



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 2, NO. 54

NEW YORK, N. Y., THURSDAY, SEPTEMBER 16, 1937

FIVE CENTS

Contract Form Delays AFM Issue

\$50,000 CONTEST SET IN NEW PEBECO SERIES

Pebeco Toothpaste will conduct a \$50,000 contest on "Follow the Moon" series over CBS beginning Oct. 18 and running until Dec. 24. Program is scheduled to begin Oct. 4 and will be heard Monday through Friday, 5-5:15 p.m. Winners will be judged according to the best 25 word letters received on "I Like and use Pebeco because—." Ten Longine watches, valued at \$100 each, will be awarded daily during the run of the contest. Lennen & Mitchell is the agency.

3 Commercial Accounts Are Garnered by WCFL

Chicago—WCFL, which recently decided to go commercial, has bagged three new important accounts, it is announced by Commercial Manager Mel Woolens. They are: Dr. Caldwell's Syrup of Pepsin, Feature Foods and Signal Overalls. The station has appointed E. Katz Special Agency as its rep.

St. Louis Philco Dealers Sponsor Two-Hour Show

St. Louis—Eight local Philco dealers are sponsoring a two-hour transcribed program, "Philco Musical Cavalcade," over KMOX, Sunday at 11 a.m. to 1.

WICC 40-Hour Week

Bridgeport, Conn.—Announcers at WICC have been put on a five-day 40-hour week.

Songbird Takes Wing

Jessica Dragonette, whose Palmolive broadcasts winds up on Oct. 6, has revealed that she will forsake radio this fall for the first time in 10 years. Miss Dragonette plans to go on a concert tour. It is understood that sponsor will switch to Hollywood with an all new show almost immediately.

Repeat Week Later

General Foods, for the Sanka coffee series on CBS will air a repeat broadcast for the Coast at 10:30-11 p.m. Sponsor recently announced the addition of eight western stations which will comprise the late program's network. Show is scheduled to start Oct. 7 at 7:30-8 p.m., but repeat airing will not begin until following week as "March of Time" will occupy late spot Oct. 7. Young & Rubicam has the account.

GEN. FOODS WILL USE CBS NEWS COMMENTARY

General Foods will use the new news commentary programs, scheduled to begin over a CBS network of 45 stations Oct. 4, to advertise Minute Tapioca. Plans also call for a woman commentator, on the order of Kathryn Cravens, to handle the Monday, Wednesday and Friday, 12 noon-12:15 p.m. spots. Contract calls for 52 weeks with Young & Rubicam the agency.

"Uncle Ezra" Program Shifted on 6 Stations

Six stations now airing the NBC Miles Laboratories (Alka-Seltzer) "Uncle Ezra" repeat program at 11:15 p.m. will be shifted to the 7:15-7:30 p.m. period on Sept. 27, broadcasting the early program. WBAP gets it at the late time on same date. Stations involved are WIBA, WDAY, KFYZ, KGBX, KGNC, KTBS and KARK. Wade Advertising, Chicago, has the account.

News Programs for Fall Sets Record on NBC Web

West Coast Campaign For Roi Tan Cigars

Herschel Deutsch, radio director of Lawrence C. Gumbinner agency, leaves for Los Angeles tomorrow to set a radio campaign on the west coast for American Tobacco (Roi

(Continued on Page 2)

IRNA Meets With Musicians' Union Committee; But Weber Sees Many Other Problems in Offing

RCA MFG. WILL BUILD \$1,000,000 ADDITION

Harrison, N. J.—RCA Manufacturing Co. plans a \$1,000,000 plant addition, to be located either here, if the Town Council grants several requests regarding taxes, permission for a railroad siding, etc., or in Boston or Indianapolis. The Mayor here is favorable to the proposals.

New Florida Network After More Stations

Daytona Beach, Fla.—WMFJ here and WFOY, St. Augustine, which recently joined to form the Gold Coast Network, with programs being heard over the hookup one hour each Monday and Wednesday, 8-9 p.m., expect to enlarge the service among independent Florida stations in the near future.

Carnation's New Set-Up

Chicago—Carnation Contented program drops Vivian della Chiesa on Oct. 4 and goes for a new a capella chorus of some 20 voices which, like the orchestra, will be under direction of Frank Black. Opal Craven, the Lullaby Lady, expected to stay. Miss Della Chiesa will continue on sustaining basis and singing with Chicago Opera, which stars her starting mid-October.

