



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 49

NEW YORK, N. Y., THURSDAY, SEPTEMBER 9, 1937

FIVE CENTS

Seek New World Series Sponsor

ONEIDA DISK CAMPAIGN IS SET ON 34 STATIONS

Oneida's WBS transcription series will get under way the week of Sept. 27 over 34 stations from coast to coast. Program is a quarter-hour musical with guest stars, broadcast once weekly during daytime hours. Stations are: WLW, WGN, WJR, WCCO, WBZ-WBZA, KWK, KNX, KGO, KOIN, WOR, WCAU, KDKA, WHK, KMBC, WFAA, KOL, KSL, KOA, WOW, WGR, WFBR, WGST.

(Continued on Page 3)

ARNEW Will Nominate Same List of Officers

Chicago—Officers now heading the temporary slate of Ass'n of Radio News Editors & Writers will be nominated as permanent, according to the list drawn up by the nominating committee, of which Al Hollender of WJJD-WIND is secretary. Slate includes John Van Cronkhite, president; Hollender, secretary-treasurer; Lee MacEwen, WLW, and Kendall

(Continued on Page 3)

Alka-Seltzer Spotting Transcription Series

Chicago—Miles Laboratories (Alka-Seltzer) is dropping the WGN "Tom, Dick and Harry" live show Sept. 16 and replacing with "Comedy Stars of Broadway", which is being spotted on various stations.

2 CBS Shows Renewed

Campbell Soup's "Hollywood Hotel" and Lucky Strike's Edwin C. Hill INS news broadcast have been renewed on CBS. Former is renewed for a year effective Oct. 1. Latter's contract is extended to Dec. 31.

Differential

Paul Bevel, advertising sales manager of a local station, is continually worrying about the difference in local and national advertising rates. So when his heir went to the doctor's to get the tonsils out and the doctor asked whether the kid wanted a general or a local anesthetic, papa shouted:

"Take a local, it's cheaper."

Restrict 550 KC.

Washington Bur., RADIO DAILY
Washington—FCC has ordered restrictions placed on all commercial broadcasting stations operating on a frequency of 550 kilocycles to prevent interference with naval radio along the Coast.

AMER. CAN MAY PLACE SOME SPOT BUSINESS

Chicago—After the Ben Bernie series winds up Oct. 26, American Can will concentrate on publications and probably some spot business. Harold Weiler, handling production on present show, is reported staying with Bernie in any new radio program he may line up. Morris-Shenker-Roth is the A.C. agency.

Fitch Co. to Use Belcher In NBC-Red Sunday Spot

Chicago—F. W. Fitch Co. (shampoo), Des Moines, which has renewed its 15-minute Sunday spot on NBC-Red preceding Chase & Sanborn Hour for 52 weeks, is reported about set on a new show featuring Jerry Belcher of "Our Neighbors". Fitch now uses Ranch Boys and the Morin Sisters.

Beneficial Switching

Beneficial Management on Oct. 2 will move to the Saturday, 8-8:30 p.m. spot on CBS. Program is now heard Tuesdays, 10:30-11 p.m. Last program in present period will be aired Sept. 21.

New Standard Contract Form Issued by Song Writers Ass'n

Commercial Programs Will Remain on WGST

Atlanta—Management and operation of WGST will not be taken over for the present by the new Georgia Radio Commission appointed by Governor E. D. Rivers, and when and if such switch is made the station will retain enough commercial programs to keep up the income which Georgia

(Continued on Page 2)

Buick and Old Golds Among Accounts Reported Interested in Baseball Classic—Mutual Gets Option

Network sales staffs are all out hoofing to sell the World Series baseball games to a prospective sponsor, now that Ford is out of the picture. Mutual leads the race this week with a one-week option on the radio rights to the games.

MBS is trying to sell the games as a package for \$200,000. Program would only be aired over Mutual. Half of the sum would go for the radio rights, other half would cover the time cost.

Buick, Old Gold cigarets and a Ruthrauff & Ryan account are considering sponsorship. Charles Gannon, vice-president in charge of radio

(Continued on Page 3)

WILLIAM A. BRADY SUES OVER "WAY DOWN EAST"

Suit was filed here yesterday in the Supreme Court by William A. Brady, producer, who seeks an injunction and damages from Blackett-Sample-Hummert, Bamberger Broadcasting Service (WOR), Mutual and Charles E. Phillips Chemical Co. on grounds that the electrical transcription series entitled "Way Down East" is an infringement of his rights.

Brady avers that Phillips Milk of Magnesia plans to resume sponsorship of the "Way Down East" transcribed mellers on Sept. 27, and that he owns the rights and title to the

(Continued on Page 3)

Elizabeth Arden Series Will Have Duchin's Ork

Eddy Duchin and his orchestra have been set for the Elizabeth Arden series which begins Sept. 29 over a coast to coast NBC-Blue network, 8-8:30 p.m. Cecil, Warwick & Legler placed the account.

CBS Peace Programs

First of a series of programs on peace to be aired over entire CBS network and short-waved to Europe and South America will be heard Sept. 19 at 4-5:15 p.m. Seven international statesmen will speak.

M-G-M SHOW SPONSORED BY GENERAL FOODS

Late last night, RADIO DAILY learned exclusively that the M-G-M radio show for which Bill Bacher was signed to a seven year producing contract, was sold to Benton & Bowles for a General Foods product.

Bacher came to N. Y. to discuss the deal with agency. Network and

(Continued on Page 3)

Long Zenith Campaign With Plugging Pedaled

Chicago—Zenith Radio Corp., which started its new show on NBC last Sunday with no sponsor mention except for the words "Zenith Foundation," is understood to be planning long-term airing—39 weeks a year—with no plugs the first year at least. Business at Zenith is that good.

Knight and Day

Minneapolis—WDGY has a daytime announcer by the name of Dick Day, and a night miker with the moniker of John MacKnight. When the standby comes at 6 p.m., the following statement is made: "Your announcer has been Dick Day. Day now gives way to Night, your next announcer being John MacKnight."

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, Sept. 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164½	162½	162¾	- 1/4
CBS A	25½	24	25½	+
CBS B	25½	24¾	25½	+ 1/2
Crosley Radio	15	14	14	- 1
Gen. Electric	48¾	47½	48
North American	22¾	22	22¼	+ 1/2
RCA Common	10¾	9¾	10	+ 1/8
RCA First Pfd	68¾	67	68¾	+ 2
Stewart Warner	15½	15	15½	+ 1/8
Zenith Radio	38¾	37¼	37¾	+ 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15¾	15¾	15¾	+ 3/8
Majestic	2½	2½	2½
Nat. Union Radio	1½	1¼	1¼	- 1/4

Adds Jewish Program

Cleveland—Kurtz Furniture Co. has signed for a third nationality series on WJAY. Contract calls for a weekly half-hour Jewish broadcast for one year. It will feature the Louis Rich orchestra and a Jewish cantor, and will be aired on Sundays. Prior to a month ago, Kurtz Furniture had never used radio. Since then, the company has been starting new nationality shows on WJAY, and now has one daily program and two weekly programs on the station.

KMED Personnel

Medford, Ore.—Personnel setup of KMED, which joins NBC network on Sept. 15, will be headed by Mrs. Blanch Virgin, owner and general manager; Arthur Adler, advertising manager; Lee Bishop, commercial manager, and Ray Scott, program director.

Blair Representing KIDO

John Blair & Co. is now exclusive national representative for Boise, Ida. Sears Co. formerly represented the station.

JOHN B. HATCH ASSOCIATES

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

(Send for booklet)

581 Boylston Street, Boston, Mass. Commonwealth 0466

NEW PROGRAMS—IDEAS

Streamlined News

News periods at KSFO, San Francisco, no longer bear the prosaic title of "News," but are titled "Streamlined Headlines."

