



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 47

NEW YORK, N. Y., TUESDAY, SEPTEMBER 7, 1937

FIVE CENTS

Chicago Script Deluge

WOR-MUTUAL LEASES OLD ZIEGFELD ROOF

WOR-Mutual is expanding its broadcasting facilities, with the first move being in the direction of a permanent theater-studio in the Times Square sector. Lease has been signed for the New Amsterdam Roof Theater, on 42nd Street, off Seventh Avenue, effective Oct. 1, and the house will be named WOR-Mutual Playhouse. Seating capacity is 709 pa-
(Continued on Page 8)

Cowles Starts "Look" Magazine Spot Shows

Cowles Publishing Co. (Look magazine) start a series of daily half-hour programs over WMCA today. Programs, entitled "Stop, Look, Listen", are to be heard Mon., Tues., Thurs. and Fri. at 11-11:30 p.m., Sunday, 12 mid.-12:30 a.m. and Wednesday, 11:15-11:45 p.m. Garnett Marks and Don Kerr will handle the show which consists of news, weather reports and transcribed music. Schwimmer & Scott, Chicago, is the agency.

Gardner Cowles interests, which include newspapers and radio stations in the midwest, plan to put programs all over the country in behalf of the picture magazine.

Free & Peters Appointed To Rep. WOWO-WGL

Fort Wayne—The Westinghouse stations, WOWO and WGL, have appointed Free & Peters as exclusive national representatives. WGL had no national representative previously. W. Ward Dorrell, is Westinghouse station manager here.

What's A Few Miles

Wilkes-Barre, Pa.—New station break at various intervals, from WBAX, has been tied in with the establishment by American Airlines of a twice daily stop at the Wyoming Valley airport.

Station break is: "This is WBAX-Wilkes-Barre. 45 minutes from Broadway by American Airlines."

Brushing Up

Raleigh, N. C.—The Office of Education in Washington has helped compile a list of the dozen most often mis-pronounced words in the order of their frequency of use, with the result that its findings are being given careful consideration by WPTF's staff of announcers. The list follows:

1. On; 2. Again; 3. Toward; 4. Interesting; 5. Accept; 6. Address; 7. Preferable; 8. Drowned; 9. Perform; 10. Automobile; 11. Attacked; 12. Forehead.

CBS SETS MORE BIZ INCLUDING GEN. FOODS

CBS has completed negotiations with General Foods for a three-a-week series of quarter-hour programs to begin the last week in September or the week following. Sales staff has also signed renewals on the Ford-Al Pearce and his Gang show, the Pontiac - Cravens series, and the American Home Products, "Romance"
(Continued on Page 8)

Drastic Changes in WCFL's New Policy

Chicago—Under new executive direction WCFL, "The Voice of Labor", the Chicago Federation of Labor station, is embarking on a new course patterned after the major network outlets here. All sponsored broadcasts by churches and other civic and educational groups are to be dropped as are all foreign language
(Continued on Page 3)

New Season Will Bring Total to 50 Originating in Windy City; Offset to AFM Seen

IRONIZED YEAST TIME ON 5 CANADIAN OUTLETS

Ironized Yeast will launch an extensive radio campaign in Canada the week of September 20th. Contracts have been signed thru Weed & Company, station representatives, for two 15-minute evening programs weekly on the following Dominion stations: CKY, Winnipeg; CJCA, Edmonton; CFAC, Calgary; CKCK, Regina and CFCF, Montreal.

The programs will continue for 13 or more weeks and will consist of 15-minute transcriptions by Whispering Jack Smith and his orchestra.

Ruthrauff & Ryan is the agency.

Great Lakes Exposition Has Ethered 599 Shows

A total of 599 shows have been aired from the Great Lakes Exposition in Cleveland so far this summer, according to a report issued today by Ralph B. Humphrey, director of radio activities at the Exposition. This total covers a period from May 29, the opening date, to Sept. 6.

Network broadcasts from Sherwin-Williams Radioland total 288. Out of this total the Mutual Network aired 273 shows, Columbia 10, NBC-Red 3, and NBC-Blue 2. Most of the Mutual
(Continued on Page 2)

CHICAGO—With still more sponsors demanding script shows it becomes apparent that Chicago will originate half a hundred or more of the three or five-a-week dramatic serials, in which it long has led the nation, this fall. NBC will have a score or more by the time the season is in full swing, WGN about a dozen and WBBM-CBS a half dozen or thereabouts. Recording studios account for another batch that are not outletting here, though using local talent in making them. Smaller stations will account for the remainder. One wonders how the good ladies
(Continued on Page 3)

OLDSMOBILE EXCLUSIVE ON MICH. STATE PIGSKIN

Oldsmobile Motor Co. will sponsor exclusively all Michigan State Football games this fall over the Michigan Network. Contract was set through D. P. Brother Advertising Agency and marks the first time sponsor has broadcast in the sports field.

Programs will originate from WJIM and be heard over the following: WXYZ, WELL, WIBM, WKZO, WFDF, WOOD-WASH and WBCM. All told, there will be 9 football games aired, with broadcasts due to start Sept. 25 and terminate Nov. 27. WJIM will furnish a staff of 5 technicians, Howard Finch announcing play-by-play, and one announcer, as yet unselected, to handle color.

★ THE WEEK IN RADIO ★

... McNinch to Clean House

By NORMAN WEISER

FRANK R. McNINCH, newly appointed FCC chairman, began his new job by ordering a checkup of commission's personnel in what may eventually prove to be a sensational shake-up in the ranks. Attorneys from the Power Commission have orders to check upon practices, procedure and personalities. Move is understood to be the first step in McNinch's "clean-up" job for which the President appointed him. It was also understood that chairman will

assume active control of the commission by Sept. 15....

CBS showed an increase in gross revenue for August of 58 per cent over 1936. Cumulative total for first eight months of 1937 showed an increase of 36.7 per cent as compared to same period last year. Network's gross billings to date are greater than the January-Nov. period of 1936, which included added billings from heavy series of presidential cam-
(Continued on Page 2)

Safety Congress

Kansas City, Mo.—M. F. (Chick) Allison, publicity director with MBC has been named chairman of the radio committee for the meetings here, October 11 to 15, of the 26th National Safety Congress and Exposition. The committee will be made up of representatives from all six of the stations in Greater Kansas City.



★ THE WEEK IN RADIO ★

... McNinch to Clean House

(Continued from Page 1)

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JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
WARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Saturday, Sept. 4)

NEW YORK CURB EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS B, Crosley Radio, Gen. Electric, North American, No. American pfd., RCA Common, RCA First Pfd., Stewart Warner, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Majestic.

OVER THE COUNTER

Table with columns: Bid, Asked. Row includes Stromberg Carlson.

WPG Battles AFM Local

Atlantic City—WPG and the musicians union are still battling it out, the latter demanding that WPG employ a sustaining orchestra of at least five pieces, or suffer the loss of union orchestras playing for sponsors via remote control.

Mayor White stated, "While I sympathize with the desire of the union to keep its men working, it is impossible for WPG to employ sustaining orchestras day and night."

paign commercial broadcasts... NBC gross revenue for August, for the first time since 1933, showed a gain over the previous month. Total figures showed an increase of 15 per cent over August 1936, and a gain of 2.9 per cent over July of this year...

After sponsoring nation-wide broadcasts of the World Series for the past three years running, Ford Motor Co. last Monday dropped its option for the forthcoming battle... leaving the series open virtually at the last minute. It is believed that the N. W. Ayer & Son, Inc. still controls the option through a "gentlemen's agreement" with Judge Landis...