Following a conference yesterday afternoon between the AFM Executive Committee and the Special Advisory Committee representing the Independent Radio Network Affiliates, Pres. Jos. N. Weber of the AFM told RADIO DAILY that all other conferences and business in connection with broadcasters would be held in abeyance pending both committees getting out of the woods on a specific form of contract which would close deal between the AFM and IRNA. While the strike threat would not be held up indefinitely, no such action is contemplated now before Oct. 1.

Weber stated that, if necessary, unauthorized exploitation of the musicians' work would be stopped, even if he had to appeal to Congress to pass a law prohibiting any use of transcribed renditions whether recorded direct from audition studios or taken off the air. Tightening up of the excess remote control dance programs which is the musicians' own fault and which keeps other men out of work is another problem which will be remedied, according to Weber.

Weber indicated that the organization (Continued on Page 2)

Skelly Oil Campaign Also Will Use Disks

Chicago—Skelly Oil, which debuts "Court of Missing Heirs" on Oct. 11 over a score of CBS stations in this area, also will spot transcriptions on stations in the west and southwest. Blackett - Sample - Hummert is the agency.

Farewell Parties

NBCites last night feted several fellow workers who resigned in the past few days. Walter Duncan was guest of honor at a sales department shindig. Station relations had a party for Reginald Brophy at Frank Mason's home. Press department gave Walter Moore a send-off. Helene Carlin and Frank Wilson also were partied.

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, Sept. 15)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166 1/2	162 1/2	163	+ 1/4
CBS A	25 1/2	25	25 1/2	+ 1/4
Crosley Radio	14 1/4	14 1/4	14 1/4	+ 1/4
Gen. Electric	49	46 7/8	47 1/2	+ 1/8
North American	23 7/8	22	22 3/4	- 1/8
No. American, Pfd.	51 3/8	51 5/8	51 3/8	+ 1 3/8
RCA Common	10 1/4	9 3/4	9 3/4	- 3/8
RCA First Pfd	69 1/4	67 1/2	68 1/2	+ 7/8
Stewart Warner	15 1/4	14 5/8	15	- 1/8
Zenith Radio	37 1/4	36 1/2	36 1/2	- 1/4

NEW YORK CURB EXCHANGE				
	Bid	Asked		
Majestic	2 1/4	2 1/4	2 1/4	+ 1/8
OVER THE COUNTER				
Stromberg Carlson	11 1/4	12 3/4		

Cover Weehawken Explosion
New York radio stations covered the Weehawken explosion yesterday through the facilities of Press-Radio and other news agencies. WOR carried bulletins for the Weehawken Police department asking all persons who escaped from the building to report to the police. Station also aired a list of the injured and to what hospital they had been taken. Richard Brooks of WNEW visited the scene and gave an eye-witness picture over the station early last night

Announcers for "Carnival"
Announcers picked by NBC to air the blow-by-blow description of the "Carnival of Champions" prize fights over the Blue network on Sept. 23 are: Lynn Brant, Bill Stern, Clem McCarthy and Tom Manning. McCarthy will broadcast the feature fight. Brant is being brought east from Chicago and Manning comes from WTAM, Cleveland.

NOW YOU CAN BUY A COMPLETE PRESTO SOUND RECORDER FOR ONLY \$149.00
PRESTO RECORDING CORP.
135 W. 19th St. New York · N. Y.

Contract Form Delays Agreement on AFM Issue

(Continued from Page 1)
tion brought the matter of unemployed musicians to a head now because it was not regarded as good policy to make demands during the recent depression. Also, he pointed out that the recent WPA release of three thousand or more musicians did not result in any of them being absorbed by private industry.

Figures developed at the conference showed that about 40 stations out of nearly 700 were hiring all of the musicians now working in radio and that there are less than 1,000 men so employed. The \$1,500,000 to be expended by the IRNA or network affiliated stations minus the network key outlets would not apply to the unaffiliated outlets which are still to put a good-sized proportion of musicians to work. Asked whether local unions and stations could do business now on the question of putting men to work, Weber said that the AFM would never stand in the way of any station or local concluding an agreement to take on musicians, but in no way was such an agreement to conflict with what the AFM is seeking to work out with the broadcasting industry.