Using the regular United Press dispatches rewritten for radio presentation, KSFO attempts to go UP a step better and "streamline" the news for audiences. Unnecessary words are hacked. Lengthy stories that might tend to bore the casual listener are cut in half, thereby allowing more time for short, vivid items. The entire script undergoes further streamlining when newscaster Bob Garred presents the program to the public.

Believing the public would rather be amused than shocked, news editor Tro Harper has tried to relegate crime news, violent deaths, and other objectionable material to the "back page" and in their place has attempted to play up human interest and feature material.

"Marriage License Romances"

An unusual new program has been scheduled by WJAY, Cleveland, in "Marriage License Romances," a 15-

Commercial Programs Will Remain on WGST

(Continued from page 1)

School of Technology has been receiving from the station and to take care of operating overhead.

Pending another meeting by the commission, President M. L. Brittain of Georgia Tech will continue supervision over programs. The Governor's plan is to have the station devote more time to public interests and promoting the state.

Yale Games on WMCA

WMCA will carry the entire schedule of home football games played by Yale this year. Contract calls for WMCA to cover games exclusively in New York, and broadcasts will be under the sponsorship of Socony-Vacuum. Games will be fed WMCA by Yankee Network. Series begins Oct. 2. Bill Slater will give play-by-play descriptions, with Dick Fishell supplying color.

Guizar Returning

Tito Guizar, at present broadcasting twice weekly over El Mundo, 50,000-watt station in South America, has been signed to appear in Paramount's "Big Broadcast of 1938" and will return to America on Oct. 8. Guizar has been booked for tour and motion pictures by Columbia Artists.

Ralph Edwards for Disks

Ralph Edwards, CBS announcer, was signed yesterday for 13 transcriptions for De Soto, the series that will feature Ted Husing. Transcribing will be done by World Broadcasting System.

minute program of interviews with young brides and grooms-to-be.

Louis Jewelry Co., Cleveland, are sponsors of the show, to be heard Mondays at 1-1:15 p.m. starting Sept. 13. Leslie Marcus of Jay & Company, Detroit, agency handling the account, will come to Cleveland to build the initial show, and subsequent ones will be modeled after it.

Plans call for a real human-interest series. Marriage license applicants will be quizzed on their plans, hopes, ambitions, and—romances—the circumstances that led up to their engagements. "How was the question 'popped'" will be one of the most interesting queries.

Musical Novelties

"Roaming the World" and "Musical Newsy" are two programs which KFRU, Columbia, Mo., has inaugurated for the fall season. They alternate each weekday at 11:15 a.m. "Roaming the World" is composed of representative music of the various nations, and "Musical Newsy" is what the name implies, music interspersed with oddities in the day's news.

Kate Smith to Continue Command Performances

Kate Smith's new CBS program starting Sept. 30 for General Foods will feature another series of Command Performances, with monthly awards consisting of a first prize of \$1,000 and a second and third place winner of \$250 each. Listeners will be sole voters.

WHN One-Act Theater

"Continental Radio One Act Theater," with a cast of more than 100 under the direction of Eugene Endrey, makes its debut Sunday at 9-10 p.m. over WHN. One-act plays will be presented. Don Albert's orchestra will supply musical background.

Handling Consol. Edison

Consolidated Edison, set to return to the air Sept. 20 over WEAJ, will be under supervision of Lord & Thomas for the new series, which will feature John B. Kennedy and Mark Warnow conducting an orchestra and chorus.

"Shadow" Station Lineup

Revision of stations and time for the Delaware & Lackawanna Coal series, "The Shadow," on MBS calls for WFIL, WBAL, WNAC, WTIC, WEAN and WTAG to air the show 4-4:30 p.m. The repeat at 5:30 will be carried by WOR, WGN, WKBW, CKLW and WBNF. Ruthrauff & Ryan placed the account.

Charley Schenck Directing

Charley Schenck is now directing Jessica Dragonette's "Music Box Revue" for Benton & Bowles agency.

COMING and GOING

JOHN BLAIR, head of the station representative organization which bears his name, is in town for a while.

GENE O'FALLON of KFEL, Denver, in town for 10 days.

JOHN J. GILLIN Jr. is in town for the IRNA Special Advisory Committee meeting.

ABE LYMAN is due back from Hollywood next week.

ED WOOD, commercial manager of WGN, Chicago, is spending a week in New York on business.

VIVIAN MARTIN, opera singer, and her husband, ARTHUR SAMUELS, arrive in New York today aboard the Ile de France.

MRS. DAVID SARNOFF and her son arrive on the Ile de France today from Europe.

E. W. KIMMELBERG, first vice-president of Albert Frank-Gunther Law, Inc., is another passenger arriving from Europe today.

JACK PEARL and his wife, WINI, arrive aboard the Savoia today from a foreign sojourn.

HAROLD OXLEY left for Hollywood last night and will remain there until Christmas.

DONALD DAVIS of WHB, Kansas City, is in New York.

A. E. NELSON of KDKA, NBC-owned station in Pittsburgh, is another New York visitor.

JERRY KING of Standard Radio, Hollywood, will arrive at Chicago office this Sunday and reach New York the day following for AFM conference.

HILDEGARDE, NBC songstress, arrives back in the U. S. from London and Paris engagements on Sept. 22 aboard the Champlain.

FRED A. PALMER, manager of KOY, Phoenix, Ariz., headed east on a business trip that will include stopovers at Chicago, New York and other points.

BOB MURRAY, vocalist, is back in New York after a successful extended engagement with Mr. and Mrs. Jesse Crawford and their orchestra at the Hotel Peabody, Memphis.

E. C. MILLS of Ascip leaves this afternoon for Lincoln, Neb., to attend hearing on anti-Ascip law to be held Saturday.

JOHN L. CLARK, president of Transamerican, arrived back in town yesterday afternoon from Cincinnati.

C. E. (Ned) Midgeley, BBDO time buyer, to Louisville today.

L. B. WILSON of WCKY arrived in town yesterday.

Foreign Radio Expos

Milan—International Exposition of Radio will be held Sept. 25-30 at Porta Bationi di Venezia here.

Brussels—International Radio and Television Exposition opens today and runs to Sept. 14 at Grand Palais du Centenaire.

Boice Jr. Joins Transamerican

Hugh Boice, Jr. has resigned from the sales staff of WNEW to join Transamerican in a similar capacity. Boice is the son of Hugh Kendall Boice, CBS vice-president in charge of sales.

Free Week-end for Col. Major

Clayton, N. Y.—Because of the many mentions of Clayton and the Thousand Islands made by Colonel Jack Major in his CBS program, the merchants of this town, through the Mayor, have invited him and a guest to spend the week-end here, with all expenses paid. Jack has accepted.

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT

CLARK H. GETTS, INC.

WALDORF-ASTORIA

NEW FORM OF CONTRACT ISSUED BY SONG WRITERS

(Continued from page 1)

50-50 basis as to moneys received therefrom.

Publishers, however, still feel that Article IX creates a dangerous situation and may eventually hurt the whole ASCAP setup. Several publishers have already denounced the proposed SPA contract as vicious and claim they will not take any songs under such conditions. Canvass of leading publishers will be made before the MPPA takes an official stand on the matter.

ARNEW Will Nominate Same List of Officers

(Continued from page 1)

B. McClure, WOAI, vice-presidents. Executive committee includes these officers and Jack Harris, WSM; Beckley Smith, WJAS; John Hughes, Don Lee network, and two more to be named from the floor.

Delegates started arriving yesterday for the Sept. 10-12 sessions at Hotel Sherman. Convention program is being altered somewhat, due to Tom Flannigan, president of Penn Tobacco Co., being obliged to cancel plans to address the meeting. Leo Fitzpatrick of WJR, Detroit, will be one of the speakers.

