



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 53

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 15, 1937

FIVE CENTS

## IRNA Meets AFM Today

### OMEGA CHEMICAL CO. SET ON 16 STATIONS

Omega Chemical Co., through Husband & Thomas, will start a nationwide live spot announcement campaign on 16 stations the week of Oct. 4. Plugs will be aired at least once a day and run for six months. Stations on the schedule are: KFJR, KFI, KHJ, WHP, WTAR, KTSA, WLW, KTBS, KSL, KRNT, WMT, KOY, WGBI, KHQ, WFLA and WQAM.

### WSGN to Show Television At Alabama State Fair

Birmingham—WSGN engineers are progressing nicely with their lessons in television, and hope to give tele demonstrations at the Alabama State Fair, Sept. 27-Oct. 2.

### General Motors Organizes Permanent Concert Troupe

General Motors Concerts, starting Oct. 3 at 8-9 p.m., will present radio's first permanent concert company formed by eight operatic and concert stars. Group already includes Grace Moore, Maria Jeritza, Helen Jepson, Richard Tauber, Joseph Schmidt and Donald Dickson. Two additional singers will be brought over from abroad. The artists will appear as  
*(Continued on Page 3)*

### Gen. Electric Renews

General Electric, through Maxon Inc., has signed a 13-week renewal for the Phil Spitalny all-girl orchestra series which is aired over 55 NBC-Red network stations, Mondays, 9-9:30 p.m.

### Stewey Stunt

New Orleans—Not satisfied with airing a spaghetti eating contest, WWL is now planning an oyster eating contest. The plan is to tie in a wholesale oyster house for the oysters, with a brewery for beer and a possible tieup with a cracker factory. A fourth and fitting arrangement might be made with a hospital.

### ARNEW Monthly Mag

Chicago—A monthly publication for members is to be issued by Ass'n of Radio News Editors and Writers. Regional group meetings also are to be held, with actions of these confabs recorded in the journal. Another project being considered is preparation by ARNEW of radio newscasting courses for various universities.

### COMMENTATOR MAGAZINE SPLITS MUTUAL PROGRAM

Commentator magazine, which originally planned to use a half-hour program on Mutual once weekly, has changed its schedule to two 15-minute programs a week. First broadcast will be heard next Sunday at 9:30 p.m., with a Thursday show later in the week at 10 p.m.

Series will feature prominent radio commentators. Lowell Thomas will start the series, followed by John B. Kennedy for the Thursday spot. Others booked are Boake Carter, H. V. Kaltenborn, George Sokolsky, Upton Close and Linton Wells. Program will be aired by WOR, WGN, WLW and the Don Lee network. Cecil Warwick & Legler has the account.

### Bakers Extract Signs 4 New England Outlets

Springfield, Mass.—Bakers Extract has taken participations on WGY, Schenectady; WHAM, Rochester; WFBL, Syracuse, and WNAC, Boston. Contract is for 52 weeks, through William B. Remington Adv'g Agency.

## Kiggins is Promoted by NBC; Brophy Joins Can. Marconi

### Standard Oil of Ohio Sponsors Rams' Games

Cleveland—Standard Oil of Ohio is sponsoring the 11 games of the Cleveland Rams, newest addition to the  
*(Continued on Page 3)*

## Lohr and Klauber Attend Joint Parley of IRNA Committee on Reduction of Sustaining Time Exchange

### "TONIC TIME" CAMPAIGN USING BIG STATION LIST

A list of stations that may total 75 or more will be used in the "Tonic Time" transcription campaign being launched by 3-S Tonic. Transamerica is waxing the series, with talent including Joe Green's marimba orchestra; Kay Spaulding, vocalist; a quartet, and Len Sterling as announcer.

### Attorneys in Ascap Suit Given 10 Days for Briefs

Omaha—Attorneys for both sides in Ascap's suit seeking to have the law banning the organization in Nebraska declared unconstitutional have been given 10 days by the three-judge Federal Court to submit briefs.

### Weed Gets WLEU

Weed & Co., effective tomorrow, becomes national representative for WLEU, Erie, Pa. Station, owned by Leo J. Omelian, is an NBC affiliate. McGillvra formerly handled the station.

### Seek Regional Sponsors

With the approval of Judge Kenschaft M. Landis, czar of baseball, Mutual is attempting to interest regional sponsors in the sponsorship of the World Series games over the MBS web. Network has retained the radio rights option for another week.

Whether the progress made so far by the Independent Radio Network Affiliates in seeking to solve the AFM situation will gather fruit for its efforts hinges today on the outcome of the conference to be held by the IRNA Advisory Committee and the Executive Committee of the AFM. Conference is scheduled for 10 a.m. with the full AFM Executive Committee which held a preliminary session yesterday afternoon to talk over matters that have developed through the IRNA meetings.

Although it is agreed that the \$1,500,000 additional musician salary to be expended annually is okay to both the IRNA and AFM, a form of  
*(Continued on Page 3)*

## AGRAP AND ACA UNIONS SIGN UP MORE STATIONS

Radio announcers and producers employed by WBNX, New York; WAAT, Jersey City, and WEEL, Boston, are the latest groups to join the American Guild of Radio Announcers & Producers. WEEI is a CBS operated station. It is also rumored  
*(Continued on Page 3)*

### Residential Community Plans Air Exploitation

Newark, N. J.—A series of broadcasts publicizing advantages of Essex County as a residential area is being worked out by the Essex County Conference of Municipalities. The  
*(Continued on Page 3)*

### Double Feature

First "double feature" of the air starts Sept. 28 when "Camel Caravan" starts its new season over CBS with two completely independent half-hour programs, the Jack Oakie "College", heard from Hollywood at 9:30 p.m. and Benny Goodman's "Swing School" picking up from New York at 10 p.m.

Keith Kiggins, for the past three years assistant manager of the NBC station relations department, effective today, becomes manager of the department. Promotion for Keith is the result of Reginald M. Brophy's resignation. Brophy has accepted the gen-  
*(Continued on Page 3)*



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DON CARLE GILLETTE : : : Editor

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## FINANCIAL

(Tuesday, Sept. 14)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163	157	162 <sup>3</sup> / <sub>4</sub>	+ 6
CBS A	25 <sup>1</sup> / <sub>2</sub>	25	25 <sup>1</sup> / <sub>2</sub>	+ 1 <sup>3</sup> / <sub>8</sub>
CBS B	24	24	24	
Crosley Radio	14	13 <sup>1</sup> / <sub>2</sub>	14	+ 1
Gen. Electric	48 <sup>3</sup> / <sub>8</sub>	46 <sup>3</sup> / <sub>8</sub>	47 <sup>1</sup> / <sub>2</sub>	+ 1 <sup>1</sup> / <sub>2</sub>
North American	23	22 <sup>1</sup> / <sub>8</sub>	22 <sup>7</sup> / <sub>8</sub>	+ 1 <sup>1</sup> / <sub>8</sub>
RCA Common	10 <sup>1</sup> / <sub>4</sub>	9 <sup>5</sup> / <sub>8</sub>	10 <sup>1</sup> / <sub>8</sub>	+ 3 <sup>4</sup> / <sub>8</sub>
RCA First Pfd.	68	66	67 <sup>5</sup> / <sub>8</sub>	+ 3 <sup>1</sup> / <sub>8</sub>
Stewart Warner	15 <sup>1</sup> / <sub>4</sub>	14 <sup>3</sup> / <sub>4</sub>	15	+ 3 <sup>4</sup> / <sub>8</sub>
Zenith Radio	37 <sup>1</sup> / <sub>4</sub>	35 <sup>3</sup> / <sub>4</sub>	36 <sup>3</sup> / <sub>4</sub>	+ 1 <sup>3</sup> / <sub>4</sub>

### NEW YORK CURB EXCHANGE

Majestic	2 <sup>1</sup> / <sub>4</sub>	2 <sup>1</sup> / <sub>8</sub>	2 <sup>1</sup> / <sub>8</sub>	— 1 <sup>4</sup> / <sub>8</sub>
Nat. Union Radio	1 <sup>1</sup> / <sub>2</sub>	1 <sup>1</sup> / <sub>2</sub>	1 <sup>1</sup> / <sub>2</sub>	+ 3 <sup>8</sup> / <sub>8</sub>

### OVER THE COUNTER

Stromberg Carlson	Bid 11 <sup>1</sup> / <sub>4</sub>	Asked 12 <sup>3</sup> / <sub>4</sub>
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### Tooke New Program Director

Ft. Wayne, Ind.—Franklin Tooke has been made program director of WOW-WGL, succeeding Mrs. Dorothy J. Durbin, who resigned to open a radio technique school tomorrow in connection with Aunt Sally's Studio. Bob Wilson and Jeanne Brown of WOW-WGL will instruct classes at the school.

