



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 50

NEW YORK, N. Y., FRIDAY, SEPTEMBER 10, 1937

FIVE CENTS

"Time" Switching to NBC

COMMERCIAL PROGRAMS BEING ADOPTED BY WEW

St. Louis—WEW, the St. Louis University (Jesuit) station heretofore used only for educational and religious purposes, starts broadcasting commercial programs next week, according to A. S. Foster, business manager. Rev. Wallace Burke, S.J., formerly in charge of WWL, operated by Loyola University, New Orleans, (Continued on Page 2)

New Mexico Broadcasters Hold Fall Meet Sept. 28

Carlsbad, N. M.—The New Mexico Broadcasting Association, comprising six of the seven stations in the state of New Mexico, will hold its fall meeting here Sept. 28 as guests of KLAH. Officers of the association are: Mike Hollander, KGGM, Albuquerque, president; Jack Hawkins, KLAH, Carlsbad, vice-president, and J. L. Martin, KRQA, Santa Fe, secretary-treasurer.

Chas. Ritchie Appointed Sales Manager at KANS

Wichita—Herb Hollister, general manager of KANS Broadcasting Co., has appointed Charles Ritchie as manager in charge of sales. Ritchie (Continued on Page 3)

3 Get New CBS Contracts

Columbia Artists, Inc. yesterday set the following contracts: Brewster Morgan, director of the recent Shakespearean cycle, signed to a director's management contract until Aug. 25, 1938; Howard Barlow, music director, re-signed for one year from Oct. 11; John Reed King, renewed, effective Oct. 6 for 52 weeks.

Ascap Doesn't Tell

Belief among broadcasters that Ascap has divulged figures on station earnings to the AFM is vigorously denied by Ascap officials. They state that it is specifically implied in their contract with stations that all figures supplied the society are to be kept secret; also that even few Ascap officials have access to such matters.

Radio Law Courses

Washington Bur., RADIO DAILY

Washington—John William Guider, radio law expert, has been appointed to the graduate faculty of Georgetown Law School to give courses in radio and air law.

Widely known as a communications specialist, Guider is chairman of the American Bar Association's committee on communications, also chairman of the executive council of the international committee on radio, American section.

THEATERS EXPERIMENT WITH RADIO ON THE BILL

West Coast Bureau, RADIO DAILY

Los Angeles — Fox-West Coast Theaters is experimenting with tuning-in the Ed Lowry "Singtime" program in various circuit theaters as part of the regular movie program. Tried out in Redondo Beach and El

(Continued on Page 3)

KIUN in New Quarters

Pecos, Tex. — KIUN, "The Voice West of the Pecos," recently moved into a new and modern building of its own. The building houses studios and business offices, with the trans-

(Continued on Page 2)

Lowell Thomas Decorated

The President of France has conferred upon Lowell Thomas, NBC commentator, the rank of Knight of the Legion of Honor.

Early Solution is Expected In A. F. of M.-Radio Situation

More Restrictions Placed On Canada Broadcasting

Toronto—Canadian Broadcasting Corp. directors now in special session here to discuss control by the corporation of all radio stations, and to set forth a new set of codes, have placed restrictions on liquor advertising, commentaries on stock market prices and birth control, also banning all recorded programs between the

(Continued on Page 2)

Program is Transferring from CBS to 9 o'clock Night Spot on NBC-Blue, Plugging Two Weekly Magazines

CARBORUNDUM COMPANY IS RESUMING OVER CBS

Carborundum Co., Niagara Falls (abrasives), will return to CBS on Oct. 16 at 7:30-8 p.m. Sponsor has been a consistent user of CBS time for 12 years. Batten, Barton, Durstine & Osborn placed the account.

KIUL Business Gains 400% in Four Months

Garden City, Kas.—In the four months since KIUL has been back under its original management, with F. D. Conrad as owner and manager, the station's commercial programs and spot announcements have gained over 400 per cent, according to Clem Morgan of Garden City Broadcasting Co. This is believed to be something of a record for a 100-watter, located

(Continued on Page 3)

Gen. Mills Disks Delayed

Chicago—Due to illness of Helen Gahagan, star, waxing of General Mills' "Love for a Day" has been put off indefinitely. Kirby Hawkes, radio director of Blackett-Sample-Hummert agency, has hopped back here from Hollywood, where Miss Gahagan was stricken by flu.

"March of Time" will move to the NBC-Blue network, beginning Thursday, Oct. 14, at 9-9:30 p.m., under sponsorship of Time, Inc., weekly magazine, and Life, weekly picture paper. Program has been on the air for seven seasons starting on CBS in March, 1931. Reason for the switch is attributed to the possibility of a larger audience at 9 p.m. as against the 10:30-11 p.m. now on CBS.

Show uses more than 30 actors and actresses on each broadcast, 19 musicians, eight production, service and

(Continued on Page 3)

CYCLE TRADES CAMPAIGN STARTS SEPT. 26 ON NBC

Cycle Trades of America (bicycle trade ass'n) on Sept. 26 will start a nationwide variety show on the NBC-Red network, 3:30-4 p.m. Bill Slater, ex-NBC sports announcer, will be on the show. Campbell-Ewald of New York is the agency.

Lucky Strike Program Changes Policy Sept. 27

American Tobacco Co., (Lucky Strike cigarettes), Edwin C. Hill program, effective with the renewal Sept. 27, will undergo a change in policy. Entitled "Your News Parade," the show has been running Monday through Friday at 12:15-12:30 p.m. with a repeat airing at 2:30 p.m. for the west. On Sept. 27 the

(Continued on Page 2)

Burns-Allen Recess

George Burns and Gracie Allen, heard Mondays at 8-8:30 p.m. over NBC-Red network for Grape Nuts, will take a four-week vacation after the Oct. 4 broadcast. After a month in New York, they return to their air spot Nov. 8. Guest stars will be used on the program during their absence.

(Continued on Page 3)



Vol. 2, No. 50 Fri., Sept. 10, 1937 Price 5 Cts.

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

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: Film-lay, 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

(Thursday, Sept. 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 ³ / ₄	162 ¹ / ₂	163	+ 1/4
CBS A	26	25 ¹ / ₂	25 ¹ / ₂
CBS B	25 ⁷ / ₈	25 ¹ / ₂	25 ¹ / ₂
Gen. Electric	49 ⁷ / ₈	48 ⁵ / ₈	49	+ 1
North American	23 ¹ / ₄	22 ³ / ₄	23 ¹ / ₄	+ 1
RCA Common	10 ³ / ₈	10	10 ¹ / ₄	+ 1/4
RCA First Pfd.	69 ¹ / ₂	67 ⁵ / ₈	67 ⁵ / ₈	- 1 ¹ / ₈
Stewart Warner	16	15 ¹ / ₈	15 ³ / ₄	+ 5/8
Zenith Radio	39 ³ / ₄	38 ⁵ / ₈	38 ³ / ₄	+ 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 ³ / ₄	15 ³ / ₄	15 ³ / ₄
Majestic	2 ¹ / ₂	2 ¹ / ₂	2 ¹ / ₂
Nat. Union Radio	1 ³ / ₈	1 ¹ / ₄	1 ³ / ₈	+ 1/8

OVER THE COUNTER

Stromberg Carlson	Bid 12	Asked 13 ¹ / ₂
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Cudahy Adds 8 Stations

Cudahy Packing Co., sponsor of "Bachelor's Children," script show heard Monday through Friday over CBS at 9:45-10 a.m., will add eight stations to the network Sept. 27, when program celebrates its first anniversary on the network. Stations to be added are WOKO, KNOW, WCHS, KRNT, KMBC, KFAB, WHAS and WCCO.