Hurleigh to ARNEW Meet

Baltimore—Bob Hurleigh, news editor of WFBR and rated Maryland's outstanding newscaster-commentator, will go to Chicago for the convention of Ass'n of Radio News Editors and Writers, Sept. 10-12, at Hotel Sherman. Hurleigh plans to transcribe his program in Chicago on Saturday and airmail it to Baltimore for Sunday airing.

Valentino Drops Catalog

Thomas J. Valentino has resigned as local representative for the Speedy Q catalogue and will concentrate on sales of the Gennett Sound Effect Library and the making of radio transcriptions.

Charioteers in Night Club

The Charioteers, quartet, now heard on NBC, make their night club debut tomorrow as headliners of the fall revue at the Kit Kat Club. Maurice Rocco's orchestra and Dorothy Saulter also are on the talent roster.

Change Canary Title

Chicago—American Bird Products, Inc., has changed title of its Mutual show from "Canary Chorus" to "American Radio Warblers".

NEW BUSINESS

WNAC, Boston

Penn Tobacco (Kentucky Winners), through Ruthrauff & Ryan; Hecker Products (Silver Dust), through Erwin, Wasey & Co.; Delaware, Lackawana & Western Coal Co., through Ruthrauff & Ryan; Baker Extract Co., through William B. Remington Inc., Springfield, Mass.; Sterling Products (Calif. Syrup of Figs), through Thompson-Koch Co., Cincinnati; Lever Bros. (Spry), through Ruthrauff & Ryan; Thomas D. Richardson Co., Phila., through N. W. Ayer; Beaumont Laboratories, through H. W. Kastor, Chicago; William Underwood Co. (deviled ham), through Alley & Richards, Boston; Durkee-Mower Co. (marshmallow fluff), through Harry M. Frost, Boston; Sherwin-Williams, Cleveland (paint), through T. J. Maloney Inc.; Smither Brothers, Poughkeepsie, through Brown & Tarcher, N. Y.; Walker-Gordon Laboratory, Plainsboro, N. J. (milk), through Young & Rubicam, N. Y.; Canada Dry Ginger Ale, through J. M. Mathes, N. Y.; Delco Frigidaire, through Lord & Thomas, Chicago; Look, Inc. (magazine), through Battenfield & Ball, Des Moines; Chevrolet, renewal; Ford, spots, through N. W. Ayer.

Iowa Network

Montgomery-Ward, six 15-min. programs weekly; Chamberlain's Lotion, through Coolidge Adv'g Agency; Sargent Feeds, through Fairall Adv'g Agency; Chevrolet, renewal, through Campbell-Ewald; Philco, mysteries; Los Angeles Soap Co. (White King Soap), through Barnes-Chase Adv'g Agency; Zerbst Pharmacal Co., through Barron's Adv'g Agency; American Tobacco (Roi Tan cigars), through Lawrence C. Gumbinner Agency, Sterling Products (Calif. syrup of figs), through Thompson-Koch Adv'g Agency; Block Chemical Co., (Omega oil), through Husband & Thomas Adv'g Agency; Sherwin-Williams, participations, through N. W. Ayer; Look Magazine, six one-hour shows weekly, through Schwimmer & Scott; Northrup King Seed Co., through Olmsted-Hewitt Adv'g Agency.

WOOD-WASH, Grand Rapids

Chamberlain Laboratories, through Coolidge Adv'g Co., Des Moines;

Victor Kolar Resigns

Victor Kolar, one of the conductors of the Ford Sunday Evening Hour Symphony Orchestra on CBS, has resigned. Kolar, associated with the program since its inception in 1934, will not leave the orchestra, but will only drop the radio work. Reason advanced for resignation was that program was scheduled to undergo a change in policy for new series. Kolar was in complete charge of programs during first two years, but a guest conductor arrangement was started last year.

Histeon Corp., through Ruthrauff & Ryan, Chicago; Coleman Lamp & Stove Co., through Potts-Turnbull Co., Kansas City; Dr. W. B. Caldwell Inc., through Cramer-Krasselt Co.

San Francisco

KSFO: W. T. Grant stores, disks, through N. W. Ayer.

KYA: T.W.A. Airlines, spots.

KFRC: Nestle's Ever-ready Cocoa, through Cecil, Warwick & Legler; W. A. Sheaffer Pen Co.; Russell M. Seeds Co.; California Fresh Bartlett Pear Advisory Board, through J. Walter Thompson.

Indianapolis

WIRE: Philco, mysteries; Campana, "First Nighter"; "Court of Human Relations."

WFBM: International Harvester, daily broadcasters, Haymakers and Dorothy Robards, from state fair.

WNEW, New York

Alaska Pacific Salmon; Technicians' Institute, through Winer Adv'g Agency; Peter Doelger Beer, through Leonard F. Winston.

WMBH, Joplin

Montgomery Ward, "Neighbor Jim" disks; Coca Cola, "Singin' Sam" disks.

KCKN, Kansas City, Kas.

Philco, "Phyl Coe" Radio Mysteries, disks, placed direct by Kansas City Philco Co.; Shaw Jewelry Co., Kansas Police Court broadcast; Hurst Clothing Co., Premium Time.

KARK, Little Rock

Purina, "Sing, Neighbor, Sing," featuring "Chick" Martin.

KFRU, Columbia, Mo.

Philco, "Phyl Coe" Radio Mysteries, disks.

WISN, Milwaukee

Coca Cola, CBS network show, "Coca Cola Presents the Songshop."

WDNC, Durham

Ford Motor Co., spots; United Dollar Stores, spots; Red Top Brewing Co., Cincinnati, renewal, spots.

State of Maine on Mutual

The State of Maine-MBS will start Sept. 21 over 15 stations, 1:45-2 p.m. Program will be aired on Tuesdays and Thursdays with Marguery Mills of WNAC. Brooke, Smith & French has the account.

DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour
General Mills Sports Parade
Fox-Fabian Professional Parade

NEW SPONSOR IS SOUGHT FOR THE WORLD SERIES

(Continued from page 1)

for Kudner, Buick's agents, was out of town yesterday, so could not be reached for a confirmation of the report.

NBC is also trying to sell the games to Buick. If bought, games will be aired on only one network as an exclusive, it is reasonably certain.

Whether the games are sold commercial or not, listeners will not lose out because plans have already been laid to air the games as a sustaining feature.

William A. Brady Sues Over "Way Down East"

(Continued from page 1)

play which he acquired in 1897. Also that he sold the picture rights to D. W. Griffith for \$175,000 and since then the talkie rights for \$50,000 to the Rural Picture Corp. The play is still being played in stock, Brady sets forth, and the broadcasts using the same title and characters constitutes unfair competition.

Damages of \$250,000 are sought and accounting of the profits of the previous broadcasts series last season.

Oneida Disk Campaign Is Set on 34 Stations

(Continued from page 1)

WOAI, WJAX, WWL, KHQ, WKY, WSM, WGY, KPRC, WJSV, WHO, and KFH. Batten, Barton, Durstine & Osborn placed the account.

Metro Show Goes to General Foods Product

(Continued from page 1)

product of General Foods is not as yet known, but show is scheduled for a debut on Nov. 4.

Show will consist of every name on the M-G-M picture list.

Set-up was originally offered to Palmolive but fell through.

AIR FEATURES, Inc.

RADIO PRODUCTIONS

247 Park Ave. New York City

STAR RADIO PROGRAMS INC.

— PRESENTS —

"Good Morning Neighbor!"