Louis-Farr fight caused a flurry of excitement as to who would carry exclusive accounts with Transradio and NBC engaging in a court battle... Supreme Court Justice Ferdinand Pecora on Monday issued an order restraining Transradio Press Service and Radio News, Inc., from broadcasting a ringside, or blow-by-blow, description of the fracas... Order had been sought by NBC which averred its client, Buick Motor Co., had bought and paid for a "property right." The Pecora decision is expected to establish a precedent here on future broadcasts of sporting events sold to a sponsor... Actual description of fight was put on the combined Red and Blue NBC networks as per contract on Monday evening...

Major Bowes and his Amateur

Hour received another year of life from Chrysler Motor Corp. last Thursday when sponsor signed new contract to go into effect Sept. 16... Although earlier predictions from experts called for the death of the series after its current contract had terminated, popularity surveys which have just been completed once again place the Major in number 1 spot for the hour shows... Program set to continue in present niche on CBS Thursday nights...

Independent Radio Networks Affiliates demand that networks, CBS and NBC, do their share in accordance with attempts by broadcasters to meet AFM demands. 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... IRNA committees are now in session in Louisville, and latest reports state that progress is being made. Those in attendance include: Bill Hedges, WLW; L. B. Wilson, WCKY; Mark Ethridge and Barry Bingham, WHAS; W. L. Poulson and Ed Craig, WSM and George Norton, WAVE... John Blair & Co. announce opening of new coast office Sept. 1... WCCO announces construction plans for new \$100,000 studios and offices... ARNEW announce prime objective of convention to be held Sept. 10-12, will be to establish standards in radio newscasting...

Foxx Signs with VCA On Exclusive Basis

Chicago—Jimmy Foxx of the Boston Red Sox and home run king in the league, has signed a long term exclusive management contract with Van Cronkhite Associates. Other sports figures now in the VCA fold are Battling Nelson, Johnny Evers, Sam Francis, Jane Fauntz and Jack Riley. Foxx contract gives VCA exclusive radio, newspaper, personal appearance and endorsement rights.

VCA is reported setting up a special division to handle its increased and diverse sports enterprises. Other divisions include Radio Productions, Radio News Service, and Foreign Language Station representatives.

KCKN Adds to Staff

Kansas City, Mo.—Ellis Atterbury, general manager of KCKN has announced the addition to the station's staff of Owen Balch, formerly of KFH, Wichita, Kansas, and Paul Brentson of Cincinnati. Brentson goes on the air as an announcer, while Balch is to head a new department which Atterbury is creating for the purpose of providing clients with specialized aid in the building and promoting of commercial programs.

The "Rehearsal Club" Disked By East Coast

The "Rehearsal Club," a half hour comedy-variety show, is being recorded for audition purposes at the studios of East Coast Radio Features, Ltd.

Directed by Harry Miller and supervised by Hugh C. Ernst, it will feature Guy Robertson, Billy Jones and Ernie Hare, Mitchell Ayres and his Hollywood Restaurant orchestra, Norman Price and his "Lucky Stars" Choir, Audrey (Stonewall Jackson) Christie of "Sailor Beware" fame and now in "The Women."

The show was scripted by Milt Francis and Harry S. Miller.

Fireman's Holiday

Cleveland — Graham McNamee, leading NBC announcer, flew to the National Air Races here over the weekend as a spectator and "unofficial" announcer for WTAM and NBC-Red network programs.

Although not assigned to the air race by his New York office, McNamee assisted his friend Tom Manning in several broadcasts as guest announcer. Also with Manning at the races were two other WTAM announcers, Jane Weaver and Bob Arthur.

COMING and GOING

ROY C. WITMER, NBC vice-president charge of sales, returns to his desk tomorrow after a New England vacation.

ARTHUR B. CHURCH, of KMBC, Kansas City, expected in town tomorrow.

CHARLES E. GREEN returns tomorrow from a mid-west business tour.

LOU HOLTZ left New York Saturday for Hollywood to make pictures.

JACK BENNY and MARY LIVINGSTONE left yesterday for Chicago, where they will spend a few days, and thence to Hollywood.

EDWIN L. WHITE, chief engineer of the FCC, and MRS. WHITE left Saturday on the S.S. Pennsylvania for the International Aviation Conference at Lima, Peru.

TOM FOLEY, publicity department of N. W. Ayer & Son, Inc., New York, leaves for Atlanta today on business.

BOB KERR left for the South last Saturday to set dates for Mal Hallett. Will be gone a week.

LOUIS D. FROLICK and HERMAN FINKLESTEIN, of ASCAP general counsel, leave today to attend hearing in Lincoln, Neb., on anti-ASCAP legislation, Sept. 11.

W. E. SCRIPPS, publisher of the Detroit News and owner of WWJ; W. H. GRINITCH, general manager of Philco; NOEL COWARD, BEATRICE LILLIE and GERTRUDE LAWRENCE arrived in town yesterday aboard the Queen Mary.

Great Lakes Exposition Has Ethered 599 Shows

(Continued from Page 1) shows have featured Myron Roman's Radioland Orchestra and guest stars.

Local stations have carried 311 Exposition broadcasts. WJAY leads with 200 broadcasts; WGAR with 57 air shows, WTAM with 27, and WHK with 27.

With the Exposition's closing date extended to Sept. 26, Radioland officials expect to increase their number of broadcasts. All Radioland broadcasts emanate from an outdoor amphitheater, seating 4,000 persons.

Sears Roebuck to Test Serial

Chicago—Sears Roebuck will use "Grandma Travels," a 15 minute five week serial, on stations in Minneapolis, Fargo and Duluth for a 13 week test period calling attention to its catalogue. Transcriptions will be made in RCA studios here. Blackett-Sample-Hummert is the agency.

WBIG Aids Community Chests

Greensboro, N. C.—The 14 agencies of the Community Chest in this locality will present 14 dramatized skits over WBIG, depicting the duties and activities of the agencies supported by the Community Chest. The programs will start on October 1st.

Major Edney Ridge, of WBIG, is associate director of publicity for the Greensboro Community Chest, and will produce these skits.

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CHI. SCRIPT FACTORY LEADS THE COUNTRY

(Continued from Page 1)

who listen in the daytime hours can keep all the plots and characters straight. But at any rate they are clamoring for more—at least sponsors believe they are.

The uncertain situation, so far as musicians is concerned, probably gives additional emphasis to the dramatic shows.

NBC's list looks like this:

Aunt Jemima of the Air for Quaker Oats; Story of Mary Marlin for P. & G. Ivory; Oxydol's Ma Perkins; Feather for Luck (sust); Today's Children for Pillsbury's; Young Hickory, sustaining on Blue; locally for P. & G. Drene; Backstage Wife for Sterling Products; Vic and Sade for P. & G. Crisco and Ivory Flakes; Don Winslow of the Navy, (sust); The Guiding Light for P. & G. Naphtha; Girl Alone for Kellogg's; Dan Harding's Wife for National Biscuit; and sust. on Red; Uncle Ezra for Miles Laboratories; While the City Sleeps for Bowey's, Inc.

Yet to start this fall on NBC are: Junior Nurses Corps for Swift's Sunbrite; Little Orphan Annie for Wander Co.; Jack Armstrong, All American Boy for General Mills; Kitty Keene, Inc. for P. & G., and Road to Life, a new one by Irna Phillips, P. & G. for Chipso.

