



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 48

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 8, 1937

FIVE CENTS

# Philco Adding Stations

## MUSTEROLE SIGNS SPOT ON 31 MUTUAL STATIONS

Musterole has signed for the 1:15-1:30 p.m. spot on 31 Mutual stations and WHN for a Monday, Wednesday and Friday series to begin Oct. 4. Show will feature Carson Robinson and his Buckaroos.

Stations on the network are WOR, WGN, CKLW, WAAB, WFIL, WOL, KWK, KSO, KFEL, KHJ, WHB, WKBW, WRVA, WSPD, WCAE, KSTP, WHK, WMT, WSPR, WEAN, WICC and 10 Don Lee stations besides KHJ. WHN will carry the program on the same days but at a

(Continued on Page 3)

## New Packard NBC Series Previewed on the Coast

West Coast Bureau, RADIO DAILY

Los Angeles—Young & Rubicam "previewed" the initialer of the new Packard series, "Hollywood Mardi Gras," at the NBC theater on Warner's KFVB lot Saturday night to

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## Extensive Coast Series Planned by Petri Cigar

Petri Cigar Co. plans an extensive advertising campaign to begin immediately on the west coast. Spot announcements will be used nightly

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## KELA to Open in Dec.

Chehalis, Wash.—KELA, newly authorized 500-watt station being built by Central Broadcasting Corp., of which A. C. St. John of this city is president, is expected to open early in December.

## Announcer's Record

Philadelphia—Lynn Willis, KYW announcer, has figured it all out that he has conducted about 31,500 programs and never yet has the show run passed the closing second dead-line. Willis conducts an average of 15 programs a day, five days a week. This would be 4,500 a year and Willis has been broadcasting regularly for the past seven years.

## New Prospects

West Cornwall, Conn.—Radio stations have a big new field for business, according to results obtained at the W. E. Kugeman farm. The 550 hens at the farm laid an average of 480 eggs a day while a radio was continuously operating in the hennery. Then the radio broke, and egg production dropped to 380 a day. New radio was installed and the hens quickly regained their stride.

## AMERICAN BANKS START OCT. 18 OVER NBC-BLUE

The American banks-Philadelphia orchestra series of full-hour programs on a nationwide NBC-Blue network will begin Oct. 18 at 9 p.m. Practically the same list of banks will underwrite the NBC series as did the CBS half-hour last season. Some of

(Continued on Page 3)

## Jolson's New Show Opens Like a Movie "Premiere"

West Coast Bureau, RADIO DAILY

Los Angeles—Radio has gone Hollywood with a vengeance. Emulating the film industry, the Ruthrauff & Ryan agency inaugurated the new Al Jolson series at the CBS Radio

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## Pilot on Inter-City

Pilot Radio, through Alvin Austin, on Monday will start a quarter-hour series of INS news reports, seven nights a week, over WMCA and the Inter-City web. Program with Garnett Marks as newscaster will be heard at 10:45-11 p.m. Series is signed for a year.

## Wilson and Hagedorn Merge As Station Representatives

## "Voice of Experience" As Mutual Sustaining

"Voice of Experience" will start a twice weekly series of sustaining shows on Mutual beginning next Monday, 12 noon to 12:15 p.m., and

(Continued on Page 3)

## 30 Outlets Already Added to Original List on Disk Series—Still More Stations to be Included

## DE SOTO IS PREPARING EXTENSIVE STATION LIST

De Soto Motor Co. is preparing a large station list for a quarter-hour transcription series and also a spot announcement series with Ted Hus- ing. J. Stirling Getchell Inc., De- troit, is handling.

## Cough Remedy Starting CBS Series on Oct. 18

Chicago—F. & F. Laboratories (F. & F. cough drops) will start its first radio advertising schedule on Oct. 18, over 43 CBS stations, Mon- days, Wednesdays and Fridays, 3:30-3:45 p.m. Understood program will be a dramatic series. Blackett-Sam- ple-Hummert, Inc., placed the account.

## KOL on Mutual Web

Seattle—After many erroneous re- ports, KOL has finally agreed to serve as the Mutual-Seattle outlet for programs booked by the web.

## WDGY Appointments

Minneapolis—Meridith B. Lowe, formerly of Chicago and Tulsa, has been named chief technician of WDG Y.

John MacKnight is an addition to the announcing staff.

Jack Rawen has been appointed merchandising manager and will handle all national contacts.

Responding to dealer demand, Phil- co Radio & Television has added 30 more stations on its "Phyl" Coe Radio Mysteries disks, bringing the total now up to 230, with further ad- ditions in prospect.

A \$50,000 cash contest is being con- ducted in conjunction with the series, which is on behalf of Philco's radio tube division, and it was originally

(Continued on Page 3)

## BROADCASTERS' GROUP RESUMES AFM HUDDLES

Committee for the Independent Radio Network Affiliates arrives in town today and goes into executive session late this afternoon or evening, preparatory to meeting with Joseph N. Weber, president of the AFM, some time tomorrow. This will start the ball rolling for the big pow-wows be- ginning Friday, when the IRNA membership will again convene and seek to present a solution to the broadcasters' dilemma anent the hir- ing of at least 2,000 additional musi- cians or face a strike threat. Com-

(Continued on Page 3)

## Skelly Oil Co. Disks On 21 Midwest Stations

Kansas City—Skelly Oil on Oct. 11 will start "Court of Missing Heirs" on 21 mid-west CBS stations, 7-7:30 p.m. (EST). Program deals with the life stories of persons whose deaths

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## Telepathy on Air

Chicago—Subject of Commander E. F. McDonald's mystery radio show, "Zenith Foundation", which started Sunday, is revealed as mental telepathy. Zenith plans to adapt tests of telepathic experi- menter for broadcasting purposes, with listeners collaborating as guinea pigs. After groundwork is set by first three programs, tele- pathy show will be announced.

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Vol. 2, No. 48 Wed., Sept. 8, 1937 Price 5 Cts.

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Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

# FINANCIAL

(Tuesday, Sept. 7)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167 1/2	164	164	- 3/4
CBS A	26 1/2	25 1/8	25 1/8	- 1 1/2
CBS B	25 1/4	25	25	- 3/4
Cresley Radio	17 1/8	15	15	- 2 1/2
Gen. Electric	50	47 3/4	48	- 3 1/4
North American	23	21 1/4	21 3/4	- 2 1/8
RCA Common	11	9 5/8	9 7/8	- 1 3/4
RCA First Fd.	71	66 3/4	66 3/4	- 4 3/8
Stewart Warner	17	15	15	- 2 1/4
Zenith Radio	41 1/2	37 1/4	37 1/2	- 4 7/8

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 1/2	15 3/8	15 3/8	- 1/2
Majestic	2 1/2	2 1/2	2 1/2	- 1/8
Nat. Union Radio	1 5/8	1 1/2	1 1/2	- 1/8

## OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	12 1/2	14

## Major Bowes Resumes Sunday Show Sept. 12

Following a summer vacation, Major Edward Bowes next Sunday will resume officiating at the "Capitol Family" broadcasts over CBS at 11:30-12:30 noon Sundays.

Though he took a recess from this program for the past two months, Major Bowes continued to appear with his Chrysler "Amateur Hour" program, the leader of all radio shows in survey ratings.

## C. K. Carmichael in New York

C. K. Carmichael, for the past two years associated with WBT, Charlotte, N. C., as publicity director and on special events, has left that station and is now in New York conferring on a new connection. Carmichael also handled the Charlotte United Press office, which has been closed.

## NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Sept. 4, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
My Cabin of Dreams (Irving Berlin Inc.)		36
So Rare (Robbins Music Corp.)		32
Have You Got Any Castles, Baby (Harms Inc.)		31
Whispers in the Dark (Famous Music Corp.)		31
I Know Now (Remick Music Corp.)		29
Yours and Mine (Robbins Music Corp.)		28
That Old Feeling (Leo Feist Inc.)		27
First Time I Saw You (Santly Bros-Joy Inc.)		26
Stardust on the Moon (E. B. Marks Music Co.)		24
Remember Me (Witmark & Son)		23
Afraid to Dream (Miller Music Co.)		22
Moon Got in My Eyes (Select Music Co.)		19
Harbor Lights (Marlo Music Co.)		18
Stop, You're Breaking My Heart (Famous Music Corp.)		18
So Many Memories (Shapiro-Bernstein Inc.)		17
Where or When (Chappell & Co.)		17
Am I in Love (Witmark & Son)		16
I'm Feelin' Like a Million (Robbins Music Corp.)		16
Sailboat in the Moonlight (Crawford Music Corp.)		16
Smarty (Popular Melodies)		15
Can I Forget You (Chappell & Co.)		15
You're My Desire (Mills Music Inc.)		15

## Atlantic Refining Signs New York-Penna. Games

Atlantic Refining has signed exclusive broadcasting rights to the New York-Pennsylvania League play-off games which begin today. Elmira, Wilkes-Barre and Hazleton have already qualified for the series. Williamsport and Binghamton, tied for fourth position, had a qualifying play-off last night.

Stations signed to broadcast play-by-play descriptions of the games are WESG, Elmira; WBRE, Wilkes-Barre; WAZL, Hazleton, and either WNEF, Binghamton, or WRAK, Williamsport, depending on the outcome of last night's game. If the contests go the limit, a total of 17 games will be broadcast. N. W. Ayer & Son, Philadelphia, has the account.

## WBIG Adds Full-Time Reporter

Greensboro, N. C.—WBIG has added a full-time news reporter to its staff. This is the first station in North Carolina to employ a full-time reporter. Harry Kuykendall, WBIG's reporter, is a graduate of Davidson College and is in charge of all local news over WBIG.

In addition, WBIG has a correspondent in the State Capitol, as well as all the principal cities in its area. The local and state news augments full-time Transradio News.

Enoch Price, editor, Greensboro Patriot, is now Transradio correspondent in Greensboro, and editorial consultant of WBIG.

## Kay Beckman Joins Blair

Chicago—Kay Beckman, formerly of WHO, KSO and KRNT, Des Moines, and WCFL, Chicago, has joined the Chicago office of John Blair & Co., radio station representatives.

## Communications Ass'n Signs 2 More Stations

American Communications Association (formerly ARTA) yesterday announced the signing of two additional stations which have agreed to recognize that body as its sole bargaining agent. Newest additions to the organization are WOL, Washington, and KPMC, Bakersfield, Cal. Former includes entire technical and announcing staffs, while latter is composed entirely of the technical employees.

## Wisconsin Network Sets Dedicatory Programs

Green Bay—Formal dedication of the new Wisconsin Broadcasting System by its member stations, WHBY here, KFIZ in Fond du Lac and WIBU in Poynette, takes place Friday with special programs.

WHBY will air its dedication at 7:15-8 p.m., KFIZ at 8-8:30 and WIBU at 1-1:30 and 8:30-9:30.

## McGrady's RCA Duties

In a radiogram from London yesterday, David Sarnoff, RCA president and chairman of the board of NBC, explained Edward F. McGrady's new duties as director of labor relations for RCA. Sarnoff said in part, "McGrady will carry out the company's labor policy which is that labor is entitled to representation of its own choosing uninfluenced by management."

## Bill Watters Recovered

William Watters, radio writer connected with the Kass-Tohrner organization, will be back on the job tomorrow or Friday after a siege of the grip lasting more than two weeks.

## COMING and GOING

JOHN VAN CRONKHITE, president of Van Cronkhite Associates Inc., Chicago, and head of the Association of Radio News Editors and Writers, arrived in New York yesterday via Washington and southern points.

MANN HOLINER, radio director of Lennen & Mitchell, arrives in Hollywood tomorrow to supervise the new Woodbury series, which stars Tyrone Power and is scheduled to start Oct. 3.

AL GOODMAN and wife returned yesterday from a cruise to Nova Scotia.

DALE CARNEGIE was also a passenger on the Berengaria, which went to Nova Scotia over the holiday.

JIMMIE WINCHESTER, sports announcer of WHN, returned yesterday via American Airlines from the Coast, where he visited his mother, who is seriously ill.

SYLVIA PRESS, WINS publicity department, leaves Sept. 18 on a cruise to South America.

ALLEN ZEE, WHN production man, returns today after a two-week vacation in Maine.

ABRAM REVINSKY, musical director of WHKC, Columbus, is in town.

K. B. JOHNSTON, WCOL, Columbus, is in New York.

HILDEGARDE, NBC songstress, arrives in New York on the Champlain Sept. 22.

MARK ETHRIDGE and W. L. COULSON of WHAS, BILL HEDGES of WLW, L. B. WILSON of WCKY, and ED CRAIG of WSM, are expected in town today.

JACK HENDERSON left for Atlantic City last night to handle the National Security Traders' entertainment at the Traymore Hotel.

ARTHUR CHURCH, president of KMBC, Kansas City, has returned home after spending 10 days in Hollywood.

DICK HEATH, commercial manager of KTAR, Phoenix, also returned home from a visit to the West Coast.

FRED ALLEN and his wife, PORTLAND HOFFA, arrived in Hollywood yesterday to appear in a 20th Century-Fox picture.

BEN BERNIE also arrived on the West Coast yesterday.

JACK BENNY arrived in Chicago and picked up his writers, BILL MORROW and ED BELOIN, and continues on to the Coast with them via motor.

CARLOS A. ZUBLIN of LRI, Buenos Aires, who is spending some time in this country, visited Chicago last week and inspected equipment there.

W. T. KEARNEY, vice-president of Sears Roebuck & Co., sails for Europe today aboard the Manhattan.

MACK GOLDMAN, professional manager for Harms Music, arrived in town yesterday from a business trip through the middle-west.

SARA JANE TOMPKINS, of Rockwell-O'Keefe, returned yesterday from Cleveland.

HARRY LEEDY flew to Minneapolis from Hollywood yesterday.

CY MANNES arrived in town yesterday.

JIMMY DORSEY arrived in town yesterday.

DICK INGRAM of the Rockwell-O'Keefe N. Y. office flew to Boston yesterday.

## FCC Quiz Elliott Roosevelt

Washington Bureau, RADIO DAILY

Washington—Interrogation of Elliott Roosevelt, son of the President, yesterday by FCC examiner George H. Hill over his wife's plans to buy KFJZ, Fort Worth, from R. S. Bishop for \$57,500 revealed the fact that Ruth Roosevelt was to be the actual buyer. Hearst Radio, Inc., of which young Roosevelt is a vice-president is not involved. H. A. Hutchinson would manage KFJZ in the event Mrs. Roosevelt takes over the station. Assets of \$99,500 were listed by the prospective buyer who did not appear before FCC.

## CLYDE BARRIE

CBS

Thursday

6:15 P. M.

## AL DONAHUE

Now Appearing  
ROOSEVELT HOTEL,  
New Orleans

Opens at the Palace Oct. 6th  
For Fall and Winter Season  
Fourth Return Engagement

## WILSON AND HAGEDORN MERGE AS STATION REPS

(Continued from Page 1)

field, while Hagedorn will act for Wilson in New York.

Under the new affiliation, the name of Wilson-Robertson will be dropped and the firm will be known as the Howard H. Wilson Company.

## Jolson's New Show Opens Like a Movie "Premiere"

(Continued from Page 1)

Playhouse last night with all of the electrical and sartorial display of a movie "premiere." Big studio sun-ares illuminated the sky as well as the strictly formal attire of the strictly invitational audience. Rolls-Royces rolled up in grandeur for the edification of thousands of the customary curbstome curious who sat for hours on soap boxes and cartons, some of which, by some unaccountable oversight of some account executive, were emblazoned with the merits of saponaceous products manufactured by competitors of the bill-footer-upper of the spectacle. The only thing really lacking was the out-front microphone presided over by an unctuous emcee.