The IRNA and AFM Executive Committees meet again today at 10 a.m. It is not thought likely that they will conclude an agreement early enough to allow AFM to take up other matters. W. S. Hedges, head of the IRNA committee, was accompanied by Samuel R. Rosenbaum, Emile Gough, Mark Ethridge, George Norton and John J. Gillin. AFM had full exec committee including Fred Birnbach, Jimmy Petrillo, A. C. Hayden and others. Weber, incidentally, took time out to again compliment the IRNA on its "fair committee."

Hedges reported good progress in settling down to a form on contract and like other members of his committee, was anxious to bring the matter to a head and get back home. "It has been no pushover at any time," Hedges intimated.

Voorhees Gets Free Hand
For his final "Cavalcade of Music" broadcast, Wednesday night at 8 over CBS, Maestro Don Voorhees has been given carte blanche by the sponsor, Du Pont, to do what he wants with the program. "Cavalcade of America," dramatizations, will be back Sept. 29.

Oscar Wilde Plays on WQXR
Starting with "Importance of Being Earnest," a series of Oscar Wilde plays will be presented by the Federal Theater radio division over WQXR beginning Oct. 5 at 9-10 p.m. Donald Macfarlane and Charles Crumpton will handle.

Fortune Stories on NBC-Blue
A new series of dramatic programs, "Fortune Stories," dealing with the adventures of Reginald Fortune, British fiction detective, starts Sept. 24 at 10:30-11 p.m. over NBC-Blue. Edith Meiser is doing the radio versions.

News Programs for Fall Sets Record on NBC Web

(Continued from Page 1)
Reporter on west coast, and Press-Radio periods.

In addition, a women's news program starts Sept. 20 over the Red network every morning, 9-9:15. INS is also used by the web for its international short wave programs. Entire schedule comes under the scrutiny of A. A. Schechter, director of news and special events.

West Coast Campaign For Roi Tan Cigars

(Continued from Page 1)
Tan cigar). Schedule calls for a west coast network show and supplemental spot programs. Talent will also be set while Deutsch is on the coast. He intends to return to New York in about three weeks.

New Shows on WHN

Two new shows over the WLW Line from Cincinnati are making their debut over WHN. They are: "The Smoothies," mixed trio, to be heard Wednesdays at 4-4.15 p.m., and Arthur Chandler and his organ music, Mondays through Fridays at 9:45-10 a.m. starting today. "Love Lyrics," with Helen Yorke and Joe Martin, is a new Tuesday and Thursday 10:30-11 a.m. program.

Commerce Program Returning

Washington Bureau, RADIO DAILY
Washington—CBS will resume the Department of Commerce program Oct. 19, with talks by members of the Business Advisory Council in addition to backgrounds of great American industries, Secretary Roper announces. Roper praised radio as a medium for improving relations between government and business.

Grantland Rice Returning

Grantland Rice, sports writer, returns to the air with his annual football series Sept. 24 on the Cities Service Concert, with Lucille Manners, Ross Graham, the Revellers and Rosario Bourdon's orchestra.

Seymour on Camel Program

Dan Seymour, CBS announcer, will emcee the New York half-hour of the new Camel program starting Sept. 28. Benny Goodman's band will be at this end. Deal for Seymour was set by Jimmy Appell of Columbia Artists.

Don Thompson to Chicago

Des Moines—Don Thompson, dramatic production manager at WHO, left yesterday for Chicago to join the NBC dramatic production department.

We guarantee Coverage of Metropolitan Boston Phone, write or wire Weed & Co.—Nat. Rep.

COMING and GOING

LYNNE C. SMEBY, supervising engineer for WXYZ, Detroit, is back at his desk after a honeymoon in the East.

MALCOLM MCGOY of the cast of "Ann Worth, Housewife", which emanates from WXYZ, Detroit, has returned to that city from a Bermuda trip and a stopover in New York, where he visited Joan Vitez, the original Ann Worth.

MRS. WALTER O'KEEFE arrives from abroad today on the Vulcania.

ROY CAMPBELL is currently spending most of his daytime hours flying between New York and Philadelphia in preparation for that CBS commercial featuring the Roy Campbell Key-stoners and Eleanor Bowers, a Roy Campbell soloist, to be sponsored by the State of Pennsylvania.

CONRAD NAGEL, producer and emcee on the forthcoming "Silver Theater" program, is in New York from the Coast lining up plays for the series.

JAMES C. PETRILLO, head of the Chicago musicians' union, is in New York for AFM parleys.