"AMERICA'S IDEAL WOMAN'S PROGRAM"

250 PARK AVENUE NEW YORK CITY

AGENCIES

THOMAS J. CARNESE, manager of the production and traffic departments of Benton & Bowles Inc., has been appointed supervisor and co-ordinator of work in the agency's art department in addition to carrying on his other duties. He assumed his increased responsibility after returning this week from a vacation. Carnese has been with Benton & Bowles for more than five years.

ROS METZGER, Ruthrauff & Ryan radio director, Chicago, has gone to St. Louis to look after activities of Hyde Park Brewery account.

CHARLES H. EYLES, president of the Richard A. Foley Advertising Agency Inc., Philadelphia, since 1922, is receiving best wishes on his birthday this week. Eyles is former Atlantic Council chairman for the AAA and a past president of the Poor Richard Club, now member of the board of directors of the admen's circle.

FRED C. WILLIAMS, who has been with the Detroit staff of Campbell-Ewald Co. since 1934, has been appointed assistant advertising manager of Nash Motors division of Nash-Kelvinator Corp., Detroit. He will work closely with the new director of advertising and merchandising, A. R. Boscow.

Graham-Paige Campaign

Detroit—Graham-Paige's fall advertising is being prepared under the newly appointed director of advertising and sales promotion, Storrs J. Case, appointed by Robert C. Graham, exec. v.-p. R. B. Blanchard, acting advertising manager, has been named sales promotion manager. Case comes to Graham from Nash motors.

Arthur Harris Dead

Louisville—Arthur Harris, 64 managing director and founder of WGRC, New Albany, Ind., died Monday in St. Edward's Hospital, New Albany.

OMAHA

Elene and Sydney Northcott, local radio script writers, have sold a series of 52 scripts, "The Memory Box of Runjit Singh," to 3UZ in Melbourne, Australia. Each script is a complete story of the Indian secret service.

Sally Dee, the "Aunt Sally" of WOW, left Monday on a two-week vacation during which she will visit "shut-ins" in Iowa with whom she has corresponded for two years.

Manager John J. Gillin Jr. of WOW entertained 25 members of the staff at a watermelon feed at his home. The melon was sent Gillin by Harold Hough of WBAP, Fort Worth, who grew it on his Shady Oaks farm.

Gaylord Avery, formerly with KABR at Aberdeen, S. D., has joined WOW as announcer.

Announcer Tom Chase, conductor of WOW's "Uncle Tom's Playhouse" every Saturday morning, is vacationing in Chicago.



● ● ● After two shots on the Vallee Hour, Red Skelton has been selected to replace Milton Berle in the title role of the flicker, "Having Wonderful Time". Skelton will continue on the Vallee show from the Coast until the deal is consummated for him to head a show of his own... Bert Parks gets the announcing job from the east with the Benny Goodman show, with Bill Goodwin taking care of Jack Oakie on the Coast... "Swing and Sway with Sammy Kaye" may replace Bunny Berigan on the Tim and Irene commercial via MBS. Incidentally, Barry McKinley is set for two guesstar shots on this show... Nadine Conner of "Show Boat" has learned to speak lines and will therefore eliminate her "talk-double" on this show hereafter... Boake Carter will make his screen debut in "The Dead March", an indie film to open next week... Claremont Inn will remain open through the winter with Carl Harte's crew and a wire... Tim Marks of the Earle Ferris crew came home the other nite and found his baby daughter with a fractured collarbone caused by a fall from a window... Walter O'Keefe and the star of "Big Sister", Alice Frost, will team up as a duet for a show... Irving Berlin phoned Harry Link the other a.m. and sang a new tune from "Alexander's Ragtime Band", which is a flicker for Walter Winchell's firm. Harry didn't like the song and said "I'd rather have 'My Cabin of Dreams' to that any day!" To which Berlin replied—"What's THAT?" P.S.: Song is published by IRVING BERLIN!

● ● ● New York City's city-wide hillbilly contest finals last nite on the Mall in Central Park had the "Colonel from Kentucky" Jack Major of CBS and Zeke Manners as judges... One of the favorite musical numbers to the listeners of KFRO, Longview, Tex., is "Down Among the Budded Roses"... When the announcer of the "All Request Program" became rather piqued at the number of requests received each day for this number, he told the audience he was playing it for the final time—and then, before the open mike, BROKE the record!... KFRO was literally flooded with wires, calls and letters of protest, one woman stating that she wouldn't dial the station any more unless the record was replaced.

● ● ● Al Jolson starts work on his autobiography, titled "It's Been A Swell Journey"... Press agent Dave Alber will write the continuity for Newspaperman Connie Miles' WOR show... Eileen (Jolly Gillette) Barton will appear on a fall show... Eleanor O'Malley has been signed for "Your Unseen Friend" show... Ben Platt Jr. is having his schnozzle altered by Dr. Morton Berson to look like Adolphe Menjou... Eddie Garr had a long talk with the J. Walter Thompson people yesterday... Carlton KaDell will do some pigskin wordslinging this fall from the Coast... Loew Theater exec William Downs turned composer with "Walking Down A Side Street"... Roger Douzens returns to the N. Y. Scene next week... Abe Lyman comes east in time for the All-Champ fights at M. Sq. Garden... Nat Brusiloff was visited by his five-year-old kid at WMCA yesterday. He was too busy to take the child home—so he called for a Western Union boy to deliver the infant. Later the W. U. came back crying... Brusiloff Jr. had kicked and scratched—at being held by the hand.

● ● ● Dave Byrn of KARK's "Farmer's Hour", has been swamped with farm products from his listeners throughout Arkansas. Especially is he proud of the buttermilk one tuner-inner has been sending—because of his professed weakness for this product... Rosser Fowlkes, WBTM's Man on the Street in Danville, Va., was looking for a hole to crawl into after last week's show in which the writer of a letter is given a cash prize—after being selected by a blind-folded spectator each week. The winner of this week's prize—was the same as last week... Mustachio craze has swept WLBC, Muncie, Ind. Newest hair-raisers-under-the-lip are Ed Pierre deMiller, news editor, and Henry "Harpo" Marx, salesman. Clement X. Castle, engineer, turned traitor with a smooth face.

GUEST-ING

HILDEGARDE, on Rudy Vallee program, Sept. 30 (NBC-Red, 8 p.m.)
DICK POWELL, on Werner Janssen-Fleischmann Yeast program, Sept. 12 (NBC-Blue, 7:30 p.m.)

BETTE DAVIS, on Chase & Sanborn Hour, Sept. 12 (NBC-Red, 8 p.m.)

GEORGE BURNS and GRACIE ALLEN, on Packard Hour, Sept. 28 (NBC-Red, 9:30 p.m.)

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

BENNY MEROFF, interviewed by Powell Clark, on "Grand Stand and Band Stand," today (WMCA, 3 p.m.)

EVE Ve VERKA, on "Hecker's Information Bureau," today (WOR-Mutual, 11:45 a.m.)

CORNELIUS VANDERBILT, on Lowell Thomas program, tonight (NBC-Blue, 6:45 p.m.)

GERTRUDE LAWRENCE and MARGARET McCRAE, on James Melton program for Sealtest, Sept. 12 (NBC-Red, 10 p.m.)

JESSICA DRAGONETTE, on "Summer Stars," Sept. 12 (CBS, 7:30 p.m.)

ETHEL MERMAN, on "Hit Parade," Sept. 18 (CBS, 10 p.m.)

DETROIT

Radio listeners got a better picture of the Gold Cup races on Labor Day than did most of the throng of 100,000-odd spectators who gathered on the banks of the Detroit River to see the speedboat classic. WWJ, CKLW and WXYZ carried sections of the race, bringing results of the first and third heat to the listening audience. The coverage of WWJ was most elaborate.