## Skelly Oil Co. Disks On 21 Midwest Stations

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left fortunes tied up in banks throughout the country and the search for the rightful heirs.

Disks of the show will be used on four other stations in addition to the network half-hour. Program airs at the same time as the CBS-Wrigley show but mid-western stations are not used until the late repeat. Blackett-Sample-Hummert, Chicago, has the Skelly account.

## Musterole Signs Spot On 31 Mutual Stations

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different time—11:30-11:45 a.m. All programs will originate in the studios of WOR. Erwin, Wasey & Co. has the account.

## Frisco AFRA Local

San Francisco—Work of organizing a local branch of American Federation of Radio Artistes is under way following a meeting over the week-end attended by a delegation including Norman Field, second v.p., and others. Field flew in from Los Angeles. Pre-organization work in northern Calif. has been carried on by Vic Cummings, local writer.

## RALPH KIRBERY

"The Dream Singer"

MANAGEMENT  
WILLIAM MORRIS AGENCY  
BILL MURRAY

## NEW PROGRAMS—IDEAS

### KDAL's "Alibi Airings"

Somewhat a case of "the mountain's coming to Mahomet" is the new series of traffic programs now being aired by KDAL, Duluth. The majority of traffic violations in that city are disposed of right in the police traffic bureau, only the major offenses ever reaching court. Violators appear at the traffic bureau at their leisure. It was impossible for KDAL to go to the traffic bureau, so the bureau came to KDAL.

The result: "Alibi Airings," a program which recreates actual happenings from the traffic bureau as a weekly quarter-hour sustainer. Sgt. Roy Erlandson, assistant head of the traffic bureau, together with a cast of eight to twelve men and women, stage "Alibi Airings." The entire routine of being tagged for traffic offenses, and how such offenders are dealt with, is treated in KDAL's new program.

"Alibi Airings" is aptly titled, because a typical day in the traffic bureau is just a constant parade of alibis as violators appear in answer

to their traffic summonses. Stint affords opportunity to put across traffic rules and safety message in entertaining way. Program started just in time with second annual campaign to "Make September the Safest Month" in Minnesota.

### "Blue Hangover"

A 9-9:30 a.m. program planned entirely with "blues" music, both sentimental and swing, intended as a "burnt offering" to the many over-ambitious souls who celebrated too strenuously over the week-end, was started Monday by WDSU, Durham, N. C. "Moon With a Hangover" is the theme song. Headache powder and table announcements are read during the participating program.

### "Origin of Superstitions"

How various superstitions started—including the number 13, black cats, walking under ladders, etc.—is told in a new series titled "Origin of Superstitions" being presented twice weekly over CKY, Winnipeg.

## New Packard NBC Series Previewed on the Coast

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a strictly trade and newspaper audience of 450, which is "capacity."

Despite a warning by the agency that the performance was a "first rough rehearsal," it might have gone on the air "as is" without any discredit to anyone concerned, since such veterans as Lanny Ross, Charles Butterworth, Florence George, Don Wilson, Raymond Paige and his orchestra, and of course, Amos and Andy were all up there.

The "preview" idea, however, has its good points and seems to find favor. Cantor makes it a practice, and Jolson is reported going to try it out each Monday night preceding his Tuesday broadcast. The Young & Rubicam staff also in favor of this procedure for the Lanny Ross show includes Pat Weaver, supervisor of radio for the agency; Jack Von Nostrand, producer; Carroll O'Meara, assistant producer; Austin Pearson, continuity editor; and Frank Gill, Carl Herzinger, Bill Demling, Jess Oppenheimer and Jennison Parker, writers on the show.

## CBS Controls Coast Bu.

Washington Bureau, RADIO DAILY

Washington—CBS, in filing its August report with the Securities and Exchange Commission yesterday, revealed it had acquired 27½ per cent of the capital stock of Columbia Management of California Inc., formerly Columbia Artists of California, for \$27,500. A CBS subsidiary acquired 22½ per cent of the same unit for \$22,500. This gives CBS 100 per cent control of the Calif. bureau, the other 45 per cent control being through Columbia Concerts Corp.

## American Banks Start Oct. 18 Over NBC-Blue

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the more prominent banks cooperating are Chase National, New York; National Shawmut, Boston; First National, St. Louis; Anglo-California National, San Francisco; First National, Chicago; Pennsylvania Co., Philadelphia, and the Denver Clearing House Ass'n.

Eugene Ormandy will conduct the orchestra, with Alexander Smallens, Jose Iturbi and Fritz Reiner serving as guest conductors. Feodor Chaliapin will be the featured soloist for the premiere. Guest soloists will be booked weekly. W. M. Kiplinger, Washington news-letter writer, and Dr. Neil Carothers, economist and director of the College of Business Administration at Lehigh, will deliver short talks on current topics. Program will run for 26 weeks.

James E. Sauter, who was absent from the Ferde Grofe summer series, will again produce the program and Alfred R. Allen, manager of the Philadelphia orchestra, will act as musical consultant. Wessel Co., Chicago, is the agency handling the account.

## Extensive Coast Series Planned by Petri Cigar

(Continued from Page 1)

over stations in California, Oregon and Washington and will be handled through the San Francisco office of Emil Brisacher & Staff. Campaign will feature separate advertisements on behalf of Natividad and Costa de Oro brand cigars.

## 30 STATIONS ARE ADDED IN PHILCO DISK SERIES

(Continued from Page 1)

intended to use only 100 outlets over the country. The contest began last week and will run 16 weeks, with a 15-minute mystery broadcast weekly.

Also coincident with the drive is "Philco Week," being observed by dealers Sept. 16-25.

## Broadcasters' Group Resumes AFM Pow-wows

(Continued from Page 1)

mittee will also report its progress on the various fronts concerned.

Executive board meeting of the NAB will be held here tomorrow morning, the NAB apparently having decided not to hold a joint meeting with the IRNA, for the time being at least.

Finance committee of IRNA, headed by L. B. Wilson, has sent out its wires and letters, with the result that numerous small stations at least have come through with their assessment toward the \$12,000 sought for expenses. Some of the larger outlets have held off forwarding the cash, inasmuch as they state the quarter-hour rate tap is a high contribution to fight the other fellow's battles. This, of course, is only true where the large station already has musicians at work.

It is expected that the confab tomorrow between the IRNA committee and the AFM will go a long way toward showing which way the wind is blowing by way of an early adjustment.

## "Voice of Experience" As Mutual Sustaining

(Continued from Page 1)

each Monday and Wednesday thereafter. "Voice" will also be heard over the WLW Line and other stations in a new series starting the same day under the sponsorship of Lydia Pinkham compound.

## AGENCIES

WINIFRED M. BRENNON has been appointed assistant to the president of the W. L. Post Agency and will be in complete charge of merchandising and publicity activities.

MAX HACKER, for the past four years head of the media department of Pedlar & Ryan, died Monday of a heart attack while playing golf. He was 45 years old. Previous to joining Pedlar & Ryan, Hacker was with the Blackman Co. (now Compton) and N. W. Ayer. He is survived by his wife and three children.

First in local accounts  
in Chicago

**WGES**

(In the heart of Chicago)

## NEW BUSINESS

Signed by Stations

## WBAP, Fort Worth

Lehn & Fink (Hind's honey and almond cream), "Helen's Home", through Wm. Esty, N. Y.; Rit Products, through Earle Indgin, Chicago; Dodge Bros. (trucks), through Ruthrauff & Ryan, N. Y.; Purity Bakeries, "Hope Alden's Romance", through Blakett-Sample-Hummert, Chicago; Penick & Ford (Brer Rabbit Syrup), through J. Walter Thompson, N. Y.; Dr. W. B. Caldwell Inc. (Syrup of Pepsin), through Cramer-Krasselt, Chicago; Barton Mfg. Co. (Dyan-shine), through Anfenger Agency, St. Louis; White King Soap, through Barnes Chase Co., L. A.