Invitation TODAY



WALDORF-ASTORIA
SUITE 8, R-S
STEPHEN SLESINGER, INC.
Exclusive Representatives

Commercial Programs Being Adopted by WEW

(Continued from page 1)
has been placed in charge of WEW. He also brought Foster from WWL. Entire program structure of WEW will be changed. Downtown studios will be opened, with temporary quarters in Hotel Mayfair. Station is a 1,000-watter on 760 kc., operating from 6 a.m. to sundown.

Lucky Strike Program Changes Policy Sept. 27

(Continued from page 1)
repeat broadcast will be dropped, and a network of 75 stations will be used on the 12:15 p.m. broadcast. Honolulu stations now carrying the shows will be dropped after the Sept. 24 airing. Program has been renewed until Dec. 31, 1937.

WCOA Starting Work On 1,000-Watt Plant

Pensacola, Fla. — Having received final approval of its request to double power, making it 1,000 watts, WCOA is immediately starting construction of its new plant. Henry G. Wells, general manager, states that plans for the new broadcasting plant, which will be located on the west side of the north approach to the Pensacola bay bridge, include a scientifically-built reinforced concrete building which can be hermetically sealed in high water or storms. It will be of modernistic design and of a new type of construction approved by expert radio engineers.

Mutual Schedule Changed

Mutual programs from the coast will undergo a shakeup tomorrow, with Frederick Stark's "Ecstasy" and David Broekman's "Music of the Stars" being cancelled, while The Hancock Ensemble makes its debut at 8:30-9 p.m., followed by "Louisiana Hayride" for a half-hour, another musical group at 9:30 and George Fischer's "Hollywood Whispers" at 9:45-10.

Samuel C. Fuller to WLW

Pittsburgh — Samuel C. Fuller (Uncle Sammy), director of the Kiddies Klub and other KDKA programs, has resigned to join the production department of WLW, Cincinnati, on Sept. 27. He has been with KDKA for five years.

Archie Hall Joins KVOD

Archie Hall resigned a position as program director at KOBH in Rapid City and has moved into the production department of KVOD, NBC-Blue outlet, Denver.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.
10 TO 11 A. M. 6 TO 7:30 P. M.

More Restrictions Placed On Canada Broadcasting

(Continued from Page 1)
hours of 7:30 p.m. and 11 p.m. unless special permission is obtained from the CBC.

Recording ban is aimed to encourage "live" talent in the Dominion. CBC believes that growing use of recorded broadcasts is discouraging newcomers to the radio ranks. Stock market ban was decided upon when CBC received numerous complaints from listeners who had taken advice of commentators and claimed to lose large sums of money as a result.

KIUN in New Quarters

(Continued from page 1)
mitter remaining at the old location a mile north of the city of Pecos.

KIUN has an enviable reputation among smaller stations in West Texas, because of its success in developing community programs. At present seven daily programs for neighboring towns are being carried over the station.

Jack Hawkins, manager of KIUN, Pecos, and also of KLAH, Carlsbad, has added Transradio News at Pecos. News is being flashed five times daily at present.

Earnshaw Adds Subscribers

West Coast Bureau, RADIO DAILY
Los Angeles—Earnshaw Radio Productions, Earnshaw-Young, Inc., reports daily additions to the list of subscribers for their "Hollywood Nite Letter." In script form, this daily airmail service includes fashion hints, recipes, personal experiences, intimate glimpses into the homes of stars and news of studio production activities, all written by Dorothy West in a chatty informal style and so constructed that a paragraph or two may be lifted for insertion in any program, or the letter material used "as is" to form the basis of a 15-minute spot.

WNEW's Football First

First football score period of the season will be aired by WNEW on Sept. 18 at 8:45 p.m., with Richard Brooks giving results of a dozen or so daytime games. Night games will be reported by Stan Shaw at 2:45 the following a.m. The official football broadcasts on WNEW start Sept. 25 with a three-hour session beginning 2:45 p.m.

WNEW will air play-off games in the International League (baseball) from Newark starting Sept. 14 at 3 p.m. with Earl Harper at the mike.

Campana's Chatterer

Chicago—Sheilah Graham, London actress and movie columnist for NANA, will be film commentator on Campana's "Vanity Fair," starting Sept. 20 on NBC-Blue, with Cal Tinney as pilot and Bob Trendler's orchestra.

Arthur Boran Booked

Arthur Boran, CBS mimic-comedian, opens a personal appearance engagement today at the Hippodrome Theater, Baltimore.

COMING and GOING

SIDNEY LYPTON, orchestra leader at Grosvenor House, London, is in town here for a week, sails back aboard the Berengaria on Sept. 11.

JAMES SAPHIER leaves for Hollywood today on business and will be away for two weeks.

BILL BACHER left New York en route to Hollywood last night after completing a deal for a new air series in co-operation with M-G-M.

DINTY DOYLE left for Hollywood last night and will be gone three months.

VIRGINIA BAKER left for Buffalo yesterday with her husband, NORMAN WALTERS.

JACK OSTERMAN leaves for Cleveland after his appearance on the "Hammerstein Music Hall" program tonight.

RUDY VALLEE leaves for Maine within a few days.

MONTE PROSER leaves for Hollywood on Monday to transact some business there.

GUY LOMBARDO returns from Toronto in time for his Sunday program.

DOROTHEA LAWRENCE entrains for two weeks in Montreal this morning.

ARTHUR BORAN is in Baltimore for a week.

ARTHUR VERNON JONES, who has done comedy in West Coast programs and recently completed his contract with Hal Roach-M-G-M, is in New York to talk about radio shows. He is being handled by Kass-Tohrner, Inc.

RALPH TURNER, business manager for NEA Service, Inc., is in New York from the Cleveland office and will be at the Waldorf-Astoria, where Stephen Slesinger, Inc., representatives for NEA Radio News Features, has taken a suite for today.

PAULINE SWANSON, manager of the Robert Taplinger West Coast office, leaves Monday for a two-week vacation at Malibu.

JOHN D. MCTIGUE of NBC night press department, off on a two-week vacation.

GENERAL HUGH S. JOHNSON will be in town Monday to confer with NBC officials over his forthcoming Bromo-Quinine series.

LESLIE JOY, manager of KYW, is in town.

FRANK R. MCNINCH, new chairman of the FCC, was in Hyde Park, N. Y., yesterday conferring with President Roosevelt on plans for the pending reorganization of the FCC.

JAMES W. BALDWIN, managing director of NAB in New York to attend the associations board of directors meeting to be held here, Sept. 10.

2 Stage Plans on NBC

"Virginia", new operetta at the Center Theater, will be given an excerpt airing Sunday over NBC-Blue at 12:30-1:30 p.m. Principals of the show, including Ann Booth, Nigel Bruce, Gene Lockhart, Buck and Bubbles, Mona Barrie, Ronald Graham, Lansing Hatfield, Dennis Hoey, Bertha Belmore, Avis Andrews and Will Vodery's Negro choir will appear.

Another NBC-Blue presentation Sunday will be "Dr. Faustus", by Christopher Marlowe, adapted for radio by Lester O'Keefe, to be aired at 8-9 p.m. with cast including Alfred Shirley, Charles Webster, Richard Gordon, Arthur Maitland, Barbara Weeks, Peggy Allenby, William Shelley, Eric Dressler, John McGovern, William Podmore, Joseph Granby, Bennett Kilpack, Thomas Coffin, Jane Hamilton and Junius Mathews.

Lombardo Anniversary

Guy Lombardo on Sunday celebrates his first anniversary on the Bond Bread program.

