



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 51

NEW YORK, N. Y., MONDAY, SEPTEMBER 13, 1937

FIVE CENTS

## Hope for AFM Settlement Today

### SMITH BROS. PLACING SPOTS, NETWORK SHOW

Smith Bros. (cough remedy), through Brown & Tarcher, is placing spot announcements on a large list of stations. Sponsor is also planning a half-hour network show.

### CIO Union Signs WFIL; New Local in Okla. City

American Communications Ass'n, CIO unit, has signed WFIL, Philadelphia, to an exclusive contract. This makes the third major station in Philly to line up with the CIO union as sole bargaining agent. Other two are WCAU and KYW.

ACA also reveals the creation of a new local in Oklahoma City.

### Jackson Managing WGCP; Other Additions to Staff

Albany, Ga.—Tom Jackson, formerly of WRBL, Columbus, Ga., has been appointed manager of WGCP here. Both stations are links in the Georgia Network owned by J. W. Woodruff, Sr. Other recent additions to WGCP are James Cunningham, engineer; Ross Smitherman, announcer, and A. G. Smith, salesman.

### Start NBC Philly Bldg.

Philadelphia — Cornerstone of the new \$600,000 six-story NBC building here will be laid tomorrow, with New York and Philly radio officials taking part in the ceremonies. The downtown structure, which will house offices and studios of KYW, is expected to be ready by Jan. 1.

### 3 R's by Radio

Chicago—With all schools here closed because of infantile paralysis, Chicago's radio stations and newspapers, cooperating with Board of Education will broadcast the Three R's to the city's half million school children on a daily basis starting today. Scheme calls for several periods daily by WJJD, WIND, WLS, WENR and possibly other stations.

### Jessel Deal Off

West Coast Bur., RADIO DAILY

Los Angeles—George Jessel is reported to have called off the deal whereby Mutual would sell his show on a regional sponsorship basis. The Don Lee end of the chain found coast sponsorship promptly, but difficulty of clearing time elsewhere has discouraged Jessel. Comedian continues on Al Jolson show for another three or four weeks, then leaves for New York on a radio deal of his own.

### CIO OPENS AIR DRIVE IN TEXTILE CAMPAIGN

CIO has bought time on WGBI, Scranton, for a special series directed at textile workers of that vicinity. This marks the opening move, via radio, to reach this division of labor, and time is now being sought on other stations all over the country for the same purpose. Network shots are also being considered.

### RCA is Denied Right To End Philco License

Wilmington, Del. — RCA cannot terminate a license held by Philadelphia Storage Battery Co. for the manufacture and sale to Philco of radio receiving sets under RCA

(Continued on Page 7)

### Broccoli Campaign

D'Arrigo Bros. of Boston, on behalf of Andy Boy Broccoli, start a 26-week series of announcements tomorrow on WNEW and a Women's News program on WOV. Agency is Neff-Rogov Inc.

## ★ THE WEEK IN RADIO ★

... "Time" Shifts to NBC—AFM Still in Air

By NORMAN WEISER

AFTER seven seasons on CBS, "March of Time" suddenly decided to switch to NBC, and beginning Oct. 14 will be heard over the Blue network. Reason for switch was attributed to the possibility of gaining a larger listening audience at 9 p.m. as against the 10:30-11 p.m. spot now on CBS. . . .

Prior to the opening session in the AFM dispute last week-end, it was believed that an early settlement would be reached between broadcast-

### Independent Network Affiliates Continue Conferences Over the Week-End-- Seek Acceptable Yardstick

### CBS DAYTIME SALES JUMP 275 PER CENT

CBS weekly daytime sales for the months of July and August jumped 275.5 per cent over the same period a year ago, the network reported. NBC showed a 39.3 per cent increase for the July-August period.

CBS reported a 308.1 per cent increase in weekly daytime billings for last month, while NBC reported a 40.6 per cent increase.

The eight-month cumulative daytime receipts on CBS were \$5,281,148,

(Continued on Page 7)

### Two NBC-Blue Programs Are Renewed for Year

Two NBC-Blue network clients, Lamont Corliss and Pacific Coast Borax, have signed 52-week renewals. Former renews "Husbands and Wives" on 33 stations, Tuesdays, 8-8:30 p.m., effective Oct. 5, through J. Walter Thompson. Latter show, through McCann-Erickson, is renewed as of Oct. 1 on the basic network plus WLW, Fridays, 8:30-9 p.m.

### Godfrey in "Look" Series

Arthur Godfrey has been signed by Look Magazine as the first network "name" commentator in a "Stop, Look, Listen" thrice-weekly series over WJSV, Washington. Sponsor is building a series of local live shows all over the country, with possibility of a network hookup later.

Independent Radio Network Affiliates and the AFM on Saturday were virtually agreed in principle on the tentative stipulation that the broadcasters hire additional musicians to the extent of an added payroll of \$1,500,000 annually. Hope was held out that a definite yardstick would be worked out over the week-end and formally presented to the AFM after approval by the radio men.