"Children's Theater of the Air" on Sunday expands to a full hour, moved from the Regent Theater to the Capitol, and will be sent to stations of the Michigan Radio Network under sponsorship of Farmcrest Baking Co. Show has been on WXYZ for over 18 months. James Jewell is dramatic director.

Raymond Toyo of "Adventures of the Green Hornet", Mich. Network serial, is back from the coast.

NEW ORLEANS

WDSU put on the third of its special features at Heineman Park recently when it established Wheaties day, admitting all boys for three box tops of the product.

Carrie Marone is singing with Augie Schellang at Pontchartrain Beach. Tony Almerico may go into the Rose Room for the winter season.

Jimmie Wilson sang songs from Gulfport, Miss., last Sunday with Ray McNamara accompanying at New Orleans in a WWL stunt broadcast tying in with the dedication of the harbor at the Mississippi city.

Newest of the radio song birds is Irene Shirley.

Clark Alexander is now Farmer Clark on a WWL farm program.

**ORCHESTRAS
MUSIC**

LOU BREESE has assigned to Mark Balsom, violinist with his French Casino Orchestra, the role of featured male vocalist on his "Breezing Along with Breese" programs, heard twice weekly over NBC.

Codolban, gypsy violinist, and his orchestra currently heard over NBC from the Rainbow Grill, Radio City, set by CRA to open at the Hotel St. Regis, N. Y., on Sept. 26.

Lee Scott's boys booked by MCA for the entire fall season at the Clinton Hotel, Albany, starting Oct. 10.

Mike Reilly plays his third return engagement at the Fontaine Ferry Park, Louisville, tomorrow and goes into the Wagon Wheel, in Nashville, on Sept. 12 for two weeks. Through CRA.

Phil Harris set by MCA to provide the melodies for the Jack Benny air shows.

Jack Denny inaugurates the college dance season when he plays at Purdue University on Sept. 10-11.

Carl Sands' ork will open the winter season at the Music Box, Omaha, tonight.

Benny Meroff, playing at the New Yorker Hotel, will feature each Sunday as "Theatrical Night," using guest stars.

Ted Wallace and his Sing Band will do a special transatlantic broadcast on Sept. 10 to introduce the "Big Apple," to England and the continent, over NBC.

Philadelphia Items: George Dalin of Robbins Music Co. has arranged for an Oct. 9 wedding with Marian Saprala . . . Tin Pan Alley Music Co. placed the following songs with the Lewis Music Co., New York: "Summer Girl" by Frank Cremen and Frank Capano; "Heaven is Here" by Rowland Croasdale, and "Sorry-glad" by Jack Jaffe, Frank Capano and Ed Salecto . . . Paul Titus, warbler on WIP, opens with his own band at Hess' Tavern, in Haddonfield, N. J. . . . Reopening of Palumbo's Cabaret brings back the music of Bobby Morro. Coconut Grove ushers in the new season with Al Mayo making the music . . . Milt Kellel has been held over at the Arcadia International House until Oct. 1, Happy Felton coming in for a return engagement on that date. Spot remotes via WIP . . . Dorothy Rogers, vocalist with Will Osborne, leaves the band in Philly, anticipating the stork's arrival . . . Jewel Music Co., New York, takes over "Can't We Be Sweet-hearts," authored by Chris Gilbert, Sam Breitigan, Ace Pancoast and Frank Capano, Philly tin pan alley-ites.

SAN FRANCISCO

Philip S. Lasky, KSF gen. mgr., is chairman of the Public Relations and Radio Committee for annual Navy Day celebration, Oct. 27. Lasky is a Naval Reserve lieut.

Rush Hughes (Langendorf Pictorial-Kellogg Sport Short) flew in from H'wood with previews for agencies on two new football shows. Hughes bows out of his two coast-wide accounts Sept. 24 to build proposed transcontinentals.

Ryland Quinn, KYA production manager, back from vacation—in bed. "Rye" started south, crashed his car 40 yards from home.

Kenneth Owen, ex-KGW at Portland, to KJBS as junior announcer.

Victor Paulsen takes over KJBS midnight to dawn "Night Owl" wax program.

Nathalie Goforth, for seven years on KYA staff, retires as secretary to Manager Bob Roberts — to become housewife.

Announcer Bob Dumm and Technician R. V. ("Doc") Howard, KSFO, stole beat on competition on return of first survivors from Shanghai war zone. Duo met SS. President Taft of Dollar Line entering San Francisco Bay, shortwaved interviews for CBS.

Mel Venter back as emcee of KFRC "Feminine Fancies" after vacation.

Verne McGill resigns as KFRC hostess to leave for long trip to Antipodes. Rose Marie Smith takes hostessing post.

PITTSBURGH

Jack Meridan, KQV, weds Marie Bevilacqua of Dormont on Oct. 27.

Ernest Neff, KQV announcer, also middle-aisles it Sept. 18 with Mary Blank.

Lillian Malone returns to her women's program on WCAE after a Florida vacation.

Edward Kreen, formerly program manager at WHJB, Greensburg, is commentator on the Victor Brewing Co. news program heard nightly on WWSW.

COLUMBUS

Local stations are lining up their best sportscasters for the OSU football season soon to begin. John Neblett, who has proven his ability on baseball, will handle the mike for WBNS. No official announcement is forthcoming from WCOL, but Bob Seal, chief of the continuity dept., is being groomed for the job. WHKC will have Fred Joyner and D. L. Gibbons of WHK at the mike.

It is also being rumored hereabouts that a well known Detroit station will have a mike at the OSU stadium.

RICHMOND

Bob Burdette, WRVA production manager, is recuperating in Florida from a serious heart ailment.

Conrad Howle, announcer, WMBG, is vacationing in New York. Larry Mansfield is substituting.

Ira Avery, WRVA announcer, is back from a trip to England.

Robert Mitchell, public relations director, WMBG, is back from a motor tour through the north.



**There Are
6,000,000 Like Him**

...BUT HE CAN HEAR

THERE are 6,000,000 hard of hearing children now on the way to adulthood. Some hear 'though their ears may have been affected since birth—others don't. Which group has the better chance for ultimate, useful citizenship?

Teachers, nurses, physicians—all agree that no child should be permitted to struggle with this handicap unassisted. Your child, if his hearing is below normal, deserves the help of a Buck Rogers 25th Century Acousticon, designed especially to appeal to children. Properly fitted, it immediately brings better hearing, guards against serious psychological pitfalls, permits normal hearing at school and normal social relations with adults and other children.

May we send you literature? Or, better still, won't you bring your child to an Acousticon office where we can *prove* the efficiency of the Buck Rogers Acousticon in meeting childhood's hearing problems?

**Buck Rogers 25th CENTURY
ACOUSTICON**



**DICTOGRAPH
PRODUCTS CO., INC.**

580 Fifth Avenue

New York, N. Y.

★ Program Reviews and Comments ★

AL JOLSON

Lever Bros. Co.
WABC-CBS Network,
Tuesday, 8:30-9 p.m.
Ruthrauff & Ryan, Inc.

JOLSON RETURNS IN A BREEZY SHOW THAT IS GOOD DESPITE OCCASIONAL POOR MATERIAL.

Setup on this Rinso and Lifebuoy soap program is about the same as when it left off, the talent with Jolson being Martha Raye, Victor Young orchestra and Parkyakarkus, with an added starter in George Jessel as guest star. Tiny Ruffner is on the job as announcer. In nearly all of the commercials, Ruffner cued himself from a song title just used, or conversation worked in as a buildup for the credit. Rinso used as a household boon for clothes or dishes, and Lifebuoy for bodily cleanliness and keeping fit, like the football athletes.

