Company, through Benton & Bowles, have entered the foreign language radio field with a trial program in Polish over WGES.

Program is handled by foreign language division of Van Cronkhite Associates, Inc., Chicago.

Other foreign language radio programs handled by VCA and placed during the week include "Orange Crush" in Detroit through J. Walter Thompson and Libby, McNeil and Libby in Chicago, also through J. Walter Thompson Co.

Understood Chevrolet Motor Company, through Campbell-Ewald is placing extensive foreign language programs during September.

Wheaties Stunts Again On Its Baseball Series

Wheaties yesterday announced plans for a series of Radio Appreciation broadcasts during its regular airings of American Association baseball games. Stations to participate are WHAS, WIRE, WCCO, WTCN, KXBY, WBNS, WISN and KTSA. Announcers will be asked to plug appreciation dates on all broadcasts. George M. Trautman, president of the league, will award a cup to the station that pulls the largest attendance into its local ball park.

The possibility of Wheaties continuing its three hour broadcast of sport summaries on WMCA through the winter loomed yesterday when an announcement was made that a \$10,000 contest was to be started immediately by the sponsor in an at-

(Continued on Page 2)

Fancy Slugging

Cleveland—Accountants have come through with the figures on the softball game held the other day between the production men and engineers of WHK-WJAY. Score was 54 to 17, in favor of the production men. Seems that every man on the winning team was a slugger, while the engineers boasted of one good man.

No Box Tops?

New Orleans—WDSU celebrated its fourth annual party at Pontchartrain Beach with arrangements giving the kids free rides on the games, free lemonade and a hot dog eating contest, the winner getting a \$50 bicycle. Doctor bills were kept down by running the hot dog contest on a time instead of a quantity basis. All were given paper hats with a hatband reading: "I Listen to WDSU."

ATLANTA PAPER SEEKS NEW STATION PERMIT

Atlanta, Ga.—Application has been filed with the Federal Communications Commission by the Constitution Publishing Company, publishers of The Atlanta Constitution, for authority to build a radio station. The proposed station would operate for an unlimited time on 1240 kilocycles, with 1 kilowatt power at night and 5 kilowatt power during the day. Use of a directional antenna is proposed.

(Continued on Page 2)

Richards in Detroit

Detroit—President G. A. Richards of WJR, Detroit, WGAR, Cleveland, and KMPC, Beverly Hills, Cal., is back in Detroit to watch his Detroit Lions work out for their opening game in the National pro football league. Richards will remain in the auto city until after Thanksgiving Day.

Latin American Market Dotes On Hollywood Disks, Scripts

Lewis Browne to Air For CBS From Coast

Lewis Browne was named yesterday to succeed Elmer Davis as CBS commentator to pinch-hit during the European vacation of H. V. Kaltenborn. Browne will begin broadcasting Sept. 9 at 7:30-7:45 p.m. and will be heard weekly thereafter until the return of Kaltenborn early next month. Browne's programs will originate from studios of KNX.

Cumulative Total For Eight Months Exceeds Gross Billing Figure For 10 Months in 1936

MARROW OIL SIGNS FOR 7 NBC OUTLETS

J. W. Marrow Mfg. Co. (Mar-Oil shampoo) through James-Morton Inc., Los Angeles, has signed a 13-week contract for an unannounced show to begin Sept. 24 over seven NBC-Red network stations (KFI, KPO, KGW, KOMO, KHQ, KDYL, KOA) in the far west. Program will be broadcast Fridays, 1-1:15 p.m. (PST.)

Leather Men to Launch \$500,000 Ad Campaign

St. Louis—The National Leather and Shoe Finders' Association, which maintains headquarters here in the Mart Building, will launch a \$500,000 national advertising campaign, in behalf of shoe repair shops. Radio will be an important part of the campaign.

NBC Thesaurus Accounts

New subscribers to the NBC Thesaurus are KZRM, Manila, and WICA, Ashtabula, O. Renewals have been signed by KANS, WFDF, WDRC, WCOL, WRGV, KLRA, KOB and WROL.

CBS gross revenue for August totaled \$1,955,280, an increase over the same month in 1936 of 58.6 per cent. Cumulative total for the first eight months of 1937 is a gross of \$18,746,957, representing an increase of 36.7 per cent compared to the same period last year.

To date, the network's gross billings are greater than the Jan.-Nov. period of 1936, which included all of the presidential campaign commercial broadcasts.

STATIONS NOT RUSHING TO TAKE ASCAP INDEX

To date, not more than 20 broadcasting stations have applied to Ascaph to send them the first of the series of 25,000 song titles most used in radio. Society which announced the service as free, last week, says it will not send the stickers out until stations make individual requests. Stickers are arranged for card index system and contain the title, author and composer and copyright information. Ascaph further states it compiled the titles and info at a cost of over 20 grand.

Al Smith On Mutual

Mutual has booked Alfred E. Smith for an "Our Constitution" talk from Princeton University on Sept. 7, 10-10:30 p.m. Speech is in commemoration of the 150th anniversary of the signing of the U. S. Constitution.

Seeks Talent

In his first visit to America in years, Stuart Doyle, who recently resigned as head of Greater Union Theaters in Australia, arrives in Los Angeles Saturday from Sydney and then comes to New York en route to London. He is lining up talent for his broadcasting interests in Australia.

West Coast Bureau, RADIO DAILY

Hollywood—Newly installed in spacious quarters here, Pan-American Radio Productions, producers of Spanish language programs, is capitalizing on the world-wide interest in cinematic news and personalities by supplying that demand in the countries of Latin America, having been given exclusive representation in this country for LS10, Buenos Aires; PRA5, Brazil; CB73, Chile; CX14 Uruguay; HCJB, Ecuador; and other

(Continued on Page 2)



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DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, Sept. 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166 ⁷ / ₈	165 ¹ / ₂	165 ¹ / ₂	- 1 ¹ / ₂
CBS A	27 ³ / ₄	27 ³ / ₄	27 ³ / ₄	- 1 ¹ / ₄
Gen. Electric	52 ¹ / ₂	51	51	- 1 ⁵ / ₈
North American	24 ¹ / ₄	23 ³ / ₄	23 ³ / ₄	- 1
No. American Pfd.	54	54	54
RCA Common	11 ¹ / ₂	11	11	- 3 ⁴ / ₈
RCA First Pfd.	74 ³ / ₄	73	73	- 2 ¹ / ₂
Stewart Warner	17	17	17
Zenith Radio	42 ¹ / ₂	41 ⁵ / ₈	41 ⁵ / ₈	- 7 ⁸ / ₈

NEW YORK CURB EXCHANGE

Nat. Union Radio	1 ⁵ / ₈	1 ⁵ / ₈	1 ⁵ / ₈	- 1 ⁸ / ₈
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OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	12 ¹ / ₂	14

Web Special Events On 24-Hour Schedule

NBC news and special events department went on a 24-hour basis last night. Network wants to be sure that it does not miss anything of importance that might break in the Orient. Difference in time between here and Shanghai makes it advisable to keep department on a round-the-clock schedule. Edgar J. Higgins Jr. is working the lobster trick.