Meetings at the Waldorf Astoria on Friday and Saturday, with no network representatives present as per desire of the IRNA, were mainly held on the question of two resolutions proposed Friday. These involved optional methods of adding musicians to the station payrolls and whether such optional deals would be presented to the AFM. On the basis of the stations absorbing the \$1,500,000 via affiliated, owned and managed outlets, but not including network key stations, it was thought desirable that some stations work it out on a possible basis of three times the quarter-hour rate, for instance, or an approximate 5 per cent of the

(Continued on Page 2)

### Want More Symphony, Less Serials, Advice

Columbus—In a survey by the Columbus Citizen, whose readers balloted on their favorite radio fare, symphony music led with 63 per cent, followed by popular music, 42; news, 41; variety, 38; drama, 35; comedy, 34. Serials got only 16 per cent, with complaints against most of them; sports received just 13 per cent—and only 10 per cent wanted more advice.

### New WRBL Studios

Columbus, Ga.—Following an extensive three-week promotion campaign, new studios of WRBL were formally opened yesterday with gala all-day ceremonies and the issuance of a special 12-page radio paper. There was a big turnout of civic leaders in compliment to James W. Woodruff Sr., president, and James W. Woodruff Jr., g.m.

(Continued on Page 2)





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

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FINANCIAL

(Saturday, Sept. 11)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Crosley Radio, Gen. Electric, North American, RCA Common, RCA First Pfd., Stewart Warner, Zenith Radio.

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

McNinch Back from Parley

Washington Bureau, RADIO DAILY
Washington — Frank R. McNinch, new FCC chairman, back from a Hyde Park conference with President Roosevelt, said he would take over his radio duties Sept. 20 and return to his Power Commission post after the FCC reorganization is completed.

"The President has given me a free hand to find out what may need correction and to apply the required remedy," said McNinch.

A. H. Saxton Promoted

West Coast Bureau, RADIO DAILY
Los Angeles—A. H. Saxton, NBC chief engineer stationed at San Francisco, has been promoted to supervise both Northern and Southern divisions and will divide his time between Hollywood and San Francisco. Curtis Peck moves up to chief engineer in San Francisco. Donal DeWolf continues as chief here.

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

THE WEEK IN RADIO

... "Time" Shifts to NBC—AFM Still in Air

(Continued from Page 1)

broadcasters it represents have agreed to put back a number of musicians to work and expend the additional money such employment involved . . . Following the Thursday sessions Weber conferred via long distance telephone with virtually all members of the Executive Committee not present. . . .

World Series airing still up in the air as week ended with no sponsor as yet sold on the idea of bankrolling. Buick Motor Co. and Old Gold cigarettes both showed interest in series, but as yet neither have signed any contracts . . . Mutual network pulled a surprise out of the bag when it came up with a one-week option on the series and the announcement that MBS would attempt to sell series for flat rate of \$200,000. Half of said sum would go for radio rights and other half would cover the time costs. . . .

Philco added 30 stations to its "Phyl Coe" Radio Mysteries disks,

bringing the total now to 230, with further additions in prospect. . . .

With still more sponsors demanding script shows, it became apparent that Chicago will originate half a hundred or more of the three- or five-a-week dramatic serials this fall. NBC is set for at least a score by the time the season is in full swing. . . .

WCFL announces new policies for the station patterned after the major network outlets in Chicago . . . Howard A. Wilson and Horace Hagedorn enter into a partnership arrangement as station reps . . . Song Writers Protective Ass'n issued new form of standard contract for use of its members in turning over songs to publishers . . . Metro-Goldwyn-Mayer sold its show to General Foods and rumors that "Show Boat" is about to fade in favor of new series are once more revived. This time it seems fairly certain that the M-G-M show will step into the Thursday night spot now held by Maxwell House Coffee.

Settlement Today Seen In AFM-Radio Situation

(Continued from Page 1)

gross receipts less discounts and commissions.

This two-way plan was proposed because some stations feel that they do not want an AFM auditor looking over their books, while others believe it would be no trouble for the AFM to use the same auditor as Ascaph. Other broadcasters were of the opinion that the card rate system would be better for them. Thus the situation resolved itself into the proverbial yardstick acceptable to the radio men and also the AFM.

Registration on Friday was exactly 124 broadcasting executives, with many holding proxies, making the total number of stations represented around 175. Samuel R. Rosenbaum, head of WFIL, Philly, and member of the IRNA special advisory committee, made a masterful presentation of the situation and progress made at the opening of the Friday afternoon session which did not get under way until 4 p.m. W. S. Hedges, head of the committee, and Emile Gough, secretary, also spoke at length and reviewed the work of the committee.

Present at all meetings were James W. Baldwin, managing director of the NAB, and members of the NAB board. The NAB board held a meeting Friday morning and another at night, but it failed to get enough time to call a membership meeting. NAB has yet to commit itself officially, one way or the other, but it is now taken for granted that whatever action IRNA takes, the rest of the industry will probably be bound through AFM action, either on networks or electrical transcription pressure. It is also believed that the NAB and small watters not members may seek to get a better deal from the AFM, if possible.