AL DONAHUE

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

EXPECT EARLY SOLUTION IN AFM-RADIO SITUATION

(Continued from page 1)

place at 10 a.m. and the second at 2 p.m.

IRNA committee met with Weber of the AFM at his offices early in the day and informed him that the broadcasters it represented were willing to put back a number of musicians and expend the additional money such employment involved. Exactly how many musicians or how much money was not arrived at, and the conference was adjourned until 9 p.m. last night. With Pres. Weber at the conferences were Fred W. Birnbach, secretary of the AFM, and A. C. Hayden of Washington, both members of the AFM executive committee. Following the talk, Weber conferred via long distance phone with virtually all members of the Executive Committee not present. Later Weber told RADIO DAILY that he was confident progress was being made, all things considered, and that a solution might be reached shortly. Weber said he appreciated the fact that it was difficult for the IRNA committee to talk for the entire industry, or do anything beyond its limited powers.

Also meeting this morning is the NAB board of directors. Although the NAB has been invited to join its membership in a meeting with the IRNA, or hold a separate meeting on the AFM situation, latest report is that the IRNA committee has no indication of just how the NAB will act or react to any definite move made by the independently-owned stations affiliated with networks. So far the NAB has not committed itself, officially.

NBC executives in town for the AFM parleys are: Niles Trammell, v.p., central division; Frank Russell, v.p., Washington; Don Gilman, v.p., west coast; John Shepard 3rd, WNAC; Paul Morancy, WTIC; Jack Boyle, WJAR; John J. Storey, WTHC; Clair McCullah, WDEL; Hope Barroll, WFBR; H. W. Batchelder, WFBR; Joseph Imbroglio, WFBR; E. H. Trambley, WBEN; E. C. Pulliman, WIRE; Stanley Hubbard, KSTP; Walter Evans, WOWO; Clarence Leich, WGBF; Herbert Hollister, KANS; Campbell Arnoux, WTAR; Richard Mason, WPTF; R. S. Morris, WSOC; Don Elias, WWNC; Ed Hamlin, KSD; H. C. Wilder, WSYR; E. A. Hanovan, WHAM; William Fay, WHAM; Eugene Carr, WGAR; H. Slavick, WMC; Harold Meyer, WSUN; Walter Tyson, WFLA; S. Babcock, WROL; Darrold Kahn, KFDM;

HELENA BLUE'S SEVEN STRINGS

Popular music in a modern and distinctive style. An all-girl string combination.

RADIO DEBUT

GULF GAS PROGRAM

Sunday Evening, Sept. 12th, 7:30 EDST
COLUMBIA NETWORK

Program Comments

Leo Reisman

Resuming under the sponsorship of F. & M. Schaefer Brewing Co., but over WEA, after having done a stint over WOR for the same firm last season, Leo Reisman returned to the air last night with a generally smart, tuneful and altogether enjoyable program. Talent working with Reisman's orchestra includes Ray Heatherton, as featured vocalist, and a rhythmic and tuneful chorus group.

Initial program was typical of Reisman's former offerings, with the orchestra doing "St. Louis Blues", "Vienna Life" by Johann Strauss, "Whispers in the Dark" and "Have You Got Any Castles, Baby?" the latter two with choral augmentation, while Heatherton sang "I Know Now" and "Where or When", and the chorus also did "'Cause My Baby Says It's So".

Performance moved along with snap, and commercials were not overdone. BBD&O is the agency for Schaefer.

Lewis Browne

Pinch-hitting on CBS at 7:30-7:45 last night for the touring H. V. Kaltenborn, Lewis Browne did a very unconvincing job of relating world news. Whereas Kaltenborn is known as one of the more fearless com-

mentators, his substitute leans in the opposite direction in attempting to avoid committing himself. With a wealth of material to choose from, Browne picked one subject for his entire broadcast, and as a result became monotonous toward the finish.

Harold Reinke, WDAY; William Pyle, KVOB.
CBS executives in town include: J. Thomas Lyons and Lewis M. Milbourne, WCAO; Allen T. Simmons, WADC; I. R. Lounsbury, WGR-WKBW; Luther L. Hill, KRNT; Franklin M. Doolittle, WDRC; Arthur B. Church, KMBC; W. L. Coulson, representing WHAS and WFBM; Howard Clark, WJAS; Clarence Wheeler, WHEC; Samuel Woodworth, WFBL; Edgar Bell, representing KLZ and KVOR; Fred Moats, KRLD; Joseph Maland, WHO; J. Leonard Reinsch, WHIO; Joseph Calkins, WESG; Edney Ridge, WBIG; Mrs. Jacobsen, representing KFBB and KGVO; Vincent Callahan, WWL; Harold Danforth, WDBO; C. W. Myers, KOIN; Frank Megargee, WGBI, and C. T. Lucy, WRVA.

Also T. W. Symons, KFPY; A. S. Moffatt, WMAS; E. J. Jansen, KVI; Don Searle, WIBW; Dale Robertson, WIBX; D. A. Kahn, KGKO; Warren P. Williamson, WKBN; H. K. Carpenter, WHK-WJAY; John A. Kennedy, WCHS and WPAR; H. B. Wooten, WREC; A. L. Chilton, representing WGST and KLRA; K. G. Marshall, representing WBR and WMBR; Ralph Nicholson, representing WDAE, WQAM, WJNO and WTOG; Edgar L. Bill, WMBD; N. L. O'Neil, WSJS; W. S. Cherry, WPRO; Richard Borel, WBNS; B. F. Orr, KTRH; Harry Sedgwick, CFRB, and Ray P. Jordan, WDBJ. Representatives will also be present for WOKO, KGLO, WDOD, WBNF, WHP, WMMN and KOH.

KIUL Business Gains 400% in Four Months

(Continued from page 1)

in a section that was formerly known as the dust bowl.

KIUL is now using five announcers, against two formerly, and is giving 12 newscasts daily. The KIUL Barn Dance recently went big-time and moved into the Ritz Theater under sponsorship that will run indefinitely.

Briefly

Eve Ve Verka, who guested on Thursday's Hecker "Information Bureau", over WOR-Mutual, is among the best of the femme commentators who talk on beauty, youth and general feminine topics. Her voice and style of delivery, as well as material, held attention.

Jessica Dragonette had one of her most entertaining productions over CBS Wednesday night when she did "The Blue Paradise". It afforded opportunity for some modern as well as the older musical numbers, which Miss Dragonette, Charles Kullman and the orchestra did full justice.

Connie Boswell's guest vocalizing was the high spot on Wednesday night's Ken Murray program over CBS.

"TIME" IS TRANSFERRING FROM CBS TO NBC-BLUE

(Continued from page 1)

sound experts and 11 editorial and research workers. William Geer (Times staff) is editor. Homer Fickett and William Spier are production directors, and Howard Barlow, musical director. Same style of six to eight dramatic sequences will be used. BBD&O is the agency.

Chas. Ritchie Appointed Sales Manager at KANS

(Continued from page 1)

is well known throughout the Middle West, having served for the past several years as director of sales for Derby Oil Co. He is a member of the Wichita Club and past-president of the local Advertising Club.

Theaters Experimenting With Radio on the Bill

(Continued from page 1)

Centro houses, audience reception was such that Bakersfield, Hermosa and Pomona houses were added this week.

TONIGHT

Coca-Cola

PRESENTS

The Song Shop

A NEW RADIO SHOW

A friendly 45 minutes of good music, good songs, and good fun.