### Prof. Quiz on Road

The CBS-Nash-Prof. Quiz show for the next two Saturdays will air from KNX, Los Angeles. The Oct. 2 broadcast will be keyed from WBBM, Chicago, then back to the New York studios. Program is heard at 9 p.m.

### Atonement Services on WQXR

WQXR will broadcast exclusively the Atonement Day Memorial Services conducted by Dr. Stephen S. Wise, Rabbi of Free Synagogue from Carnegie Hall at 3-4 p.m. today.

First in local accounts  
in Chicago

**WGES**

(In the heart of Chicago)

## Songwriter Ass'n Form Opposed by Publishers

After close examination of the proposed form of letter agreement which the Song Writers Protective Ass'n has submitted to all publishers in connection with transcription, synchronization, phonograph record and all other mechanical uses of songs to be acquired in the future, Harry Fox, general manager of the Music Publishers Protective Association has informed his publisher members that it would be economic suicide to execute such a form of contract with the writers.

Particular stress is laid on the Article IX of the SPA by-laws, the inclusion of which in the proposed contract means that the publisher is giving up valuable rights, including the questionable express, "radio rights", also television rights. The "radio rights" are too broad to be defined and in the opinion of MPPA may also mean radio broadcast performing rights.

Specifically, 11 points are mentioned in the Fox letter as being highly objectionable to the publishers. One of the points is that the publisher would be actually getting only 40 per cent of transcription or similar royalties.

## WNEW Adds Musicians

Acting to forestall any trouble that may arise as a result of the current AFM-broadcasters meeting, WNEW, it is understood, has signed a contract with the local union calling for an increase of staff musicians and an increase in wages. Contract calls for 10 staff men, but station will probably maintain a staff orchestra composed of 14 musicians.

## Election News Jam

Broadcasting of results of the primary election tomorrow was thrown in a turmoil yesterday when it was learned that the N. Y. City News Association has refused to supply radio stations in the New York area with information free of charge. In the past, the bureau has supplied any station desiring information with results for special broadcasting purposes. This year, however, City News agreed to sell service to outside newspapers at a pro rata rate, which came to approximately \$500.

## Taplinger Adds to Staff

Robert Taplinger, Inc. has added Paul Price, formerly with M-G-M, Sally Wohl and Herschel McGraw, photographer, to the Hollywood office, under Pauline Swanson.

Additions to the New York office include Sam Geison, writer, and Bruce Prahar, photographer.

## Mennen Again on WOR, WGN

Mennen Co. (shaving preparations) will again air "Famous Jury Trials" over two MBS stations (WOR, WGN) beginning Sept. 27, 10-10:45 p.m. Program will also be heard over the WLW Line. H. M. Kiesewetter has the account.

## Atlantic Refining Sets Announcers for Football

Atlantic Refining has named the following announcers to handle its football airings this fall. Games will be heard over 66 stations on the Atlantic coast. Announcers are: George Walsh, Dan Daniels, Frank Blair, Charles Bateson, Dode Phillips, Marcus Bartlett, John Tillman, Lee Kirby, Ken Gerard, Meb Davis, Ira Avery, Peco Gleason, Joe Handlan, Jake Slagle, John Wilbourn, Jack Barry, Sandy Guyer, Woody Wolf, Tom McMahon, Al Triggs, Jack Ingersoll, Jay Wesley, Byrum Saam, Kirby Cushing, Bailey Goss, Ed Gundaker, Dick West, John Smith, Herman Reitzes, Gorman Walsh, Claude Haring, Bill Sutherland, Jimmy Murray, Norman Twigger, Gil Gibbons, Fred Joyner, Dan Dwyer, Jack Fraser, Joe Jay, Bill Hewitt and Bill Crowell.

## CBS Shows 320% Gain In Automotive Hours

CBS time sales for June, July and August show a 320.9 per cent gain in automotive accounts over the same period in 1936. Billings for these accounts in the 1937 quarter were \$640,986. Soaps and supplies gained 260.9 per cent; tobaccos, 62.8; lubricants and fuel, 44; drugs and toiletries, 31.4, and food and food drinks, 14.9.

## Sports Stars in Bike Series

Joe Williams, Scripps-Howard sports columnist, will be first guest star on "Bicycle Party", the Cycle Trades of America program starting Sept. 26 at 3:30-4 p.m. over NBC-Red. Show will feature sports and adventure, with Bill Slater as emcee, Alois Havrilla as announcer, Hugo Mariani directing the orchestra, and Bert Swor and Lou Lubin, comedians, and Bert Whaley, baritone, among the talent.

## Pet Milk Sets Talent

Mary Eastman, soprano; Bill Perry, tenor; a 16-voice chorus, and Gustav Haenschen's orchestra will make up the talent roster for "Saturday Night Serenade", Pet Milk program, which returns to the air over CBS, excluding WABC, Oct. 2 at 9:30-10 p.m.

## Phil Cook Resumes Monday

Phil Cook resumes his "Morning Almanac" on WABC next Monday at 8-9 a.m. The series, directed by Margaret Lewerth, will have John Reed King, announcer; Fred Feibel, organist-pianist; Dave Grant, pianist-tenor; Cliff Weston, baritone; Bunny Coughlin, baritone, and the Back Bay Boys.

## 2 WLW Shows on WHN

Aunt Mary's "Advice to Mothers", coming from Cincinnati via WLW Line, will be heard over WHN starting Sept. 21 at 9:30 a.m., and "Cafes of the World" emanates from the same source tomorrow night at 9.

Another new WHN program is Lady Kitty Barling, discussing women in the news, Mondays and Fridays at 12:15 p.m.

## COMING and GOING

HAL THOMPSON, recently with the radio division of the Federal Theater, sails today for England to join Gaumont-British Pictures.

EDITH M. STONE of CBS station relations and her sister, THERESA, leave town Tuesday by auto for West Coast vacation.

LOUIS K. SIDNEY, managing director of WHN, has left England on the Queen Mary and will arrive in New York on Monday.

HOTCHA GARDINER, Washington, D. C., orchestra leader, is in New York for a few days. JOHN SCHULTZ of the N. Y. office of Fanchon & Marco arrived yesterday from Hollywood.

FRANCES MADDUX, radio and night club singer, arrives on the Normandie today.

C. F. KETTERING, vice-pres. of General Motors, and MRS. KETTERING arrive on the Normandie today.

NICK LUCAS returns East from Hollywood on Sept. 28.

MARY SMALL goes to Boston tomorrow for theater engagement.

JERRY KING and MILTON BLINK of Standard Radio, Los Angeles and Chicago, respectively, are in town for a few days.

STANLEY N. BARBEE, president of Coca-Cola Co., arrives on the Normandie today.