Non - compulsory contributions

WOR Programs Shifted

Georgie Price's Sunday program on WOR-Mutual has been shifted to 6-6:30 p.m., spot formerly occupied by Benny Davis show, which moved to 9:30-10 p.m. Sylvia Froos is now heard at 7-7:30 p.m., the former Price spot.

toward an initial \$12,000 fund for IRNA expenses, have exceeded all expectations, according to L. B. Wilson, head of the finance committee and there is a strong possibility that over 50 per cent of the money received will be proportionately refunded. Wilson requested IRNA stations to contribute a sum equal to the outlets quarter-hour rate.

Fireworks were not lacking at the meetings and considerable opposition to proposed plans was expected, especially from southern station groups. Not all IRNA men feel they can hire musicians. Many hire none now and others do not see their way clear to taking on additional men. Most pessimistic of the broadcasters feel that the NAB should be made a stronger organization with more power given to the managing director, etc., and much talk again bobbed up anent a "czar," with many candidates proposed, from M. H. Aylesworth down.

Much of the Saturday meeting from 10 a.m. to 2 p.m. was taken up with opposition that came nine-tenths from southern outlets. Resolution No. 1 was prepared for passage at the afternoon session starting 3 p.m., although considerably revised. This is more or less a matter of precluding a closed shop in connection with certain amateur acts and "acknowledged virtuoso, or other than band groups and novelty and novelty instruments . . ." and free right of selection of musicians . . . right to use staff musicians as the station sees fit . . . cancellation clause if FCC license is modified . . . term of contract for not less than three years

COMING and GOING

HERSCHELL HART, radio editor of the Detroit News, was in town over the week-end.

JOSEPH WEED of WEED & Co. returns to his office today after a Pennsylvania trip.

LOU HOLTZ goes to Dallas to appear at the Pan-American Casino for two weeks starting Sept. 18.

CLAYLAND T. MORGAN, director of public relations for NBC, sailed Saturday aboard the Ile de France for Europe with MRS. MORGAN. HERMAN BERNIE left New York on Friday for the west coast and is due to arrive there today.

ENRICO RAVEL and his wife sailed Saturday aboard the Conte di Savoia for Europe.

MICKEY ALPERT leaves tonight for Boston, where he will spend a few days' vacation, returning to his baton-wielding duties at the Riviera on Wednesday night.

MAJOR GENERAL JAMES G. HARBORD, chairman of the RCA board, sails from New York on Sept. 29 aboard the Normandie for France, where he will dedicate the American battle monument at Chateau-Thierry on Oct. 7.

STUART F. DOYLE, Australian movie magnate, who is now heavily interested in radio through Commonwealth Broadcasting Co., arrives in New York this week by way of Hollywood. He is en route to London.

RAY PERKINS leaves for Syracuse, N. Y., to fulfill a personal appearance engagement there Wednesday.

DR. JAMES ROWLAND ANGELL, NBC educational counsellor, sails next month for Europe to study radio educational methods for a few months.

from Oct. 1, 1937 . . . arbitration clauses . . . and right to expend station quota over period of nine months of musician employment.

Resolution No. 2 weighs methods of applying the yardstick . . . and options as mentioned above. Considerable agitation put the networks definitely on the spot and it is believed certain that the webs will reduce the sustaining program service consideration to about two hours daily time from the station in exchange. It was expected that Edward K. Klauber, executive vice president of CBS would address the p.m. session on this subject. It will cost the NBC and CBS webs nearly \$500,000 each annually should they reduce their sustaining program setup.

Advertisement for WSYR with text: 'There is no Substitute for Coverage', 'Send for New 16-County Program Survey', 'SYRACUSE, NEW YORK'

In swift tempo, Columbia's technical improvements continue to shrink space. At the flick of a switch, in all sections of the country, new stations, new power, and every advance in the science of radio, make the "nearest Columbia station" leap miles nearer to millions of listeners. Turn the page for more details on these Columbia changes.

... **to shrink space**

Columbia's improvements in facilities are as continuous in these days of radio's maturity as ever before. This report, therefore, is "as of date of issue only." New developments are immediately available from the CBS Market Research Division, with any further details you may wish about the stations and markets which are mentioned on the next page.



**new - 14** *additional stations have joined  
the Columbia Network since January 1.*

WGBI . . . Scranton, Pa.    WRVA . . . Richmond, Va.

WAIM Anderson, N. C.    WEOA . . . Evansville, Ind.

WMAZ . . . Macon, Ga.    WCHS . Charleston, W.Va.

WCOC . Meridian, Miss.    WPAR Parkersburg, W.Va.

WKBB . Dubuque, Iowa    KGLO . Mason City, Iowa

WTAQ . Green Bay, Wis.    KDAL . . . . Duluth, Minn.

WKBH . La Crosse, Wis.    KOY . . . . Phoenix, Ariz.

Complete data on each are available from CBS.

**more - 10** *Columbia Network Stations*

*increased their power. From Buffalo to San*

*Francisco, CBS stations have increased their*

*power; and in such key markets as Cincinnati,*

*Des Moines, Knoxville, Little Rock, Orlando,*

*Pensacola, Peoria and Sioux City. Of particular*

*interest is the new KSFO, San Francisco which*

*has both increased its daytime power to 5,000*



watts, and greatly increased its overall efficiency with a complete new transmitter installation that engineers call one of the very finest in the country.