Starring

KITTY CARLISLE

Featuring

FRANK CRUMIT

Reed Kennedy... Alice Comett
The Song Shop Quartette

24-Voice Glee Club

under the musical direction of

GUSTAVE HAENSCHEN

with a 50-piece orchestra



COLUMBIA NETWORK
10 o'clock E.D.T.

EVERY
FRIDAY
NIGHT

★ F. C. C. ★ ACTIVITIES

APPLICATIONS DISMISSED
Ohio Broadcasting Co., Canton, O. CP for new station. 1310 kc., 100 watts, daytime.
Enterprise Co., Beaumont, Tex. CP for new station. 1350 kc., 250 watts, 500 watts LS., unlimited.

Salinas Newspapers, Inc., Salinas, Cal. CP for new station. 1390 kc., 250 watts, daytime.

EXAMINER'S RECOMMENDATIONS

WKBH, La Crosse, Wis. App. for renewal of license and authority to transfer control of corp. to Harry Dahl be granted. 1380 kc., 1 KW., unlimited.
Earle Yates, Las Cruces, N. M. CP for new station. 930 kc., 500 watts, daytime, be denied.

"Ballroom" Comes to Life

Martin Block's "Make-Believe Ballroom", famed WNEW recorded show, came to life at 6 p.m. last night when Fats Waller and his orchestra made a personal appearance on the program. Block plans to use a live orchestra from time to time.

Dorothea Lawrence to Canada

Dorothea Lawrence, opera singer, leaves today for Montreal, where she will make radio appearances in addition to enjoying a two-week holiday.

Francis X. Bushman to WGN

Francis X. Bushman, idol of silent films, is joining WGN radio programs, his first appearance to be Sept. 16 in "Curtain Time."

Jean Ellington Renewed

NBC Artists Service has renewed its contract with Jean Ellington for another year.

NEW BUSINESS

KJR, Seattle

Pacific Outfitting Co., serial "Trail Blazers," by David Halpern.

WNEW, New York

Schattner's Shoe Shop (Conformal shoes), disks, through Newman Associates.

WDAF, Kansas City

Philco, "Phyl Coe" mysteries; K. C. Bible College, daily except Sunday, 30-minute religious music and addresses.

WICC, Bridgeport

Philco, "Phyl Coe" Radio mysteries.

AD AGENCIES

TOM REVERE, director of Benton & Bowles radio department, has arrived in Hollywood, accompanied by Donald Cope, who will take over duties of production supervisor. Cope is well known in Coast radio circles, having been Pacific Coast production head for NBC prior to joining Benton and Bowles' New York office in 1935.

HERSCHEL WILLIAMS, producer of "Show Boat" for Benton & Bowles agency, is taking a month's vacation on orders of his doctor. He has arrived in New York.



● ● ● Palmolive Beauty Box fades from the nets Oct. 6, with Jessica Dragonette, Charles Kullman and Al Goodman's ork. Al has been on the show for three years... A Chi. account will have Mary Small's "Junior Revue" tied up with Ed Wolf before the next airing... Cappy Barra and his harmonics go NBC Sept. 29 for 13 weeks... The Benny Davis "Stardust Revue" on MBS switches to a 9:30 spot Sunday... Is that M-G-M show for General Foods going to replace "Show Boat" for Maxwell House Coffee?... Politicians offered A. L. Alexander \$1,500 per speech (four of them!) to campaign in the coming election! A. L. refused the offer, not wishing to tangle up in political fights... Lester Linsk of Philly is with Rockwell-O'Keefe on the coast now... Max Baer is definitely set to wield a baton over the heads of AFMen at one-nighters... The reason Frank Curley (Baby Rose Marie's pappy) has been seen outside of the Roxy stage-door while his kid was performing—is to offset legal tampering with the show!

● ● ● Here we go again! A memo from our circulation dept. says that the head of Packard Motors wanted a subscription to RADIO DAILY and had filled out a voucher for the \$5... Well, there were at least ten signers to the request—with a detailed report on our functions PLUS a listing of rules under which requisitions might be made... Anyway, the five spot was granted—with a notation that Packard Motors must be the receiver!... WBT, Charlotte, is the real reason why the "Big Apple" dance stepped out!... Bill Schudt Jr., station manager, saw the dance taking high favor at the beach, looked into its beginning and sent a special events man to Columbia, S. C., and the "Big Apple" negro night club to get the originators for an air show... Thus he gave the first big airing to a dance that has since swept the land!

● ● ● A. & P.'s return to the air this season will be with a transcribed series titled "Love Story of Ann and Paige," with Mimic Arthur Boran set to do "Paige"... Virginia Baker, who was femme interest in the "Bill and Ginger," show was hitched to Hecker exec Norman E. Walters of Buffalo and will retire to reside there... Vincent Lopez returns to the Astor Grill (as intimated here weeks ago)!... Mac Green has left Marlo Music... Sid Schwartz has resigned from WNEW as publicity head... Singer Marcia Lloyd is back from four months of retirement in Ohio... Tommy Dorsey's vocalist, Edythe Wright, is reported leaving for Arizona or Colorado... Bill Gernand's trip to the coast will be to close a Universal picture deal for Prof. Quiz... A q. t. audition was piped the other day featuring David Ross, Joey Nash and organ-pumping which is to be sold as an a.m. show... At the James Cagney preview of "Something to Sing About" even the "pass"-engers applauded. It's swell entertainment... We repeat an item of many, many editions back (just to hear a few denials—we DARE): Fred Waring will head an air show for Old Gold this season!

● ● ● WIP, Philly, will be divided between Inter-City and Mutual... When Brewster Morgan, former CBS director, visited his home-town radio station, KCKN, Kansas City, Kas., while seeing his folks, he was greeted by such a crowd of old friends, schoolmates and acquaintances that it was difficult to complete plans for an air interview... Ralph Nelson, program director, learned of B. M.'s presence in the town and didn't have much trouble getting Morgan to grant an interview to his old friends... As soon as details for the show were set, announcements were made at hourly intervals on the station... So, when the time approached for the program to be aired, so many of his friends and people "who-knew-him-when" arrived to get a glimpse of a local hero—that it was impossible to carry on!... Morgan promised to make another appearance in the future—he liked it so much!

PROMOTION

Iowa Network Corncobs

Iowa Broadcasting System of Des Moines is distributing corncob pipes with the call letters of its stations, KSO, KRNT and WMT stamped in red around the yellow corncob bowl.

Accompanying the pipe is a letter from Craig Lawrence, commercial manager, pointing out that the pipe is a symbol of Iowa's \$600,000,000 corn crop, which means plenty of spending money for advertisers to go after.

A few words about desirable IBS programs also are included.

WHK Market Data Folder

A booklet giving briefly summarized and illustrated market and circulation data has been issued on behalf of WHK, Cleveland, NBC-Blue network outlet.

Camel Adds 3 Stations

When the CBS-Camel cigarette show expands to the full-hour 9:30-10:30 p.m. period on Sept. 28, three stations (WKBB, WCHS and KOY) will be added to the network. William Esty has the account.

Eton Boys' Sixth Year

The Eton Boys begin their sixth year over CBS on Sept. 20 when they start a new series of programs to be aired Mondays and Wednesdays from 5:15-5:30 p.m. over a combined coast-to-coast and Canadian hook-up. New set-up marks the largest network the boys have enjoyed while broadcasting as a sustaining feature of the network.

Son for Bernardine Flynn

Chicago — Bernardine Flynn, the Sade of "Vic and Sade," is the mother of a seven-pound boy, born Wednesday night, just eight hours after the mother finished her radio stint. She will be written out of the script for a week or two.