WGN and Mutual have: Painted Dreams for Cal Aspirin; Bachelor's Children for Old Dutch Cleanser; Rube Appleberry for Campbell Cereal; We Are Four for Libby, McNeill, Libby; The Couple Next Door for P. & G. (Now moved to New York for several months to come); Wife vs. Secretary for Bayer Aspirin; Lucky Girl for Minit Rub, Adventures Abroad for Goldenrod Ice Cream and Dangerous Romance soon to start for Evans Fur Company.

The WBBM-CBS list includes: The Romance of Helen Trent for Edna Wallace Hopper; Betty and Bob and Arnold Grimm's Daughter for General Mills; Houseboat Hannah for P. & G., Linda's First Love for Kroger's, and Manhattan Mother (sust). Jenny Peabody starts Oct. 11 for F & F Laboratories.

WLS has Virginia Lee & Sunbeam in addition to outletting several NBC offerings. Other shows produced and recorded here include the new Lem and Martha series for Oshkosh Overalls, Hope Alden's Romance for Tasty Bread; Judy and Jane for Folger Coffee; Pioneer Stories for Allis Chalmers.

This list, of course, does not include a flock of script shows originating elsewhere, though outletting here.

NEW PROGRAMS—IDEAS

KLX Dramatics

Sugar-coated dramas written and staged by all-professional casts and backed by elaborate sound effects, will be launched on Sept. 15, by station KLX, Oakland (Cal.) Tribune outlet. Six separate programs will be offered, titled "The Alameda City School of the Air." It will be sponsored by the board of education of the city of Alameda and directed by Dr. William G. Paden, superintendent of schools, and Erle Kenney. Presented in co-operation with the California State Department of Education and operating under an advisory board headed by Dr. Cyrus Mead, head of the college of education of the University of California, the classroom dramatizations will go initially to more than six hundred northern California schools. Included will be dramatizations of California and United States history, a natural science course, re-creations of scenes from famous novels, a course in California commercial geography, and a nature study fairy tale suitable for kindergarten age youngsters.

Unlike eastern university offerings for schools, which use voice only, the Alameda features will use musical backgrounds and professional drama casts. Vic Connors heads the scripting and producing staff.

Popular Music History

The "Cavalcade of American Dance Music" is another of the new programs presented over KFRO, each Sunday afternoon. These broadcasts present the top hit tunes of years gone by, giving a brief story of their rise to fame, and present them in a continuous series, including five years each Sunday. Tunes are as far back as the hits of the gay nineties will be featured, up to and including the hits of the present day.

WBT Welcomes Newcomers

WBT, Charlotte, inaugurated a new program titled "Welcome, Stranger" presided over by Mayor Ben E. Douglas.

Program has for talent the new-

Husing on De Soto Disks

Ted Husing has been signed by the De Soto Motor Car Co., to make a series of 13 transcribed programs. Disks will be cut by World Broadcasting System during the month of September. Jimmy Appell of Columbia Artists, Inc., handled the deal.

Peterson to Van Cronkhite

Chicago — John Van Cronkhite, president of Van Cronkhite Associates, has announced the appointment of Marvin H. (Pete) Peterson as vice-president in charge of sales. Peterson now with Hearst Radio Sales, will join Van Cronkhite in Chicago immediately. Van Cronkhite recently announced the appointment of Ray Laundry as sales director. Prior to going to New York Peterson was associated with Blackett-Sample-Hummert agency and NBC sales force here.

comers to Charlotte for the preceding week. Strangers gather in the main WBT studio and are greeted over the air by the Mayor, who stresses the friendly atmosphere of the city.

New show is designed to acquaint newcomers to the city with their civic officials, and thereby get to know the men and women who administer the city's business.

Will be heard every Monday night.

Travelogue for Women

Visiting many parts of Europe since the middle of July, Nina Napier has been gathering material for a new series of programs to be broadcast from WSAN, Allentown, Pa., about October 1, under the sponsorship of a local department store.

Letters from Miss Napier to Charles Petrie, continuity director of the station, will furnish the theme of the series to be called "Letters from Nina." These letters will report her experiences while visiting various nations, including the style centers of Europe.

Music will also be gathered, which will be used as one of the program's features.

Show will take the form of a travelogue, with dialogue written that will lead to musical selections and commercial credits. Since the program is definitely for women, a morning time will be chosen for the broadcast.

Freshman Warnings

"What Every Freshman Should Know"—how to greet the superior sophomore, how to dress for campus life, and sundry other items of importance—are being discussed by two college sophomores over WBAL on Fridays. The program is designed to help the many young men and women who will start their college careers in the next few weeks. The sophomores who will do the "telling" on this program come from Boston University and Harvard University. Both a male and female point of view will be given.

John Lair to WLW

Chicago—John Lair who has been connected with WLS for many years, currently as music librarian, is leaving to do free lance work at WLW. He will produce a daily morning show at 7:45 and do a Saturday nighter of the Barn Dance type. Going with him will be Red Foley and the Girls of the Golden West.

Claire Opens Juvenile Series

Chicago — Malcolm Claire (Spare Ribs to hordes of children) is opening a new juvenile series over NBC at 7:15 a.m. Tuesday, Sept. 7 describing origin, manufacture and distribution of various articles with which children come in contact in their daily lives. Initial broadcasts will be concerned with bread, cloth, automobiles and furniture.

WCFL'S NEW POLICY HAS DRASTIC CHANGES

(Continued from Page 1)

programs. View is that these definitely limit the station audience and discourage listening by the public as a whole. Such accounts as rupture belts, and many patent medicine accounts are being dropped, too.

A concerted drive is being made for worthwhile talent. Station has launched a full hour program from 1 to 2 p.m. with Norman Ross as master of ceremonies presenting recorded melodies. Show, tentatively titled, "Fun with Ross", will sell on a participating basis in blocks of 15 minutes.

Another popular new feature is Don Norman's street interview program titled "For Women Only". Station also has a 10 to midnight show of recordings, time, temperature and other public service items under the title of "Sky Ride" for Levinson Radio stores.

New accounts include: Persang, electrical recordings through McKesson and Roberts; Histen, announcements through Ruthrauff & Ryan; Midwest Radio stores through Key advertising agency.

Only exceptions to the rule cancelling church broadcasts is one with Father Justin's Rosary hour which has 26 weeks to run, and the All Nations Pentecostal church (colored) carried on a sustaining basis as entertainment.

Mel Wolens is the new commercial manager and Holland Engle of Erwin Wasey agency, program director. Maynard Marquardt is general manager.

The station carries many of NBC's best sustainers, including the recent Toscanini Salzburg broadcasts.

Test Permit for Toledo

Toledo — The Community Broadcasting Co. has received permission from the FCC to operate a 100 watt test transmission between the hours of midnight and local sunset. WTOL, owned and operated by the same company, will operate on 1200 kc. from 1-5:45 p.m. Latter will be allowed to broadcast on the provision that its power does not exceed 50 watts and no interference is caused stations maintaining regular schedules.

Davega Plans Campaign

Davega Radio Stores have announced plans for an extensive advertising campaign this fall in behalf of new Davega automatic tuning sets. Trade-in on new sets will be featured in ads. Campaign is due to run through the fall and early winter.