**better**

**48**

*Columbia Stations made*

*other major advances in their facilities.*

In addition to KSFO, Columbia stations in every section of the country have made major improvements in broadcasting facilities. These frequently are the equivalent of a 20% to 200% power increase in the brilliance and strength of the stations' signal. The whole story is told in the latest CBS brochure "...TO SHRINK SPACE" which gives, in detail, all CBS technical improvements since the first of the year. Your copy is available on request.

**C O L U M B I A**  
***Broadcasting System***

## ORCHESTRAS MUSIC

VAUGHN DE LEITH's patriotic song, "Old Glory," will be played by the Championship American Legion Band heading the Tennessee delegation as it parades up Fifth Avenue during the Legion convention next week.

Johnnie Olson of Milwaukee, during his tri-weekly broadcasts of the two and a half years past, has written a different set of lyrics for 780 of his theme songs. He uses an opening and closing theme with original lyrics every time. "Sometimes it takes nearly two hours to complete one theme," says Johnnie, "but they must be different every time." Olson's *Eight Brothers* program is heard over WHMJ, Milwaukee, and the state net.

Robert Emmet Dolan's theme song will soon be published. Ed Heyman is writing lyrics to it.

William Stoess and his symphonic orchestra yesterday started a weekly 11:30-12 noon series of concert music originating from Cincinnati and heard over WHN in New York.

Lowry Clark, aired nightly over WMNF, Plattsburg, with his band from Tackawanna Lodge, Lake Champlain, is opening at the Arcadia Ballroom, Detroit, on the 15th. He will be heard over WXYZ and the Michigan Radio Network.

Ellis Williams, vocalist, is now being featured in the twice weekly WATL dance melody program originating from the Spanish room of the Henry Grady Hotel, Atlanta, where Harry Hearn's orchestra plays nightly.

Dusty Roades opens at the Muehlbach Hotel, Kansas City, for an indefinite stay, starting Sept. 17. Set by Rockwell-O'Keefe.

Goldie, trumpeter formerly with Paul Whiteman, will conduct his own orchestra at the Rathskeller in the Gibson Hotel, Cincinnati, commencing Sept. 16. Through Rockwell-O'Keefe.

Ray Keating and his WOR-Mutual Orchestra have been signed to play at Murray's in Tuckahoe for three more months. Show features Buddy Kennedy, Olive White and others.

The contract of Bill McCune and his *Staccato Styled Music* has been re-signed for his Hotel Plaza cocktail dansant. The engagement starts Sept. 23.

Alex Neimann, American violinist, has been engaged as concertmaster of the Jenö Bartal orchestra in the Georgian Room of the Hotel Piccadilly. Neimann's engagement will mark the introduction of Beethovenized Jazz, newest musical creation of maestro Bartal.



● ● ● Shep Fields has but one avenue to which his successful record-breaking engagement at the Paramount might be attributed—and that is, Radio! A little over two years ago, Shep didn't have anything beside a baton and a job conducting an ork for a dance team—with publicity stating it's the Band of the Dance Team!... A short time afterward, Shep broke away and had "Rippling Rhythm" to offer. Then came radio—and a sensation overnight—with magnetic power at the box-office—only because of radio—and, like Sally Rand, BUBBLES!... Which brings to mind an unsolved problem on the ways and methods to conduct business in this profession... In something like the past two months, the Bob Hope—Shep Fields—Del Casino combo has become the most soothing show for many ears. Its comedy has improved a thousand-fold. So what happens? It goes off the airwaves to be replaced with dramatic offerings by a flicker star.

● ● ● Vacation time is over and a new semester has turned the corner—bringing many changes along with it. Ben David has resigned from WOR, as have Fred Bethel of CBS music dept., who will be succeeded by Davidson Taylor. Charles Spear has resigned from the CBScript dept., also Stuart Wells, who was in charge of the new idea branch at CBS... Recently a columnist printed that Enric Madriguera, the ork leader, was married to his vocalist, Patricia Gilmore, which brought this wire to the offending scribbler: "You are wrong stop E. M. can't be wedded to P. G. because E. M. is married to ME." The wire was signed "Joseph Guarnerius"—which is the name of Enric's VIOLIN!

● ● ● Another thing that has us puzzled is why the networks and agencies let a singer like Wini Shaw escape them?... This is the final tip we'll give in her behalf... Mark Warnow must be the "white-haired boy" over at Lucky Strike. At any rate, Warnow, on completing his CBS series on "Hit Parade," switches to the NBC show for the same sponsor... Incidentally, since Richard Humber bowed in for Lucky, we have never enjoyed the show more... His arrangements really make it a "Hit Parade"... Frank Hennings leaves the general managership at Exclusive to go with Irving Berlin... Item here regarding Ascaph & AFM re: publishers printing at non-union plants, caused a barrage of letters to be sent out for offenders to answer!

## NEW BUSINESS

### Los Angeles

KFI: Haley's M-O, "Way Down East"; Bab-O, "David Harum"; Campbell Cereal Products (Malt-O-Meal), "Rube Appleberry," disks, through Emil Brisacher & Staff.