CURTIS ARNALL, juvenile lead in "Pepper Young's Family", has been spending a few days with his mother and sister in Omaha.

HERSCHEL DEUTSCH, radio director of the Lawrence C. Gumbinner agency, leaves New York tomorrow for the Coast, returning early next month.

O. B. HANSON, NBC chief engineer, G. N. NIXON and ROBERT CLARK went to Washington yesterday on business.

ARTHUR HAYES, eastern sales manager of Radio Sales, is in Chicago for the week.

MARY SMALL, who leaves for Boston today for personal appearances at the Metropolitan, then goes to Cleveland for another engagement.

NBC Signs Wyn Murray
Wyn Murray, now starring in "Babes in Arms" has been signed to a two-year NBC Artist Service contract.

WMCA leads in **PROGRAM PLANNING**
DICK FISHELL'S SPORTS RESUME
sponsored by SOBOL BROS.

GUEST-ING

PHIL GROGAN, swinging ukelele player, on Colonel Jack Major program, Sept. 20 (CBS, 3 p.m.).

HOWARD PHILLIPS, LANSING HATFIELD and MAXINE STELLMAN, on "Hammerstein Music Hall," Sept. 24 (CBS, 8 p.m.).

RAY HEATHERTON, on Mark Warnow's "Blue Velvet Music," Sept. 21 (CBS, 8 p.m.).

IGOR GORIN and RITZ BROTHERS in "Life Begins in College," on "Hollywood Hotel," Sept. 24 (CBS, 9 p.m.).

BURNS and ALLEN, on Packard program with Lanny Ross, Sept. 28 (NBC-Red, 9:30 p.m.).

GENE LOCKHART, interviewed by Charlotte Buchwald, tomorrow (WMCA, 2:20 p.m.).

EDDIE LEONARD, on "Professional Hour," tomorrow (WMCA, 9:30 p.m.).

SALLIE PHIPPS, on "World Observer," Sept. 19 (WNYC, 6 p.m.).

HELEN HOWE, monologist, on "Heinz Magazine," Sept. 24 (CBS, 11 a.m.).

NICK KENNY, on Benny Davis "Stardust Revue," Sept. 19 (WOR-Mutual, 9:30 p.m.).

GENE AUTRY, on George Fischer's "Hollywood Whispers," Sept. 18 (WOR-Mutual, 9:45 p.m.).

ZOLA TALMA, on Crosby Gaige's "Kitchen Cavalcade," tomorrow (NBC-Blue, 10:45 a.m.).

LUCILLE and LANNY, MAXINE SULLIVAN and the RANCHEROS, on Walter O'Keefe program, Sept. 22 (NBC, Red, 9 p.m.).

RICHARD CROOKS, on Ford Sunday Evening Hour, Sept. 26 (CBS, 9 p.m.).

JOE COOK, on Gulf program, Sept. 26 (CBS, 7:30 p.m.).

JACK MELVILLE, on "Sunday Morning at Aunt Sussan's," Sept. 26 (CBS, 9 a.m.).

Plugging Newscasts

WIL, St. Louis, is using every means possible to call attention to its newly acquired News Service. Regular newscasts under the title "Headlines of the Air" are broadcast six times daily, and bulletins are broadcast every hour with a tag line calling attention to the next complete newscast. Augmenting this service, WIL has placed a large bulletin board in the window of the Melbourne Hotel, on whose building the studios are located. The news sheets are changed on this board every hour throughout the day. It has proven a great attraction for the thousands who daily pass the busy intersection of Grand & Lindell Boulevards.

STAR RADIO PROGRAMS INC.

— PRESENTS —

"Good Morning Neighbor!"

"AMERICA'S IDEAL WOMAN'S PROGRAM"

250 PARK AVENUE NEW YORK CITY

NEW PROGRAMS—IDEAS

Biloxi Boatmen's Program

WGCM of Gulfport and Biloxi, Miss. has just completed the third week of one of the most unique radio programs in America. It is called the "Biloxi Boatman's Program" and goes on every night including Sundays at 8:05-8:30. There are over 2,000 fishing boats in the Gulf outside of Biloxi and Gulfport engaged in shrimp and oyster fishing. These men often stay out at sea for a full month without hearing from home or getting local news. The "Biloxi Boatman's Program" has been most warmly received. It gives the latest news in and around Biloxi, also dedicates selections to the men at sea. The latest weather reports and storm signals are also given, as received from the U. S. Coast Guard Station in Biloxi.