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WESTERN ELECTRIC RECORDINGS
Programs recorded in our studios
Programs taken off the air
George Marshall Durante, Dir.
R.K.O. Bldg., Radio City, New York



HAL STYLES' KHJ sustainer, "Help Thy Neighbor," goes commercial next Sunday. Sponsor is Hass-Baruch Co., wholesale grocers, and will plug Iris coffee. Program has found jobs for more than 2000 people since its inception, January 2, and rated a sponsor. Erwin-Wasey agency set the deal.

Carl Hoff, who has been waving the stick on the Al Pearce program, picks up the baton on the new Buddy Rogers-Don Lee "Script Teasers" with the departure of Pearce from these parts.

Opening time for network commercials, KHJ is dropping Frederick Stark's "Ecstasy" and David Broekman's "Music of the Stars" from current schedule.

John Swallow is back at his NBC desk after vacationing somewhere in close proximity to a crop of poison ivy. Ditto for Tracy Moore—minus the rash.

Partial details of the set-up under which the expanded Don Lee chain will function is revealed in the formation of a subsidiary operating company in Washington which has its president Karl Haymond, Tacoma, and Louis Wasmer, Spokane, as secretary-treasurer. The stations effected are KMO, Tacoma; KHQ, Spokane; and KIT, Yakima.

John Blair & Co. has been appointed exclusive national representatives for KPMC, Bakersfield; KQW, San Jose; and KGDM, Stockton. The Blair organization has newly opened local offices in the Chamber of Commerce Building, with Carleton E. Coveny, former commercial manager of KJBS and the Northern California Broadcasting System and later with KFAC, Los Angeles, in charge.

Lieutenant Biber, whose "Experiences of a Million Men" returns to the air via KFVB shortly, has organized World Wide Radio Productions Corp., with offices in the Stock Exchange Bldg., 639 S. Spring St., and will soon offer no less a personage than Judge Ben Lindsey, famous juvenile court jurist, in a new program idea called "Career Builders." Show will start on KFVB some time this month and is designed to foster interest in the Americanization of youth.

Knox Manning, formerly on the Yankee network and currently handling the Hollywood Legion fights for KFVB, becomes a three-times-daily newscaster on KHJ, taking over the chore of Jimmy Vandiveer.

KECA has set a 15-minute live talent show, "A Musical Pilgrimage", for Standard Federal Loan and Savings Association on Sundays at 10:30 a.m. Contract runs for 13 weeks from September 26 and was placed through Darwin H. Clark agency.

Harry Bryant, KHJ technician, and Alyce Dahl, formerly of the script department at the same station, were married last Sunday.



A LETTER TO THE EDITOR

(Who's been vacationing—with the blue pencil!)

● ● ● First of all, we've been arriving at the desk early every a.m. because there was no need to take advantage of your absence! (Of course, the fact that Publisher Jack Alicoate returned from Europe on Monday—had nothing whatsoever to do with this change of routine!!!)... Then came the question of printing uncensored news such as "Why does Mark Warnow galavant about town with a beard—if not to attract attention toward himself" or "Mark's brother, Harry, didn't want to cash in on the 'Warnow' tag so he switched to 'Raymond Scott'—and if the time hasn't come for Mark to switch HIS"... We didn't print that, either!... We wanted to wait until you came back to report that "Guy Lombardo's type of music is becoming nauseating to the air public and that he'll finally have real competition when the Gruen show debuts opposite him next month."... We didn't have anything to say about Jack Robbins or Jack Bregman this past week. They must have been good boys—or else our imagination has been at fault... When Sid Gary shouted his mouth off along the lines of "I'm the greatest singer of songs around—and nothing ever happens to me" we didn't want to sneak it under your nose... After all, an insignificant line like that can wait until your return, eh?

● ● ● When we saw Mose Gumble the other day and he seemed so happy and healthy in his new position we wanted to print the fact—but figured that this, too, can await your scrutinizing eyes!... George Lottman's plea for a few more men on his staff went unpublished—figuring it might be an ad—and you'd disapprove... Why, boss, we've been so good—and the temptation so great—to print the height of EVERYTHING! It concerns a songplugger, Al Porgie who wears SMOKED glasses to nite club openings! Imagine a songplugger hiding behind cheaters! Maybe that's why he doesn't get many "plugs"... Some day we hope to do a piece on this business of the "EIGHTH Estate"... It's rather disheartening to a sofite like us when witnessing the Jolly Coburns at the Benny Meroff opening the other dawning unmolested by the music boys for a change—because he wasn't on the air TONITE!... True, boss, for a time we were defending the boys and offending the artists. But the time has come when we all must change our opinions—that's what makes horse-racing—what with the facts staring us right in the good eye, too!

● ● ● Of course, it's rather strange for a modest chap like ourselves to admit it, especially here—but, honestly, boss, our song with Lester Lee, "I'm Gonna Picket Your Heart" FINALLY got a major plug the other day!—but we missed listening because of our illness. Certainly you've heard about that!... Incidentally, did you know that (Baby) Rose Marie had to get a special permit from Mayor La Guardia to appear at the Roxy this week?.

● ● ● This would have been good news had we wanted to print it during your vacation: That Buddy Clark has settled down since the birth of his boy... Gosh, boss, we have a great suggestion for Benny Meroff but don't know how to word it. When you come back we'll tell you that Benny shouldn't have his sister sing "They All Laughed"—at least that DEFINITELY wasn't what Gershwin had in mind when he authored it... Here's something that would have had many people giggling out loud. Dancing the other a.m. with Bee Palmer, the greatest singer of torch songs (and hot, too!) she asked US (the greatest off-key singer in the world!) to croon to HER!... Now don't get us wrong, boss!... We wouldn't harm a fly while you vacationed—with the blue-pencil!



DUANE WANAMAKER, formerly advertising manager of Grunow radio, has moved to Terra Haute, Ind. where he is vice president of the Arbee agency.

Fibber McGee and Molly (Jim and Marion Jordan) marked their 19th wedding anniversary aboard a New York bound train Tuesday.

Sure Laboratories (Breath purifier) has been auditioning for a 15 minute show on Mutual. Several musical groups heard.

P. Lorillard (Old Gold) has taken an option on the Cubs and White Sox baseball games on WGN for 1938 to be broadcast by Bob Elson.

George Inledon has been appointed head of the new radio department of Ford, Browne & Mathews agency. He was formerly at Selviar Broadcasting System.

Clabber Girl baking powder has been auditioning a show at World Broadcasting System.

John L. Sullivan, ex-WGES program director, is new radio production manager at Malcolm. Saul Woolf has joined the agency as account executive.

Connie Osgood, free lance actress, reported planning to open an actors' clearing house here. Said to have been inspired by Hollywood's central casting agency.

Dave Rose is new leader of NBC Night club orchestra broadcasting on Thursday evenings with Morey Amsterdam as m.c. Betty Bennett and Johnnie Johnston as soloists.

Talk about being broad minded! The Chicago Cubs sponsored a play by play rebroadcast of the White Sox game the other night. It happened when the Cubs were rained out the other day at Philadelphia. So the Sox game of the day was re-created on the Cubs regular broadcast of "Today's Baseball Game" over WIND. The plugs, however, were for the Cubs home games.

Bill Stern is here to broadcast the All Star football game over NBC.

Harry Kerr, press chief of J. Walter Thompson in New York, meeting with radio editors here Labor Day before going on to California to help set up The Lux Radio Theater.

Ben Bernie and brother Herman to spend a day here before going on to the Coast.

Fred Waring is doing a better than \$15,000 a week business in the Gold Coast room of the Drake Hotel, said to be a record.