## KCKN, Kansas City, Kas.

Mace-Jones Co. (Philco dealers and jewelers), "Radio Mysteries", 16 weeks.

## Airing Historical Event

Philadelphia—Local stations have made plans for a mammoth and comprehensive schedule of special broadcasts covering the city-state sponsored patriotic ceremonies commemorating the 150th anniversary of the signing of the Constitution, week of Sept. 10, a week officially designed by Mayor S. Davis Wilson as Constitution Week.

## Dolan With Wynn Stage Show

Robert Emmett Dolan, musical director of the Sealtest Sunday Night Party, yesterday was signed to handle all music for the new Ed Wynn stage musical, "Hooray for What", set to open on Broadway later this year with a number of radio stars headlining the cast.

## Sportswoman on Major's Show

Clara Bell Walsh, noted society sportswoman, has been induced by CBS executives to make a radio appearance on Colonel Jack Major's program at 3 p.m. next Monday, when she will tell about horses and how to make a real Kentucky mint julep.

## 2 Announcers Join WCAU

Philadelphia — Calvin Jackson of WRAW, Reading, and George Hogan, formerly of CBS, have joined the announcing staff at WCAU.

## WMBH Adds Announcer

Joplin, Mo.—Don Davis, announcer, of Nutley, N. J., has been added to the announcing staff at WMBH here.

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

Greetings from Radio Daily

Sept. 8

Milton Watson  
Niela Goodelle  
Lynn Bernhak  
Charles J. Stuart



● ● ● Present Sealtest show featuring James Melton, R. E. Dolan's band, guestars, etc., fades from the air Oct. 10 and will be replaced with a 16-piece symphonic band under the baton of Alexander Smallens of the Philharmonic! McKee-Albright of Philly take over the account from J. Walter Thompson... Harry Conn has decided not to work for Eddie Cantor this season but will concentrate on his air musical comedy which may go under the sponsorship of Goodrich tires or a General Foods product... Lorella Lee has been signed by Columbia Pictures to appear in "Freshman Follies" ... Evelyn Oaks has been signed to a five-year contract by Mack Davis at CBS! She's their "white hope" now for pictures... Frank Parker leaves the Chesterfield show Sept. 27 with no future air plans—but a picture on the Coast... Though it is generally believed that Tommy Riggs has a show-to-show contract on the Vallee hour—he is tied up (but good!) by J. Walter Thompson... Jerry Kruger will get her network chance via CBS' "Swing Session"... Hope Hampton has ordered from Levy-Wander a platinum-diamond CHARM bracelet depicting the operas she's sung in, such as a little Chinese girl for "Madame Butterfly" etc. Good thing she never did a monologist's role!... Wonder if the AFM or Ascaph would raise up in protest if they were aware of the music firms that printed their stock at non-union plants!

● ● ● Down at the Nation's Capital a lot has been going on around the studios for the past two weeks... The outstanding feature, we think, was the efforts made by the local NBC and CBS stations to tie up two of WOL's men—Art Brown and Tony Wakeman... The boys were offered triple their present salaries to make switches and join other staffs this winter... Art Brown's invitation was to do a "Musical Clock" such as he now does via WMAL... Tony Wakeman's offer was to sign with WJSV to replace Arch McDonald, whose contract is said to be up Jan. 4... The boys listened to the propositions and talked the matter over with WOL's Bill Dolph and Madeline Ensign, program director—and decided to leave their hats and coats in the locker room of their present address!

● ● ● Highest price ever paid for Musik recordings goes to the Casa Loma crew for one week's work at \$30,000!... A show written by Mrs. David Freedman with James Barton, Ted Healy and Dave Schooler's ork is a new set-up for a fall show being offered to sponsors... Report is that Joe E. Brown may head a variety show for Ford this fall!... WNEW's Sid Schwartz and Harry Essex sold their play, "Prize Family", before the holiday... Lucille and Lanny have been signed to make 13 RCA-Victor recordings—selected from 50 acts!... Lester Lee obtained that NBC show for Zeke Manners which starts Sept. 14... Bee Palmer opens at the Yacht Club in Chi—before her "come-back" debut in N. Y.... Jack Marshall of the Benny Meroff crew is the town's new sensation!... Abe Lyman will follow Casa Loma into the N. Yorker, we'll betcha!

● ● ● Crickets provide competition to singers!... KDYL, Salt Lake City, technicians were confronted with a new problem last Sunday evening... The "Community Sing" broadcast from the outdoor theater at Liberty Park was ready to go on the air, when Al Gunderson, checking the pick-up, noted a peculiar high-frequency singing in his phones... An immediate check disclosed that all equipment was in ship-shape... Frantically Gunderson called the Toll Test Board of the telephone company, but no trouble was located on the lines... Announcer Myron Fox stepped up to the mike to go on the air when a large cricket alighted on the mike!... The high-frequency sing, it was discovered, emanated from the trees surrounding the open air theater—where crickets had started their fall series of concerts... Now a directional mike set-up is used and the problem solved.

## GUEST-ING

DOROTHEA LAWRENCE, opera and concert artist, on John Gambling's program, today (WOR, 6:45 p.m.).

BERT WHEELER, on "Show Boat," postponed to Sept. 16, with WARREN HULL, MRS. WALLACE REID and MOVITA in for the current week (NBC-Red, 9 p.m.).

BILL ROBINSON on Eddie Davis program, Sept. 12 (Mutual, 6 p.m.).

JOAN EDWARDS, on "Hammerstein Music Hall," Sept. 10 (CBS, 8 p.m.).

BEATRICE LILLIE, BURGESS MEREDITH, MARGARET PERRY, ANN BOOTH and RONALD GRAHAM, on Rudy Vallee program, tomorrow (NBC-Red, 8 p.m.).

MAJOR GENERAL JAMES G. HARBORD, in welcoming message to American Legion, on "Magic Key of RCA," Sept. 12 (NBC-Blue, 2 p.m.).

## WNLC to Celebrate

New London, Conn.—WNLC, owned by the Morey brothers, celebrates its first anniversary Sept. 13 with a special program at 6:15-7 p.m. Station has enjoyed a very successful year, according to the owners, and outlook for the new season is even brighter.

John C. Hinrichs, Jr., recently left the station.

## WINS Exposing Loan Sharks

WINS "Ghost Reporter" will air the "inside" on the still flourishing loan shark racket tonight at 7 p.m. Anonymous reporter has dug up material from victims of the racket and will read their letters on the air. Program is heard Mondays, Wednesdays and Fridays at the same time.

## Joins Anthem Adopters

Danville, Va.—WBTV has joined the list of stations now using "The Star Spangled Banner" for a sign-off. A flood of favorable comment has been received.

## Radiology Congress on Air

Chicago—A score of world famous experts on X-ray and radium treatment will be heard over Chicago stations and the three chains during 5th international congress on Radiology opening Sept. 13 at Palmer House.

## RADIO ARTISTS!

Contacts!

Appointments!

Correspondence!

Telephone Messages!

We handle these details for you. Call Miss Purcell at BRyant 9-2319.

MY PRIVATE SECRETARY

Secretarial Service for Radio Artists

48 West 48th St., N. Y. C. Suite 608



ORCHESTRAS - MUSIC



VARIOUS changes and additions to personnel at NBC have been put into effect by John Swallow, studio manager. Telephone traffic has increased to such an extent that all receptionists have been switched to the switchboard and are being replaced by page boys, with Russell Hudson, formerly head page, promoted to assistant to Karol Pearson, traffic manager. Bob Edwards being stepped into berth as head page and five new boys added.