The families at home of these fishermen have taken to this program as filling a long felt want—and the fishermen are all putting radios on their boats. The Biloxi Rotary Club started the program until a sponsor came in. This took only one week and now Ellzey's General Store in Biloxi has taken the program for the full fishing season of eight months. Philco radios are featured and they are selling well.

What makes this program of such great importance is its human appeal and interest. The fishermen are out at sea and cannot hear from their friends and relatives. From 20 to 30 dedications are given on each program, giving the names of boats and the men. Often in the news items, births and deaths and illness of the men's families are given and these fishermen come directly home. WGCM has received numerous letters from fishermen when they come in and they say that the program has given them more security and that boats without radios come and tie up with boats that have radios just so they can listen to these Boatmen's Programs.

This is one of a series of effective local programs originated and produced by George Blumenstock, who has lately taken charge of production at WGCM.

WMFJ's "The Nut Factory"

"The Nut Factory", is a new wrinkle in programs just introduced over WMFJ, Daytona Beach, Fla. Characters: Nip and Tuck, who advise anyone, do anything, sell anything. Broadcast Wednesdays 7:45-8 p.m. Program has originated by Ed Sims, whose philosophy is: "You don't have to be screwy to be in the broadcasting business, but the screwier the better."

Ridiculous queries by real and imaginary listeners are answered in like manner. Genuine telephone calls, too, are answered in front of the "mike" during the broadcasts.

Back Talkers Get Chance

WBBM, Chicago, today launches the program listeners long have wanted—

one on which they can interrupt, tell the performer he is lousy, and suggest their own improvements. Show will be called the WBBM Bandwagon, with a portable transmitter on the street or in a public place permitting hecklers to cut in on studio program by short wave. The guy in the studio who must take this punishment is Milton Charles, the singing organist.

New Angle on Words

"You Don't Say", new studio program that is described as a cross between a Prof. Quiz and a spelling bee, makes its bow Monday at 9-9:30 p.m. over WMCA and will run six nights a week. Audience will be asked to give correct pronunciation and definition of words spelled by the announcer, with awards to the winners in a series of eliminations. Sidney Walton is emcee.

Two WSAY Services

WSAY, Rochester, N. Y., is offering two new "friendly" services. One is "The Church Editor of the Air", weekly feature conducted by local ministers. Other is "Adult Education Program", presented by members of the Board of Adult Education Program.

New "Man in Street" Twist

In a new "Man in the Street" series which H. A. Boyle will conduct for System Cafeteria over WHB, Kansas City, through Ferry-Hanley Adv'g Agency, eight 50-cent meal tickets are given to persons answering questions. Program is on the air at 11:45-12 noon, from lobbies of office buildings.

Display at State Fair

KGVO, Missoula, Mont., at the recent Western Montana State Fair, had a booth and merchandising display of national advertisers using the Station's facilities. Programs depicting the progress of the State and its prominent cities were broadcast right from the Fair.

KSL Journal

KSL, Salt Lake City, is putting out a bi-monthly journal, "KSL-Radio Broadcasting," prepared in collaboration with National Research Bureau of Chicago, carrying merchandising promotions to aid various types of accounts.

Gorton-Pew Spots

Spot announcements for Gorton-Pew Fisheries which started this week are only being aired on NBC owned and operated stations, according to the agency H. B. LeQuatte Inc.

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT
CLARK H. GETTS, INC.
WALDORF-ASTORIA

AGENCIES

ZANVILLE DIAMOND has become associated with Fonda-Haupt Co. Inc., advertising agency, as a vice-president.

STEPHEN R. RINTOUL has joined the E. Katz Advertising Agency. Rintoul was formerly president of Rintoul-Steipock, Inc. New appointment becomes effective immediately.

RUSSELL C. COMER Advertising Co. will close its office in Chicago on Sept. 30.

BLACKETT-SAMPLE-HUMMERT, Chicago, specializing in daytime script shows, will have its first evening show in that area on Oct. 11 when Skelly Oil's "Court of Missing Heirs" starts on CBS. Al Shebel and James Waters will do the scripts, with Fritz Blocki as production director, Dick Wells playing the counsellor, Tom Shirley as the judge and Jack Brinkley announcing.

NEW BUSINESS

Signed by Stations

KUOA, Siloam Springs, Ark.