Jolson and Jessel in the usual introduction kidding and subsequently Miss Raye dragged out a ballad; Parkyakarkus rang in a few gags not old enough to make the listener forget where he heard or read them recently, but he was well spotted, what with having two comedians for straight-men. Other business between the three was fair and toward the close Jolson and Jessel injected the Broadway stuff via George M. Cohan's "Give My Regards to Broadway." Jolson also sang an old timer that is being revived, "You Made Me Love You," and Jessel later countered with "Toot, Toot, Tootsie, Good-bye." Songs and orchestra selections were a strong point.

Possibly the two clever comedians could have worked up a wow or two en route, instead of being satisfied to amble along with a laugh here and there. Material undoubtedly is the thing. Half hour, however, was far from being a dud. Hollywood studio audience was enthusiastic.

LOUISVILLE

WAVE's "Minute Interviews" resume with the return of George Patterson, program director.

"Here's To You," sponsored by Oertel Brewing Co. over WHAS, has relinquished the National Theater to a musical show policy, and moved back to the Drury Lane. The station has two additional air shows, in process of being built, which will be aired from the Drury Lane.

Earl Holmlund, WHAS engineer, recently married a schoolmate from his home town in Missouri.

Accident to wife of J. Emmett Graft, WHAS technician, required blood transfusion, and tests brought out that Bill Blanton, also of WHAS technical staff, tested okay. Blanton donated pint of blood, the second time he has played the donor role.

Biff Carr, program manager of WGRC, now airing his "Curbstone Reporter" daily from spot in front of Loew's State. Free ducats to the show are presented to the persons interviewed.

PACKARD HOUR

Packard Motor Car. Co.
WEAF-NBC-Red Network,
Tuesday, 9:30-10:30 p.m.
Young & Rubicam, Inc.

SPARKLING FIRST SHOW THAT CLICKED 90 PER CENT OF THE TIME.

New Packard line-up by sheer force of its talent is bound to be a heavy contender no matter what the booking on opposition networks. Hard to miss with a layout that includes Lanny Ross, Florence George, coloratura soprano, Raymond Paige orchestra, Charles Butterworth, a mixed chorus of 72 voices, a rhythm singer and last but not least guest stars like Amos 'n' Andy.

Loads of good singing, top-notch arrangements and rendition by the splendid orchestra conducted by Paige, would be a good show in itself for many listeners, but the added load of comedy by Amos 'n' Andy and Charles Butterworth pushed the program over solid. The blackface team revealed tremendous popularity with the studio audience, if that is any indication of the world at large, and appeared in several spots on the show, gagging with Butterworth and later doing a sketch. (Close of the show gave Pepsodent an acknowledgment.) Butterworth was never better on the air, but Amos 'n' Andy are a cinch on any show.

Ross was in good voice and, as he stated at the outset, his songs would run the gamut of popular, operetta and even operatic songs. Miss George is a coloratura de luxe as evidenced by her "Song of India", with a modernized Paige arrangement. The chorus was powerful. Packard credits were more or less modest and planned to get the potential buyer to the salesroom first rather than sell the customer via the ether. Marx brothers are guests next week.

"MUSICAL MOMENTS"

Chevrolet Motor Co.
WMCA, Tues., Thur., and Sat.,
7:30-7:45 p.m.
Campbell-Ewald Co.

ANOTHER WELL RECORDED AND PROGRAMMED DISK SERIES CONTINUING CHEVROLET SPOT COVERAGE.

In behalf of the local Chevrolet dealers, the extensive spot broadcast program throughout the country continues with Vic Arden wielding the baton and following in on the Gus Haenschen platters. Graham McNamee again does the announcing, delivering two commercials and working in one-line credits here and there, but not to excess. Used car buys and service departments come in for the usual plug.

Current shows have long list of well known guest artists, this particular stanza featuring Jane Froman and Ray Heatherton. The Songsmiths quartet and Arden are scheduled for all disks. Program is nicely balanced as to the running order and makes good entertainment. Orchestra is a large one and at times tends to sound like a big symphony type combination on the loose. Seems like closing in the drapes in the recording studio would help, and remove that empty auditorium effect from the balance.

Edward B. Hall

Boston has contributed a new voice personality in the long list of radio's ace journalists. Edward B. Hall of Cambridge, Harvard graduate, world-traveler, and writer, is the newest member of this distinguished group. Sunday evenings at 6:45-7 over WBZ-WBZA, Hall presents an illuminating review of world happenings during the previous week. From the vantage-point of a professional news editor he is enabled to maintain in-

"PHYL COE RADIO MYSTERIES"

Philco Radio and Television
Tube Division

WOR, Tuesdays, 7:45-8 p.m.
Geare-Marston, Inc., Philadelphia

ENTERTAINING PROGRAM THAT OUGHT TO PULL PLENTY FOR PHILCO'S \$50,000 CONTEST.

First of the transcriptions to be aired in this Philco campaign was "The Case of the Dead Magician", a murder mystery. In the quarter-hour broadcast the crime is committed and solved. "Phyl Coe" is the girl-detective who solves the crime. Listeners are asked to submit their deductions as to how the crime was solved. Recordings are better than average and entire script moves along at a fast clip. Very little commercial is used. Show and contest is a cooperative deal between the manufacturer and dealers to sell Philco tubes.

imate contact with the course of contemporary events and, from the inside, to interpret what he sees for the benefit of others. The broadcast, "News Behind Tomorrow's Headlines," is far from being a dull, vapid chronology of events. The program is flavored with pungent editorial comment, is rich in classical and historical allusion and features frequent flashes of the writer's humor and practised perspective. It would not be surprising to hear it aired over an NBC network in the near future.

Manuel-Williamson

The Past Masters program of harpsichord and string chamber music continues to maintain a high standard, both in rendition and type of selection not usually heard on the air. At 10:30-11 p.m. Tuesday night on the NBC-Blue network, the program provides a restful period for those who seek a change from dance music, or even heavy symphonic works. A mezzo-contralto further enhances the program. Majority of the selections are short, thus providing a period easy to listen to. Program originates in Chicago NBC studios.

"Introducing Mrs. Jones"

This twice-weekly skit on KQV, Pittsburgh, 11:15-11:30 on Tuesdays and Saturdays, tells about the adventures of the Little Old Lady from the Old Lady's home. Heroine of plot is old lady character who is sprightly beyond her years, and has a knack of getting into more mix-ups than any normal individual. As an example of her trials and tribulations, Mrs. Jones purchases a new car and it happens to be one identical to that of a notorious gangster. She is chased by policemen, trailed by bandits, and shot at by members of rival gang. Program is written by Vickey Corey.

★ PROMOTION ★

Electric Co. Promotion

Campaign devised by Bill Craig, commercial manager of WLBC, Muncie, Ind., for Holmes Electric Co. already has broken all sales records. Radio campaign had new angle in that proprietor's personality plays a big part. Announcements hit airwaves with "Elliot Holmes would make you a good husband. He's generous. He's genial. He's thoughtful and kind." Close of announcement tells where Elliot can be found. Women flock to store to talk with the man who would make them a good husband and washing machines sales are breaking all records as a result. Mash notes also are being sent Elliot as the result of his being a model type of man any woman would like. Mrs. Holmes says she

doesn't mind the notes as long as Elliot stays home nights. Elliot is a bachelor.

WOAI Folder on Production

WOAI, San Antonio, will soon issue a new folder in colors which will deal with production at the station. The folder will show several photographs of outstanding local WOAI productions, and will carry, among other facts, the statement "More Texas advertisers spend more advertising dollars yearly on WOAI than on all other stations combined in WOAI's intensive sales area," and also "In the national field, according to a survey by Sales Management, WOAI ranks fifteenth in the United States in volume of national spot business."