Sealtest Signs McCrae

Margaret McCrae was signed yesterday for the balance of the present series of the Sealtest Sunday Night Parties, heard every Sunday over an NBC, Red network at 10-11 p.m. Present series concludes after the Oct. 10, airing, and as yet no word of a renewal has been released. J. Walter Thompson is the agency.

IN BOSTON YOU CAN'T BEAT

WCOP

National Representative

WEED & CO.

New York Chicago Detroit

Coming and Going

CORK O'KEEFE left for Detroit yesterday to discuss business with Jimmy Dorsey.

ED FOX of CRA left for Chicago yesterday.

SIDNEY BANKS, CRA hotel booker in Atlanta, Ga., arrived in town yesterday on business.

BILL BACHER arrived from Hollywood yesterday.

JOHN IRACI, president of the International Broadcasting Corp., and general manager of WOV, WBIL, WRAX and WPEN, arrives today aboard the Rex.

BOB COLLIER is flying to New York from Hollywood this week-end on deals for his "Tarzan" series and to confer with WOR regarding the "Junior G-Men" program.

A. L. ASHBY, vice-president and general counsel for NBC, with MRS. ASHBY, arrive today aboard the De Grasse from Europe.

ZEKE MANNERS returned from Canada yesterday.

MARTHA RAYE returned to Hollywood yesterday after a personal appearance tour.

MARGARET DAUM of CBS returned to N. Y. after a two month vacation in St. Louis and resumes broadcasting Sept. 10.

LEWIS TITTERTON, NBC script department head, sailed on the Normandie yesterday.

WALTER KLAUER, WKBB, is in town.

BURRIDGE D. BUTLER and GLENN SNYDER of WLS are visiting in town.

BILL RAY, newly appointed head of NBC-Chicago press, is visiting Radio City headquarters before taking over his new post on Sept. 13.

BEV DEAN, publicity director of WHK, Cleveland, at NBC, here, arranging publicity for station's NBC affiliation on Sept. 26.

RICHARD A. BOREL, manager of WBNS, Columbus, O., is in New York.

FRED WEBER, general manager of MBS, left for Chicago yesterday afternoon.

FRED A. PALMER, vice-president and general manager of KOY, Phoenix, Ariz., in town.

Wheaties Stunts Again On Its Baseball Series

(Continued from Page 1)

tempt to name the broadcast. It is believed that program will continue on WMCA on a yearly basis, embracing all sports instead of just baseball as has been the sponsor's policy in the past.

O'Bryon Joins Y. & R.

James O'Bryon, ex-CBS press, has joined Young & Rubicam as assistant to Bill Thomas, agency's radio publicity director. Thomas was promoted to the new post when Fred Wile, Jr. moved up to become assistant manager of the radio department.

"Hollywood Hotel" Changes

West Coast Bureau, RADIO DAILY

Los Angeles—Igor Gorin checks out of "Hollywood Hotel" after three more broadcasts, with Frances Langford following suit shortly thereafter, it is reliably reported. These departures serve as confirmation of the break-up of the Bill Bacher formula for the Campbell souper, and the switchover of Ken Murray and Oswald to the show. Gorin has two weeks yet to go on the Texaco program, following which he is due for a vacation before resuming for another commercial.

Warnow on "We, The People"

Mark Warnow and his orchestra were signed yesterday for the "We, the People" series which begins Oct. 7 on CBS at 7:30-8 p.m. With the signing of Warnow, who appeared on the NBC series last year, the entire cast is now under contract. Young & Rubicam is the agency.

Atlanta Paper Seeks New Station Permit

(Continued from Page 1)

posed for night service. The Atlanta Constitution was one of the first newspapers in the South to enter the radio field, but abandoned the project and presented its equipment, after a short time, to the Georgia School of Technology.

Hamilton Joins WRDW

Augusta, Ga.—Thomas J. Hamilton, postmaster of Augusta and for the past eighteen years editor of The Augusta Chronicle, has resigned and accepted a position as vice-president of the Augusta Broadcasting Company, operators of Station WRDW. Mr. Hamilton was recently named "first citizen of Augusta" following the opening of the new Savannah River lock and dam project, for which he had worked almost twenty years.

More Chevy Disk Artists

Chevrolet Motor Co. yesterday signed ten artists for transcriptions. Francia White, Lucy Monroe, Lois Bennett, Howard Price, Bob Steele, Bailey Axton, Walter Cassell and James Wilkenson have been signed for two recordings each. Ben Lipset set the deal. Ray Heatherton and Ruth Carhart will record on Sept. 19 and 20 respectively. Henry Cox of Columbia Artists, Inc., set the latter two deals.

Pro-Ker on KPO and KFI

Pro-Ker Laboratories on Sept. 12 will start "Hair Raisers", a mystery series, on two NBC-Red Pacific stations (KPO and KFI). First two broadcasts will be heard at 3:45 p.m. (PST) with a shift to the 1:15-1:30 p.m. spot for the remainder of the 13-week run. General Adv. Agency, Los Angeles, has the account.

LATIN AMERICA DOTES ON HOLLYWOOD DISKS

(Continued from Page 1)

stations in Bolivia, Colombia, Honduras, Mexico and Cuba.

All of these stations are being supplied with a five-times-weekly "Hollywood Air Mail Letter" which is a newsletter prepared by Lucio Villegas, president of Pan-American, for the use of a "Jimmy Fidler" commentator on each station. Also with somewhat similar subject matter is "Hollywood Echoes", transcribed series in which Villegas reviews three current pictures, always selecting a musical as one of the three and dubbing numbers direct from sound track of the film to provide background music and vocal and instrumental interludes.

The firm also is reproducing "Chandu" and similar tried and proven scripts in Spanish, and in the immediate future will produce several original script shows and features of all types.

A Chilean by birth, Villegas served as consul for several of the South American countries for many years; also he was Spanish language professor at California universities.

An Open Air Concert For KYW Corner-Stone

At the laying of the corner-stone for KYW's new Philadelphia studios, Leslie Joy, manager of the station, will have Jan Savitt and his orchestra playing on the "third floor" of the new building. The third floor will be made of planks placed across the steel girders that have just been put up. Ceremonies take place on Sept. 4 and will probably be aired. Alfred H. Morton, NBC manager of managed and operated stations, will attend the corner-stone ceremonies along with other NBC-ites.