Arkansas Western Gas Co., regional utility, early morning news broadcast of United Press bulletins; Brown Military Academy, San Diego, Cal., spots; Brown School for Girls, Glendora, Cal., spots.

WMFJ, Daytona Beach

Norge, 15-min. variety disks; Philco, mysteries; Wagner Brewing Co., Miami; Foremost Dairies, "Contract Bridge," by Mr. and Mrs. Ely Culbertson.

WTAQ, Green Bay

Chrysler, Major Bowes Amateur Hour.

Must we HOLLER it?

Must we disrupt the quiet of this nice paper and go make a spectacle of ourselves? Must we call in our printer who's a shy man and make him set up in big, black type: **WOR CAN BE HAD AT THE LOWEST 50,000-WATT STATION COST IN GREATER NEW YORK?** Of course, maybe you don't want to save money. Maybe, though, you'd like to drive your buggy around to our garage at 1440 Broadway, in New York, and say, "Give 'er the once-over. And don't forget the harness."

WOR



DAVID BROEKMAN, the Stafford Sisters and Jimmy Newell, on the General Electric program heard on KHJ 8:00-8:30 p.m. Fridays, now go over the entire Don Lee network. Arrowhead Water is sponsoring KMPC's coverage of the Pacific Southwest Tennis Association matches at L. A. Tennis Club, Sept. 17-26.

Sam Pierce, formerly producing "Calling All Cars" and doubling on writing and production of "Hollywood Hotel," has joined the production staff at KHJ.

Francia White in from New York with complete scores of two new operettas, one of which she will do in New York this season.

Leo Edwards, brother of Gus and a song writer too, is in town on combined vacation-lookaround.

"Tidbits from the News," Rudy Cornell's KMTR newscast, now sponsored by Resinol.

"One Man's Family" will use studio space at Associated Cinema Studios for future broadcasts due to NBC congestion.

Harry Witt, CBS Coast salesman-ager, has been appointed chairman of entertainment for the Pacific Coast Advertising Clubs' convention here in 1938.

"Thrills of Opera" has been selected as the title of a series of transcriptions being waxed by Frederick Stark and his orchestra for Radio Transcription Co. of America.

Ben Alexander was off the air last Wednesday to clear time for an NBC special event broadcast and utilized the free time to check up on a reported unfilled juvenile lead role with Jack Holt at Columbia. He got the job.

Hal Rorke, CBS publicity chief, is sending out engraved invitations to the CBS Monster Picnic and Colossal Barbecue to be held at Fryman's Ranch in Laurel Canyon next Sunday.

After an absence of several months, Dr. Maker, commentator on world affairs, has resumed his daily program, "The Philistine," over KFVB.

● ● ● A recent R. D. squib about a "tallest" announcer has brought in a couple of other entries. . . . Ray Perkins says his WOR-Mutual announcer, Howard Doyle, is 6 ft. 6. . . . and J. W. Eckenrode, operator at WAZL, Hazleton, Pa., postcards that Tiny Hamrick of that station and formerly with WIBA, WBRE and WBAX, is 6 ft. 8. . . . Eckenrode himself is a shorty, measuring only 6 ft. 4. . . .

● ● ● Ronald Dawson, producer of the "Barn Dance", which has been stepping merrily for 18 weeks at WOL, Washington, uses various kinds of exploitation to keep the show interesting. . . . His latest is a yodeling contest for city hillbillies. . . . Dawson himself is known as "Uncle Willie", a hillbilly with a British accent. . . . Jimmy Crowley, former Green Bay high school grid star and later one of Notre Dame's "Four Horsemen", and now a coach at Fordham, will be with Kate Smith and Ted Collins on their new CBS show. . . . Larry Winn and his Winners are scheduled to make their first CBS appearance Saturday night on the "Swing Session". The boys are said to be the real berries.

● ● ● That item here regarding Guy Lombardo brought the city of music publishers down on our head. Proving that it's something for a Successful Guy to have more friends than enemies in this business of phoney-friendships. . . . Belle Baker confirmed the "rumor" to us regarding her forthcoming marriage to Editor Elias Sugarman. . . . Funny thing happened the other a.m. . . . We were trying to sneak past a red light in the E. 50's and accidentally struck a pedestrian who was walking along minding his own business and lights, whistling a familiar tune. Jumping from behind the wheel to inspect the extent of the other's personal injury, we recognized our victim as George Jessel—a fugitive from our eyes in close to two years. . . . While cars' horns were being honked we did a "routine questioning" in the middle of the street. Seems that George wasn't watching where he was going—because he was rehearsing some new gags and tunes for his disk series—and Norma was due to arrive yesterday. . . . The moral is: One knocks over the most interesting people in the streets of New York!