KECA: Safeway Stores, "Land of Whatsit," disks, through J. Walter Thompson.

KNX: American Home Products, 52 weeks; Procter & Gamble, "Kitty Keene Inc."

### WHN, New York

Alaska Pacific Salmon; Technicians' Institute, through Winer Adv'g Agency; Peter Doelger Beer, through Leonard F. Winston. (These accounts previously credited to WNEW through inadvertence.)

### WRR, Dallas

Coca Cola Bottling Co., high school football games; Adam Hat Stores, wrestling; 7-Up Bottling Co., children's program; Atlanta Hub Co. (clothing).

### WHO, Des Moines

Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), through Wade Advertising Agency, Chicago; Health Research Foundation (Vimm), news-cast.

### Chicago

WJJD: McKesson & Robbins, through H. W. Kastor Agency.  
WGN: Anderson Co. (Sleetmaster), through Schwab & Beatty.

## AGENCIES

NEFF-ROGOW, INC. has increased its office space at 30 Rockefeller Plaza. New quarters will be occupied by the copy and production departments. Edward L. Bartlett of Philadelphia recently joined the agency.

MANN HOLINER, radio exec of Lennen & Mitchell agency, is in Los Angeles to open a local office for the firm.

ERWIN, WASEY & CO. will start placing extensive newspaper campaigns for Consolidated Cigar Corp. late this month, to run until Christmas.

STACK-GOBLE AGENCY, Chicago, on Oct. 1 takes over Bowey's, Inc., which has "While the City Sleeps," by Finney Briggs, on NBC.

WM. N. SCHEER Advertising Agency of Newark has appointed Robert J. Walsh as program director. In addition to handling programs, Walsh is a former announcer.

D. J. KEPNER, formerly an account executive in the New York offices of Ruthrauff & Ryan, has been placed in charge of the agency's Lakeland, Fla., office.

MARGUERITE LEONARDI, formerly with Federal Advertising Agency, has joined Bowman, Deute Cummings, Inc. in an executive capacity.

NEILSON MATHEWS has joined Geare-Marston Inc., Philadelphia, as an account executive. He was formerly vice-president of the Carter-Thompson agency.

H. B. IRVINE has become an account executive with Campbell-Lampie, Inc.

### McCosker on Committee

Alfred J. McCosker, president of WOR and chairman of Mutual, has been appointed by Major General James G. Harbord as one of three vice-chairmen of the American Legion convention entertainment committee. Lenox R. Lohr and William S. Paley are the other vice-chairmen.

### Handling Football Show

Richard Brooks, John Jaeger and Doug Arthur have been assigned by WNEW to handle its three-hour football show starting Sept. 25. Sponsor, being sought, will also get two 15-minute spots for airing of results. Program will cover outstanding games not broadcast by other stations.

### WBAL Signs Jake Slagle

Baltimore—Jake Slagle, two-times all-American backfield from Princeton, has been signed exclusively by WBAL to do the play-by-play description of the 11 football games to be aired this fall.

### Morris Kahn Dies

Morris Kahn, 66, president of the Transmitter Equipment Co., died in his office last Friday following a collapse earlier the same day. He is survived by a son, Morton.





★ Program Reviews ★



**JOHN AUSTIN DRISCOLL**, newly-appointed manager of KRKD, continues his policy of building up live broadcasts with the addition to KRKD's schedule of "Curbstone Quiz," daily man-on-the-street interviews conducted by John Austin; "The Kid's Showcase," for juvenile consumption, and "The Devil's Workshop," mystery thriller.

Kay Van Riper is going to revive her popular "English Coronets" over the Don Lee network. Series ran on KFVB for many months but was discontinued when the author became too much in demand as a screen writer. Gail Gordon and Bradley Page again will have important roles.

Oscar and Elmer did a guest routine on the KNX "Hollywood Barn Dance" Saturday night.

Norris Goff, Abner of Lum and Abner, packed his bag after the Friday broadcast and headed for Ensenada in the company of Jack Runyon and Carl Stanton, Lord & Thomasites.

Radio Transcription Co. of America is doing a novel series, "That Was the Year," in which the musical atmosphere will be entirely vocal, with the theme only hummed. Mahlon Merrick's choral ensemble will do the vocal "accompaniment."

Yvonne Minnette has been added to the front office staff at Associated Cinema Studios.

Rumors and counter-rumors regarding "One Man's Family" have been pegged by Carleton Morse, who announces that the program definitely will remain in Hollywood indefinitely.

George Godfrey will direct the May Robson transcription series, "Lady of Millions," and Jackson Wheeler will do the announcing chore, according to Frank Purkett of Associated Cinema Studios, where the show goes into production this month.

The Stafford Sisters, Jo, Pauline and Christine, featured on David Broekman's Mutual program and heard on several other network programs recently, have been set for a vocal spot in RKO's "Damsel in Distress" with Fred Astaire.

Bernie Milligan, radio editor of the Hearst Morning Examiner for the past five years, resigned and is en route to New York on a deal for a radio connection outside the newspaper field.