## WBT Season's Schedule Best in Station History

Charlotte—Schedule of sponsored features already booked by WBT for the new season is the most comprehensive in the station's history, according to Sales Manager Dewey H. Long. At the same time, General Manager William A. Schudt Jr. stated that the sustaining features to be aired by the CBS outlet is equally impressive, though less time than ever remains for sustainings.

Accounts already listed include Purina, Detroit Soda Products, Drug Trade Products, Procter & Gamble, Chilean Nitrate, Mantle Lamp, General Electric, Comet Rice, Castleberry Food Products, Chevrolet, Miles Laboratories, A. K. Sutton (Philco), Atlantic Refining, DeVoe Reynolds Paint, De Soto, Rexall and others.

## Representing Sound Library

Charles Michelson has been appointed eastern representative of Speedy-Cue Sound Effects Records Co. of Los Angeles.

## Olga Baclanova on Mutual

Olga Baclanova, stage and screen star, will headline her own "Continental Revue" over WOR-Mutual starting Sept. 20 at 8:30-9 p.m. It will be her first regular radio program.

## Uncle Jim's First Year

"Uncle Jim" McWilliams on Saturday will complete a full year of broadcasting his "Question Bee" for G. Washington Coffee, through Cecil, Warwick & Legler Inc. Program is on NBC-Blue.

## RALPH KIRBERY

"The Dream Singer"

MANAGEMENT

WILLIAM MORRIS AGENCY

## BROADCASTER COMMITTEE MEETS WITH AFM TODAY

(Continued from Page 1)

contract to be executed will probably be decided upon today, or at least time granted to draw up one suitable to both sides.

Short session yesterday was held by the IRNA committee waiting on the networks for a sustaining time contribution toward helping the stations meet the added payroll. As already stated in these columns, the IRNA instructed its committee to ask for a two-hour deduction of the station time required by networks in exchange for supply of sustaining programs. Networks have offered to meet the equivalent of 10 per cent of the \$1,500,000 annual expenditure, but the two-hour proposition will run into several hundred thousand dollars, according to network tentative figures and one rather large for the webs to take on.

Edward Klauber, executive vice-president of CBS, and Lenox R. Lohr, president of NBC, met jointly with the IRNA committee on the sustaining proposition. Both sides having previous engagements, the talk was adjourned until later in the week, since the meeting with the AFM intervenes today. This is probably the first time both heads of a major network met jointly with affiliates of both their webs in a common problem.

Meantime other committees appointed by IRNA are working at their respective assignments, such as seeking formulas for allocation of additional station expenditures for the incoming musicians and to treat with the NAB board on the AFM and other important matters. The committee chosen by Mark Ethridge of Louisville to confer with the NAB board prior to the NAB's forthcoming general meeting here early next month is comprised of Don S. Elias, chairman of Ashville, N. C.; Don Davis of Kansas City; Edgar Bill of Peoria; Edgar Bell of Oklahoma City, and Samuel R. Rosenbaum, Philadelphia.

### Barry McKinley for Chevrolet

Barry McKinley, baritone, was signed yesterday as male soloist for the new Chevrolet series, scheduled to begin over a CBS network Sept. 26. Seymour Simon's orchestra was signed earlier in the week.

### Western Electric Dividend

Western Electric Co. yesterday declared a dividend of 75 cents a share on its common stock, payable Sept. 30 to holders of record Sept. 24.

### ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

Mon. thru' Fri., 11:15 to 11:45 A. M.

"There's nothing she can't sell."

## NEW PROGRAMS—IDEAS

### WDZ "Farmer on His Farm"

The "Farmer on His Farm" programs heard over WDZ, Tuscola, Ill., give the farmer his chance to express himself on agricultural and rural problems. At ten minutes to six in the morning, Station Manager, Clair Hull, Lazy Jim Day and an engineer load a short wave transmitter into a car, start out in any direction, and drive into the yard of the first farmer they see. The surprised host is told that he is wanted in a broadcast, equipment is set up, tested, and at 6:15 the program is on the air.

Discussion with the farmer is on such topics as taxation, acreage, livestock, rural electrification and so forth. Because the interview is on his own soil, the farmer speaks quite freely, thus making the program full of listener appeal. When the series was taken off the air, a flood of letters forced WDZ to resume the "Farmer on His Farm." The program is now sponsored by an implement and hardware dealer.

### Radio Riddles on KFEL

A radio contest in which listeners compete while the program is in progress, and learn names of winners instantly, is the feature of "Red Boy Riddles" on KFEL, Denver, Tuesdays, Thursdays and Fridays at 10:30 p.m. MST.

Wesley Battersea handles the program. He asks a riddle, and gives the number of the telephone beside him. Answers come in immediately. The radio audience hears the phone ring, and listens while Battersea takes the answers, names and addresses of winners, and dispatches prizes. With-

### General Motors Organizes Permanent Concert Troupe

(Continued from Page 1) soloists and in groups, and by signing the talent for an entire season the sponsor is able to plan a whole season of programs in advance.

### Ashby Sees Improvement

Improvement in the practice of exchanging programs and copyrighted music between broadcasting companies of America and Europe is predicted by A. L. Ashby, NBC vice-president and general counsel, who returned recently from a tour of the principal countries of Europe. Ashby said today that many of the problems in American broadcasting of musical programs, due to copyright laws, have been overcome in European broadcasting by a closer cooperation between the performing rights societies and the radio companies.

### "Unseen Friend" at New Time

"Your Unseen Friend," directed by M. H. H. Joachim, with Harry Salter's Orchestra providing musical background, switches from Tuesday to 8-8:30 p.m. on Saturday starting Oct. 2.

out waste of time, another riddle is asked.

Response has proved so great that the program has been extended to half-hour length from the original 15 minutes.

The program is sponsored by Red Boy Cereal Co. of Colorado, and was placed through the Raymond Keane agency, Denver.

### Facts About Words

WMEX, Boston, has inaugurated a series entitled "Wordcaster", conducted by Irwin Elliot, dealing with troublesome pronunciations, the story behind words and phrases, wrong usages, correct annotations, how we came to say what we say and how we should say it. John Reilly, program head of WMEX, feels that a program of this type will be of great appeal to the general public. It will be heard at 8 p.m. from Monday through Thursday.

### "Telephone Reporter"

Interviews with housewives by telephone on home problems will be sponsored by the Richmond, Va., gas department over WRVA, thrice weekly, starting Sept. 27. Irving Abeloff will be "The Telephone Reporter."

### Two New Series on WIOD

"Harbor Lights," a new Friday night series on WIOD, Miami, depicts how to get the most pleasure, with safety, out of boating and fishing.

Another new WIOD program dramatizes auto accidents that occurred in the past 24 hours and emphasizes the importance of safe driving.

### Residential Community Plans Air Exploitation

(Continued from Page 1) program will be aimed particularly at families in Greater New York. Tentative arrangements call for a tryout of the idea in a series of 10 broadcasts.

### Champ Carnival on NBC

NBC news and special events department has booked an exclusive three-hour airing of the "Carnival of Champions" fisticuffs for the Blue network, Sept. 23 at 8-11 p.m. Clem McCarthy will head a group of announcers who will cover the fights at the Polo Grounds. Exclusive is part of the Mike Jacobs radio rights "package" which NBC bought some months ago.

### Pontiac Renews Cravens

Pontiac Motor Co. has renewed Kathryn Cravens in "News Through a Woman's Eyes" over CBS, Monday, Wednesday and Friday at 2-2:15 p.m.

### Language Series Sept. 23

WMCA's initial program in its new "radio language" series will be heard Sept. 23 at 1:15-2:15 p.m.

## KIGGINS IS PROMOTED; BROPHY JOINS MARCONI

(Continued from Page 1)

eral managership of the Canadian Marconi Co., Montreal, the firm which he left to join NBC about three years ago. After a month's vacation in the Canadian woods, Brophy takes over his new post.

## AGRAP and ACA Unions Sign Up More Stations

(Continued from Page 1)

that the Guild recently signed an NBC operated station.