Arthur Q. Bryan has been assigned the writing chore on Mutual's coast-to-coaster, "Louisiana Hayride", and Jim Bannon gets a similar assignment on the new Buddy Rogers' show, "Script Teasers".

Harvey Hardy, KNX baritone-announcer, set for the leading role in Screen Classics' film short, "Story of Hart Danks." Picture dramatizes the life of Danks, composer of "Silver Threads Among the Gold", and will be released by Columbia.

KFBK, Sacramento, is remoting a daily resume of farm news from the Allis-Chalmers Company's display at the California State Fair grounds, Sept. 3-12. Tony Koester, Farm Program Director for the station, handles the broadcast.

KGDM, Stockton, is completely modernizing with Western Electric equipment throughout. Manager A. H. Green also is applying to the FCC for upped power to better serve KGDM's trade area.

Mertens & Price, Inc., report the sale of their Wade Lane program, "Home Folks" to Altoona Brewing Co. for use on WFBG, Altoona, Pa., and "Martha Lane's Radio Kitchen" goes to the same station for the county distributor of Grunow electrical products.

Hixon-O'Donnell Co. contracted for 52 weeks of daily time signals on KNX for Day and Night Water Heater. Vernor Ginger Ale renewed for four weeks participation in "Housewife's Protective League" over the same station, and American Home Products takes a 9:30 to 10:00 a.m. spot over CBS Pacific Coast net.

Murray Grabhorn, recently ap-

pointed manager of KEHE, has begun his new duties. No changes in personnel imminent, Grabhorn stated. By something of a coincidence, John Austin Driscoll checked in as manager of KRKD on the same day.

*The Pinehurst Boys, led by Lou Anthonis, are a new noon attraction over WELI, New Haven.*

George Hamilton is pinch-playing for Freddy Martin on his night off from the Aragon Ballroom, Chicago. The six-night week for musicians went into effect Labor Day.

*King's Jesters replace Paul Sabin on NBC from La Salle Hotel, Chicago, while Louis Panico takes over for Don Fernando from Oriental Gardens.*

Red Hodgson of "Music Goes 'Round" fame is playing with Roger Pryor's band at Edgewater Beach Hotel, Chicago.

*Pat Dunn and his University of*

radio stations, newspapers and film studios in Australia, planed out for Vancouver, B. C., after business conferences here.

Frank Purkett, Associated Cinema Studio v.p.-g.m., has been on the sick list for a few days. Larry Adams has been promoted to chief engineer at the studio, and Fred Bowen rejoins the technical staff.

Stuart Hamblen, cowboy singer heard daily on KEHE, is off the air for a few days undergoing facial surgery preparatory to a screen test.

Tommy Bond, Gus Edward's protege on "School Days of the Air" has been signed to a long term picture contract by Mervyn Le Roy.

Cal Kuhl, Kraft producer, back at his J. Walter Thompson desk following vacation.

Ted Hedinger joins the NBC production staff from NBC, Chicago; Maryalice Moynihan transferred from San Francisco to become secretary to Walter Baker, office-personnel manager; Esther Baxter added as secretary in Hal Buck's publicity department; Max Hutto made assistant to Fred Dick, mimeograph manager, and Margaret Kent also added to this department.

Seymour Peyser resigned as publicity chief at KHJ-Don Lee and has been succeeded by Jimmy Vandiveer, onetime newspaper man who has had his "Meet Some People" on this station for some time and done some intermittent newscasting. Jimmy will continue his program in addition to heading the press department.

Helen Hancock, assistant to KEHE program director Nafe Kaylor, is on vacation.

Virginia Verrill, featured songstress on the Show Boat hour, will not do the role planned for her in Samuel Goldwyn's forthcoming "Goldwyn Follies" and her contract with the picture company has been canceled by mutual consent.

Conrad Nagel has been set by Young and Rubicam for the emceeing of the new International Silver's "Silver Theater" program.

Kansas City ork have started their third year on WDAF, in a Sunday afternoon spot.

Carvel Craig ork winds up summer season at Bal Bijou, Lake Tahoe, with Labor Day weekend, and prepares for eastern engagement.

Jack Russell has opened with his 11-piece band at Waco, Lake Wawawsee, Ind.

Roger Riddle of the vocal-guitar team of Marty and Roger, heard over KFOX, Long Beach, Cal., has written two songs which in Long Beach at least are becoming more popular than nationally broadcast show tunes. "Lovely Two Brown Eyes" and "I Didn't Even Stand A Chance" are the songs with poetic lyrics and sweet melodies. In addition to KFOX broadcasting, Marty and Roger play nightly at the Villa Riviera cocktail lounge in Long Beach.

Arch Oboler, who writes Irene Rich's scripts for Welch, here for a few days conferring with the H. W. Kastor agency.

Wendell Hall and family motored to Eagle River, Wis., for a fortnight's vacation.

Art Stringer's family has pulled up stakes and gone to Cincinnati to join him at WLW, where he is new head of promotion and press.

Bobby Brown, program director of WBBM-CBS, is home from a six-week's tour of Europe.

Hay fever K-O'd Bob Labour, WJJD announcer and commentator, despite the fact that he was reading the commercials for a hay fever remedy.

WAAF has a new program at 1:45 daily titled Lyric Serenade featuring tenor Roy Glahn.

WAAF has broken its traditional against hill-billy programs and now has one in this vein conducted by Ed Rees.

Texaco let its option on WCFL for football this fall lapse without exercising it. Station will carry the Northwestern U. home games and reports several hot commercial prospects.

M. M. Bling, chief of Chicago office of Standard Radio, has headed for Hollywood to confer with Jerry King.

Kirby Hawks, radio head of Blackett-Sample-Hummert, headed for Hollywood over the weekend to handle production on waxing of General Mills, "Love for a Day" starring Helen Gahagan. Only station announced so far for the series is WTMJ, Milwaukee. Jo Milward, who is authoring the series, is in Chicago conferring with General Mills authorities.

Al Hollender, publicist for WJJD and WIND, laid up for a day or so.

**His 1,600th Show**

With production of a half-hour version of the life of Paul Muni as an exploitation tie-up with Warner's film, "Zola", Dramatic Director Ronald Dawson of WOL, Washington, has completed his 1,600th show in nine years. Of this total, Dawson also either wrote or adapted 1,000 shows, and played the leads in at least 1,500 skits. Dawson went to WOL from the New York stage nine years ago and organized The Northern Dramatic Co., which hasn't missed a week of broadcasting in all that time.

GAL TINNEY is here for rehearsals for the new Campana "Vanity Fair" show starting Sept. 20. He will also make a guest appearance on Campana's First Nighter next Friday evening.

Joe DuMond, creator of Josh Higgins of Finchville has gone to New York to make a batch of transcriptions.

Don McNeill, emcee of "Breakfast Club," dug down into his jeans and provided transportation home to Seattle for the U. S. Marine who came here just to see the "Breakfast Club" and then got sick and had to be hospitalized for several weeks.

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"Wheaties Champions of Harmony"

**KAY & BUDDY ARNOLD**

Sponsored by General Mills

WMCA 2:30-5:30 Daily

# ★ Program Reviews and Comments ★

## "HECKER'S INFORMATION BUREAU"

Hecker Products  
(Hecker's H-O, Farina, etc.)  
WOR-MBS, Mondays through  
Fridays, 11-45 a.m. to 12 noon.  
Erwin, Wasey & Co.

SHOW HAS THE FORMULA, BUT NEEDS PLENTY OF WORK ON THE PRODUCTION END.

Yesterday's airing of "Hecker's Information Bureau", the second of the new series, was just an ordinary quarter-hour. Jean Paul King, handling the news of the day of interest to women, led off the show and it was also the best part of the program. His editors might pay less attention to front page news and dig up some of the material from other sources.

Helen Rowland was in the second portion of the show and did not impress. Her radio voice is much too coarse to hand out advice on love via the airwaves.