Don W. Thornburg, CBS vice-president, is back at his desk after vacation.

Al Pearce pulled out for Dallas, where he broadcasts his Ford program Tuesday.

Bill Morrow, gagster for Jack Benny, arrived on the same train as Mary Livingstone. Jack stopped over in Waukegan for a few days.

Virginia Lee, vocalist, died last week.

**"THE SONG SHOP"**

Coca-Cola Co.

WABC-CBS, Fridays, 10-10:45 p.m.

D'Arcy Advertising Co.

**SPONSOR PRESENTS EXPENSIVE SHOW, BUT NET RESULT IS DISAPPOINTING.**

With Frank Crumit as emcee, sponsor presented Kitty Carlisle, Reed Kennedy, Alice Cornett, a quartet, 24-voice glee club and 50-piece orchestra under the baton of Gustave Haenschen for his premiere program over some 90 CBS stations Friday night.

Individually, each artist is good. But for the amount of money expended by the sponsor for talent the show turned in an unimpressive broadcast.

Program went along like a benefit performance. As each star appeared before the microphone he swapped a few words with the emcee and went into his number. No continuity ran through the first show. Might be some love interest in subsequent airings.

Program included Miss Carlisle singing "One Kiss," and "A Waltz Was Born In Vienna." Reed Kennedy sang "March of the Grenadiers." Alice Cornett did "That Foolish Feeling." Other numbers were "Deep River," "Gee, But You're Swell," "All God's Children Got Rhythm," "His Old Cornet," and a special arrangement of "September In the Rain" played by the orchestra.

The entire production was reminiscent of the old CBS-Bond Bread "Tea Time" program which the Coca-Cola emcee and his wife Julia Sanderson used to head a few seasons ago.

**"Old Family Almanac"**

Somewhat typical of programs that are popular on many independent stations around the country, "The Old Family Almanac," aired at 9:15 a.m. daily over WNEW, makes very easy listening for the morning time. Against a background of subdued music, a commentator dispenses gentle philosophy, words of wisdom, sentiment, solace, poetry, a few brief remarks on the day's important event or personality anniversary — and a sprinkling of commercials. It's all handled quite smoothly and the set-up suggests even bigger possibilities.

**"For Women Only"**

Patterned a bit along the lines of the Martha Deane program on WOR, this daily 8:45 a.m. quarter-hour on WNEW, under American Institute of Food Products sponsorship, misses its mark on most counts. The femme commentator has a rather stoogy male aide who comes in for an occasional exchange of chatter on cooking and other domestic items, including some that are of interest to men. But neither the topics nor prosaic style of handling are likely to make much of an impression on listeners.

**Strickland Gillilan**

Long rated one of Washington's leading humorists, whose witticisms have been widely read in the press, Strickland Gillilan started a WOR-Mutual series Friday at 8-8:15 p.m. Emanating from WOL, Washington, the quarter hour is devoted to genial observation by Gillilan. His commenting on the initial program was not particularly sparkling, considering what might be expected of a wit of his caliber, but was gently humorous and agreeably philosophical.

**RCA is Denied Right To End Philco License**

(Continued from Page 1)

patents, according to a ruling Friday by Chancellor J. O. Wolcott in Chancery Court.

In the court's opinion, royalties due RCA should be computed on the selling price of Storage Battery to Philco rather than on Philco's price to the trade.

Court held there had been no breach of contract by Storage Battery, also that this firm does not hold a controlling interest in Philco.

**Phil Cohan on Coast**

West Coast Bureau, RADIO DAILY

Los Angeles—Phil Cohan, new producer on the Chesterfield program, is in town. Harry Ommerle does two more before departing CBS to join the William Morris office in New York.

**Milton Cross Turns Farmer**

Milton J. Cross, veteran NBC announcer, has bought a 100 acre farm at Woodstock, Vt. Plans to raise goats and poultry.

**CBS Daytime Sales Jump 275 Per Cent**

(Continued from Page 1)

an increase of 106.2 per cent over last year, and on NBC daytime revenue is up 70 per cent for a total of \$6,966,451.

**WOV to Feed WNBC, WELI**

Starting today, WOV will feed regular programs to WNBC, New Britain, Conn., and WELI, New Haven. Service will include two or three programs a day to start.

**John Hayes Promoted**

John Hayes, WOR announcer, has been promoted to assistant to Harry Carlson, production manager, by Julius Seebach, program director.

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

**PERSISTENT** reports that Fibber McGee and Molly (Jim and Marion Jordan) will move to Hollywood for good. Mrs. Cecil Underwood, wife of the producer of McGee show, has moved back to Hollywood.

Bruce Kamman rounded out his first five years as Prof. Kaltenmeyer on Sat. He made a guest appearance on Alka-Seltzer Barn Dance that day, too.

Aline Neff is writing the new Jenny Peabody serial for F. F. Cough Drops starting on CBS Oct. 18.

Betty Caine, leading lady of "A Tale of Today," has a ring from Raymond Johnson, head man of "Guiding Light."

Ed Roberts, program director of WCB, has given out a ring to Helen Conrad.

Eric Sagerquist, musical director, on fishing excursion in Wisconsin.