Guild last week served notice on WORC, Worcester, that if the two employees, an announcer and an engineer, dismissed for union activities are not reinstated before tomorrow, a complaint will be filed with the National Labor Relations Board in Boston.

Plans for the formation of the Free Lance & Artist-Announcer Chapter of the Guild are said to be going ahead on schedule. Two meetings have already been held with more to follow. Chapter intends to sign up the high salaried announcers.

American Communications Ass'n yesterday signed contracts with KRKD and KMTR in Los Angeles to act as sole bargaining agents for the technical staffs of both stations. KFVD, same city, is expected to be signed within the week.

The litigation between ACA and CBS, scheduled to be heard yesterday by the National Labor Relations Board, has been postponed until Sept. 21.

## Standard Oil of Ohio Sponsors Rams' Games

(Continued from Page 1)

National Professional Football League. All home games will be aired in full from Cleveland Stadium over WGAR, and the six out-of-town games will be recreated from wired reports.

### In Maxwell Anderson Play

Cast of Maxwell Anderson's first radio play, "The Feast of Ortolans", to be aired Sept. 20 at 9:30-10 p.m. over NBC-Blue, will include Burford Hampden, Charles Webster, Florence Malone, Neil O'Malley, Louis Hector, Carl Benton Reid, Helen Claire, Maurice Wells, Mark Smith, Edward Trevor, Julian Noa, William Swetland, Waldemar Kappel and Ian Martin. Howard Clancy will be narrator.

### AL DONAHUE

Now Appearing  
ROOSEVELT HOTEL,  
New Orleans

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

GUEST-ING

MARGARET WYCHERLY, stage star who has joined the Federal Theater for one production, "A Hero is Born," will play the leading role in a repeat broadcast of Ibsen's "Ghosts" presented by Federal Theater radio division next Tuesday over WQXR, 9 p.m.

DOLLY KAY and EDDIE WHITE, on "Broadway Melody Hour," tonight (WHN-WOR, 8 p.m.).

GERTRUDE LAWRENCE, on "Hit Parade," tonight (WEAF, 10 p.m.).

DICK POWELL, repeat on Werner Janssen program, Sept. 19 (NBC-Blue, 7:30 p.m.).

HERBERT MARSHALL, on "Hit Parade," Sept. 22 (NBC-Red, 10 p.m.).

SUZANNE FISHER, on "Hit Parade," Sept. 25 (CBS, 10 p.m.).

BOSTON

Edward C. Gamage, tenor star of the world famous D'Oyle Carte Opera, is back from a summer abroad and is now heard daily on WBZ-WBZA "Little Show".

Howell Cullinane, WEEI news editor, back from a trip to all the New England mountain tops in his cruising beach wagon.

Pete Green, bass player in WBZ's "Little Show" orchestra, now owns his own two-seater cabin monoplane.

The fifteen feminine members of the WBZ staff attended an engagement party and supper for Dawn Kelley of Artist Service at the home of Grace D. Edmunds, WBZ head hostess.

John E. Reilly, program director of WMEX, is inaugurating a new program wherein New England singers will compete for a year's free scholarship in voice training. Auditions start Friday at 7 p.m.

COLUMBUS

Ben Wilbur, WHKC announcer, has left to take over his new post at WFBI, Indianapolis. It is also reported that Wilbur and Lillian Ziegfeld, cousin of the late Flo Ziegfeld, will stand up together and say "I do."

Jack Price, program director for WBNS, and Ed Bronson, WCOL's program director, wrote the story of Bob Zwick, notorious Ohio gangster, aired recently by Philip Lord's Gangbusters.

Herb Welch, WCOL announcer, mighty busy these days turning out continuity scripts for fall use.



● ● ● Gypsy Rose Lee (pardon us, Louise Hovick) is preparing an air series on beauty which her mentor, Irv Sherman, will peddle to takers while Gypsy is in town with a Shubert show... Jolly Gillette's new show (which we announced editions back) is the Cal Tinney-Campana Monday airings. She will be called "Eileen Jolly Barton"... Harry Rose pipes an audition for a Chi. clothing firm... Dick Rogers goes into the Rainbow Grill... Russ Morgan bows out of the French Casino the 28th with the probable successor being Joe Rines... Johnny Evers, diamond immortal of "Tinkers-to-Evers-to-Chance fame", is considering two bids to air the World Series. Money-trouble is reported. Evers may stay around WGY, Schenectady, and describe for a local account... Grace Moore, who was supposed to leave the Coast hospital Monday, was ordered confined there for at least another week—or longer... Stan Lomax, WOR sportslinger, quit his job as sports writer for the Journal-American to concentrate on air work.

● ● ● Richard E. Connell Jr., sec-treas. of WJBK, Detroit, and also director of Public Safety for the Suburb of Hamtramck, proved himself quite a hero when on one of the busy corners two young men were molesting girls, much to Connell's disgust... He told the young men to move on; but, not knowing they were talking to the Director of Public Safety and former college athlete, the larger of the two (six-foot-two, weight 212 pounds) stepped forward with a "What's it to you" attitude and swung with his right hand... But Connell's right was faster, and Mr. Six-Foot-Two was prone on the sidewalk... Next day in court they were sentenced to 30 days apiece.

● ● ● Eddy Duchin, when he returns to the Plaza, won't be aired via sustainings—feeling that his two commercials are enuf... Alice Faye and Tony Martin have compromised on the question of which of their homes to live in—by furnishing an entirely new place... Anne Jamison leaves "Hollywood Hotel" the 24th—for a vacation... Jerry Lawrence, CBSlinger, was the major stockholder in a Mexican race-track—for one day. The day after he purchased it—it folded... Madge La Framboise of Phil (Gangbuster) Lord's office is seriously studying crime cases—to become a femme sleuth... Henry Cox, formerly with CBS, has joined Wilson, Powell & Hayward... George Frame Brown, who did "Real Folks", etc., on the air for five years, will bring the show back... Chick Adams, Lucille Linwood's fiance, has submitted a campaign song to Mayor La Guardia.

● ● ● WSGN, Birmingham, is now making several broadcasts each week from a local theatre—previewing the musical attractions on the screen by picking up the sound track from the picture... A large buck deer crashed into the side of an auto driven by Dale Taylor, manager of WESG, Elmira... Though the car was badly dented, the deer leaped away uninjured. When Dale reported the occurrence to the insurance co., they commented that this was the first time they encountered such an experience... Labor Day was Fight Day at Idaho's State Pen and KIDO was there with a remote line... 30 rounds of boxing slugged its way to holiday listeners thru Idaho's only net station... Show was so well handled that indications point to future remotes from the "pen"... For several months KOTN, Pine Bluff, Ark., has carried a full hour "All Request Program"... As an extra feature a "question box" was added, with the first person telephoning the correct answer being awarded a quart of ice cream. Station had to discontinue the feature because phone co. complained that the board was tied up with 1420 calls for a 20 minute period!... Now jingles are being used!

AGENCIES

BACHENHEIMER, DUNDES & FRANK INC., advertising agency, has appointed Norman Winter, former advertising manager of Atlas Radio Corp. and radio head of Radioscript Mart, as head of its radio department.

H. H. KYNETT, partner in the advertising agency of Aitken-Kynett Co., Philadelphia, is receiving birthday salutations this week. In the advertising business for 25 years, Kynett is also a member of the faculty at U. of P. and director of the Audit Bureau of Circulation.

NILES - RICHMAN has been appointed radio agency for the Cope-land-Prial-Levy campaign committee which is using time on WEAF, WJZ, and WOR.

KANSAS CITY

KCMO has inaugurated a weekly Saturday morning juvenile variety show for the Foster Shoe Co. on a 13-week contract. The 30 minute feature uses talent from local dance, music and expression schools, and is produced and emcee'd by Lee Roberts, KCMO program director, with the assistance of Moreland Murphy, the station's chief announcer.