GUEST-ING

RAYMOND SCOTT QUINTET, VI-OLET MELE and LES LIEBER, on "Swing Club," Sept. 18 (CBS, 8 p.m.)

THREE MARSHALLS, on Harry von Zell's Gulf program, Sept. 12 (CBS, 7:30 p.m.)

RAMON NOVARRO, on "Professional Hour," tonight (WMCA, 9:30 p.m.)

MARGARET SPEAKS, interviewed on Nellie Revell program, Sept. 14 (NBC-Red, 5:15 p.m.) WALTER O'KEEFE, same program, Sept. 21; HELEN TRAUDEL, Sept. 28; STOOP-NAGLE and BUDD, Oct. 5; ERNO RAPEE, Oct. 12.

FREDDIE FISHER'S SCHNICKEL-FRITZ BAND and BATTLING NELSON, on NBC Jamboree, tomorrow (NBC-Red, 10 p.m.)

ARTHUR DONOVAN, boxing referee, on Dick Fishell program, tonight (WMCA, 6:30 p.m.)

JIMMY DORSEY and ALEC TEMPLETON, on "Swing Club," tomorrow (CBS, 8 p.m.)



ORCHESTRAS - MUSIC

DON MORRISON, who played opposite Ida Lupino in the Chase & Sanborn sketch Sunday and in Helen Menken's serial in the east, has decided to become a Californian and will remain here indefinitely.

Al Jolson, Martha Raye, Parkyakarkus and entire cast of the new Jolson show, together with radio scribes, wine and dined at the Clara Bow-Rex Bell IT Cafe following the Tuesday broadcast.

Syd Cornell and Latham Ovens arrived to work with Don Prindle, in last week, on the script of the new Joe Penner series. Nate Tufts, producer, also arrived over the weekend.

Donald Novis is back at the Coconut Grove, where he got his start. Gus Edwards "School Days of the Air" shifts from Monday to Sunday night, 7:30-8:00, over KFWB-KNX and CBS Pacific Coast.

Gaylord Carter, featured organist on KHJ, joins the Raymond Paige orchestra for the Packard broadcast. Carter also will demonstrate his facility with a Hammond electric organ at the Paramount Theater this month.

J. Walter Thompson Co. sponsored a "press preview" of the new Hammond Organ Studio, 3328 Wilshire.

KECA gets "Moving Stories of Life" on Sept. 28 when Lyon Van & Storage starts a 52-week contract Alice Faye and Tony Martin, newlyweds (they eloped to Yuma on Sept. 4), have received the blessings of their film studio, 20th Century-Fox, which originally placed a no-marriage clause in their contracts.

Sidney B. Gaynor has been upped from the sales staff to the post of assistant commercial manager at KHJ.

Jack Owens, KEHE songsmith, has sold his "Round-Up Time In Reno" to Republic Pictures for Gene Autry's use in "Manhattan Merry-Go-Round."

The CBS Sunday "West Coast Church of the Air" switches from the current 1:30-2 p.m. spot to an early morning 8-8:30 groove on Sept. 26. First under the new schedule is from KOIN, Portland, Ore.

Charles Bulotti, who resigned as program director of KHJ recently, planned out for New York on a deal for a new network job.

John Conte, KHJ announcer, was set by Bob Braun of Thomas Lee Artists Service for a good role in Paramount's "Yesterday's Cheers."

Roy Grande, KNX continuity staff, checked in from combined vacation and honeymoon.

Joe Thompson, NBC, and Glan Heisch, KFI-KECA, off on the annual vacation.

Th Beverly Hillbillies, KMCP standbys for years, go into Tex Ritter's current "Tex Ritter with the Boy Scouts."

Eddie Oliver, who has been providing the music at swank Cal-Neva during the past season, is en route to New York and Europe. Set by Music Corporation of America for six

NYE MAYHEW and his orchestra will open at the Statler Hotel, Boston, Sept. 30, with a CBS wire originating from WEEL. Now heard four times weekly over Mutual from the Glen Island Casino, New Rochelle, N. Y., Mayhew will be making his second appearance at the Statler, having played there for a nine-month engagement last winter. Doug Newman, Jimmy Fitzpatrick, Al Carney and Gus Mayhew, the latter formerly of Hal Kemp's orchestra, will share vocal honors. A popular female radio vocalist will also be featured with the band. Mayhew concludes his Glen Island engagement Sept. 12.

Laszlo Bartal, eminent Hungarian concert pianist, who just arrived in this country after a concert tour of Europe and Asia, will make his first guest appearance in this country tomorrow in the Georgia Room of the Hotel Piccadilly, as a gesture to his brother, Jeno Bartal, musical director of the hotel. Immediately after the dance session in the Georgian Room, Laszlo will give a "Concert Miniature" during which he will introduce the newest in Hungarian music.

Gus Arnheim and his band open a two-week engagement in Seattle, Sept. 17.

Bill McCune renewed his contract through MCA for an indefinite engagement at the Hotel Bossert, Brooklyn.

SAN ANTONIO

Monetta Shaw, contralto, and Vera Harper, organist, are being sponsored over WOAI by Porter Loring, Mortuary.

Ken Millican, humorist and financial authority, is airing six days weekly over WOAI and Texas Quality Net.

Simpson Sisters, Bert Ponard and Steve Wilhelm are in the new talent lineup for the Knight-Kap program on WOAI.

months' engagement in London and one of similar length on the Continent through MCA London office.

G. Stanley MacAllister, director of construction and maintenance for CBS, is in town checking-up on progress and details of the new CBS studios.

Union Oil's "Thrills" switches to Wednesday at 6:30 p.m. from present Tuesday night spot, but remains on NBC Pacific Coast Red despite rumors that the program might move to another net on account of NBC having to use the time to clear a coast-to-coaster.

Clarence Myers, director of publicity for KYA in San Francisco, is vacationing here.

Dolores Ehlers, who has been doubling in brass at KMTR, returns to her first love—publicity—and now heads that department for the station. Charles Davis, salesman, returns to KMTR from a sojourn at KMPC.

Reggie Childs and his ork set by CRA for two weeks at the Claridge Hotel, Memphis, commencing Sept. 17.

Ignoring written scores, six of Bob Stanley's musicians will stage a "jam session" next Sunday night over the WOR Sylvia Froos program in an effort to show the radio audience what swing really is. Stanley and his trumpeter, Steve Schultz, conceived the idea for the musical "free-for-all". The jam session will be a regular weekly feature. Swing must come from the heart, says Stanley, and not from written arrangements.

Mark Fisher's orchestra and the Roy Eldridge band will share musical honors at the Lake Shore Athletic Club on Sept. 19. Set by CRA.

Mal Hallet and his ork will be the first attraction of the newly formed Community Dances Inc., for two weeks starting Oct. 1. New organization routes throughout the theater-dance circuit.

Eddie Duchin plays a return engagement at the Chicago Theater the week of Sept. 13. Set by MCA.

Henry Busse and his dance orchestra will celebrate their first anniversary under the sponsorship of the J. W. Marrow Manufacturing Co. (Mar-O-Oil) during their broadcast Sunday at 11:45 a.m. over NBC-Red.

KANSAS CITY

Larry Sherwood, KCMO station manager, leaves next week for Washington for the FCC hearing on KCMO's application for power increase and a new transmitter, Sept. 24.

KMBC sent Allen Jacobs to Tulsa by plane with portable recording equipment to make discs of the Miss Jubilesta's invitation to the Tulsa Chamber of Commerce to attend the Jubilesta, Kansas City's annual fall festival.

Dan Paul of the WDAF announcing staff is back from vacation.