Bobby Breen, whose picture just closed at Palace Theater, is now making a personal appearance at the place.

Ralph Atlass recovered and back at his desk at WJJD and WIND. Lou Whittal, his secretary, polished off ten years with him this week.

Ned Reglein, WIND program director, struggling with schedules following six-week tour of Europe.

Bill Baldwin, WGN announcer, is laid up at home.

After commuting more than 70,000 miles in three years between Chicago and Detroit weekends to announce Ford Sunday evening hour, Truman Bradley has declined to return this year and will concentrate on his American Family Comment show here on WBBM and free lance announcing whereabouts.

Martha Crane and Helen Joyce start "Feature Foods" on WGN today. Various food concerns are participating sponsors.

**COL. JACK MAJOR**  
*Will Have As His Guest Today*  
**CLARA BELL WALSH**  
**3-3:30 EDST**  
★  
**WABC-CBS NETWORK**



## ★ F. C. C. ★ ACTIVITIES

### HEARINGS SCHEDULED

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

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

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

Sept. 17: Fred M. Weil, Grand Coulee, Wash. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Sept. 16: Walter H. McGenty, Rice Lake, Wisc. CP for new station. 1210 kc., 250 watts, daytime.

Lillian E. Kiefer, Brooklyn. CP for new station. 1500 kc., 100 watts, specified.

WWRL, Woodside, L. I. Mod. of license to 1500 kc., 100 watts, 250 watts LS., specified.

Paul J. Gollhofer, Brooklyn. CP for new station. 1500 kc., 100 watts, specified.

Leonard A. Verslius, Grand Rapids. CP for new station. 830 kc., 500 watts, daytime.

Sept. 23: Salinas Newspapers, Inc., Salinas, Cal. CP for new station. 1390 kc., 250 watts, daytime.

## DALLAS

Ralph Nimmons, program director of WFAA, has set a new sustaining program featuring Helyn Hill White, editor of the Model Kitchen and Home Department of Sunday Dallas News.

Irving Gross, WFAA public relations director, is vacationing in Cleveland.

WRR's Kiddie Program, one of the oldest of its kind in the southwest, has acquired a sponsor, 7-Up Bottling Co., for a year, according to John Thorwald, WRR manager.

### Helen Lynd with Oakie

West Coast Bureau, RADIO DAILY  
Los Angeles—Helen Lynd, Broadway comedienne, has been added to the cast of Jack Oakie's College. Signed for 26 weeks on the Camel program starting Sept. 29.

### Uncle Tom's Kiddies Back

"Uncle Tom's Kiddies" returned to the air for the third year yesterday over WHN, with program under direction of Hal Willis extended to a half-hour at 12:30-1 p.m.

### WJBL Names Devine

Decatur, Ill.—WJBL has appointed J. D. Devine & Associates as its exclusive national representative.

## ONE MINUTE INTERVIEW

### JOHN B. HATCH

"In America, radio broadcasting is the most important member in the family of communications. It is important primarily because we have the wisdom to recognize its broad powers to serve humanity as a whole. The failure of any man to recognize this importance can be attributed to the same cause that unfortunately leads one to believe the old adage—'Out of sight—out of mind.'"

## ★ Coast-to-Coast ★

**DUDLEY WILLIAMSON**, KOL production manager, and two assistants clambered aboard the American mail liner President Jefferson, even before she was completely docked at her Seattle pier last week, carried their equipment over the side and brought to Seattle listeners first hand interviews with its shipload of Shanghai refugees. Williamson interrogated the refugee passengers before they disembarked. Among them were Mrs. Theodore Roosevelt, Jr. and her son Quentin.

*Rose Flynn appeared yesterday in the cast of "It's a Racket" over WOR at 7:45 p.m. and at 9 p.m. the same day in WHN's "One Act Theater of the Air," where she played in "An Angel Straight from Hell."*

World Peaceways, Inc., which broadcast a one-hour program over WNYC yesterday noon, will air an anti-war symposium over WQXR at 6:30-7 p.m. today.

*Lydia Todd, fashion expert at WBAL, Baltimore, back from Europe, resumes her broadcasts today under the new title of "Letters from Lydia."*

Jack Gregson, new member of the staff at KDYL, Salt Lake City, has been appointed special events man. Manager Sydney S. Fox has an extensive stunt schedule planned.

*WCKY, Cincinnati: Lee Wood and Mary Jane have started a new "Household Hour" embracing comedy, music and talk.... Evening Dramatic School of the University of Cincinnati will air a series of dramatic programs under direction of Louis Eaton, with Elmer Baughman of WCKY handling production.... Jeanne Ellis, 10-year-old singer with Paul Whiteman, got her start here five years ago.*

First of a series of experimental free-verse productions by the WPA, Federal Theater radio division, will be heard at 7:30-8 tonight over WHN.