Ralph Atlas, president of WJJD and WIND, is laid up at home with a foot infection.

Hal R. Makelim, sales chief of WIND, is in New York on business.

Ned Reglein of WJJD reports from London that he has acquired a lot of new broadcasting ideas while in Europe.

NEW BUSINESS

WGY, Schenectady

Alka Seltzer—Miles Laboratories—Wade Adv. Agency, Chicago—15 min. E.T. "Stars of Hollywood." 6:15-6:30 Tuesdays and Thursdays and 4:45-5:00 Saturday. Begins Sept. 12th.

Baker Extract Co. Market Basket participation. Friday. Begins Oct. 1st. William Remington Co., Springfield, Mass.

Chevrolet Motor Co. 13 wk. renewal—15 min. et. 7:45-8:00 p.m. Wed. and Friday. Campbell-Ewald Co.

DeVoe and Reynolds. 5 min. E.T., 6:35-45 p.m. W. and Fri. Starts Sept. 8th. J. Stirling Getchell.

Grove Laboratories. Mfg. of Bromo Quinine and Nose Drops. Weather Report Service, 6:35-45. Starts Sept. 27th.

Gordon Pew Fisheries. 1 min. live announcements. 9:45-55 a.m. Mon. Wed. Fri. Starts Sept. 13th.

Home Savings Bank of Albany. Household Chat Participation. Wednesday. Start Sept. 8th. De Roubille Agency.

Thomas Leeming. Mfg. of Baume Benge. Weather Reports. 1-1:15 p.m. Start Sept. 27th. William Estey, N. Y.

Loville and Couch, Candy Mfg. 1 min. et. ann. Thursday and Fri. 6:05-6:15 p.m. Start Sept. 9th. Lavin and Co. of Boston.

Mantle Lamp Co. 15 min. et. Sun. 4:30-45 p.m. Start Sept. 26th. Presba, Fellers and Presba of Chicago.

Lamont Corliss and Co. Mfg. Nestles Eveready Cocoa. Household Chats Participation. M. W. Fri. starting Oct. 1st. Cecil Warwick and Legler, N. Y.

Pinex Cough Syrup. Weather Reports 7-7:30 a.m. Temperature Reports 1-1:15 p.m. Daily except Sunday begin Oct. 1st.

Sherwin Williams Paints. Household Chats Tues. and Thursday. Begins Sept. 9th. T. J. Maloney.

Saltsea Packing Co. (Soups). Temperature reports. 12-12:10 p.m. Start Sept. 6th. Livermore and Knight of Providence, R. I.

Williamson Candy Co. (Oh Henry). 1 min. on Mon. and Friday 6:35-45 p.m. Starts Sept. 8th. John H. Dunham, Chicago.

Good Luck Food Co. Household Chats Thursday. Starts Sept. 23rd for 13 weeks. Hughes Wolff and Co., Rochester.

WBAP, Fort Worth

Histeen Corp. for Histeen Tablets, one-minute transcriptions and 25-word spots, for 39 times, through Ruthrauff & Ryan, N. Y. C.

J. A. Folger Co., for Folger Coffee, Judy and Jane, quarter-hour transcriptions, for 260 times, through Blackett-Sample-Hummert, Chicago.

Carter Medicine Co. for Carter's Little Liver Pills, one-minute transcriptions, for 260 times, through Street & Finney, N. Y. C.

Walker's Austex Co., for Chili Prod-

ucts, 25-word spots, for 65 times, through Wilson Crook, Dallas.

Purina Mills, for Purina Products, Sing Neighbor, Sing, quarter-hour transcriptions, for 156 times, through Gardner Advertising, St. Louis.

Dr. Salsbury's Lab., for Salsbury Products, one and five-minute transcriptions, for 65 times, through N. A. Winter, Des Moines, Iowa.

WBBM, Chicago

Simmons Co., temperature reports. J. Walter Thompson Co.

Kosto Co., weather reports, Perris-Pau agency.

Philco Dealers of Chicago, Phyl Coe Radio Mystery. Max Enelow agency.

Baume Bengue, Chicago Hour announcements. William Esty Co.

Chrysler Dealers, Airflow Harmonies with Eddie House, organist. Through Schwimmer & Scott.

Also renewals on Carolyn Price and Jean Abbey for Woman's Home companion; and Chevrolet's Musical Moments.

WPTF, Raleigh

Capudine Chemical Co., 13 weeks, spot announcements, through Dillard & Jacobs Agency; Firestone Tire & Rubber Co., chain spots, indefinite, NBC, agency; Vick Chemical Co., 13 weeks, spot announcements, through Morse International, Inc.; Coleman Lamp & Stove Co., 78 announcements, through Potts-Turnbull Company; Durham Merchants Ass'n, 14 spot announcements, through Harvey-Massengale, Inc.

WSBT-WFAM, South Bend

Geo. Wyman & Co., 5 min-disks, thrice weekly; Benton's Shop, 15 min weekly transcriptions.

KCKN, Kansas City

Chevrolet Co., 15 min., Monday and Wednesday, Sept. 6 to Dec. 1. Through Campbell-Ewald Co., Inc.

WHB, Kansas City

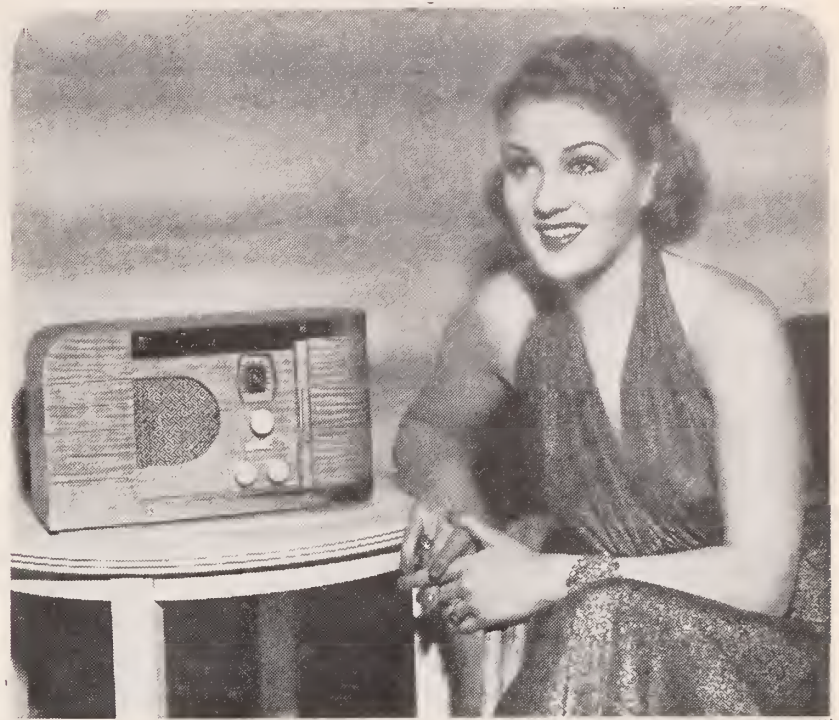
W. T. Grant Stores, thrice weekly quarter hour disks, through N. W. Ayer & Son, 13 weeks.

WNEW, New York

Riverbank Canning Co., 5 minute daily participations, 13 weeks.

AL DONAHUE

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



GRACE BRADLEY, star of the 20th Century-Fox picture . . . "Wake Up and Live".