☆ F. C. C. ☆
ACTIVITIES

HEARINGS SCHEDULED

Oct. 12: W. C. Irvin, Amarillo, Tex. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Four Lakes Broadcasting Co., Madison, Wis. CP for new station. 830 kc., 100 watts, daytime.

Nat'l Life & Accident Insurance Co., Inc., Nashville. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

KFDM, Beaumont, Tex. Vol. assignment of license to the Beaumont Broadcasting Co. 560 kc., 250 watts, 500 watts LS., unlimited.

Oct. 14: United Broadcasting Co., Tulsa. CP for new station. 1550 kc., 1 KW., unlimited.

WAAB, Boston. Mod. of license to increase power to 1 KW. 1410 kc., unlimited.

Decatur Newspapers, Inc., Decatur, Ill. CP for new station. 1550 kc., 1 KW., unlimited.

Tri-City Broadcasting Co., Inc., Schenectady. CP for new station. 950 kc., 1 KW., unlimited.

Oct. 18: Voice of Detroit, Inc., Detroit. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

WWPO, Inc., Pittsburgh. CP for new station. 1120 kc., 250 watts, unlimited.

Times Printing Co., Chattanooga. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Oct. 19: Sam Houston Broadcasting Ass'n, Huntsville, Tex. CP for new station. 1500 kc., 100 watts, daytime.

Pacific Radio Corp., Grant's Pass, Ore. CP for new station. 1320 kc., 500 watts, daytime.

Oct. 20: O. O. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

Nov. 2: KTSA, San Antonio. Vol. assignment of license to Hearst Radio, Inc. 550 kc., 1 KW., 5 KW. LS., unlimited.

WACO, San Antonio. Vol. assignment of license to Hearst Radio, Inc. 1420 kc., 100 watts, unlimited.

KNOW, Austin, Tex. Vol. assignment of license to Hearst Radio, Inc. 1500 kc., 100 watts, unlimited.

Dec. 20: Radiotel Corp., San Diego. CP for new station. 920 kc., 1 KW., unlimited.

APPLICATIONS RECEIVED

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

Miami Broadcasting Co., Miami. CP for new relay station. 31100, 34600, 37600, 40600 kc., 15 watts.

SET FOR HEARING

Cadillac Broadcasting Corp., Detroit. CP for new station. 1140 kc., 500 watts, daytime.

Santo Sottile, Charleston, S. C. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Louis P. Thornton, Baker, Ore. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Kanawha Valley Broadcasting Co., Charleston, W. Va. CP for new station. 1500 kc., 100 watts, unlimited.

Valley Publishing Co., Harlingen, Tex. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

J. T. Griffen, Fort Smith, Ark. CP for new station. 880 kc., 1 KW., daytime.

Broward Broadcasting Co., Ft. Lauderdale, Fla. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

W. A. Barnette, Greenwood, S. C. CP for new station. 1370 kc., 250 watts, daytime.

Colonial Broadcasters, Inc., Savannah. CP for new station. 1310 kc., 100 watts, unlimited.

Tom Olsen, Port Angeles, Wash. CP for new station. 1500 kc., 250 watts, daytime.

Platt & Platt, Inc., Poughkeepsie. CP for new station. 1000 kc., 1 KW., limited.

Kentucky Broadcasting Corp., Louisville. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

James F. Hurley, Jr., Salisbury, N. C. CP for new station. 1500 kc., 100 watts, daytime.

KARK, Little Rock, Ark. Vol. transfer of control of Ark. Radio & Equipment Co., licensee of KARK, from John Frazer to Radio Inc. 890 kc., 500 watts, 1 KW. LS., unlimited.

WNAX, Yankton, S. D. Auth. to transfer control of corp. to South Dakota Broad-

PHILADELPHIA

WFIL staff has moved into its new quarters on the top floor of the Widener Building. Completion of the studios is moving ahead, with dedicatory exercises planned for October.

Joe Gottlieb of the program department and Paul Fraley of the production department are building a permanent little theater group at WCAU. Professionals already signed include J. Barney Sherry and Arthur De Angelis.

Jack Stewart, WFIL sales manager, is spending four days each week at the station's New York office.

Lawrence Witte, radio columnist whose "Static" pillar is syndicated for 112 weekly newspapers along the Eastern coast, comes to KYW tomorrow for a weekly air gossip stanza, "Mike Notes."

Sam Serota takes over direction of WFIL's "Old Salt" program this week, succeeding Allen Franklin, resigned.

Dr. Leon Levy, WCAU president, returns to his desk and duties after a holiday week-end cruise in Atlantic waters on his yacht.

Calvin Jackson, WCAU's newest announcer, comes to radio from orchestra fields, formerly the drummer man in Harvey Marburger's band.

Norma Francis, songstress, is the newest addition to the KYW talent staff, being featured on a weekly "Stuff and Such" stanza that includes the singing of Francis Carroll, Bon Bon and Jan Savitt's studio crew.

The Taylor Grants, WCAU sports announcer, are blessed eventing.

James Tisdale, WIP staff engineer, is back at the ohms and amperes after a half-month sojourn in Cuba.

John Facenda, WIP night supervisor and chief announcer, and Dorothy Munger, have set Sept. 11 for their wedding date.

Not to be outdone by her troubadoring brother, Scott McGregor, who has been one of the melodic satellites on WIP for the past several months, his lovely-to-look-at sister, Doris McGregor, has just joined the singing corps at WIP.

Arthur Q. Bryan, erstwhile WIP announcer and script writer, has resigned from KFWB, Hollywood, and will devote his full time to film writing.

Joe Garrett, former WIP announcer, has resigned as production manager at WNEW and leaves for the west coast the first of October to continue his radio career there.

A program of organ music played by Arthur Hinett and songs of long ago sung by Bob Mack, popular baritone, will be aired weekly on KYW beginning today.

Sophie Goldsmith will again adapt the Howard Pyle Wonder Clock children stories for radio presentation this season on WIP.

Ken Miller, WIP announcer, is producing the "Umbrella Court" question and answer program starting a regular run this week.

casting Corp. 570 kc., 1 KW., 5 KW. LS., unlimited.

EXAMINER'S RECOMMENDATIONS
Abraham Plotkin, Chicago. CP for new station. 1570 kc., 1 KW., unlimited, be dismissed.

Philadelphia Radio Broadcasting Co., Philadelphia. CP for new station. 1570 kc., 1 KW., unlimited, be denied.

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

WMT

Cedar Rapids, Iowa

"... I want to take this opportunity to congratulate you on your publication. Personally I think it is very interesting and I know that everyone in this organization reads it very thoroughly."

E. F. Montgomery
National Sales Manager.

ZINN & MEYER, INC.

New York City

"... I want to say that you have a wonderful paper and that RADIO DAILY is going far and wide and I am proud to be a subscriber to it."

David Rosen

WOPI

Bristol, Tennessee

"... Here's wishing you continued success. Truly, RADIO DAILY is the best publication for the industry we have ever read. Keep up the good work."

W. A. Wilson

Vice Pres. and General Manager

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



★ Coast-to-Coast ★



BEN LARSON, producer of the recent Milton Berle series for Gillette on CBS, arrived here a few days ago and has taken up his duties in the local Ruthrauff & Ryan office.

George Jay had Olympe Bradna on his "Listen, Ladies" program over KEHE and California Radio System yesterday at 2 p.m. Today he will have Harry Sosnick, and tomorrow Virginia Verrill.

Associated Cinema is waxing 52 Kay White transcriptions for White King Soap, with Barnes-Chase Co. placing on Coast and midwest stations.

George Buckalow, formerly on sales promotion at KNX, has returned to resume that work after several months in the East.

Bill Kelso, staff announcer at KMTR, becomes night supervisor. Also takes over all sports events and special interviewing assignments.