*Johnnie Olson, veteran radio entertainer, realized a childhood ambition recently when officials of the Milwaukee Railroad granted him permission to ride in the cab of the "Hiawatha" from Chicago to Milwaukee. Speed of 111 miles per hour was registered. To climax the thrill, Johnnie interviewed the Engineer and the Designer of the Hiawatha on his Eight Brothers program over a state net.*

WPTF, Raleigh, has recreated the position of program director, a post filled by Production Manager Graham Poyner since the resignation of Mary O'Kelley, and has appointed Wesley Wallace to take over the job. Poyner will continue as produc-

tion manager, but will turn over many routine duties of the department to Wallace. Added to the staff is Mary Ellen Lawrence, secretary to the program director. Mary Lou Haywood transfers to the station's reception room as night hostess, while Raymond Cosby continues as secretary to Poyner.

*More than 3000 admirers of Harry Heilmann turned out at 10 o'clock in the morning at Grand Rapids to see their favorite sports announcer, whose broadcasts of the Detroit Tigers' baseball games are heard in Western Michigan through the Michigan Radio Network facilities of WOOD-WASH. His noonday broadcast, in front of a downtown hotel, also blocked traffic while he was on the air. A special broadcast from the studios of WOOD-WASH. followed.*

WBT, Charlotte: Lee Kirby will be at the mike for the nine football games to be aired over this station by Atlantic Refining.... Manager William A. Schudt Jr. is preparing to launch another series of educational programs coincident with the return of school time.

*J. Thomas Lyons of WCAO, Baltimore, became a grandpop while attending the Friday meeting of the IRNA at the Waldorf-Astoria. Son was born to John B. Lyons, WCAO salesman, son of J. Thomas Lyons.*

A special weather report, made up by the Weather Bureau about 8:30 a.m., is aired by WNEW. This report differs from the one broadcast earlier or carried in the morning papers.

*"The Clouds Look Down," farm drama by James Hill, newest member of NBC script division, will be aired at 8:30-9 p.m. Wednesday over NBC-Blue.*

WDAS, Philadelphia: Since Pat Stanton, g.m., became a benedict, three other staff members plan matrimony... Louis Palens, asst. commercial mgr., is sporting a new business card reading: "Attorney-at-Law, Federal practice only"... Jerry Stone, publicity chief, returns from vacation this week... Harold Davis, program director, came back minus 13 pounds, but he still has 185.

*Jean Parker, sister of Frank, returns Wednesday to the "Morning Review" on WOV after an illness.*

Fred Mueller, formerly with WKY, Okla. City, and KLZ, Denver, and Mrs. Mueller have moved to Colorado Springs, where Mueller is now commercial manager of KVOR.

*KVOR, Colorado Springs: Leon Marshall, formerly local salesman, shifted to national accounts as local*

## GUEST-ING

PHIL BAKER, on Packard's "Hollywood Mardi Gras," Sept. 21 (NBC-Red, 9:30 p.m.).

ALBERT SPALDING, on Coca Cola show, Sept. 24 (CBS, 10 p.m.).

SHEILA BARRETT, replacing Ramon Novarro, on Gulf show, Sept. 19 (CBS, 7:30 p.m.).

MAURICE EVANS, WILLIE HOWARD, HELEN STANSBURY and The STROUD TWINS, on Rudy Vallee program, Sept. 16 (NBC-Red, 8 p.m.).

ALFRED DE LIAGRE, LINA ABARBANELL, ROGER WOLFE KAHN, JAMES MONROE and ERIN O'BRIEN-MOORE, on Chamberlain Brown program, today (WMCA, 1:30 p.m.).

ANITA LOUISE and IAN HUNTER with Bette Davis in "That Certain Woman," on "Hollywood Hotel," Sept. 17 (CBS, 9 p.m.).

FREDRIC MARCH and FLOR-ENCE ELDRIDGE, on Lux program, Sept. 20 (CBS, 9 p.m.).

JOHN BROWN and MARY KELLEY, on Jell-O show, Sept. 19 (NBC-Red, 7 p.m.).

BEN BERNIE, on Al Jolson program, Sept. 21 (CBS, 8:30 p.m.).

RAY BLOCK and his MIXED CHORUS, on Consolidated Edison broadcast, Sept. 20 (WEAF, 7:30 p.m.).

JOE DI MAGGIO, on Mary Small "Junior Revue," Sept. 15 (NBC-Blue, 8 p.m.).

GLENDIA FARRELL, FRANCIS LEDERER and DALIES FRANZ, on "Kraft Music Hall," Sept. 16 (NBC-Red, 10 p.m.).

BOB STEVENS and Southern Harmony Four, on "Show Boat," Sept. 16 (NBC-Red, 9 p.m.).

### James Stewart for Silver

James Stewart, film star, will appear opposite Rosalind Russell during the first four broadcasts of "Silver Theater," sponsored by International Silver, beginning Oct. 3 at 5-5:30 p.m. over CBS.

*merchandiser... Charles C. Roberts Jr., announcer, and Grace Darland have been honeymooning in Okla. City... Wauhulla LaHay, program director, vacationing in Santa Fe and other points... Hugh B. Terry, manager, ad-libbed at the mike for portions of the Will Rogers rodeo aired from Polo Park.*

BIRTHDAYS						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### Greetings from Radio Daily

Sept. 13  
Gretta Palmer  
Joseph Lopez  
James L. Clemenger