Union Files Charges

American Communications Ass'n (formerly American Radio Telegraphists) today will file charges of unfairness against Western Union with Mrs. Elinore Herrick of the National Labor Relations Board. The union alleges one of its members was discharged for union activity.

WIRE's First Mutual Feed

WIRE, Indianapolis, now an MBS affiliate, will pipe its first program to the net tomorrow at 5:30 p.m. It will be a description of the running of the thoroughbred "Greyhound," who will attempt to break the mile dirt track record.



TRUMAN BRADLEY, WBBM commentator and announcer for the Ford Sunday evening series, and Evelyn Jane Esenther of Oak Park, Ill., were married Wednesday.

Margaret Shanna, lead in General Mills "Arnold Grimm's Daughter," and Elliott Woodruff, broker, will wed, Nov. 5.

Marion Read is pinch hitting on Marshall Field's musical clock as the voice while Halloween Martin tours the east.

Jack Mathae has left WBBM production department to handle General Mills "Betty and Bob" for Blackett-Sample-Hummert. Dick Lawrence, WGN announcer and production director, is replacing him. John Harrington, Jack McCormick, Paul Luther and Tom Buita are other announcers who have gone from WGN to WBBM.

Niles Trammell, NBC v.p., gave a party at the Tavern for Don Marcotte, NBC librarian, and Al Williamson, press chief, who are leaving for other jobs.

Bill Ray, new NBC press chief, is back from a consultation with Vance Babb and others in New York.

Russell Sparks, captain of NBC page boys, has been promoted into sales promotion division.

John M. Young of NBC staff is writing the scripts for the new Zenith shows. Actors used include Bob Griffen, Art Peterson, Pat Murphy, Sid Ellstrom, Art Kohl, Hugh Rowlands, Phil Lord, Willard Waterman, Murray Forbes, Ray Johnson, Templeton Fox, Judith Lowry and Betty Caine.

Chicago Symphony orchestra's Saturday evening popular concerts under baton of Dr. Frederick Stock and Hans Lange will be aired over Mutual starting Oct. 23.

Ransom Sherman and Harry Kogen are receiving plaudits of associates at NBC for their new song, "A June Night, A Microphone and You."

Ed Cerny has been upped to musical librarian at NBC, succeeding Don Marcotte, who resigned to join Warner Bros. publishing interests in New York.

NBC "Night Club" last night expanded from 30 minutes to full hour on NBC Blue, 10-11 EDST. Morey Amsterdam is emcee.

Avis Kent is singing with Carlos Molina at the Stevens Hotel.

Sylvia Clark NBC monologist, is making personal appearances at Blue Moon Cafe, Milwaukee, and commuting for broadcasts here.

Frank Schnepfer and Charlie Corliss, NBC engineers, both came back from Labor Day holidays reporting additions to families, a girl and boy, respectively.

STATION-STUDIO
TRANSMITTER
and

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Remote Control Amplifier Completed by WHK-WJAY

Cleveland—E. L. Gove, technical supervisor for United Broadcasting Co. and chief engineer of WHK-WJAY, announces that the first of six new remote control amplifiers has been completed in the WHK-WJAY laboratories.

The new amplifier, which has been under construction for some time, embodies the Gove Vertical Mixer. It is constructed to reduce tube and amplifier noises as well as distortion. It represents the latest achievements in radio engineering.

Capable of handling four microphones simultaneously, the amplifier can be operated from alternating current or a battery supply, which is contained in a matched case. Immediately upon its completion it was placed in service to bring WHK-WJAY listeners the broadcasts from the National Air Races.

WFBR's Trailer Mobile Unit

Housed in a body specially built by the Auto Cruiser Co. of Maryland, WFBR's new mobile unit will visit every city, town and hamlet in Maryland for remote broadcasts.

Containing a complete studio, control room, short wave transmitter and motor generator—the trailer is 25 feet long, 6 feet wide and 10 feet high. It is believed that this is the only complete mobile unit in the country. Delivery is also being made of a one and a half ton panel body truck which will be the motive power unit. The truck will carry turntables and is designed to be equipped with additional broadcast facilities so that it can operate independently of the trailer.

New British Television Sets

London—Kept quiet until the recent opening of Radiolympia, the biggest surprise in the vast show is Ultra's T. 20, a 15-valve for television and sound, with a picture $7\frac{3}{4}$ x $6\frac{1}{4}$ inches, costing \$200. Second is a table television unit that can be plugged into any existing radio set on A.C. mains. It costs only \$175.

Nine television shows a day are being given during the display of the latest sets at Radiolympia.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH
Electrical Lighting Equipment
of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Circle 6-5470-1

Station Improvements

Durham, N. C.—The engineering department of WDNC has completed installation of a Western Electric program amplifier and within the next week a new Hammond Electric Organ will be placed in its studios.

Muncie, Ind.—New high frequency antenna designed by the WLBC engineering department is now being installed to improve reception of WLBC's two portable transmitters.

Philadelphia—WIP has been granted license to cover CP authorizing move of transmitter and installation of new equipment and antenna system.

Aberdeen—KXRO has been granted license to cover CP authorizing changes in equipment, move of transmitter and increase in day power to 250 watts.

Atlanta—WGST has been granted CP to move former main transmitter to location of present main transmitter, make changes in equipment, and employ same as an auxiliary with power of 1 kw.

Nashville—WSIX has been granted CP to make changes in equipment and increase in day power to 250 watts.

Los Angeles—KNX has been granted CP covering approval of transmitter site, installation of new equipment and vertical radiator.

Okmulgee, Okla.—KHBG granted Mod. of CP approving transmitter and studio sites, vertical radiator and changes in equipment.

KTMS to Debut by Oct. 1

West Coast Bureau, RADIO DAILY

Los Angeles—KTMS, new Santa Barbara station, should be on the air by Oct. 1 if present progress on building and installation is maintained. The building housing the transmitter will be completed this week, with the ground system and directional antenna completely installed, and the studio building proper will be ready about Sept. 15. Norman R. McLaughlin is station manager.

Chattanooga—WAGO has been granted license to cover CP authorizing installation of new equipment, increase in power from 100 watts to 100 watts night, 250 watts daytime, and time of operation from daytime to unlimited.

Hagerstown—WJEJ has been granted license to cover CP authorizing move of transmitter and installation of new vertical radiator.

Stevens Point, Wis.—WLBL has been granted license to cover CP and modifications thereof authorizing move of transmitter site, installation of new equipment, increase in power and change in hours of operation.

Greenville, S. Carolina—WFBC has applied for CP to install directional antenna system for night time use and increase night power from 1 kw. to 5 kw.

Champaign, Ill.—WDWS has applied for CP to make changes in equipment, increase power and hours of operation from 100 watts daytime only to 100 watts night, 250 watts day, unlimited.

Lakeland, Fla.—WLAK has applied for CP to make changes in composite equipment and increase day power from 100 watts to 250 watts.

Jackson, Miss.—WHFF has applied for CP to move studio and transmitter and change antenna.

Joplin, Mo.—WMBH has installed a new Western Electric, Style 110-A, program amplifier and a UTC, model 2-A, remote amplifier.

KDYL's New Mobile Unit Has Three Transmitters

Salt Lake City—An ultra-modern mobile unit for KDYL is just being completed under the direction of John M. Baldwin, chief engineer, who reports that the unit comprises three separate transmitters. One, KALO is a 75-watt transmitter built into the truck. The others, W6XTV and W6XUC are portables, the first a 40-watt high frequency transmitter, and the second a specially designed $\frac{1}{2}$ -watt pack transmitter, operating on the ultra-high frequency of 200 megacycles.