WPA Productions

The Works Progress Administration yesterday had plans for two new series of broadcasts to be aired over local New York stations. The first, a weekly series to be devoted to dramatizations of the works of Jules Verne, will be presented over WMCA. Tentative starting date has been set for week of Sept. 20.

Second series will be entitled "History in Action" and will be aired weekly over WHN. Series will begin Sept. 4 and will be heard at 6:15-6:45 p.m.

Radio division of the WPA Federal theater project will supervise both series.

JOHN B. HATCH ASSOCIATES

An agency serving a N. E. clientele. Specializing in radio broadcast advertising.

(Send for booklet)

581 Boylston Street, Boston, Mass.
Commonwealth 0466

PROGRAM REVIEWS

"BEATRICE FAIRFAX"

Hecker Products
(Silver Dust and Gold Dust)
WOR-MBS, Tuesdays through
Thursdays, 2:45-3 p.m.
Batten, Barton, Durstine &
Osborn, Inc.

**PROGRAM STICKS TO NEWSPAPER
STYLE OF COLUMN WITH THE ADDED
PUNCH OF FAIRFAX'S VOICE AND
DRAMATIZATIONS OF LETTERS.**

With no competition whatever on the other major networks the new Beatrice Fairfax series on Mutual ought to build a very large following. In fact that is what Mutual ought to watch; sponsor might desire to shift program to a greater number of stations after a test run. For the feminine audience program has plenty of punch.

Actual letters received by the columnist are broadcast in dramatized form. Three topics dramatized yesterday were nicely arranged. One covered an unemployed husband, a love problem and a money problem. All are common domestic troubles in millions of homes.

Fairfax takes the center portion of the program for a straight of other letters. Fairfax's voice was a little hoarse yesterday but the ring of sincerity in her words is the cliché which will make the program a hit.

Arline Francis, Arthur Scott and Don MacLaughlin did an excellent job with the dramatizations. Lee Cronican is the announcer.

Sponsor is giving away a "Fairfax Personality Chart" for each box top submitted. Ken Webb of the agency is in charge of production with Arthur Pryor Jr. personally supervising each broadcast. Radio script is written by John Martin and Fairfax.

GABRIEL HEATTER

Rogers-Peet Co.
WOR, Mondays through Fridays,
9-9:15 p.m.
Marschalk & Pratt, Inc.

**HEATTER COMMENTS ON SPOT NEWS
WITH SPECIAL ATTENTION TO SPORT
ITEMS; A MAN'S SHOW.**

Five a week series sponsored by a boys' and men's clothing manufacturer and retailer catering to the middle income brackets has an interesting show with Gabriel Heatter as news commentator.

Last night's program delved into the Shanghai situation, the Canova-"Charlie McCarthy"-Edgar Bergen triangle, tuna fishing off Long Island, Mr. Rooney from Pittsburgh who is reputed to beat the race track bookies for plenty, and the tale about the

NEW PROGRAMS—IDEAS

Pedantic News Analysis

Large audience has been gained by a new educational feature launched by KLZ, Denver, during the two weeks the program has been on the air. The show, titled "Journeys Behind The News," is conducted by Ben M. Cherrington, director of the University of Denver Foundation For the Advancement of Social Sciences.

Cherrington, an international authority on political affairs, conducts his "Journeys Behind The News" by analyzing complicated international situations that baffle in their ordinary presentation.

Recognized as an authority, Cherrington, from time to time, will enlist the aid of prominent figures, who will journey to Denver to offer their views in subjects with which they are in close touch.

A recent guest, Grover Clark, Japan-born editor of Chinese publications, now professor at the University of Denver, recently aired his views of the tangled Sino-Japanese situation.

WCCO Dramatized News

News from the "Minneapolis Star" is going on the air over WCCO in

dramatized form at the same time it was formerly heard in bulletins. "Front Page Parade", a daily program of news dramas goes on the air at 1:15 p.m. with last minute news from the wire and city room of the newspaper.

The three or four top news stories are chosen. Variety of appeal and subject matter are a large factor in this choice. The items are then dramatized, music and sound effects are chosen, and the cast hastily rehearsed.

A special organ theme, written by Jack Malerich, WCCO orchestra leader, introduces the program each day. The company includes Hal Parkes, Star news announcer who gives late wire news, a dramatic cast of four who handle a variety of voices and dialects, and Ed Abbott, WCCO announcer.

KIDW Scrapbook

KIDW, Lamar, Colorado, has just inaugurated a quarter-hour program entitled "Sherrill's Scrapbook" based on the outline of "something old, something new, something borrowed, something blue," using proper musical selections and poetry as the background. Listeners are found to be very responsive in submitting contributions for the "borrowed" department.

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

Sept. 13: Nathan N. Bauer, Miami, Fla. CP for new station. 1420 kc., 100 watts, unlimited.

Airfan Radio Corp. Ltd., San Diego, Cal. CP for new station. 1420 kc., 100 watts, unlimited.

Sept. 14: A. L. Beaird, Jasper, Ala. CP for new station. 1500 kc., 100 watts, unlimited.

Elwood Warwick Lippincott, Bend, Ore. CP for new station. 1310 kc., 100 watts, unlimited.

Carolinas Radio, Inc., Charlotte, N. C. CP for new station. 880 kc., 1 KW., unlimited.

Oct. 8: Broadcasters, Inc., Gastonia, N. C. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Brenau College, Gainesville, Ga. CP for

new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Oct. 11: Roberts-McNab Co., Livingston, Mont. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

S. L. Slover Corp., Norfolk, Va. CP for new station 1370 kc., 250 watts, unlimited.
Harwell V. Shepard, Denton, Tex. CP for new station. 1420 kc., 100 watts, daytime.

Port Angeles Broadcasters, Spokane, Wash. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Oct. 13: Y. W. Scarborough & J. W. Orvin, Charleston, S. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Ward Optical Co., Fayetteville, Ark. CP for new station. 1310 kc., 100 watts, unlimited.

APPLICATIONS RECEIVED

Union Tribune Broadcasting Co., San Diego. CP for new station. 1480 kc., 5 KW., unlimited.

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

Wyoming Broadcasting Co., Rock Springs. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

Canadian who was "taken" by the Broadway crowd because he wanted to bet that Tommy Farr would stay the entire 15 rounds with Louis. The Canova item should not have been included, it probably is a press agent stunt.

Straight spot news mixed with sports and gossip about figures in the sporting picture are of interest to all men. That is what makes the sport page of any newspaper the first page men read. Rogers-Peet has the formula for a very successful series.

Commercials are very brief and stress the prestige of the clothing house and its merchandise.

**ORCHESTRAS
MUSIC**

NETWORK listeners will again hear Vincent Lopez and his "suave swing" orchestra when they broadcast via WOR from Billy Rose's Great Lakes Exposition on Sept. 17 and 19. The Lopez band, which was rebuilt to offer swing without noise, is in N. Y. preparatory to leaving on a brief series of one-night stands. This will be concluded in time for them to play the final ten days of the Exposition, commencing Sept. 17.