KXBY is running a line in the Municipal Auditorium for the purpose of broadcasting the twice monthly wrestling matches. Jerry Burns and Allen Franklin, new KXBY program director will work at the mike on the broadcasts.

John Larkin has joined WHB as an announcer.

KCKN will air a new series for Elder & Carey Electric Co., Kansas City, Kan., called "Cabbages and Kings," presenting strange and unusual information. Logged for Tuesday and Friday mornings, the show will be conducted by Ralph Nelson and Owen Balch of the KCKN staff.

"We Can All Learn," is a new three times weekly feature devoted to child care and rearing which KCKN has put on the air. Program, a 10-minute sustainer, is conducted by Virginia Wallace, KCKN's women's news commentator, who slants it to meet the needs of modern parents with modern children.

Heatter Gets Pilot Award

Gabriel Heatter, MBS commentator, has been awarded the first fall Pilot radio award.

RADIO ARTISTS!

- Contacts!
Appointments!
Correspondence!
Telephone Messages!

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

MY PRIVATE SECRETARY

Secretarial Service for Radio Artists
48 West 48th St., N. Y. C. Suite 608

Calendar grid for BIRTHDAYS with days of the week and dates.

Greetings from Radio Daily

- Harry Salter James Wallington
William Hard Johnny Wolf
Jackie Cooper

**PROMOTION**

**Two WHBQ Splurges**

The publicity and merchandising departments of WHBQ, Memphis, headed by M. Vun Kannon, got into high gear last week with two nice bits. One included sending engraved invitations to the station's entire mailing list, inviting them to tune in on the new Adam Hats sports series heard nightly at 7:15 p.m. over WHBQ.

Ballyhooping WHBQ's football schedule was spread thick with motion pictures made showing Bob Alburty interviewing Coach Shorty Probst, assistant coaches Harold High, Paul Hug, and team captain of Southwestern University. These sound pictures will be shown in every neighborhood theater of Memphis for one entire week, which is nice ballyhooping for the station's sports broadcasts.

**Progress Bulletins**

Two - minute "Progress - Bulletins" are the latest promotional device of KIDO, Boise, to prepare listeners for NBC Red and Blue programs scheduled to begin about Oct. 1. Every night, a new "entry" is made in the "NBC Diary" which traces negotiations and developments in bringing the first network into Idaho. Bulletins maintain suspense because of the length of lines being built (about 700 miles) from Ogden. Last dope was less than 40 miles to go.

**WAGA Football Booklet**

Atlanta's new outlet, WAGA, is now sporting its new stationery, conforming to the NBC Blue network affiliation. Operated by the Atlanta Journal and managed by Lambdin Kay, the station is also sending out this week the 1937 Football Dope Book, which lists all 1937 schedules, covering college teams from coast to coast and giving results of 1936 games.

**"Eat Out Month"**

In cooperation with 700 local beer dealers, KMCA, San Antonio, is observing "Eat Out Month," with cards posted in cafes and bars and a proclamation by the Mayor setting aside the month as time to eat away from home. Manager Howard Davis of KMAC put over the stunt.

**WCCO's "On to Nicollet"**

A booklet has been put out by WCCO, Minneapolis, on its "On to Nicollet," the state-wide community get-together which is in its third year, drawing from small towns and cities throughout the territory. Station promotes the annual trek to Minneapolis for a big holiday, with parades, baseball game, broadcast, etc.

*"Wheaties Champions of Harmony"*  
**KAY & BUDDY ARNOLD**

Sponsored by General Mills  
WMCA 2:30-5:30 Daily

**ORCHESTRAS - MUSIC**

**ERSKINE HAWKINS** and his Harlem Uproar House orchestra start a regular series of twice-weekly coast-to-coast broadcasts over WOR-Mutual at 1:15 a.m. tonight. This marks the first time that Hawkins and his crew have signed for a regular program over a big network. The orchestra's debut tonight coincides with the fall reopening of the Harlem Uproar House, owned by Jay Faggen.

*Bernie Collins, straight from Hartford and a summer of airing there, has opened at Riley's Lake House, Saratoga.*

Lou Martin is now featuring a five-piece orchestra for the luncheon patrons at Leon & Eddie's, and the afternoon crew includes Jimmy Smith, who plays the electric guitar. Martin's Orchestra still remains one of the feature attractions in the evening.

*Jack Delmar returns his band to the La Casa Ballroom, Philadelphia, remoting via KYW.*

Billy Swanson and ork, for the past five months in the Hotel Edison Green Room, signed a personal management contract with Rockwell-O'Keefe.

*Because Wladimir Selinsky, who originated and heads "Strings in Swing-Time," is in Chicago for a two-week engagement, the program is off the NBC airwaves for a fortnight, returning Sept. 29 to WEA as a steady feature.*

Whitney Blake Music Co.'s fall release is "Exclusively." The firm reports that J. Tyler Allen, singer of WSPR, Springfield, Mass., recently presented an entire program of the W. B. catalog—"Stand By for a Radio Flash—I Love You," "London on a Foggy Afternoon" and "You're a Hit." B. Evelyn Pine is director of the program.

*Hotel Walton roof garden, Philadelphia, reopens Oct. 1 with the Earl Denny music and a WIP wire.*

**NEW ORLEANS**

J. M. Seiferth, who reads poetry over the air in the manner of the actor who trod the boards with Booth, recently celebrated his 3,500th consecutive program.

Earl Smith, one of the better announcers, recently did the narrating for the newsreel shots of the southern governors' sloop race. He's scheduled to go on regularly with a bi-weekly newsreel of Louisiana to be offered shortly by a local film concern.

Maureen Lelky, first fiddle of a radio staff band here, is back on the job after a reducing diet.

It looks like Tony Almerico for the Rose Room when that spot goes back on the air.

**EDDIE ROGERS** and his orchestra open at the Rainbow Grill on Sept. 28 for four weeks with options. Band will have an NBC wire. Set by CRA.

*Don Bestor booked through CRA at the Normandie Hotel in Boston for four weeks, starting Oct. 22.*

Mike Reilly goes to Dallas to start an indefinite engagement on Oct. 15 at the Chez Maurice nitery.

*Hollywood office of CRA set Paul Whiteman and his ork to play for the San Francisco Automobile Show, latter part of November.*

Leon Jones and His Blue Rhythm Boys aired nightly over KFVS, Cape Girardeau, during the past week from Jackson, Mo., where they were appearing at the 18th Annual Homecomers Celebration. Jackson is about 10 miles from Cape Girardeau.

*Griff Williams opened Monday at Peacock Court, Hotel Mark Hopkins, San Francisco, on crutches, in splints and bandages. Griff's car looped the 'oop at Reno; but, with black eye and patches and cut knee, Griff played Reno on Friday and Stockton on Saturday.*

Roger Burke, playing Sir Francis Drake (S. F.), has yen to have best-dressed band in country . . . blows for oodles of new duds. They play, too.

*Joey Kerns, saxophonist and clarinetist with Jan Savitt's Top Hatters at KYW, Philadelphia, leaves the band to join Bob Crosby's orchestra. Replacement brings in Gabriel Gelin as from Clarence Fuhrman's studio orchestra at WIP.*

Stan Jacobsen, who has been succeeded at the Schroeder Hotel, Milwaukee, by Clyde Lucas and his orchestra, is playing at the Wisconsin Roof ballroom. Both bands have WTMJ wires.

**Dolan for "Hit Parade"**

Robert Emmett Dolan has been set for a one-shot on the Lucky Strike "Hit Parade" Sept. 25 over CBS. Program will be a public audition, which is the policy of the sponsor. Mark Warnow, currently heard in the Saturday night spot, switches to the sponsor's Wednesday night NBC airing Sept. 22, marking his fourth renewal since Jan. 1. Lord & Thomas is the agency.