The truck also houses a 1000-watt gasoline-driven generator developing 110 volts for power supply, and a complete P. A. system.

KOIL Transmitter Dedication

Omaha—Dedication of KOIL's new 5,000 watt transmitter will be honored by two broadcasts Sept. 14 and 16, 11:30 p.m. to 12 midnight. Program will be fed to Mutual. Governor Karschel of Iowa will speak on the first show, Senator Burke of Nebraska will be the guest-speaker on the Thursday program. Red Nichols and his orchestra will furnish the music.

WOW Mobile Unit

Omaha—WOW has completed a new mobile unit, designed by Engineer Bill Kotera and Chief Control Operator Joe Herold, mounted on a ton and a half truck. The short wave transmitter has 100 watts power and a practical distance of between 100 to 150 miles.

WRNL Awards Contracts

Richmond, Va.—Earl Sowers, managing director of WRNL, announces that contracts have been signed with the Laburnum Realty Co. for the construction of new studios and offices in the Grace Arcade Building. The cost of construction will be \$41,000.

LOngacre 5-4610

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MORRIS LIBERMAN

VALANCES, FLAGS AND BANNERS—RENTAL SERVICE
FOR RADIO STATIONS

320 West 46th Street
New York City

NEW PATENTS

Radio and Television
Compiled by
John B. Brady, Attorney
Washington, D. C.

- 2,092,049—Method of Reducing Quartz Crystal Activity. Bernard L. Clark, Medfield, Mass., assignor to Westinghouse Electric & Mfg. Co.
- 2,092,069—Ultra-Short Wave Radio System. Hans Erich Hollmann, Berlin, Germany.
- 2,092,070—Tone Control System. Paul F. G. Holst, Audubon, N. J., assignor to RCA.
- 2,092,095—Control of Electric Circuits by Means of Electron Tubes. Max Steenbeck, Berlin-Siemensstadt, Germany, assignor to Westinghouse Electric & Mfg. Co.
- 2,092,098—Crystal Controlled Oscillator. Alfred H. Turner, Collingswood, N. J., assignor to RCA.
- 2,092,147—Crystal Controlled Oscillator. Loy E. Barton, Collingswood, N. J., assignor, by mesne assignments to RCA.
- 2,092,206—Storage Photoelectric Device. Bernard Phineas Dudding, Oxhey, England, assignor to General Electric Co. Ltd.
- 2,092,373—Protective Device. Ralph S. Holmes, Haddonfield, N. J., assignor to RCA.
- 2,092,419—Radio Receiving System. Hisao Maeda, Ebara-ku, Japan, assignor to Shingawadenki Kabushiki-Kaisha, Tokyo, Japan.
- 2,092,442—Communication System. Robert C. Colwell, Morgantown, W. Va.
- 2,092,474—Radio Telephone Monitoring System. George Rodwin, Randall Manor, N. Y., assignor to Bell Telephone Laboratories.
- 2,092,500—Automatic Volume Control. Kenneth A. Chittick, Haddon Heights, N. J., assignor to RCA.
- 2,092,503—Automatic Volume Control Circuit. Lester T. Fowler, Oaklyn, N. J., assignor to RCA.
- 2,092,675—Multiunit Variable Condenser. Fritz Koch, Dresden, N. J.
- 2,092,708—Radio-Frequency Inductance Unit. Harold A. Wheeler, Great Neck, N. Y., assignor to Hazeltine Corp.

Conlan Writing for Riggs

Paul Conlan, formerly with Ed Wynn, is writing the material for Tommy Riggs and "Betty Lou", heard on the Rudy Vallee program. Riggs goes to the coast with the Vallee cast and is expected to be screen-tested out there. Conlan also will go west.

Northwestern's Radio Courses

Chicago—Northwestern University is offering three courses in radio this fall. Richard Marvin, radio director for J. Walter Thompson here, is conducting courses in production and writing. Prof. Albert Crews of the department of speech has a course in dramatics.

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	28	29	30

Greetings from Radio Daily

- Sept. 10
Emery Deutsch Dorothy Lowell
Lyle Van
- Sept. 11
Anne Seymour
- Sept. 12
John Taylor John G. Gude
Jack Treacy Richard Maxwell
Helene Daniels

Coming Events

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

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

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

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

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

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

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

WBTM's Music Veterans

THE Amati Concert Trio, a staff musical organization of WBTM, Danville, Va., and the Southern String Ensemble (the staff trio augmented) have been broadcasting strictly classical programs of symphonies, symphonic suites, operatic excerpts, etc., regularly for a period of seven years. This may not be a record in the strict sense of the word but it is a record of which this station is proud. Both groups are under the direction of George Heffernan, violinist, who was formerly concert master for all musical groups of Columbia's Dixie Network. A substantial library of fine musical works has made it possible to present a wide variety of programs. Bill Heffernan, WBTM's program manager, is the cellist of these musical organizations.

Dr. Angell Starts

Dr. James R. Angell, newly appointed NBC educational director, officially assumed his new post yesterday.

WLTH Airs Ball Fans

Rabid baseball fans are being given a chance to give their views and forecasts about major league teams on the "Sports Parade" conducted by Jocko Maxwell over WLTH at 6 p.m. Saturdays.

On tomorrow's program, Maxwell also will have Red Ruffing of the Yankees as guest.

Provensen Rejoins NBC

Herluf Provensen, former NBC Presidential announcer, has rejoined the network announcing staff. He replaces Frank Cody, who resigned to enter his father's furniture business in Milwaukee.

Towne Publications Program

Towne Publications, publishers of the Roxy and Paramount theater programs, will start over WINS and the N. Y. State network on Sept. 13 at 10:45 a.m. for a daily 15-minute show handled by David Lowe.

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

DOROTHEA LAWRENCE

New Jersey

"... RADIO DAILY, at my breakfast table, is getting to be as natural to me as ham and eggs, Damon and Pythias, and Adam and Eve."

Dorothea Lawrence

WROK

Rockford, Illinois

"... It seems about time for me to be telling you how much all of us here at WROK appreciate RADIO DAILY.

"Though necessarily we receive it two days late, everyone in the station reads it each morning for up-to-the-minute news of the industry which it presents so enticingly.

"In my opinion no publication can match RADIO DAILY in the particular niche it fills so ably."

Lloyd C. Thomas,
President and General Manager.

EMERY DEUTSCH

"... Anyone connected with radio should put RADIO DAILY on their 'must' list."

Emery Deutsch.

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

BOSTON

Hecker's "Advice to the Lovelorn" starring Beatrice Fairfax scheduled to start on WNAC, WEAN, WTIC and WTAG of the Yankee network on Sept. 7, postponed until Sept. 14.

A. H. "Doc" Morton, manager of NBC managed and operated stations, visiting the WBZ studios.

Charlie Phelan, Yankee network sales manager, has added a new horse to his stable.

The Yale-Army game on Oct. 16 and the Princeton-Yale game on Nov. 13 will be fed to Mutual by Colonial net on a sustaining basis.

NBC Boston staff plans a clam-bake at Ipswich, Sept. 18.

Jack Marshard and his orchestra have opened a repeat engagement at The Ritz Roof. He will have 20 musicians under his baton. Band will be heard three times weekly from WEEI.

Charles Masse, WAAB salesman, is the father of a boy.

Frank Gallup, former WEEI announcer, has been chosen to announce the new CBS Pet Milk Show.

John A. Holman, general manager, and Frank Bowes, salesman at WBZ-WBZA, back at their desks after their vacations.

WBT Auditor Switch

Charlotte—H. H. Holtshouser, auditor for WBT, has been transferred by Columbia to WAPI, Birmingham, and made treasurer and business manager of that station—known as "The Voice of Alabama."