Ozzie Nelson's orchestra at the Hotel Astor has been booked for broadcasts over WNEW, being heard each Friday night from 11-11:30 p.m.

Del Courtney and his syncopators are in St. Louis for a stay at the Hotel Chase and a series of air appearances over KWK. Courtney's crew has had great success in California, and only recently invaded the East for a number of engagements.

Frank Fisher and his Snigglefritz orchestra is amazing Minneapolis natives with their style of corny music. The unique combine has just been signed to an exclusive booking contract by Rockwell-O'Keefe and will play their way to New York.

Johnny Hauser, in co-operation with Fanchon and Marco has built up a unit show, featuring his band and F&M personalities, and will open at the Mayfair Casino on Sept. 15.

Frank Novak set by CRA to play an indefinite engagement at the Warwick Hotel, starting Sept. 15.

Ran Wilde and his ork booked by Rockwell-O'Keefe for the Netherland Plaza, Cincinnati, for six weeks and options, starting Oct. 20. Band follows Jimmy Dorsey.

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

DON KERR

Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
General Mills Sports Parade
Fox-Fabian Professional Parade



Send for New 16-County Program Survey

SYRACUSE, NEW YORK

GUEST-ING

NACIO HERB BROWN, on CBS, "Cavalcade," Wed. Sept. 8.

GERTRUDE NIESEN, on Ben Bernie American Can program, NBC-Blue network, Sept. 21.

COOKIE BOWERS, on Rudy Vallee-Fleischmann Yeast hour, 8-9 p.m., over NBC-Red network tonight.

JANET GAYNOR and ROBERT MONTGOMERY will appear on the first Lux Radio Theater presentation of the new season Sept. 13 in "A Star Is Born" (CBS, 9 p.m.).

ELISSA LANDI on the Movie Club this Friday (WHN, 8 p.m.).

SONJA HENIE and TYRONE POWER in prevue of "Thin Ice" on Hollywood Hotel, Sept. 10 (CBS, 9 p.m.).

Heatter Will Head New Paramount Dep't

Gabriel Heatter's contract with Paramount newsreel is now set for three years and he becomes editor and chief of staff of the new personality section of the newsreel set-up. Heatter will also be the voice covering political and international affairs. Mark Hawley and Frank Knight, of WOR, have also been signed by Paramount.

Credit on the House

Denver—Under the title "Everybody Likes Credit" and paying tribute to noteworthy "folks in the news" a new program is slated to get under way at KLZ on Sept. 5. Each Sunday on the 15-min. spot, four persons will be selected to receive credit. The persons selected for credit either because of some heroic deed or noteworthy public action will be "guested" on the program, at which time they will be interviewed. All participants will receive awards from the Grayson's Apparel Company, the sponsors.

Graeme Fletcher with WAIM

Anderson, S. C.—Graeme Fletcher, formerly program director of WIS, Columbia, S. C., has joined the staff of WAIM, as program director.

At the same time it was announced that WAIM has just completed the installation of a Western Electric program amplifier.

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

Greetings from Radio Daily

September 2nd

Fred Von Ammon



● ● ● Bobby Breen's script show, "The Singing Kid" waxed here yesterday with Gertrude Berg will come from the coast when sold—which means that the "Rise of the Goldbergs" will also come from the Golden West... Charlie Barnett broke up his band the other day and went to Hollywood solo—in an attempt to crash the flickers... Ben Bernie's final show for American Can is Oct. 19... Patricia Ryan is set for a few repeats on Town Hall... Harry Rose will transcribe a series for Alka-Seltzer... Larry Fitzgerald of the NBC Artists Service is up at the Saratoga Hospital due to a motor smack-up... Nat Brandwynne is out due to illness... Landt Trio have been given five more minutes of air time... Sharri Kaye leaves the Woody Herman vocalizing spot after tonite's engagement in Pa... Lovely Martha Perry (a newcomer) gets the coveted singing spot with the Lou Breese crew from the French Casino starting tomorrow... Ralph Kirbery and his plane "Dream Ship" flew to Cleveland to compete in the 200 mile cross-country race for light planes.

● ● ● Wish Ed Wolf wouldn't do those things!... We mean, grabbing us in the lobby of the RKO Bldg., and shouting out loud—"RADIO DAILY is a great paper! I place a series of 'teaser' ads and then finally let the secret out via a double-spread announcement on a show I have to sell—and what do you think happens?"... When the blushes disappeared from our baby-skin, we profess ignorance as to what happens... "Why, the girls in my office had to have lunch sent up to them that day. Phones and wires came in from agencies and sponsors pleading for more details—until hearing the show. I never saw such a panic!... For a while I thought I was down on Wall Street at a time that a rumor spread of an impending crash!"... This was a little too much for our ego—so we asked for the punch-line!... "Excuse me," he suddenly says, "that reminds me. I'm on my way now to get an agency's NEW figure for 'Hilltop House.' You know that that's the show I've been talking about, don't you?"... Yes, Ed, we knew all along—but we wanted to keep you guessing!

● ● ● "Popeye" the script show will return to the airlines via a N. W. Ayer account just as soon as the agency feels the "Wheatena" tag has been dispelled... Gus Arnheim called his men in Memphis and told them that he was quitting the band business. They disbanded yesterday with Gus going to the coast and June Robbins en route to New York... Sid Gary will do a Chevy record... Ruby Newman is definitely set for a commercial which will be announced next week... After three weeks as biz manager for Miller Music, Al Jacobs resigned to go into business for himself... Milton Pickman went to Canada with a picture exec to discuss a story similar to Waring's "Varsity Show"—for Horace Heidt!... George Beatty will head a CBS show... Understand that Ed Sullivan broke Rudy Vallee's record at the Loew's State yesterday—a tribute to the profession!... Universal is having trouble looking for a suitable story for Edgar Bergen.

● ● ● Technicians at WROK, Rockford, Ill., fearing that slender Helene Kimberly, staff artist, might wear herself out pumping the old-fashioned foot power studio organ, suddenly remembered that a vacuum cleaner can push air as well as pull it... Acting on the thought, they bored a hole in the front of the organ, hitched one end of the vacuum hose to one of the small bellows, plugged the other small bellows—and then ran the hose through the studio wall to an adjoining room, where they attached it to the blow side of the cleaner... Then they rigged a pilot light switch on the organ... After all this work, Miss Kimberly merely flicks the switch and starts operating on the keys with the resulting tone, aided by the air pressure, sounds like a pipe organ.