**Penn-UP News on WTAM**

Cleveland—Penn Tobacco on Oct. 4 will take over the sponsorship of the UP news five-minute reports, three times weekly, on WTAM for an indefinite period. Ruthrauff & Ryan is the agency.

**NEW BUSINESS**

Signed by Stations

**Philadelphia**

WIP: Penna. State Publicity Commission, through Walker & Downing, Pittsburgh; Warner Bros. theaters.

KYW: Chevrolet, disks, through Campbell-Ewald; Colgate-Palmolive-Peet (Supersuds), through Benton & Bowles; Penna. State Publicity Commission; Lewis-Howe Co. (Tums), through H. W. Kastor Agency; Oldsmobile Motor Co., disks, through D. P. Brother & Co.; Gorton Pew Fisheries Co., through H. B. LaQuatte Inc., N. Y.; Bartlett Pear Advisory Commission, through J. Walter Thompson.

**Boston**

WNAC: Chevrolet dealers, through Harry M. Frost Co.; Penick & Ford Ltd. (Vermont Maid Syrup), through J. Walter Thompson, N. Y.; Journal of Living, through Mutual, also on WEAN; Royal Lace Paper Works Inc., through Lawrence C. Gumbinner Agency, N. Y.; Vick Chemical Co., through Morse International Inc., also on WICC and WEAN.

WAAB: Barbasol Co., through Erwin, Wasey & Co., N. Y.; Franciscan Fathers, through WHN, also WBRV; Duart Sales Co. Ltd., San Francisco (Cosmetics).

**WMAQ, Chicago**

Lewis-Howe Co., through H. W. Kastor & Sons, also on WENR; Gorton Pew Fisheries, through H. B. LeQuatte, N. Y.; Colgate-Palmolive-Peet (Super Suds), through Benton & Bowles; Royal Lace Paper Co.; Carleton & Hovey, through John W. Quinn agency.

**WHN, New York**

Beaumont Laboratories, St. Louis (4-Way Cold Tablets), via WLW Line, through H. W. Kastor & Sons, Chicago; Lamont Corliss & Co., through J. Walter Thompson; Barbasol Co., via WLW Line, through Erwin, Wasey & Co.

**KVOR, Colorado Springs**

Chevrolet Motor Co., disks; Hiawatha Gardens, Manitou Springs, remote orchestra for winter season.

**WQXR, New York**

Ford Motor Co., spots, through McCann-Erickson; Pomay Cosmetics, daily spots.

**WOPI, Bristol**

Hecht's Quality Bakers of America, "Speed Gibson", disk series, 26 weeks.

**WAAT, Jersey City**

Miller Milk Co., through Jay Lewis Associates, New York.

**CLYDE BARRIE**

CBS

Thursday 6:15 P. M.



## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:

**KIDW—Lamar, Colo.**

1420 Kilocycles—100 Watts

**SHERRILL ELLSWORTH, General Manager**  
**JACK E. PHILLIPS, Chief Engineer**  
**GEORGE R. HOLBERT, Program Director**

**KIDW** is affiliated with the Southwest Broadcasting Co., and the sister station to **KCKO** in La Junta and **KGIW** in Alamosa. Commenced operations July 31, 1932, and has been the chief outlet for the rich Arkansas Valley ever since.

This station has always been known for its popular novelty stunt programs, many of which have been adopted by national chains.

"There's no use talking unless you're heard", is **KIDW's** famous slogan, and its 40,000 listeners never know what's going to happen next. At certain hours each day the local telephone office finds it necessary to employ three extra operators to handle the deluge of calls to the station.

Many national advertisers who desire rural listeners have found the right answer in **KIDW's** program schedule.

### PHILADELPHIA

Pat Stanton celebrates the ninth year of his popular Irish Hour this week over **WDAS**. The participating program is probably the oldest in the city, with the possible exception of Uncle Wip's kiddies show on **WIP**.

Local radio again sends another sustainer to the front ranks, with the announcement that Henry Patrick, whose songs were heard for many years on **WIP**, is being groomed for network stardom by **NBC**.

Carolyn Ann Cross, director of **WIP** Homemakers Club, laid up by gripe. Mrs. Elizabeth King subbing. Clifford Harris, **WIP** technical director, recuperating from a tonsil operation.

Benedict Gimbel Jr., **WIP** president, awarded and presented a silver trophy to winners of the second half-honors in the Philadelphia Industrial Baseball League.

George Hogan has returned to the **WCAU** announcing staff after an absence of two years.

Calvin Jackson, new **WCAU** announcer, made his radio debut over **WCAU** eight years ago as a member of Harvey Marburger's orchestra.

Ben Alley, **WCAU** singer, also plays the piano.

Horace W. Feyhl, production chief

**NBC-Blue** via **KCEA**, has added a 6 p.m. local repeat on **KFI**.

George Jay's "Listen, Ladies" guests for next week include: Billy Lee, Paramount kid star, Monday; Fay Carroll, Tuesday; Dixie Dunbar, Wednesday; Lucien Lelong, Thursday; Igor Gorin, Friday. For this week he lined up Johnny Marvin, Al Lyons and Diane Delmar, June Robbins, Kay Van Riper, and Red Norvo and Mildred Bailey.

Raymond Hatton and William Austin have been signed to appear on the new Camel broadcasts which begin Sept. 28 over a **CBS** network at 9:30-10:30 p.m.

Nat Wolff, in charge of the radio department of the H. N. Swanson office, has joined the Myron Selznick agency to inaugurate a radio depart-

ment of **WCAU**, was the first ventriloquist ever to go on the air. In the early days of radio, Feyhl had two such shows, X-Ray Speaking and Ismak Speaking. He plans to return with his twin voice in a new series next month.

The wizard pianist to be heard on **WIP** next week for the British American Toffee Co. is Bobby Lyons.

John Facenda, **WIP** night supervisor, married Saturday to Dorothy Hunger, now honeymooning at Virginia Beach.

Stoney McLinn, **WIP's** director of sport broadcasts, is back at studios after airing his shows from his bed following an accident.

Harold Davis, **WDAS** program director, is back at his desk and duties after spending his vacation licking la grippe.

Sophie Uthoff is "The Folk Song Lady" at **WIP**, broadcasting folk melodies from many lands each night.

"The Philadelphia Parade of Events," dramatization spotlighting only local news of the week, written and directed by Edward Wallace, director of dramatics, is back at **WIP**.

Al Willy, whose orchestra was heard over **WIP** for many seasons, is now playing over **WGY**, Schenectady, from Ruddy's Beach, under the name of Bobby Chesterfield.

ment in the interests of the host of Selznick clients.

"House of Better Living" will be heard on **KECA** four times weekly for one year beginning Sept. 30. Quarter-hour feature with Mildred Lager.

Gordon Soule trained east Saturday on two transcription program deals for Aerogram Corp.

Stu Wilson, conductor of **KHJ's** "Rise and Shine", flew to Reno to attend the 15th Annual Convention of the 20-30 Club.

Bob Paulson, **KEHE** engineer, will spend a nine-month leave of absence completing his studies at the University of Washington.

Gus Arnheim has been signed as a feature of the Los Angeles County Fair, which opens at Pomona on Sept. 17.



**CLAUDE KIRCHNER** of **WTMJ**, Milwaukee; John Holtman, **WFBM**, Indianapolis, and David Zimmerman, **WSPD**, Toledo, are joining **NBC** announcers' staff here. Don Hallman, who has been assistant to Chief Announcer Everett Mitchell, will step up to rank of junior announcer and his post will be taken by Robert McCoy of the mailroom force.

Truman Bradley changed his mind and went back to Detroit to handle Ford Sunday evening hour narration for fourth year.

Announcer Tom Builta of **WBBM** is on the sick list.