Aerogram Corp. will produce, wax and market "Uncle Aesop's Fable Time" property of Triangle Productions, from script of Paul Irving. Designed as a five-a-week live and transcription show, with Clarence Muse in the title role.

KFAC has a new transcription series for juveniles sponsored by Gordon's Bread at 7-7:15, daily except Sunday.

With "Vox-Pop" and "Prof. Quiz" soaring in popularity, KFI now offers a similar but different one produced and conducted by Eugene Bloodgood, labeled "My Word." Bloodgood picks words commonly mispronounced and tries them on his participating audience each Wednesday night at 9.

Annual sales conclave of Radio Transcriptions of America field men wound up Saturday, with men returning to their respective territories over the weekend. Had been in session nearly month, with C. C. Pyle, president, apparently not one bit worried about the future of transcriptions.

William Kadison, onetime newspaper man on Los Angeles and Hollywood sheets, has been appointed day program manager for 3DB, Melbourne, Australia.

Walter Bunker, previously handling various NBC production assignments, has been promoted to assistant production manager functioning directly under Marvin Young.

Don Prindle, scripter for Joe Pen-

BILL HEFFERNAN, program manager at WBTM, Danville, Va., has proved to the satisfaction of owners, advertisers, and listeners, the truth of the saying that negroes are born actors. This station is now airing a weekly series of dramatizations by an all-colored cast, The Paschal Players. Only one member of the cast had ever done dramatics before, although most of them had done considerable work in musical broadcasts. Special scripts are written by Diogenes, Jr., WBTM's feature script writer and the cast is headed by Harvey Paschal, an employee of the station.

The WBTM "Theater of the Air," under the direction of Jack Black, is a high spot in the weekly schedules of the Danville station. The cast of locally selected players is doing a wide variety of dramatic presentations from farce comedy to Shakespeare. "The Theater of the Air" is broadcast every Saturday night at 7:30-8.

KOY, Phoenix, Ariz.: Fred A. Palmer, manager, is on an extended business trip to Chicago, New York and other cities. . . Burrige D. Butler, chairman of the board of Salt River Valley Broadcasting Co. (KOY), has returned to Chicago after a Grand Canyon vacation. . . With exclusive Transradio news for Arizona listeners, station is now giving six complete news broadcasts daily. . . Transradio's Arizona bureau is now located in the KOY studios, with Gerald Gordon as bureau manager and Henry Poole in charge of short wave operations.

Ralph Waldo Emerson, staff organist at WLS, Chicago, will become organist at KOY, Phoenix, Ariz., for the winter season, following installation of a new Barton studio pipe organ at KOY.

Henry Hickman, the Tydol inquiring reporter on WFBR, Baltimore, is back on the job after a vacation.

KMOX, St. Louis: Jerry Hoekstra, director of public affairs department, made instantaneous recordings at several school openings this week. . . Venida Jones, organist, has been

voted the leading organist in the midwest in a poll of 100,000 members of the Broadcast Listeners' Ass'n of America.

Lewis Charles is the latest addition to the announcing staff at WHN.

Betty Worth ("Mousey,") has returned to WHN's "Broadway Melody Hour."

WRD, Richmond: Julian Huckstep, studio engineer, resigned to pursue his education at Randolph-Macon College. . . Station's "Do You Need A Job?" program has placed 21 applicants in jobs within two months. . . Opening of the new Bellevue Theater was aired from the lobby by Sam Lawder, chief announcer.

Allen Trench, former sales manager of WWSW, Pittsburgh, and now commercial manager at WIRE, Indianapolis, originated two program ideas which are still being used by the former station. One was "Prof. Yes and No", a question and answer program, which he started last February. Other is "Audiographs", wherein audience is asked to guess the meaning of sound effects. Both shows sponsored.

CJOC, Lethbridge, Alberta, is the latest subscriber to the Star Radio feature, "Good Morning Neighbor". Several other stations are using the "Neighbor Club" script, Star's new merchandising tie-in, with good results.

World Peaceways program on WNYC, will have as guest speaker this Sunday at noon Armando Mencia of the legal department of the League of Nations. His subject will be, "Is Japan at War with China?" Mencia was secretary of the League from 1927 to 1934. Peaceways play will be the famed sketch, "Bury the Dead", under supervision of Dr. J. Max Weiss.

Renewals by Standard Radio ET library subscribers are KATA, Fort Worth; WDGY, Minneapolis; KRGV, Weslaco, Tex.; WBNX, New York; WDNC, Durham, N. C.; WSIX, Nashville; WESG, Elmira; KFOX, Long Beach, Cal.; and KCMO, Kansas City.

ner, is in town to start grinding out laughs for Joe's new series.

KMPC's "open house" last Thursday evening brought out all of local radio scribes and literally scores of radio celebs to congratulate Manager Leo Tyson on the swank of the remodeled and redecored station.

Employees of Universal Microphone Co., Inglewood, held their annual picnic at Centinela Park on Labor Day.

KEHE's "Cosmopolitan Revue," with tongue-twisting Joe Twerp, Mitzie LaMarr, Berna Deane, Mel Angle, emcee, and Cy Feurer's music,

goes network over the California Radio System today at 9-9:30 p.m.

Mortimer Smith, NBC engineer, is wearing a grin a yard wide because of the recent arrival of Richard Sewell Smith who weighed in at 9 pounds, 12 ounces.

Gary Brackner is handling the commercials for the remaining Ken Murray broadcasts, permitting Ken Niles to devote his time to "Hollywood Hotel." Dick Joy is doing a similar chore on "The Newlyweds" in the absence of Don Forbes.

FRED ECKHARDT, JR. has joined staff of Edward W. Cunningham as assistant to vice president at NBC.

Leo Salkin, manager of Consolidated Radio Artists, recently back from a midwest trip, off to Rochester, Ind., for one more round of fishing before fall.

Wade Grinstead, of WBBM sales promotion staff, back from vacation spent mainly at hospital where wife presented him with new boy.

Quin Ryan, manager of WGN, back from Alaskan cruise.

Tom Fiszdale has landed the Quaker Oats account which has "Kaltenmeyer's Kindergarten" and "Aunt Jemima" of the Air on NBC.

Commonwealth Edison has dropped its two shows, "Charlie on the Spot" and Kaye Brinker's "Everywoman," now that the refrigerator season is over. Reported considering new radio plans. Lord & Thomas handles the account.

Fred Weber, Mutual co-ordinator, and wife Ruth Betz in town on business. Ruth is working on P. & G.'s new show, "The Road to Life."

Manager Jay A. Jones of the Edgewater Beach has written a new tune titled "Melody" which Bandsman Roger Pryor has been plugging over WBBM-CBS.

Dick Wells eloped to Crown Point, Indiana with Teresa Hubbs of Kansas City, a sweetheart of his boyhood days.

Maybelline is reported considering going back on the air. Account last season used Freddy Martin's orchestra and Betty, Jean and Jim.

Sally Jo Nelson, staff songstress of WGN, is making a personal appearance this week at the Oriental theater.

Stanley Hickman, long top tenor with Ted Fio-Rito, is singing on the staff of WCFL.

"Only Ones" Changing Spot

"The Only Ones", novelty human interest program which recently started on WMCA in a Saturday night spot, will next be heard as a Sunday feature beginning Sept. 26. Sam Hammer produces the show, with Andrew Stanton as emcee.

ONE MINUTE INTERVIEW

CLAUDE SWEETEN

"Agencies and sponsors are now beginning to realize the value of the western maestros. It has been substantially proven that you don't have to be from New York to be a successful radio maestro."

Table with columns for days of the week and numbers 1-30, titled BIRTHDAYS.

Greetings from Radio Daily

September 9 Betty Howard Billy Dauscha Ed Prentiss