NEW BUSINESS

Signed by Stations

WCKY, Cincinnati

Dodge Bros. division of Chrysler Motors (Dodge Trucks), seven spot announcements; through the Ruthrauff & Ryan, Inc., New York; McKesson & Robbins, Inc. (Pursang), 26 spot announcements; through H. W. Kastor & Sons Advertising Co., Chicago; Churngold Corporation, Cincinnati (Churngold Margarine), 300 spot announcements; direct; W. S. Industrial Alcohol Sales Co., Cincinnati; 52 spot announcements; through Lambert & Feasley Inc., New York; Ohio Apple Institute, participation in "For Women Only" program over one-year period; through Nesbitt Service Co., Cleveland, Ohio.

WMCA, New York

Rosicrucian Order, beginning Sept. 24 for 15 weeks. Electrical transcriptions. One spot weekly.

Pilot Radio, beginning Sept. 13 for 52 weeks. 7 news periods weekly. Alvin Austin is the agency.

Barney's Clothes, beginning Sept. 20 for 13 weeks. 6 fifteen-minute spots weekly.

Chevrolet Motor Co. renewal beginning Sept. 7. 3 weekly 15-minute musical programs.

WSPR, Springfield

United Service Food Stores, Holyoke, Mass., six months, 15 minute disks; New England Confectionery Co., Cambridge, Mass., 52 one-minute disks.

KFBK, Sacramento

Barton Mfg. Co., (Dyanshine Shoe Polish), 52 one-minute spots. Through Anfenger Adv. Agency, St. Louis, Mo.

WHN, New York

National Home Diet, beginning Sept. 6, six 15-minute programs weekly for 52 weeks. Beginning Sept. 13, three 5-minute spots per week for 52 weeks.

WMCA, New York

Pilot Radio Corp. beginning Sept. 13, for 52 weeks. News spots Monday through Saturday. Alvin Austin is the agency.

WJEJ, Maryland

Swift & Co. (Red Steer Fertilizer), Baltimore, 44 100-word spots; Atlantic Refining Co., 11 football broadcasts, through N. W. Ayer, Philadelphia.

"Ave Maria Hour" Guests

Charles La Torre, producer of the "Ave Maria Hour" on WMCA-Inter-city Net, will feature guest stars on his weekly programs. On Sept. 5, Alice Rinehart, well-known radio artist, who appeared on last Sunday's presentation of "St. Alice", has been engaged to offer another of her dramatizations.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 64 of a Series

WSPD — Toledo, Ohio

1340 kc.—5,000 watts days; 1,000 watts nights

J. HAROLD RYAN, Vice-Pres. and Gen. Mgr.
E. Y. FLANIGAN, Commercial Manager

WSPD, Toledo's only broadcasting station, is owned and operated by The Fort Industry Company. Licensed to operate on a clear channel, WSPD airs 17½ hours daily with an unlimited schedule. It is a basic outlet of the Blue Network of The National Broadcasting Company.

Established April 15, 1921, WSPD has just celebrated its sixteenth year of continuous, uninterrupted service to the mid-western states, one of America's richest trade regions.

Originally operating with an output of only ten watts, WSPD through the years increased its power to 50, 100, 250, 500, 1,000, 2,500 and finally to 5,000 watts. Its potential listener audience is figured at approximately one and a half million persons.

Business offices and studios are located atop the Commodore Perry Hotel, in the heart of downtown Toledo, while the new high-fidelity transmitter is located on Oregon Road in East Toledo.

Proof of WSPD prestige with national advertisers lies in the fact that more than 100 national accounts are using, or have used, WSPD to promote their products in this territory within the past year. In addition to these, more than 100 local accounts also use WSPD.

George B. Storer is president of The Fort Industry Company, which owns and operates WSPD. Other executives are J. Harold Ryan, vice-president and general manager; H. G. Wall, secretary and legal counsel; Edward Y. Flanigan, commercial manager; Russell Gohring, program director; Vern C. Alston, chief engineer. John Blair & Company represent the station.

Coming Events

Today: Radio-Television Fair, Leipzig.

Sept. 10-12: First annual meeting of Association of Radio News Editors and Writers, Sherman Hotel, Chicago.

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BRyant 9-9746

It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.

Early Bird Mail Pullers

Proving that many early listeners enjoy a diversified hour, WBAL, Baltimore, reports that its "On the Air" program is developing into one of the station's biggest mail receivers. Offering time signals, weather reports, market reports, farming information, news bulletins and selected music, the program is getting especially large response from territories surrounding Baltimore.

Infants Vox Pop

KFJZ, Forth Worth, has a Juvenile Vox Pop program on the air every Friday afternoon called "Juvenile Opinions." Programs originate in front of the Juvenile Shoe Store here, and only children are allowed before the mike.

Faire Binney on WTNJ

Faire Binney, sister of the famous Constance of silent movies fame, and a picture and stage actress in her own right, starts a new program for the ladies over WTNJ in Trenton, N. J., Sept. 10 at 10:30 a.m. It will be a 5-day a week program, running 30 minutes each day.

Dickens "Tale" by WPA

Dickens' "Tale of Two Cities", adapted by Harry Goldsmith, will be heard in the next production of the Repertory Theater of the Air, presented by the Radio Division of the WPA Federal Theater, over WEVD, September 5, from 10-11 p.m. Howard da Silva directs the Repertory, with Douglas Chandler in charge of production.



Joyous Hearing

for Deafened Ears, with the

CORONATION ACOUSTICON



Weight 1¼ oz.

For 35 years Acousticon's world-wide organization has been working to bring hearing to deafened ears. During that time it has sold more hearing aids than all other firms combined. Now comes our latest and greatest triumph, the Coronation Acousticon.

If you are not hard of hearing, you must know someone who is. Tell this person about this new instrument. It is so small that it is almost invisible when worn—so light the wearer forgets its presence. Yet it brings clear, strain-free hearing at all listening distances. Every Acousticon is personally custom-fitted on the Aurogauge. Consultation and fittings at your home, at our office or at 150 Acousticon agencies throughout the country. Write for new brochure.

DictOGRAPH



PRODUCTS COMPANY

580 Fifth Avenue

New York, N. Y.



KFI's new "pack transmitter" will go into service with the advent of the Western Amateur Golf Championships at Los Angeles Country Club. John Canady will be at the microphone, with pickup made in the club house.

Communication Products, Inc., formerly Brainerd-Walder Co., manufacturers of radio and recording equipment, now functioning in new quarters on Lexington Avenue at Vine.

Jo Stafford, vocalist, has been set on "Song Time" by CBS. Program originates at KNX on Saturday of each week, with Monday to Friday broadcasts coming from New York. Betty Grable has been in the spot, for which Wilbur Hatch contributes the music.

George Fischer will have Madge Evans as his guest on his Mutual chattering Saturday, September 4, with Mary Carlisle and Gene Autry following on September 11 and 18, respectively.