Spencer Bartley, the new Bob of "Betty and Bob," awaiting his wife from New York this week.

Eddy Duchin, smashing records at Chicago Theater this week, will do a one nighter at the Aragon next Sunday.

John Van Cronkhite, president of Van Cronkhite Associates, has moved family to new apartment in Evanston.

Don McNeill to Des Moines for an audition.

Sunda Love of various dramatic shows is under the weather.

Al Williamson leaves **NBC** this week for new publishing job in Minneapolis.

Donald Dowd will be at the mike for **NBC's** airing of the 21st annual National Amateur Baseball Tourney in Dayton, O., next Sunday.

**WGN** has joined list of Chicago stations broadcasting daily lessons for school children kept at home by infantile paralysis epidemic.

"Sunbrite Junior Nurse Corps" for Swift's will open on **NBC-Blue** at 4 p.m. Monday, Sept. 27, with a repeat show at 5 p.m. Lucy Gilman, Helen Ray, Deborah Keith, Bill Amsdell and Donald Weeks are in the cast. Win Orr handles production for Stack-Goble. Show will be a five-a-week scripser.

Marion Hall, concert pianist, has joined Whitney ensemble at **NBC**. She replaces Robert Whitney, founder of group, who left to become leader of Louisville Symphony orchestra.

Frances Carlon had to withdraw from "Story of Mary Marlin" since "Kitty Keene Inc." which she headlines becomes a live show on **NBC** because of conflict in broadcasting time.

Armour Institute of Technology is sponsoring "Applied Science" over **WCFL**.

Harold Isbell is replacing Bob Hawk on "Foolish Questions" on **WAAF**. Hawk to start a similar program on **WMAQ** on Oct. 4. Neisser-Meyerhoff agency is handling it.

James Hopkins, Hollywood fashion designer, has launched a new daily series of style programs over **WIND**.

# ★ Program Reviews ★

## FORD SUNDAY EVENING HOUR

Ford Motor Co.  
WABC-CBS Network,  
Sunday, 9-10 p.m.  
N. W. Ayer & Son Inc.

## ACE MUSICAL PROGRAM RESUMES FOR NEW SEASON IN SAME HIGH BRACKETS.

Back on the air after its summer recess, the Ford Sunday Evening Hour got off to a fine start with Jose Iturbi as conductor and John Charles Thomas as featured vocalist. Again the show demonstrates its ability to present the better class of symphonic and vocal music in a manner that gives it wide appeal.

Iturbi's piloting of the symphony orchestra was typical of this master conductor, and Thomas was in excellent form with a well-diversified repertoire that was highlighted by "The Trumpeter", "The Lost Chord", a "Pagliacci" bit and other items.

"Espagna", the "Academic Festival Overture" of Brahms, and "Air de Ballet" by Massenet were principal offerings of the orchestra.

## "Lux Radio Theater"

Return of the "Lux Radio Theater" under direction of Cecil B. DeMille at 9-10 p.m. Monday night over CBS, with "A Star is Born" as the attraction, was a fairly satisfactory affair. Cast of the dramatization, adapted from the film, included such names as Janet Gaynor, Robert Montgomery, Lionel Stander and May Robson, all of whom did good work, but the radio "Star is Born" was rather drab by comparison with the film. It did not vibrate with anywhere near the

## INDIANAPOLIS

John Holtman, chief announcer, WFBM, leaves to join announcing staff of NBC's Chicago outlets. Holtman joins circle of WFBM grads now working for NBC and CBS in Chicago. Included are: Durward Kirby at NBC; Ken Ellington, Don Hancock, Ruth Brine and Ed. Knight at CBS.

Henry S. Wood, WFBM Farm Hour director, completed ninth consecutive year as maestro at State Fair grounds broadcast.

WIRE will begin to carry "Bicycle Party," an NBC presentation, each Sunday from 2:30 to 3 p.m. starting Sept. 26. Next day "Little Orphan Annie" and Tom Mix and his "Straight-Shooters" make their initial appearances on the local outlet. Whispering Jack Smith is another new program.

## FORT WORTH

Bob Duren, announcer at KFJZ since February, has returned to KOMA, Oklahoma City.

Florine Pearman of "Helen's Home," which goes commercial over WBAP and TQN on Oct. 4, is back from N. Y., Chi. and Washington.

sparkle that characterized the John and Elaine Barrymore "Accent on Youth" which occupied the opposition NBC-Blue network spot from 9:30 p.m.

Several minutes at the opening of the program were consumed with giving credit to the films in which the various guest stars recently appeared and those in which they will soon be seen. When this has to be done for more than one star, it quickly gets monotonous.

John LeRoy Johnston, movie magazine editor, and Sid Grauman also were heard on the program.

## Briefly

The experimental free-verse production of "Cimabue and Giotto" on WHN's "Men of Art" series over WHN Monday night, presented by the WPA Federal Theater radio division, was an interesting study in fine diction and rhythmic speech. But it is not for pop ears.

Alfred W. McCann Jr., back on WOR at 10-11 a.m. Monday through Thursday with the "Pure Food Hour," which is now in its 11th year, has a program of distinct value to the householder, in that every product mentioned is first tested for purity and wholesomeness by the McCann Laboratories. John Gambling handles the announcements in his efficient style.

Herbert Mundin, Astrid Allwyn and William Farnum gave splendid support to John and Elaine Barrymore in "Accent on Youth," presented Monday night at 9:30-10:30 over NBC-Blue.

## BALTIMORE

"Varsity Club," handled by Brent Gunts, now being sponsored by Isaac Hamburger & Sons (men's store) over WFBM.

WCBM is making a hit with foreign listeners by airing German, Italian, Polish, Czech and Yiddish hours.

Maryland's first Traffic Officers' Training School will be aired over WBAL.

"Fall Housecleaning" is being aired by Mary Landis over WBAL as an aid to women listeners in connection with their housecleaning.

**FRANK DEGEZ**

CUSTOM CLOTHES

46 WEST 48 ST.  
NEW YORK

BRyant 9-9746

It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.

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

## AL DONAHUE

New York City

"... Since the first day it was published I have been a cover-to-cover reader of RADIO DAILY and should like you to know that it has been of great assistance to me in keeping abreast of the many radio situations. "As a matter of fact, I like pretty nearly everything about your paper—the setup, the features and the information included on its pages. I like the fact that it is available every day and always full of fresh news that is presented clearly and concisely. "Please accept my thanks and congratulations for publishing such an interesting and informative sheet."

Al Donahue

## KIDO

Boise, Idaho

"A word in appreciation and commendation on RADIO DAILY is the least we can offer. When we subscribed we bargained only for a radio newspaper. "Now we find RADIO DAILY a constant and reliable source of tested program ideas and an inspiration in showmanship. "For news and cues in the radio industry, we follow RADIO DAILY—daily."

C. G. Phillips  
Manager

## WRACK

Williamsport, Pennsylvania

"... I can truthfully say that RADIO DAILY, from the first issue on, has been read faithfully each day by each member of the staff. It gives you the important news in a way that it can be easily digested."

George E. Joy

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

## ★ F. C. C. ★ ACTIVITIES

### HEARINGS SCHEDULED

Sept. 20: WNBZ, Saranac, N. Y. Vol. assignment of license to Upstate Broadcasting Corp., 1290 kc., 100 watts, daytime.

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

Sept. 21: Southern Broadcasting Corp., New Orleans. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Oct. 1: Colonial Broadcasting Co., Morris-town, N. J. CP for new station. 620 kc., 1 KW., unlimited.

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

Oct. 4: KSTP, St. Paul. CP to increase power to 50 KW. 1460 kc., unlimited.

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

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

### APPLICATIONS RECEIVED

Cumberland Broadcasting Co., Fayetteville, N. C. CP for new station. 1340 kc., 250 watts, daytime.