DICTOGRAPH

Silent! RADIO
with the ACOUSTICON MYSTIC EAR

HERE, at last, is a radio that can offend no one—a radio with advantages never imagined a few years ago. By means of its Acousticon Mystic Ear it permits "private listening"—one can listen while others read, sleep, talk. Music heard this way has a soothing ethereal quality that relaxes nerves, induces deep, natural sleep. The deafened can hear with it, too—and it's a marvelous way to get the children to bed (just put the "Ear" under the pillow). Of course it also has the conventional loudspeaker; a flip of a switch and you can entertain a room full. On sale at all the better stores or inquire of



DICTOGRAPH

PRODUCTS CO., INC.

580 Fifth Avenue - - New York, N. Y.

AGENCIES

DON E. GILMAN, v.p. in charge of NBC Western division, has been appointed chairman of the radio department for the convention of the Pacific Advertising Clubs Association to be held in Los Angeles next June.

PARMALEE LYMAN has been appointed production manager for the Abbott Kimball Co., Inc. Appointment becomes effective immediately.

EASTERN WINE CORP. has appointed Albert Frank, Guenther Law, Inc., to handle its advertising effective with a new fall and winter campaign. Expansion plans call for radio to be included in budget.

RADIO PUBLICITY staff of N. W. Ayer & Son, Inc., in New York will be absent this week. Joe Keeley is touring the West on business, and Tom Foley leaves for Atlanta today to do some advance work for the Al Pearce-Ford troupe which is scheduled to pay the city a visit shortly.

Mitchell's 5,000 Letters

Chicago—Everett Mitchell, who announces NBC's Farm and Home Hour, cut his cheerful "It's a beautiful day here in Chicago" out of his script for three consecutive days. He got 5,000 letters from listeners inquiring what had happened to Chicago's weather.

Leaves KOIN for Oil Job

Portland, Ore.—Johnny Carpenter will leave KOIN to join the promotion and advertising staff of the Associated Oil Company. He will do sports broadcasting and public address work in addition to other public relations activities.

Bangboard Battle

Chicago—NBC has announced plans for broadcasting the great battle of bangboards—the National corn-husking contest—in which reps of nine corn belt states will vie for ear jerking honors on a farm near Marshall, Mo., on Thursday, Nov. 4. Hal Totten will probably give the ear by ear report.

Don Marcotte to Warners

Chicago—Don Marcotte, chief of the NBC music library here, will become general professional manager of Warner Brothers reorganized standard department in New York, effective Sept. 15. Niles Trammell has made no announcement as to his successor here.

1	9	3	7
4	5	6	7
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21	22	23	24
25	26	27	28
29	30		

Greetings from Radio Daily

September 7

E. K. Cohan

Dan Russel

RADIO PERSONALITIES

No. 66 in the Series of Who's Who in the Industry

It may be the example of his pioneer grandfather, who packed his family into a covered wagon and set out in quest of something new, that inspired the radio career of Burt Squire, General Manager of WINS and the New York Broadcasting System. Ever since the day he became the first baritone to be heard over NBC's then newly opened Chicago studios, his varied career has been a series of "firsts."

Squire announced the first electrical transcription ever made, the "Maytag" program. Later, he was responsible for the first "50-50" transcription account, with air time shared by manufacturer and dealer. This was the Seiberling Tires program, which was broadcast on 182 stations in the United States and Canada, necessitating the placing of transcription machines for the first time in a number of Canadian stations which did not have them.

Shortly after that, he became in turn sales manager of the Blue Network station, WGAR, in Cleveland, and of WHK the Columbia station in that city.

In August of 1935, Squire became associated with the Hearst organization as General Manager of WINS. It was here that he conceived and carried out the biggest "first" of his career: the building of the first successful New York State regional chain, the New York Broadcasting System, which was inaugurated on April 28, 1936. The success of the new network was demonstrated by the end of 1936 when it showed such promise that it was found necessary to increase the scope of its activities for 1937. As a result, the New York Broadcasting System has, in Fall commitments, better than twelve hours of commercial time sold, in quarter and half hour programs.

Burt Squire is not the only member of his family with an active interest in radio. Mrs. Squire is the former Astrid Jason who, a few years ago, was heard on practically every important network dramatic broadcast.

Squire, who is still under forty, has two hobbies; ping pong and Diane, his four-months old daughter and latest "first."



A Man of Many "Firsts"

NBC Engineers Study WTAM Transmitter Bids

Cleveland—Construction bids for the erection of a 470-foot vertical antenna at WTAM's transmitter in Brecksville, O., are being studied by NBC engineers following Federal Communication Commission approval of the project.

According to Vernon H. Pribble, station manager, plans are to place the new antenna into operation late in December when WTAM's new quarters in the first four floors of the Guarantee Title and Trust Co. building are completed. Cost of the new studios are estimated at \$350,000 with transmitter improvements and the antenna adding another \$35,000.

Name of the 22 story structure which will house WTAM is to be changed to the National Broadcasting Co. building. It will include two large and five small studios with the latest broadcasting equipment.

KMED Joins NBC

KMED, Medford, Ore., joined the NBC network last Sunday instead of Sept. 15 as originally announced. Affiliation date was advanced because of sales department request.

Earnshaw Disks on WGY

The Earnshaw Radio Productions, through Charles Michelson, has placed 130 episodes of the "Count of Monte Cristo" on WGY. Transcription series will be sponsored by the United Baking Company.

Mickey Mouse Piped For Lever Bros. Ears

Los Angeles—Ruthrauff and Ryan are piping Mickey Mouse and Meredith Willson's orchestra East for the edification of Lever Brothers execs. Possible hitch in the deal is that a "voice double" for Mickey is not readily available.

Walt Disney provides the disembodied voice of Mons. Mouse ordinarily, and has so functioned when Mickey accepted guest appearances on the air last season, but draws the line at a regular weekly schedule. Difficulty will be circumvented if deal jells, no doubt. Ken Englund prepared the sample script.

McQuistion Leaves Nat. Tele

Kansas City, Mo.—F. M. McQuistion, promotion manager for First National Television and the television school operated by that organization, has resigned to take a position with Brown and Bigelow, St. Paul. Before going with First National Television early this year, McQuistion was with the Skelly Oil Co., in the advertising department.

Joins FCC in Seattle

Portland, Ore.—Earl D. Scott of Seattle has joined the Portland office of the Federal Communications Commission as radio inspector. He succeeds Lee R. Dawson, who was transferred to Honolulu some time ago. Kenneth G. Clark is inspector in charge.

GUEST-ING

VICTOR C. KITCHEN, on Vivian Shirley's WNEW beauty program, 2:45 p.m., Sept. 7.

PROFESSOR KALTENMEYER, on National Barn Dance, Sept. 11, 9 p.m., over NBC-Blue network.

JIM TULLY on the Heinz Magazine of the Air, Sept. 8 (CBS, 11 a.m.).

GERTRUDE NIESEN with Ben Bernie on the American Can program Sept. 21 (NBC-Blue, 9 p.m.).

RAMON NOVARRO makes his final radio appearance in this country in three years when he appears on Professional Hour Sept. 10 (WMCA, 9 p.m.).

MOVITA and Mrs. WALLY REID, on Show Boat, over NBC-Red network, on Sept. 9 at 9 p.m.

MAY ROBSON, RAY MIDDLETON and CHARLES RUGGLES, on Kraft Music Hall, over the NBC-Red network, on Sept. 9 at 10 p.m.