Two winners in the contests conducted by Haven McQuarrie on his recent road show tour of "Do You Want to be an Actor?" have arrived in town for Warner screen tests. Lester Kuehl, Chicago, and Lenore Geller, Denver, are the two aspirants to screen fame, and both will be heard on McQuarrie's KFVB broadcast Friday night.

Homer Wellborne, Daily News golf writer, will broadcast the "blow-by-blow" battles of the western amateur golf tournament, August 31 to September 5, from the Los Angeles Country Club.

Harry Barris has been signed for Jack Oakie's Camel College as singer and actor, and teamed with Joe McCarthy on original musical numbers.

Technicians and announcers on the Earle C. Anthony twin stations, KFI-KECA, have been given salary boosts retroactive to the date of the first paycheck by Harrison Holliday, general manager.

WOR Adds Announcers

To carry out its 40-hour five-day-week schedule, WOR has added three announcers to its staff. Tom Slater, brother of Bill Slater and formerly with WLW, Bill Tuttle, ex-WIND and William Perry, from CBS, are the new comers.

LOUISVILLE

Dolly Sullivan, WHAS promotion and publicity, working out details of Radio Appreciation Night, at Parkway Field.

Geraldine Thompson, WAVE assistant program director and staff pianist, and Joe Fox, WHAS technician, will marry this week. Clifford Shaw of WAVE program department will take over duties upon resignation of Miss Thompson.

Lee Coulson and Joe Eaton of WHAS went to New York to attend meeting on AFM situation.

RADIO PERSONALITIES

• No. 65 in the Series of Who's Who in the Industry •

IF it is an established fact that the newspaper industry has been responsible for many successful radio executives, then Leo Tyson, vice-president and general manager of KMPC is a notable example. A rugged looking fellow with an ever present twinkle in his eyes. His black hair is greying at the temples, but that is the only sign that belies his youthful appearance.

Tyson has been associated with radio for the past 7 years. He was born in Durham, N. C., and was graduated from the University of Richmond, and then entered the Naval Academy at Annapolis from whence he graduated, with high honors, in 1918. He remained in the Navy until 1922, when he resigned to enter newspaper work. He still holds the honor of being one of the youngest men ever to command a ship in the U. S. Navy.

In 1930 Tyson joined the Don Lee organization on the West Coast and was assigned to the post of Director of Public Relations at KHJ. In less than three years he had worked up to Director of Advertising and then General Manager of KHJ and the Don Lee network. In 1933 he took over the personal management of Al Pearce and His Gang, taking them to New York to fulfill a contract with the Pepsodent Company over the National Broadcasting Company, and a personal appearance tour of the east.

When Dick Richards, owner of WJR, Detroit and WGAR, Cleveland, purchased KMPC, Tyson was engaged as General Manager. Because of his remarkable work, he was recently appointed Vice-President of this new organization.

Is a former member of the Board of Directors of the NAB, and of the Board of Directors of the Los Angeles Advertising Club, and has contributed many articles to trade journals on radio broadcasting.

To Leo Tyson goes the credit for the swift spurt to prominence of KMPC. Today this station is known as "The Station of the Stars" that Leo Tyson built.



Annapolis grad who plotted radio course.



Henry Weber, WGN-Mutual musical director, and wife, Marion Claire, stage and screen star, are vacationing at Three Rivers, Wis. Miss Claire's picture "Make a Wish" opened at the Palace last Friday.

Vivian Fridell, leading lady of Backstage Wife, was showered with paper gifts this weekend on the occasion of her first wedding anniversary to Gerrit James De Gelleke, sales executive of Madison, Wis.

Mary Afflick, WGN production director, to vacation in Colorado for several weeks.

Alice Hill due back from California this week after round trip through Panama Canal.

Ed Prentiss, free lance actor, is doing some log-cabing at Fox Lake.

Eric Sagerquist, musical director for Gold Medal Hour and for First Nighter, is hooking muskies in the Upper Michigan Peninsula.

Zenith Radio Corporation has announced price increases effective immediately.

Henry Klein, head of radio department at Batten, Barton, Durstine & Osborn, is vacationing at Edgar Guest's summer home, Point Aux Barques, Mich.

Visitors at WLS studios this summer are breaking all records for numbers including these for the World's Fair. About 600 a day are putting in, many times representing eight or ten states and Canadian provinces.

thrown off their courses, or forced to abandon flight if the transmitter was on the air.

Stunt obtained a good build-up in the Minneapolis Journal, the station's affiliate, and was also a good opportunity to further publicize the station's new \$300,000 installation, with publicity verging on the angle that, to make the test absolutely perfect, a "powerful" transmitter was needed.

Shopping Service Sells

The program, "Round the Clock with The Good Morning Man" was initiated by WATL, Atlanta, and broadcast daily except Sunday from 7-9 a.m. It wasn't long before Atlantans considered this program as "The Family Buying Gauge", as expressed in the volume of daily mail received and countless telephone calls made during the program.

In addition to the marketing advice, the show features the correct time every three minutes, with temperature reports and news flashes interspersed throughout. Interesting merchandising tie-ups, coupled with the fact there is no competitive advertising on the program, has made it a most attractive buy for advertisers.

☆ PROMOTION ☆

Heavy on Giveaways

A recent check of the weekly schedule of WMT, Cedar Rapids-Waterloo, revealed some interesting facts as to the number of giveaways and prizes offered on local programs. Anything from golf balls to ice cream, for household hints and estimates on the growth of corn, are being offered by WMT sponsors and programs.

On one program labeled "Tangled Tunes," 7,500 letters were recently received in two weeks, and three times a week that program gave away \$5.00 in prizes on every show. Letters are sent in by listeners giving titles of tunes they are in hopes the "Tangled Tunesters" can't play. The letters are picked at random from the mail bag and for every tune the musical quartet can't play the sender receives a dollar bill.

Every day, six days a week, Benne Alter, the "Movie Man," gives away tickets to the current shows and in addition to that the sponsors of the program hand out a table lamp daily to the person sending in the best question used on the spot.

Other programs offering prizes and cash include: "Radio Riddles", five

quarts of ice cream on every program; "Man At the Transom," \$5 cash prize for the best "candid" word picture sent in for use on the show, and of course, cash to the persons who guess the nearest to the correct growth of Iowa corn per week.

Pigeons For Promotion

Hitting a new high for freak showmanship angles, KSTP, Twin City station, capitalizing both on the war scares abroad and on all the pother about whether broadcasting activities interferes with carrier pigeon flights, cooked up an actual test for the ether and got the Fort Snelling army reservation's post go-ahead in blurbing it as an army communications test. Cote of well-trained homing pigeons, obtained through the St. Paul Pigeon Flying Club, was released at the station's 25,000 watt transmitter, with Roch Ulmer, staff announcer, doing a socko job on the way the pigeons were baffled by the radio activity. On hand for the tests, to comment about the birds' flight and their usefulness in communications in time of war, were officers from the Fort Snelling post.