Spartanburg Herald-Journal Co., Spartanburg, S. C. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

WGES, Chicago. Auth. to transfer control of corp. from H. J. Guyon, Thomas H. Guyon, Wm. F. Moss, Louis E. Moulds & Gene T. Dyer to WSBC, Inc.

Frank Ray, Dickinson, N. D. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

## SAN ANTONIO

KABC: Ken Hyman back to Houston. . . Ed L. Starnes of KFJZ, Fort Worth, is the new chief engineer. . . Roger Phillips, from same station, is the new production manager. . . S. L. Crutchfield added to the sales department. . . Dick Harwell, announcer, has gone to KRGV, Weslaco, and Len Holland has joined the sports staff of the San Antonio Evening News.

John Jacobs, KTSA spieler, is in Milwaukee on vacation and Miss Rose Enns of the program roster has returned from her's.

Nationally known orks booked for the Olmos Club this fall includes Herman Waldman, Anson Weeks, Larry Lee, Louis Armstrong and Shep Fields. They will remote through KMAC.

KONO news in Spanish in a new recent feature.

Tommy Blake's ork at the Gunter, featuring Kay Gregory, femme songstress, heard daily through KABC.

## ONE MINUTE INTERVIEW

### HARRY SALTER

"In an effort to find the 'groove' that stamps orchestras with an individual style, a number of conductors are giving themselves to over-arrangement of songs to the point where the composer can't recognize his own brainchild. This practice is equivalent to the grandiloquent phrasing of young literateurs who bury their ideas under a bushel of words in order to sound 'classy'."

## ★ Coast-to-Coast ★

KIEM, Eureka, Cal., did some fast work for a sponsor, the Log Cabin Bakery, when a fire broke out in the baking establishment while its program, Johnny Laurence in "The Freshest Thing in Town," was on the air. Officials of the station got busy with executives of the bakery and, with KIEM as headquarters, arrangements were made with other local bakeries to collectively supply the loaves needed for Log Cabin's deliveries next day.

WMAS, Springfield, Mass.: The Caravan hour, Jewish program, is back on the air every Thursday night under direction of Stanley A. Ginsburgh. . . Work will begin soon on the erection of the new transmitter house and antenna tower at Pynchon Park. . . Visitors will soon be allowed in the new studios. . . Warren Greenwood has done away with the ET of a train to open the "Melody Express" programs mornings at 8:15. He now takes a mike to the office window and picks up a real train passing at that time.

WSPR, Springfield, Mass.: Dick Newcomb and his orchestra are again airing over WSPR after engagements that took them to Saratoga Springs and Boston. . . Bessie Evelyn Paine has completed her series of variety shows and has begun a new series, "Corner Cupboard". . . Zabelle Bedrossian, receptionist, vacationing in Connecticut. . . Plectro-Symphony orchestra, which made its debut over WSPR a short while ago, will go Colonial net shortly.

Don Hopkins, formerly of KFJB, Marshalltown, Ia., is the latest addition to the WRJN, Racine, Wis., announcing staff.

WLBC, Muncie, Ind.: Old Ranger and the Missus start vacation and plan trip to South Carolina. . . Bob Ebert rounding out last week with station before returning to Marietta College for senior year. . . Henry "Harpo" Marks week-ending in Indianapolis. . . Fred "Packhorse" Ayer, merchandising director, driving WLBC personnel frantic with deluge of market statistics and surveys. . . Maurice Crain, chief WLBC engineer, starting fall equipment checks. . . Ed Pierre deMiller, news editor, developing Bing Crosby-Cantor-Jolson voice complex can't decide which he likes best. . . Bill Craig, commercial manager, busily engaged in civic work of Muncie Lions of which he is prexy. . . Don Russell, local salesman, being run ragged by handling auditions for talent. . . Earl Kirk, WLBC auditor, received photo and mash note from Midget Mae West appearing at local theater recently. Mae admired his mustachio.

Clark H. Getts Inc., artists' managers, is handling Harrison Forman, "lone explorer" in Tibet, newspaper

man and technical advisor on "Lost Horizon."

When Bob Van Camp takes over the Hammond console at WDNC, Durham, N. C., next Monday morning, "The Melody Man" will replace "Melody Kitchen," Durham Public Service shows.

K. O. Owens, emcee for "Hayriders" of KFVS, Cape Girardeau, Mo., vacationed in New Orleans.

Charles Shearer has been transferred back from CRCO, Ottawa, to the commercial department of CRCT, Toronto, where he will be a salesman for Canadian Broadcasting Corp.

Charles A. Nobles of WBZ, Boston, has returned to his duties after a vacation.

Harold Bratsburg, formerly with Seattle's KOL, and now with KFRC of San Francisco, was busy renewing auld lang syne last week in Seattle.

Bill Mock, recently with KVOS, Bellingham, has been appointed announcer over Portland's KGW-KEX. Mock is also Transradio reporter.

WCPO, Cincinnati: Russ Bridges is back conducting his "Better Sportmanship" program. . . Colorful aspects of the U. of Cincy vs. Moorhead State Teachers College football game Sept. 18 will be provided by Harry Hartman.

Hildegard, who returns Sept. 22 from abroad and resumes her radio work for NBC here with a guestshot on Rudy Vallee's Sept. 30 program, was kept very busy while abroad, where she appeared under contract to BBC. She played at a number of the smartest continental night spots, such as the Ritz, Trocadero, Dorchester and Trianon in London, the Scheherazade in Paris and clubs in Cannes, Deauville and Le Toquet, as well as in television programs and an extensive British tour with Jack Hylton's band.

Ranald MacDougall, NBC employee, has written an original radio drama, "Wilkens' Folly," which will be presented next Wednesday at 8:30-9 over NBC-Blue.

Charles Michelson has placed "Crazy Quilt," musical variety disk series, on WQDN, St. Albans, Vt., for local sponsorship. Same station took "Radio Short Stories."

WESG, Elmira: Kenneth Powell, formerly of KDKA, Pittsburgh, has joined the announcing staff. . . Hal Wagner, program director, does a personal appearance on local theater stage once a week to award "Bank Night" money. . . John Newhouse, announcer, has taken over "Some-

## Coming Events

Sept. 17-19: Continental Agency Network annual convention, St. Louis.

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

Sept. 25-30: International Exposition of Radio, Porta Bastioni di Venezia, Milan.

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.

body's Birthday," sponsored by a furniture firm. . . Bill Pope, WESG sports announcer, and Vic Dhean, WAZL, Hazleton, were at the mikes in a two-station hookup for the Governor's Cup play-off ball games between N. Y.-Penn. league teams.

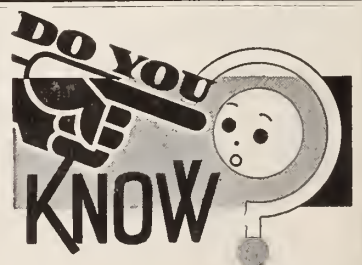
Edward Roecker, CBS vocalist, is featured on the Pennsylvania state publicity recordings.

Marguerite Cameron, recently from the coast, is a new voice over WICC, Bridgeport.

KQV, Pittsburgh, will have six announcers assigned on its elaborate schedule for Constitution Day tomorrow.

KOBH, Rapid City, S. D., is originating for NBC-Blue a portion of the unveiling of Mount Rushmore's latest completed figure, a head of Abraham Lincoln. KOBH's Program Director Welch, Earl Carter and others will work with Lee Bryant of NBC in handling the event.

To set the records straight, Wayne Henry Latham and Milton W. Stoughton, formerly of WBZA and now comm. mgr. and program dir., respectively, of WSPR, Springfield, Mass., point out that they are the discoverers of the Tastyest Jesters. They state the Jesters were never connected with WBZ, Boston.



Frank Black has made more shortwave broadcasts from this country to Europe than any other musical director on radio.