BILL ROBINSON, on Benny Davis' "Stardust Revue," over WOR-Mutual, Sept. 12, 6-6:30 p.m.

GEORGE BURNS and GRACIE ALLEN on Packard Hour, Sept. 28, WEA-F-NBC network, 9:30 p.m.

JOSE and AMPARO ITURBI, on Ford Hour, Sept. 19, over CBS net, 9 p.m.

GROUCHO and CHICO MARX, on "Hollywood Mardi Gras," over NBC-Red network, on Sept. 14, 9:30 p.m.

TIM RYAN and IRENE NOBLETT, on Jello program, over NBC-Red network, on Sept. 12, at 7 p.m.

Mayorality Campaigns Begin N. Y. Time Buy

The Democratic Party has bought a series of 5-minute spots on WMCA and Jeremiah Mahoney, candidate for Mayor of New York, will appear on each broadcast. Series is scheduled to run for 8 weeks, but time and dates have not as yet been settled.

Majority of the radio time for the election will not be purchased until after the primaries. At that time the Fusion and Republican parties both intend to go after as much available time as possible.

WAMS Migrates

WAMS, Springfield, Mass., celebrated its fifth anniversary by moving from the Hotel Stonehaven to the Hotel Charles. After broadcasting until 1 a.m. the station signed off at the Hotel Stonehaven and then continued its broadcast at 7 a.m. from the Hotel Charles. The intervening six hours kept a corps of electrical engineers hard at work effecting the transfer.

The new quarters are about twice as large as the old, with 13 offices, three studios and a large reception room. All the electrical equipment in the studio is new and of the latest type Western Electric apparatus. The process of being redecorated and plans for a formal dedication will not take shape until these are completed.

ORCHESTRAS - MUSIC

PAUL WHITEMAN will dedicate his program each week over the NBC red network to former proteges, starting Sept. 8. Bing Crosby will be honored first when the "King of Jazz" renders three tunes from the popular singer's latest picture, "Double or Nothing." Other dedications to follow will be for Johnny Mercer, Bob Lawrence and Jack Fulton.

Benny Goodman's Swing School program will originate in the studios of KMBC, Sept. 21, when Goodman's band plays for the Jubilesta, Kansas City's annual fall festival.

Mr. and Mrs. Jesse Crawford and their orchestra with Bob Murray as featured vocalist are playing at the Michigan State Fair, Ford Exposition, until Sept. 12. The Victor recordings recently made by the Crawford ork and Murray have just been released.

Jimmy Lunceford and his orchestra will open at Sebastian's Cotton Club in Los Angeles on October 4.

Satire has been musically treated by Tommy Dorsey and his swing band. Tommy made a number of unique arrangements in which he pokes fun at various orchestras and their musical styles. One such selection, recorded by the Dorsey crew, became a best seller over night, while radio performances of these travesties have netted Dorsey many requests for repeat presentations. The series will be complete only when some other band satirizes his own band.

Ted Wallace, who brought the original Big Apple dancers north from Columbia, S. C. inaugurates a new series on NBC with his Sing Band on Sept. 18. Will be heard every Saturday.

Mose Gumble announces that the Professional Music Men will hold their first meeting for the fall and

winter season Sept. 17 at the Astor Hotel.

Frank Dailey's orchestra has shifted its scene of musical operations from the Hotel Pennsylvania to the Surf Club at Virginia Beach. They continue, however, with their regular CBS broadcasts.

George Olsen opens the International Casino on Sept. 9 over Mutual and NBC wires.

Red Norvo, with Mildred Bailey open today at the Palomar, in Los Angeles.

Three of the most popular orchestras in the Pacific Northwest will appear on one full hour radio show on KOMO Sept. 10, to usher in the fall fashion parade for the Bon Marche, Seattle radio-minded department store and one of the Pacific Coast's largest radio accounts. There will be two NBC bands — Archie Loveland who plays at the Olympic Hotel, and Jules Radinsky of the Club Esquire. In addition, Jackie Souders music will be on the program.

Raymond Scott and his Quintet return to the Saturday Night Swing Club on Sept. 18 over the WABC-CBS network. Scott will be heard from Hollywood, where he and his swingsters are completing their assignment in the Eddie Cantor film, "Ali Baba Goes to Town."

Organization of professional Gypsy musicians in New York was furthered when a large representation of the musical nomads, sans the spirit of wanderlust, convened recently to discuss their problems and to formulate plans for the coming season. Group will be known as the Leaders of Continental-Gypsy-Dance Music in New York City. It has the full endorsement of Musicians Union Local 802.

Metzger's Piano Offer

Chicago — Ros Metzger, radio director of Ruthrauff & Ryan, has received an offer of several thousand dollars for his much-autographed piano through a legal firm seeking to acquire it for a wealthy child. Parents thought the noted names, all burned into the wood with an electric iron, would inspire the tot.

Among those who have signed are Jack Benny and Mary, George Burns and Gracie Allen, Frank Parker, John Boles, Mitzi Green, George Givot, Toby Wing, Bobbe Arnst and many others. Ros says that so many persons are stopping off to see the instrument since the Chicago Tribune ran a story about it that he can't get any work done.

Shero Trio to WTIC

Cleveland — The Shero Trio, WTAM instrumental act for more than a year, leave to join the staff of WTIC, Hartford, Conn., September 26.

Mutual Appoints Bijur

Mutual Broadcasting System has appointed George Bijur, Inc., as its advertising agency, effective Oct. 1. Bijur, formerly with CBS and with advertising agencies, recently hung out his own shingle.

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.

... Radio's own daily newspaper modestly presents a series of 200 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

W DAY

Fargo, North Dakota

"... The writer would like to add his congratulations to you on your publication. We, here at WDAY, feel that there is a place for it and sincerely hope that you will enjoy the success you deserve."

Dave Henley

SECRETARIAL SERVICE FOR RADIO ARTISTS

New York City

"... Through RADIO DAILY readers, so much interest has been evidenced in "My Private Secretary" that there is no doubt in my mind that RADIO DAILY will help put it on the Radio Map."

Adele M. Purcell

WTMJ

Milwaukee, Wisconsin

"... I read your publication with interest every day."

Donald B. Abert

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

WOR-MUTUAL LEASES OLD ZIEGFELD ROOF

(Continued from Page 1)

trons, and it is the same house first used by NBC for an outside theater-studio for sponsors' guests. Complete redecoration and new engineering facilities are being installed under supervision of Jack R. Poppele, chief engineer.

Theater has a colorful background, having been the scene of the famed Ziegfeld Roof, where numerous stars were born, including Fannie Brice, Will Rogers, Eddie Cantor, W. C. Fields and many others. WOR-MBS used the theater in the past, on occasion.

Wally Duncan to WNEW

Wally Duncan, ace NBC salesman, reported as having signed with WNEW in official capacity with sales department. No NBC or WNEW officials were available over weekend to make official confirmation.

Campana's Vanity Fair Set

Chicago — Campana is just about set to push off on NBC Blue at 8:30 Monday Sept. 20 with its new variety hour which it has labelled Vanity Fair. Cal Tinney, rural comedian, will be headliner with scripting done by Frank Moss. Bob Trendler will direct orchestra. Milton Wilson, a new tenor, is to be used with a gal singer yet to be picked. Details being handled by Tom Wallace of Aubrey, Moore and Wallace.