Test was cooked up following extensive stories in scientific publications that pigeons, with a transmitter in their path, were often baffled,

☆ **Programs That Have Made History** ☆

No. 26—Nine Years of Coffee on WTAR

LISTENERS of WTAR, Norfolk, this year have been entertained in the same manner each weekday at noon as they have for the past eight years. It's the "Radio Luncheon Club," a familiar phrase in almost every Tidewater home, and a presentation of the James G. Gill Co. of Norfolk, producers of Gills Hotel Special Coffee and Tea.

Believing in the popularity of dance music at the luncheon hour as a selling force for their products, the Gill company bought a half hour daily for a one year period, and just recently have renewed for their ninth consecutive year. Starting out in earlier times when network regulations were less restricted, the program consisted of three local announcements inserted for the opening, middle and closing, of a network dance orchestra. However, during its second year, the show turned to popular recordings and since has used these exclusively.

The program may be unique from two angles. First is that, while the program starts daily at noon, it is

a quarter hour in length for 43 weeks of each year, while the summer series (when demand for coffee is at its low) is a five minute period featuring a dance or novelty hit of five years ago. Sometimes the tune may be of even more ancient vintage. For these periods, the show is labeled "Melody Memories."

Other features that may prove unusual is a give-away that has been offered for the entire eight years the series has completed, and is still running. Gill Company mails and hands out free bridge score pads to any one writing, phoning or calling for them.

For almost three years the "Radio Luncheon Club" has been identified by the Art Hickman tune "Rose Room," which still draws calls and letters from listeners who want to know the title or hear it in entirety.

Account belongs to John New, WTAR sales manager, while Lee Chadwick, WTAR script head, has handled the copy and program layout work for the past three years.

VIEWPOINTS

Urges Higher Mental Aim In Radio Dramatic Fare

Sponsors and producers of radio programs, dramatic shows in particular, do not always take the fullest advantage of the lessons that may be learned from observation of the course of events in other lines of show business. That is the opinion of Frances Carlon, actress, who is heard daily in the NBC serials, "Today's Children" and "Mary Marlin" as well as in the transcribed show, "Kitty Keene, Inc."

"It seems to me that radio drama is going through a phase of development that it might just as easily have skipped entirely," says Miss Carlon. "I refer to the almost phobic fear of the so-called 'highbrow art' that is manifested by producers and sponsors alike. In their efforts to avoid any suggestion of highbrowism on their programs, producers frequently eliminate from a script any words that may be a trifle long or a little unusual. And many a well written script goes begging for a sponsor because it is considered too highbrow to appeal to the radio audience.

"But what is the radio audience? Isn't it, by and large, the same audience that goes to the movies? Consider then the experience of the picture producers. For years they went along, shying away from the sophisticated, adult type of drama in the belief that the great public wouldn't patronize that sort of picture. But when some producer gathered up his economic courage

and ventured to make that kind of films they became an immediate success and today it is generally the adult and sophisticated films that bring the greatest returns at the box office.

"The legitimate theater, too, went through a like phase in the years before its present paralysis gripped it. Producers were afraid for a long time to send any urbane, worldly play out into the hinterlands. But when they began to do so they found an audience ready and eager to accept their offerings. I think that we who are engaged in the job of furnishing entertainment to the public are sometimes inclined to underestimate the average level of taste and intelligence among that public. But my point is that producers and sponsors of radio shows should be able to use the experience of stage and film producers to their own advantage. The public having already been educated, in a great degree, to a more adult style of entertainment than it was accustomed to 30 or 40 years ago, the radio business should not have to go back and cover that ground again. Doing so puts us rather in the position of a man who, wanting a vehicle in this streamlined age, buys a horse and buggy and drives it for a couple of years before he ventures to buy an automobile. I don't mean that all dramatic shows on the air should be of the type I suggest but there should be enough of such shows to leaven the simple, homespun dramatic fare that is almost exclusively offered listeners today.

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

WNOX

Knoxville, Tennessee

"... You are to be congratulated on RADIO DAILY. It is certainly read with interest here at WNOX and helps us greatly in keeping abreast of what is going on in radio throughout the country."

R. B. Westergaard
Manager.

ABE LYMAN ENTERPRISES, INC.

New York City

"... No need to tell you Lucille Linwood has formed the RADIO DAILY reading habit. This goes without saying"

Chick Adams

KCMO

Kansas City, Missouri

"... I have become a rather ardent fan of RADIO DAILY recently and like it very much."

Larry Sherwood
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.

BOSTON

I. J. Fox Fur Trappers have gone off the WEEI airwaves temporarily. They will be back again around the first of October with a new fall and winter series.

Ethel Merman opens today at the RKO-Boston Theater for a week's engagement in a stage show titled the "Hollywood Hotel Revue of 1938." This is the first stage attraction of the fall and winter season.

Johnny Rushworth, in charge of transcriptions at WEEI goes in big for some of the old timers' dances. Johnny may be found Saturday nights "whooping it up" on square dances at the South Acton town hall.

James M. Curley, former governor of Massachusetts and now candidate for Mayor of Boston, opened the mayoralty campaign over WCOP.

Final auditions are being held at WEEI for Chandler & Company's new "Fashion Revue of the Air," by Caroline Cabot, Ray Girardin and Carleton Dickerman. Auditions were okayed this week by George Hanson, vice president and W. Brehaut, advertising manager.

Mildred W. Carlson back at the helm of the WBZ-WBZA Home Forum after a two week's vacation at her home in Conn.

Harold E. Fellows, general manager of WEEI, in New York on business.

The New England Conservatory will open their fall and winter series of broadcasts over WAAB starting Sept. 14.

William Brennan has joined the announcing staff of WORC, Worcester. He has just finished a radio course at Emerson College conducted by Arthur F. Edes, program manager of WEEI.

Neal O'Hara of the thrice weekly WEEI Radio Gazette Program has designed a unique method to keep the boys on their toes. He has started a pool in which every member of this program who slips on his talk or action during the program will contribute twenty-five cents. Up until now Neal himself has contributed more quarters than anyone else.

Ken Ovenden, one of the better mike men at WEEI, is enjoying his two-week vacation at Sebago Lake, Me.

ONE MINUTE INTERVIEW

H. G. Bullock

"An analysis of results shows a many times higher percentage of sales per inquiry from radio than from any other medium. . . . One entire radio attack was based on two things: Service to the listener and the personality of the air salesman. . . . this regular musical clock type of program, for instance, heard between 7-8 a.m. and sponsored by two railroad companies, gave the accurate time every three minutes, the temperature and weather forecast at frequent intervals. Music was consistently of high calibre. . . . and it brought us a high class audience".