There seemed to be some conflict on this particular show between Rowland and Myra Kingsley, the astrologist. One was giving advice by experience, the other by the stars. Anyway, Miss Kingsley's part ought to build as the series gets older.

Sponsor is offering a Kingsley horoscope for two box tops from any of the three products plugged on the program. But the sponsor forgets to tell the listeners whether the horoscopes will be read on the air or delivered by mail.

## Chase & Sanborn Hour

There's been somewhat of a let-down lately in the Chase & Sanborn hour, heard Sunday nights at 8 over NBC-Red, and the last program made a low in the series. Edgar Bergen

## Canadian Short-Waver

Ottawa—Canadian Broadcasting Corp. is considering erection of a powerful 50 kilowatt short-wave transmitter to enable Canada to participate in world broadcasting.

At present two 50 kilowatt long-wave stations are under construction, one near Montreal, the other near Toronto, to be followed by a similar transmitter for the Prairies and one for the Maritimes.

## CBS Signs Evelyn Oaks

Evelyn Oaks, "Dixie Rhythm Girl", has been signed for exclusive management by Columbia Artists, Inc. Mack Davis handled the deal. Miss Oaks made her radio debut over WFAA and has been heard with a number of leading orchestras.

## More Disks for Kirbery

Ralph Kirbery has been set by William Morris offices to make three more disks for the Chevrolet series with Victor Arden orchestra. Kirbery recently recorded one program for Chevy at WBS.

## "ZENITH FOUNDATION"

Zenith Radio Corp.  
WJZ-NBC-Blue Network,  
Sundays, 10-10:30 p.m.  
E. H. Brown Agency

SCIENTIFIC-HUMAN INTEREST PROGRAM WITH MUSICAL BACKGROUND PROVES QUITE FASCINATING.

Launched with much secrecy regarding its contents, with the initial broadcasts said to be mere preliminary to the actual nature of the program (rumored as being telepathy), the first airing of Zenith's new show was very successful both as entertainment and as a creator of suspense over what is to come.

Conceived by Commander E. F. McDonald, head of Zenith, and announced as a scientific program of a different sort never before attempted, the initial show illustrated how many of the great achievements of science were scoffed at when first claimed by their discoverers or inventors. Among the marvels cited is radio itself and many other inventions now accepted as routine but which were believed impossible many years ago.

The part played by superstition and prejudice, as well as ignorance, in impeding the development of science is brought out. All of which helps to build up credence for the new scientific claims to be presented later.

Show is entertainingly dressed with musical background by Roy Shield's orchestra. It is well handled dramatically, the cast being directed by C. L. Menser.

and "Charlie McCarthy" continue as the top entertainers of the show, but W. C. Fields sounds played out and his gags are beginning to come from books that pre-date Joe Miller.

## "AUNT JEMIMA ON THE AIR"

Quaker Oats Co.  
WJZ-NBC-Blue Network,  
Tuesday through Friday,  
9:45-10 a.m.  
Lord & Thomas, Inc.

ONE OF THE BEST MORNING VARIETY PROGRAMS ON THE AIR; LOADED WITH TALENT AND ENTERTAINMENT.

Quaker Oats Co., which originated the "Aunt Jemima" character for its pancake flour, finally decides to use the character in question, after the courts decided recently that it was really their property. Thus the show has a name which definitely ties up the product; further, it makes good on being an excellent production, which is fast but even tempoed.

Heading the cast as Aunt Jemima, is Harriette Widmer, well known as a radio character actress portraying blackface roles; Roy Brower, new discovery, handles the male vocal solos; mixed chorus of eight voices directed by Noble Cain, while a negro instrumental group conducted by Sammy Williams furnishes the music. Also, Buck and Wheat, blackface comedy team, Forrest Lewis and Vance McCune, provide the humor and continuity in company with others of the cast. All this talent crowded into a quarter-hour spot makes for a first rate ayem proposition. Pancake-flour commercials are fairly short and well delivered by Charles Lyon, out of Chicago NBC studios.

But the main letdown in these programs usually is the playlet that is sandwiched into the proceedings. In last Sunday's skit, Ida Lupino, who is a capable actress, was wasted,

## "CASTLES OF ROMANCE"

Harvey-Whipple, Inc.  
(oil heaters) Springfield, Mass.  
WJZ, Tuesdays, 6:35-6:45 p.m.  
Willard G. Myers Agency

BRIEF BUT PLEASING MUSICAL VARIETY PROGRAM WITH STANDARD TALENT.

With its talent comprised of such standard radio entertainers as Alice Remsen, contralto; George Griffin, tenor, and Al and Lee Reiser, twin pianists, this 10-minute shot is a lively and tuneful affair, though it doesn't get away from the usual run of musical programs. Numbers offered were in a popular vein, with solos by Miss Remsen and Griffin, then a collaboration of the piano artists and the voices, all very pleasingly done.

## "The Animal Kingdom"

John Barrymore and Beverly Roberts, playing the leads in "The Animal Kingdom" over NBC-Blue on Monday night at 9:30, provided some of the best entertainment of its kind heard on the air in months. With material much better suited than Shakespeare when it comes to pleasing a vast radio audience, Barrymore gave a deft performance, while Miss Roberts held her own very neatly in the chief feminine role.

Incidentally, Barrymore's curtain speeches are becoming to his radio presentations pretty much what George Bernard Shaw's prefaces are to his published plays; except that Barrymore is shorter and sweeter. At any rate, in drama, comedy or curtain speech, Barrymore has first-rate radio audience appeal.

along with Don Ameche, in a dull episode about a baroness.

Nelson Eddy's vocal selections also haven't been very happy ones lately.

## WIP Dramatic Club

Philadelphia—To provide opportunities for worthy talent seeking a radio break, and at the same time train material for programs, a Dramatic Association is being organized by James Allen, WIP program director. Accepted applicants will be trained.

## Fort Worth-Columbus Remote

Fort Worth—WBAP, which has gone in extensively for remotes from points near here, is going far afield Sept. 25 when it handles the Texas Christian University-Ohio State football game from Columbus. Cy Leland, the 50,000-watt's chief sports announcer, will be at the mike. Last Sunday, Nelson Olmsted handled a motorcycle race remote from Waco.

## CKY Changing Frequency

Winnipeg—CKY returns to its former frequency of 690 kilocycles on Sept. 15. This will necessitate frequency changes by a number of other stations.

## Wesson Oil Renewing

Wesson Oil on Sept. 26 will renew its "Hawthorne House" series which is broadcast on 5 NBC-Red Pacific stations Sundays, 7-7:30 p.m. (PST). Contract is signed for 52 weeks through Fitzgerald Advertising, New Orleans.

## Bosworth on Six Stations

Chicago—Rev. F. F. Bosworth, River Forest evangelist, has arranged for a "national radio revival" on six stations in Chicago, New York and Philadelphia. The Evangelist has reserved time here on WJJD, WCFL and WCBD. Mrs. Bosworth does the preaching on WCBD. Bosworth has given up his tabernacles to campaign exclusively by radio.

## Eddie King Joining NBC

Portland, Ore.—Eddie King, following his return from a vacation trip to Ensenada, Mexico, announces he is leaving the KGW-KEX studios here for position with NBC in San Francisco.

## Bob Hall Pinched in Mexico

San Francisco—Bob Hall, radio editor of the Call-Bulletin, is back home after a four-hour experience in a Mexican calaboose, where he was held incommunicado for essaying a candid camera snapshot of a Mexican patrolman snoozing in a chair. A wide-awake cop saw Bob. Milton Samuel of NBC and J. Clarence Meyers of KYA, Hall's companions, effected his release through aid of U. S. Consul Harry Bowman of Mexicali.

## George Cheney Dead

George Cheney, 66, pioneer recording engineer died Sunday in his home in Freeport, L. I. Cheney had been associated with Victor Records for the past 25 years. Surviving are his wife, five daughters, a brother and a sister.