Northern Trust's Six Years

Chicago—The Northern Trust Company rounded out six solid years of broadcasting this week. Bank has the Northerners concert on WGN a half hour Tuesday evenings presented before an audience of 600.

ONE MINUTE INTERVIEW

Joseph J. Weed

"Television wire relays, not unlike the radio relays in wide use in Great Britain, may solve the problem of bringing sight-and-sound programs to remote rural homes.

"The biggest problem of the moment, is to devise a system that would satisfactorily embrace the entire nation without discrimination against the rural and small town listeners who would be outside the look-and-listen range of the big city video stations.

"Hence there's the possibility that coaxial relays, perhaps under telephone company subsidy, will 'pipe' the sight-and-sound programs directly into homes. This would be dependent, of course, on bringing down the now prohibitive cost of coaxial wire manufacture."

★ Coast-to-Coast ★

BELIEVING that farmers in their territory can best be reached at an early hour in the morning, KFRO, operated by the "Voice of Longview," at Longview, Texas, has devoted the first half hour of its day of broadcasting, from 6-6:30 a.m. each morning to the "Farmer's Forum". This program brings the latest news from the United States Department of Agriculture, and other up-to-the-minute news of interest to the farmers.

Lee Kirby, WBT announcer, will leave for Philadelphia on Sept. 11, for a meeting with officials of the Atlantic Refining Co. and N. W. Ayer & Sons agency. Kirby is scheduled to handle the Atlantic-Duke U. series of football broadcasts which will be carried by WBT this fall.

WSPD, Toledo: Helen Marie Griffin, mail secretary at WSPD, is in Chicago on vacation....Gene and Glenn are scheduled to broadcast from Toledo Sept. 9, from 6-6:30 p.m., during their good will tour of neighboring cities for the Great Lakes exposition....Miss Marilyn Maynard, vocalist, will not come to WSPD after all, having signed a contract with Happy Felton.

Young Gregg, recently a recruit on KDYL's announcing staff, has taken over the "Sports Reel", a program of sports commentation, during the absence of Frank Austin, who is on a vacation. Gregg got his spicing education via local auction rooms.

Temporary WRD studios, complete in every detail necessary for broadcasting, will be erected in the Administration Building at the Virginia State Fair Grounds during the week of the Fair. At least three hours of broadcasting will be done from the fair each day.

Pittsburgh Varieties resumes its winter series on KDKA today, with a timely program entitled, "School Days". Public schools open today and suitable musical numbers will dovetail with an appropriate script for the broadcast.

Chic Martin and his transcribed Purina Singers have returned to the WFMD air for a whole year's stay. They appear thrice weekly at noon-time and are sponsored by Purina Mills of St. Louis.

Lee Douglas, emcee of WFAM's "Morning Bugle" makes his bow as a columnist Sept. 5 with the publication of a Sunday feature column called "Radiopinions".

WSBT will originate CBS "Church of the Air", Sept. 12. Catholic broadcast at that time will be in charge of the Rev. John F. O'Hara, C.S.C., President of the University of Notre

Dame. Music will be furnished by the Moreau Seminary Choir.

Larry Sherwood, new KCMO manager, and Jimmie Johnson of the sales dept., made a week-end business trip to St. Louis.

Broadcasting from its crystal studios on the N.Y.S. Fair grounds this week, WFBL will air over six programs daily from the Fair including many of its regular features in addition to special events at the Fair. All the activities will be covered. Through WSYR, NBC-Blue network, two broadcasts will be made from the Fair on Governor's Day, Sept. 9. These are Gov. Lehman's speech and the All-American trotting race. Clem McCarthy will come here to handle the latter event.

Louisiana's first southern governors' sloop race on Lake Ponchartrain was broadcast from the Southern Yacht Club yesterday by WDSU and WWL. Governors from six southern states were scheduled to participate.

A farewell party for A. E. Nelson, manager of KOA, was held in the studios with all members of the staff and their wives attending. Nelson goes to KDKA, Pittsburgh, as manager.

Statistics show that it will cost Major Bowes \$1,700 in telephone bills to broadcast "Albany Night" from here Sept. 9. He opens at the Old Grand Theater on Sept. 10.

The Albany Baseball Club presented Royden N. (Doc) Rand, WOKO-WABY sportscaster, with a set of clubs on Aug. 31 on "Radio Appreciation Night" before 8,000 fans. Manager Bill McCorry publicly stated that the club's signing with General Mills was one of the greatest "breaks in Albany baseball history."

WHB, Kansas City, is issuing a new rate card to go into effect Sept. 15. It is understood that the new price schedule will call for a general increase over all previous rate cards.

KDAL's hook-up with CBS on Sunday took on the aspect of civic celebration with the twin ports mayors participating as announcers in the local dedicatory program. The day's schedule began with special half hour airing, featuring an organist, several soloists and talks by Mayor Bryn Ostby of Superior and Mayor C. Rudolph Berghult of Duluth. Both spoke for respective cities in bidding welcome to the beginning of direct CBS service in the twin ports listening area.

James Nye, president of the Duluth Civic Symphony Association also spoke. At the conclusion of the program, Mayor Ostby took the station

CBS SETS MORE BIZ INCLUDING GEN. FOODS

(Continued from Page 1)

of Helen Trent" and "Our Gal Sunday" dramatic skits.

What product General Foods will promote in the Monday, Wednesday and Friday, 12-12:15 p.m., spot is not set as yet. Main office said that it might be anyone of three items. This is the eighth General Foods show to be set by the company. Four are now on the air with the rest scheduled to start next month.

Ford renewal is for 13 weeks, effective Oct. 5. Show is heard on 93 CBS stations, Tuesdays, 9-9:30 p.m. N. W. Ayer is the agency.

Pontiac's "News Through a Woman's Eye" is heard Mondays, Wednesdays and Fridays, 2-2:15 p.m., with repeat at 5:30 p.m. on 59 stations. Renewal is for 52 weeks as of Oct. 11. MacManus, John & Adams, Detroit, has the account.

American Home Products on 31 stations will be renewed Sept. 27. Shows are heard Mondays through Fridays, 12:30-1 p.m. Blackett-Sample-Hummert has the account.

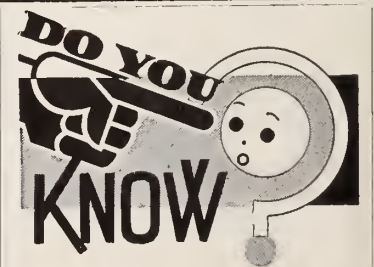
NBC Tests Tele Sketch

NBC-RCA television experimental test today will include a script called The Match Maker, featuring James Meehan and Noel Mills. Sketch is scheduled to be televised at 1:45 p.m., and will run for 15 minutes.

stand-by and Mayor Berghult of Duluth followed with "KDAL now joins the Columbia Broadcasting System." KDAL was officially welded to the network as Mayor Berghult pushed a control button to bring in the first CBS program heard from chain's twin ports outlet.

Affiliation was nationally publicized by CBS later in the day with a half hour program on a coast to coast hook up. Frankie Masters orchestra was featured and the civic material lauding the two cities presented ala Major Bowes style.

Kate Smith's secretary, Jane Tompkins, who is the wife of Burt McConnell, Arctic explorer, has just completed a new book for children. Titled, "The Polar Bear Twins," it will be released on Sept. 9.



The news bureau of WCAO, Baltimore, receives 80,000 words of news daily, aside from the sports ticker, and this must be condensed into about 7,500, which is all that can be aired each day.