★ Coast-to-Coast ★

KVOO, Tulsa: For the first time in the history of Oklahoma a microphone was installed in a federal courtroom when KVOO broadcast the administering of the oath to a newly appointed United States Attorney. Ken Miller, station's news editor, handled the broadcast. . . . Inaugurating the first in a series of broadcasts from the offices of city, state, and federal government, KVOO interviewed the officials of the city's police station this week. Tentative plans provide for the next of the broadcasts to come from the United States post office.

WSPR, Springfield: Miss Ruth Hurd has been appointed secretary to Wayne H. Latham, program director at WSPR, Springfield, Mass. She replaces Mrs. Lee Authier, resigned. . . . Arthur Bergstrom, junior announcer, is doing three shows a day at the Loew Court Square theater, the same city, where he takes the part of an announcer in a radio skit which is part of the "Springfield Follies," being produced by the theater. . . . WSPR will carry the Socony Oil Company's Yale football series this year. The seven game schedule will be fed to Springfield by the Colonial net.

Harry LeBrun and Ken French, WHEC announcers, took a microphone and short wave pack transmitter with them on a thrilling "whip" run and ferris wheel ride at the annual American Legion Fiesta and Carnival, Rochester, N. J., making listeners experience that sinking feeling at the pit of the stomach.

The annual Inter-State (Missouri and Kansas) Semi-Pro Baseball Tournament this year is being sponsored jointly by KCKN and the Junior Chamber of Commerce.

Grace Adams East, featured artist on KYA's "Concert Miniatures," was considered by most newspaper critics as the world's greatest trumpet virtuosa, was twice honored by the U. S. Navy Band this summer when she was invited and appeared as guest soloist.

Children who love travel, adventure and scientific mystery are tuning to KFOX each Tuesday and Friday evenings for "Magic Island"—new juvenile thriller concerning an artificial island inhabited by a colony of mad scientists planning destruction of the world by their fantastic inventions. Although fictional, the scientific angles of "Magic Island" are backed by research which makes the situations not too fantastic yet futuristic enough to capture the imagination.

WELI, New Haven: A new program "Star Notes" has been added to the Sunday schedule. It does not concern itself with Hollywood but

with the pleasure to be derived by the average layman from amateur astronomy. Louis Doolittle of South Norwalk, prepares and delivers the script for this heavenly feature. . . . Station goes the popular custom one better in "Keeping Ahead of the Joneses" a new Friday program which is an up-to-the-minute commentary on social life.

KSD, St. Louis, Mo.: Axton-Fisher Tobacco Company is sponsoring a program of modern dance music over KSD, each evening to introduce their new cigarettes, "Zephyrs." Program is heard 9:15-9:30 p.m. Monday through Saturday:—the tie-in is to connect the streamlined music with the streamlined name of the cigarettes. . . . Betty June Sissom, seven year old St. Louis girl who has achieved success in motion pictures, will appear as guest artist on the KSD "Veedol Amateur Varieties" Sept. 4

KDYL notes: S. S. Fox, president and general manager, is back at his desk after having spent several days in San Francisco, air-planing back and forth. . . . Al Priddy, Floyd Farr and Myron Fox, announcers, have enrolled in a local aviation school. . . . Frank Austin, sports commentator, is combining business with pleasure while taking his vacation. Austin is on a fishing trip in southern Utah. . . . In connection with the new \$300,000 Montgomery Ward store in Salt Lake City at this time, a program, which features the homely philosophies and traditional old songs of Neighbor Jim and the Folks will be aired Mondays, Wednesdays and Fridays over KDYL at 9:30 a.m. This is a 15 minute wax series. Wards have been using five spots daily over KDYL during the month of August as build-up for the store's grand opening on Sept. 3.

Jack Watts has returned to the announcing staff of WJEJ, Hagerstown, Md.

Voice of the Drama is being broadcast for one-quarter hour weekly from WJEJ. Program discusses current and coming plays, casts and producers, on Broadway, as well as in Baltimore, Washington and nearby cities.

WAAT's popular Sunday feature, "Let's Talk About Stars" boasts an enterprising group of commentators. Jerry Cotter, the theatrical reporter is hard at work on a book concerning itself with the history of musical comedy in America; Bob Stokes, who handles the movie end of the program has just returned from a trip to Hollywood and is the author of a series of articles on the cinema city, which will shortly appear in a national magazine; Ray Freifelder, the program's sport reviewer, who formerly was the radio editor of the Southampton Press, has been offered

PITTSBURGH

Norman Twigger, WCAE newscaster, back from vacation.

"Special Delivery," new half-hour dramatic show, made its bow over WCAE on Saturday at 9:30 p.m. It is written by Harry King Tootle.

Zoel Paranteau, former KDKA musical director, will swing the baton for the "Pennsylvania Pioneers," musical unit on the new Pennsylvania Publicity Commission shows. William Farren, another KDKA alumnus now located in New York, will be announcer on the same series. Reports have it that every station in Pa. will get a slice of the business on the entire set-up. First show set for Sept. 8. Walker & Downing Agency handles Pa. account.

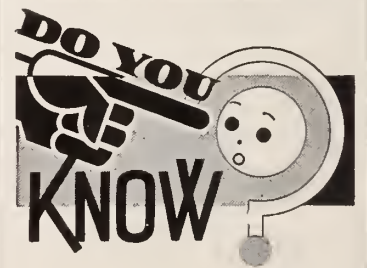
a berth as radio columnist for another L. I. paper and Jack Mitchell, emcee, has just completed a survey of audience reactions in the New England states and Canada. Mitchell intends forming his own producing group in the near future and will be guided by the results of his survey.

Richard Lancaster, Jr., has been added to the KCMO sales staff. Lancaster, a grad of the St. Louis University school of commerce and research, will be used for customer surveys along with his regular duties.

KXBY has sold a series of 50-word spot announcements to the Kansas City College of Commerce. The series will run 13 weeks, and calls for one announcement daily.

KYA and the California Radio System will inaugurate a weekly program to aid in the search of missing persons. City officials will take an active part in the broadcasts. Mothers, fathers, brothers, sisters will come to the radio audience. Program is on Sundays, at 7:30 p.m. Robert Dillon will handle the shows.

Laymon Cameron, KCMO news announcer, who has been away from the mike for a week, due to the illness of his mother at Evansville, Ind., has resigned and will be replaced by Frank Cooley, formerly of WOR and WLW. During Cameron's absence, Russ Davis, formerly of KWTO, filled in. Davis was visiting in Kansas City at the time.



Lady Kitty Barling is a member of one of England's oldest families. Her ancestry dates back to the year 1102—long before the signing of the Magna Charter.