## Newspaper Gives In

New Haven—First recognition of local radio by The Register came when publisher of the newspaper asked WELI to cover the cross-harbor swimming meet conducted under the paper's auspices.

## F. C. C. ACTIVITIES

### HEARINGS SCHEDULED

SEPT. 9: KOBH, Rapid City, S. D. Vol. assignment of license to Black Hills Broadcasting Co. 1370 kc., 100 watts, unlimited.

Frontier Broadcasting Co., Cheyenne, Wyo. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Journal Co., Milwaukee. CP for new station. 1570 kc., 1 KW., unlimited.

Mid-Atlantic Corp., Washington, D. C. CP for new station. 1570 kc., 1 KW., unlimited.

Trenton Times, Trenton. CP for new station. 1570 kc., 250 watts, unlimited.

Metropolis Co., Jacksonville, Fla. CP for new station. 1290 kc., 250 watts, unlimited.

SEPT. 10: Citizens Broadcasting Corp., Schenectady. CP for new station. 1240 kc., 1 KW., 5 KW. LS., unlimited.

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

WEED, Rocky Mount, N. C. CP for change in frequency, power and hours of operation to 1240 kc., 500 watts, unlimited.

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

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

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

SEPT. 14: Elwood Warwick Lippincott, Bend, Ore. CP for new station. 1310 kc., 100 watts, unlimited.

WPHR, Richmond. CP for increase in power and change in hours of operation to 1 KW., unlimited, 880 kc.

SEPT. 15: Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1020 kc., 250 watts, daytime.

SEPT. 22: Havens & Martin, Inc., Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

Petersburg Newspaper Corp., Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

John Stewart Bryan, Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

SEPT. 24: W. W. Luce, Lauderdale, Fla. CP for new station. 1050 kc., 1 KW., daytime.

L. L. Coryell & Son, Lincoln, Neb. CP for new station. 1450 kc., 250 watts, 1 KW. LS., unlimited.

Walker & Chapin, Oshkosh, Wis. CP for new station. 1010 kc., 250 watts, unlimited.

Carl Latenser, Atchinson, Kas. CP for new station. 1420 kc., 100 watts, daytime.

United Theaters, Inc., San Juan, P. R. CP for new station. 570 kc., 1 KW., unlimited.

SEPT. 27: Radio Enterprises, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.

Asso. Arkansas Newspapers, Inc., Hot Springs. CP for new station. 1310 kc., 100 watts, daytime.

Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Sherman V. Coultas, Milton Edge & Hobart Stephenson, Jacksonville, Ill. CP for new station. 1310 kc., 100 watts, unlimited.

SEPT. 28: Jules J. Rubens, Aurora, Ill. CP for new station. 1040 kc., 250 watts, daytime.

W. H. Hartman Co., Waterloo, Ia. CP for nw station. 1400 kc., 500 watts, daytime.

Southern Broadcasting Corp., Bogalusa, La. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

SEPT. 29: Earl Weir, St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, unlimited.

Seaboard Broadcasting Corp., Savannah. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Athens Times, Inc., Athens, Ga. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

WMAZ, Macon. CP to increase power to 1 KW., 5 KW. LS., 1180 kc., limited.

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

WLAP, Lexington, Ky. CP for change in frequency and power to 610 kc., 500 watts, 1 KW., unlimited.

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

OCT. 4: WRBL, Columbus, Ga. Mod. of CP. 1330 kc., 1 KW., unlimited.

KSTP, St. Paul. CP to increase power to 50 KW. 1460 kc., unlimited.

WJSV, Washington. CP to increase power to 50 KW. 1460 kc., unlimited.

WGAR, Cleveland. CP to increase power to 1 KW., 5 KW. LS., 1450 kc., unlimited.

OCT. 7: Pacific Acceptance Corp., San Diego. CP for new station. 1200 kc., 100 watts, daytime.

Smith, Keller & Cole, San Diego. CP for new station. 1200 kc., 100 watts, daytime.

WREN, Lawrence, Kas. Auth. to transfer control of corp. 1220 kc., 1 KW., 5 KW. LS., shares time.

Adams Recording Studio, San Diego. Auth. to make electrical transcriptions and recordings for stations XEBG and XEMO, Tia Juana, Mex.

M. M. Valentine, Laredo, Tex. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Walter Biddick Co., Los Angeles. Auth. to supply Electrical transcriptions to station XEMO at Tia Juana.

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

S. L. Slover Corp., Norfolk. 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. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

First Baptist Church, Pontiac, Mich. Auth. to transmit programs to station CKLW, Windsor, Ontario, Canada.

KGAR, Tucson, Ariz. CP to change frequency and increase power to 1340 kc., 250 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

WWL, New Orleans. CP for change in power to 50 KW. 850 kc., specified, be granted.

Warren B. Worcester, San Diego, Cal. CP for new station. 1400 kc., 250 watts, 1 KW. LS., unlimited, be denied.

William F. Maag, Jr., Youngstown. CP for new station. 1420 kc., 100 watts, daytime, be granted.

### SAN ANTONIO

WOAI Manager Hugh Half back from California, Chicago and New York.

Troubadours (Ted and Bill) are on a new KTSA musical program sponsored by Alamo Dist. Co. (Crosley).

Ray Hunt, former KONO chief announcer, in town on a visit; he's now with WHAS, Louisville.

Ernest Tubb, recording artist, Rogers, has a fiddle band on Mission Broadcasting Co. three times weekly.

Tommy Blake and his ork have opened at the Gunter Hotel roof, succeeding Henri Lishon's combo.

They air over KTSA.

### FORT WORTH

Kenneth Millican, radio news commentator of Houston, is alternating between Fort Worth and Dallas. doing a series of talks on the Fort Worth Frontier Fiesta over WBAP and the Dallas Pan-Am Exposition on WFFA-WBAP.

The Chuck Wagon Gang, mixed quartet heard daily over WBAP and TQN, are on vacation. They return Sept. 19.

Cy Leland, announcer, also is on his vacation.

Russ Lamb, former announcer for WBAP, is now with WTCN, Minneapolis, as announcer and vocalist. He also will do production work.

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

## LEIGHTON & NELSON

Schenectady, New York

"... We have followed with keen interest your publication, RADIO DAILY."

*George H. Nelson*

## KUOA

Siloam Springs, Ark.

"... I am a charter member of your subscription list and have thoroughly enjoyed every issue of RADIO DAILY. Our assistant engineer has taken such a deep interest that he steals all of my RADIO DAILIES. After a first reading he reads them a second time and files them."

*Storm Whaley*  
Commercial Manager

## HARRY E. CUMMINGS RADIO PROGRAM SERVICE

Jacksonville, Fla.

"... I appreciate RADIO DAILY'S value. I believe a daily brief account of the news is much more interesting and helpful than more elaboration in a monthly publication."

*Harry E. Cummings*

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

## KANSAS CITY

First National Television has put Kenneth Alexander in charge of the extension school where he also will act as Chief Engineer of W9XAL, the television station operated by the school, while Everett L. Dillard becomes chief instructor of the resident division of the school.

Allen Franklin, for three years program director at KVOO, has been appointed program director at KXBY to succeed Frank Bailey, who is slated to handle publicity along with the station's accounting. George Cooper has also been added to the KXBY sales staff.

Benny Carlisle, WDAF technician, is vacationing at the Lake of the Ozarks.

Bill Williams, KXBY announcer, has resigned.

Ralph Childs, formerly of KWBG, Hutchinson, has joined KXBY as news editor and announcer.

Allen Franklin, new KXBY program director, is airing a quarter hour daily sustaining, "The Cozy Corner."

Norm Souther, vice-president of Midland Television, has just returned from a two-week vacation in northern Minnesota.