Robert W. Carpenter of the New York accounting staff of CBS has been sent to Charlotte to take over the WBT books and accounting department.

Shep Fields Sets Record

Shep Fields and his Rippling Rhythm Orchestra, appearing in person at the New York Paramount Theater, set something of a record last week, the house playing to 152,000 admissions for a gross of \$64,000. This is the third appearance for Fields at the N. Y. Paramount. Following the run, he goes to the coast for his screen assignment.

David Carter in New Post

David Carter, formerly west coast director of publicity for CBS, yesterday was appointed general representative on the Pacific Coast for H. A. Bruno & Associates, public relations counsel.

ONE MINUTE INTERVIEW

JERRY MANN

"Studio audiences are a boon to the radio comic. The day will never come when a comedian fails to gauge the success of his humor by audience reaction, which can't be gotten from the dialers. Delivery, timing and voltage are all improved when a group of people the performer can see, laugh, smile, chuckle, or even fall silent as he does his stuff."

★ Coast-to-Coast ★

WCNW, Brooklyn, has created considerable interest and goodwill in its area, the Flatbush section, as a result of its "Voice of the Unemployed." Three times daily, jobless of both sexes are brought to the mike and asked to tell their qualifications to prospective employers. All prospects are canvassed in advance. Another popular WCNW feature is the daily sports resume aired by Chris St. James, veteran Brooklyn newspaperman, at 5:45 p.m. Station also has a two-hour variety program on Wednesday nights, 10-12, that has created some discussion.

Walter Dale, former legit actor and now an art collector and merchant in Ocean City, N. J., will be heard throughout the winter over WPG, Atlantic City, from the Steel Pier Boardwalk Studio in a series of vignettes.

WOKO, Albany: Harold E. Smith, g.m., back at his desk fully recovered from plane smashup . . . Doc Rand, WOKO-WABY ballcaster, led all Wheaties announcers in ad lib prize money in August.

WGY, Schenectady: Leo Bolley celebrates first anniversary on Tydol program Sept. 21; he also does a hitch for Tydol over WFBL, Syracuse . . . Robert Wilbur has joined the WGY, staff, coming from WSUN, St. Petersburg, Fla. . . . Gene O'Hare, sportcaster, had R. J. Connors, correspondent, as guest last night on his Kentucky Club Tobacco program.

Harvey Olson is handling the new "Star Gazing in Hollywood," five-minute shot of movie material, over WDRG, Hartford.

WICC, Bridgeport: Elise Menn has sailed for a concert trip to Germany . . . Flu has cancelled Lucy Yeaton's programs . . . Dan Murphy and his Musical Skippers into Pleasure Beach Ballroom and a WICC wire at 11:30 p.m. on the 12th . . . Dick Kelly has been shifted to the field remote group.

KOL, Seattle: Dudley E. Williamson, new production and public relations director, and Rita Lane, singer, are now Mr. and Mrs. . . . Clarence H. Talbot, formerly with KHQ and KGA, has joined KOL as announcer and producer.

Eddie Wise, staff announcer and manager of the Artists Service Bureau at WEBQ, Harrisburg, Ill., while roaming the "wilds" of Tennessee recently, discovered a new attraction. The result is a daily broadcast on WEBQ with "Wild Bill" Westbrook and his Arizona Trail Riders, unit featured for several years on WTJS, Jackson, Tenn. Also on the program are Angelina and her accordion; Smilin' Ed Arnold, vocalist-guitarist; Arizona Lou, yodeling cow-girl, and Mac McNatt and his 15-cent fiddle.

Woods Dreyfus, WISN's (Milwaukee) singing announcer, has returned from his vacation. He spent his idle hours driving his family through the state of Wisconsin and Minnesota; they visited the Wisconsin Dells, Devil's Lake and spent several days at Twin Lakes in northern Wisconsin.

Bill Lundigan, former WFBL chief announcer, now playing in Universal films, acted as representative of

NEW PROGRAMS—IDEAS

Another Twist on News

In order to liven up a 30-minute news broadcast, in which special events have been used daily at 11 o'clock, KADA of Ada, Okla., has made a novel change in the program three days a week. The broadcast is now broken into alternate periods of news and "The Man on the Street".

Timely questions, pertaining to news of the day, are being asked by the announcer on a street corner only a block from the downtown studios of the station in five minute periods, with the news service broadcast taking five minute periods in between.

Station Manager Jack Whitney gives the news flashes, then Program Director Bob Kniseley takes the mike for "The Man on the Street".

Possibilities of sponsorship of "The Man on the Street" five-minute periods will pay almost full time rates for the whole 30-minute program,

Whitney believes. The theater ticket reward is being worked out, and local sponsors are being lined up for the three five-minute periods.

The broadcasts from the remote on the street are made thrice weekly, on Tuesdays, Fridays and Saturdays.

Bowling Matches

Bowling matches will be aired twice weekly by WOKO, Albany, starting late this month, with Royden H. (Doc) Rand at the mike. Women's bowling will be broadcast in the afternoon, and men at night. Albany Diners Inc., sponsor, will give a free hamburger to each bowler making a strike.

Church Calendar

WCOP, Boston, on Sunday starts a new service for churchgoers by broadcasting the time of church services to be held in various churches. Titled the Church Calendar, program will be heard at 9:40 a.m. Sundays.

PHILADELPHIA

Mirian Y. Birrell is writing a new series, "The Billings Family," for a tri-weekly airing on WIP, starting Sept. 20.

Program director Harold Davis is back at WDAS after a New York sojourn.

Dave Gerberg and Mildred Cohen handling the John Kohler Jewish language show on WDAS.

"The Troubador of Melody" is Don Bovay, WCAU's recent addition to its daily programs at 8 a.m.

Bob Gill, WCAU announcer, is week vacationing in Chicago.

Norris West and Horace Feyhl of WCAU program and production staffs have returned from Avalon and Wildwood, vacations.

Gene Morgan, WFIL's Tydol News Reporter, has resigned to take an announcing post in New York.

Fred Weber, WFIL announcer, back from vacation.

Joseph Morrow, WCAU field engineer, receiving congratulations on the birth of a 7-pound son.

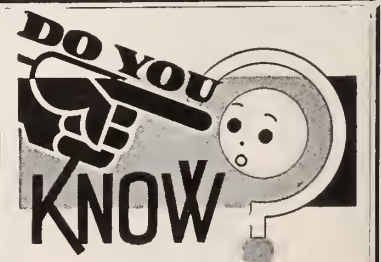
Mayor Rolland B. Marvin of Syracuse in presenting a gold badge to Deanna Durbin, making her a member of the mayor's staff, in Hollywood this week.

Ward Adams, announcer, WRVA, is back from a vacation which took him into Canada.

William Winter, Charlotte attorney and Little Theater enthusiast, has developed into an overnight sensation as a news commentator on WBT. As a result of fewer broadcasts than you can count on your fingers, Winter has several prospective clients standing in a row. With uncanny accuracy he has made some predictions that have come as true as if he were working an old man current event with loaded dice. Winter has a nice voice and in a style all his own, but perhaps more closely resembling Carter than any of the other commentators.

Burke Boyce, supervisor of Star Radio, has a radio story in the current issue of Liberty. Boyce was formerly continuity editor of NBC.

James E. Sauter of Airfeatures Inc. has been appointed secretary of General Entertainment Committee for the American Legion convention by Major General James G. Harbord.



Alan Stratton, WOV announcer, is 6 ft. 4 in. tall—and if that doesn't make him the tallest mickeman in radio, he'd like to know.