## 60 Attend Spokane IRE Meet

Spokane—Annual Pacific Coast meeting of Institute of Radio Engineers at the Davenport here drew an attendance of more than 60. Prof. F. E. Terman, head of electrical engineering department at Stanford University, presided. Speakers included H. H. Beverage, Dean H. V. Carpenter, Mabel McFerran Rockwell, J. W. Wallace, Martin V. Kiebert and others.

## 2 Leave NBC Sales Staff

Walter Duncan and Robert R. Egan, both members of the NBC Radio City sales staff, have resigned. Duncan on Sept. 15 will become sales manager of WNEW and Egan has already joined "This Week", national weekly.

## Scripting Cantor Show

West Coast Bureau, RADIO DAILY

Los Angeles—Hugh Wedlock and Howard Snyder will do the scripts on the new Eddie Cantor-Texaco series. Lou Irwin set the writers, representing Herman Bernie.

## ONE MINUTE INTERVIEW

## ALFRED WALLENSTEIN

"No one any longer can doubt the importance radio has assumed in musical life. But to me it is staggering to observe how rapidly it has grown to maturity. Just four years ago arguments against the playing of classic music on the air were common. Today communications pour into our broadcasting studios, no longer asking for 'little pieces', but demanding instead performances of whole symphonies, and music of Bach, Wagner, Debussy."

## ★ Coast-to-Coast ★

WSAN, Allentown: "Uncle Willie" Seuren, conductor of the "German Hour," back from a two-month sojourn in Germany . . . Charles Sebeck, announcer and news editor, leaves shortly for a vacation trip including Boston, Hartford, New York . . . Lillian Marchetto, prominent local concert artist, whose sister also has been heard over this station, is now with the Hippodrome Opera Co. in New York . . . "Accent on Safety," with talks delivered by Edgar P. Paulsen, has been renewed until Jan. 1 . . . In cooperation with Lehigh County Medical Society, ten talks on venereal diseases are being presented by local physicians over WSAN.

Nancy Lyda Brooke, former secretary to Marjory Stewart of the Microphone Playhouse, Pittsburgh, has become music librarian at KDKA.

Bob Van Camp, Duke University organist, is officiating at the new Hammond electric organ installed at WDNC, Durham.

Paul J. Miller, production manager of WWVA, Wheeling, returned recently from an auto trip to Arizona, and reports that many stations are adopting the policies and sub-title of "The Friendly Station," which Managing Director George W. Smith put in effect at WWVA six years ago.

Nancy Turner, style expert at WFBR, Baltimore, is back on the job after a trip to London, Paris and other style centers.

Hal Wolf will do the sportcasting for the annual Ben Paris-Seattle Star Salmon Derby which KOMO, Seattle, will feed to NBC-Red on Sept. 12.

Jimmy Burke, chief engineer, and Wright Esser, production department, KWK, St. Louis, are on vacation.

James R. Curtis, president of KFRO, Longview, Tex., reports August business was the best in the station's history.

WIOD, Miami: Chuck Green, production man, and Ruth Mary Hall, pianist-organist, are walking up the aisle . . . Ruth Richardson, receptionist, is back from a visit to New York and Radio City.

David Byrn, chief announcer at KARK, Little Rock, Ark., aired the Hagenbeck-Wallace Circus when it visited that city last week.

KDYL, Salt Lake City: A new program featuring nonsense and music, with Albert Priddy arranging the nonsense, has gone on the air . . . Young (Jack) Gregg has taken over the "Sports Reel" during Frank Austin's vacation.

WBTM, Danville, Va.: "Steve" On-

darcho, general manager, is back from a southern tour . . . Rosser Fowlkes Jr., staff announcer-singer, was a recent guest artist at WMFR, High Point, N. C. . . . Lovey Austin, pianist-singer-hostess, is back home after an appendix divorce . . . Bill Hefernan, program manager, is getting in a lot of good hunting.

Edith Holder, soloist for six months on Ed Fitzgerald's variety program over WOR, is appearing at the Club Mayfair in Boston, and in a few weeks will fill an engagement in Providence, before returning to radio work and supper club appearances in New York.

J. T. "Jake" Causey, formerly publicity director of Elon College, has joined the commercial staff of WBIG, Greensboro, N. C.

"The Walk of Life" program originated by Ernie Smith, program director of WBIG, Greensboro, N. C., has been sold for three times a week to the Rhodes Furniture Co. of Greensboro and Atlanta.

Four Esquires, Ted Lane, Paul South, Joan Andrews and Carolyn James, with a new string orchestra, will appear at the fall opening of Newark's Hillcrest Club.

Lynn Mason, another discovery of Ruth Lyons, production manager of WKRC, Cincinnati, will be at the helm of "The Ship of Song," Sunday program sponsored by Schiff Shoe Co. over WKRC. Mason is a tenor, 6 feet tall.

Recent special events broadcast of memorial services for Minnesota's late Gov. Floyd B. Olson by KDAL, Duluth, was highlighted by the participation of Olson himself via the transcription route. An excerpt from the last major address made by the late governor before his death in 1936 was aired from the studio to the radio listeners and fed to the audience at the memorial service in the Duluth Armory through a receiving set there.

WSPR, Springfield, Mass.: Al Bradley, of the engineering staff is vacationing in Salisbury, Md. . . . Chief Engineer Hillis Holt is back from a leave of absence during which he built WAGA, Atlanta. . . . The love bug has bitten Announcer Art Bergstrom and Cooking Forum Director Millie Brunelle. . . . Chief Announcer Ed Tacy is back from vacation in Maine. . . . Norah Adamson, children's program director, has opened new studios in Holyoke for her dramatic classes.

WMAS, Springfield, Mass.: Francis Boisvert, formerly of the engineering

## BOSTON

The Tastyest Jesters, Wamp Carlson, Dwight Latham and Guy Bonham, are playing a week's engagement at the Metropolitan Theater. This is right across the street from the WBZ studios where they started their radio careers about eight or nine years ago.

Linus Travers, production manager at Yankee network, off to New York on a business trip.

John Moses, WBZ-WBZA control operator, has just completed his vacation and now offers for sale one good-as-new trailer.

Bob Meyers of the Yankee network news service at the Baker Memorial of the Massachusetts General Hospital recovering from a hernia operation.

## KOIL Tenders Press Dinner

Lincoln—A delegation will travel to Council Bluffs, Ia., on Sept. 10 to attend the press dinner given by KOIL, as a launching party for the new transmitter. From the CSBS studios will be Reginald B. Martin, station manager for KFAB-KFOR; Joe di Natale, promotion man for KFOR; Joe W. Seacrest, committee man for the owners; Bruce Nicoll, radio editor of Sunday Journal and Star; and Barney Oldfield, RADIO DAILY, and The Journal. Civic broadcast will be aired for 45 minutes and assembled guests interviewed.

## Audition Atlas Series

Atlas Radio Corp. has auditioned "Ports of Call", a travel series, and "Captains of Industry", dramatized biographies, for Walter Neff of Neff-Rogov.

## Williamson Joins KOL

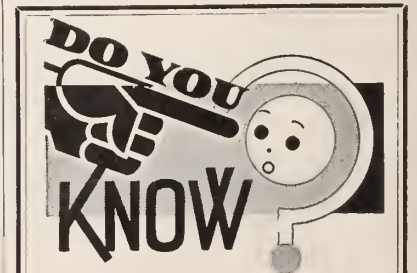
Seattle—Dudley E. Williamson has joined KOL as production manager. Elmer Pederson is manager of the station.

## New Firm Chartered

Albany—Plattsburg Broadcasting Corp., Plattsburg, has been chartered here.

staff of WHDH, Boston, has been appointed here. . . . Dorothy Thompson is the new hostess. . . . Manager Al Marlin will be handing out the cigars soon.

Dick Bray, WKRC special events announcer, will interview celebs at the Carthage Fair Grounds, Sept. 15-18.



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.