● ● ● From Harry Link, Irving Berlin's "mentor", came a note the other day, starting off: "Dear NICK Daly". Harry publishes the songs of Columnist Nick Kenny. . . . More news on Sid Schwartz's play, "Prize Family". It goes into rehearsal Monday and is set for a pre-Broadway opening within three weeks. He's one guy we're all rootin' for from the towers. . . . Johnny Johnstone, the Mutual-WOR public relations chief will undergo some waist-trimming for beauty's sake. . . . Judging from Ed Sullivan's column the other day en route to the Coast, he's aimin' to be signed by Pandro Berman at RKO. What a corkin' feud readers may expect with Winchell touting Zanuck, Mark Hellinger set with Warner's and Ed with RKO.

SAWYER BISCUIT, which has had Bob Elson interviewing folks on State Street for more than a year, is adding another similar show on WMAQ Oct. 4 using Bob Hawk who has been conducting Foolish Questions for Thomas J. Webb Coffee on WAAF. Harold Isbell has taken over the Hawk program on WAAF for same sponsor.

Goldblatt Stores, who have the Golden Hour on WGN each morning, are putting on a big radio show in its downtown store Sept. 23 featuring Jackie Heller, Red Grange, Doring Sisters, Pierre Andre, Three Heat Waves, Donna Dae, Anita Boyer and Pat Kennedy.

Cast has been picked for NBC's new Sunday "Back Home" series which moves into Jerry Belcher's "Our Neighbors" spot when he takes over new F. W. Fitch show Sept. 26. Includes Gene Arnold as James Whitcomb Riley, Isabel Randolph, Phil Lord, Laurette Fillbrandt and Fred Sullivan. Howard McKent Barnes is the author.

Jackie Heller and Fibber McGee and Molly will be stellar attractions at National Radio Artists Association show at Municipal Auditorium, St. Louis on Sept. 19 and 26 respectively.

Mossaye Boguslawski, WIND pianist, in New York on vacation and business trip. He is marketing a new set of books offering piano instruction for tiny tots. Will be back on WIND in fall with Sunday afternoon concert series.

Jeanne De Lee, free lance actress, is vacationing in Hollywood. Expects to be back at work next week.

Betty Winkler, Joan Winters, Gale Page and Fayette Krum gave a birthday party for Anne Seymour of Mary Marlin.

Jack Holden plays the part of Tom Mix in Ralston's serial on NBC starting Sept. 27. Other parts will be taken by Percy Hemus, Harold Peary, and the Ranch boys, Jack Ross, Shorty Carson and Curly Bradley, will do the warbling.

"Lights Out" Returning

Chicago — "Lights Out," dramatic series, taken off two months ago, returns to NBC-Red at 12:30 a.m. Wednesday (actually Thursday morning) on Sept. 29. Arch Oboler again will grind out the grisly yarns.

ONE MINUTE INTERVIEW

JESSICA DRAGONETTE

"The time limitations of radio make it imperative for a singer to study the new 'sense memory' technique of stage dramatics for a successful presentation of operettas on the air. With the elimination of the stage preliminaries that are employed for creation of atmosphere, a singer must cultivate that knack of 'feeling' the role from the first emission of sound, or risk the twist of the dial and the attendant oblivion for 'coming on cold'."

I have the honor of numbering among my clients the following prominent personages:

- VINCENT LOPEZ
- BENNY GOODMAN
- SONNY KENDIS
- JOEY NASH
- JERRY BLAINE
- RUSS MORGAN

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STATIONS OF AMERICA

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

WGCP—Albany, Ga.
1420 Kilocycles—100 Watts

J. W. WOODRUFF, JR., General Manager
TOM JACKSON, Commercial Manager

LOCATED in the world's greatest pecan center, Albany, WGCP is the youngest member of the three-station hook-up known as the Georgia Network. Established in 1934, the station is today relied upon by advertisers to reach one of the most important farming areas in the country. WGCP is owned and operated by the Americus Broadcast Corporation, and maintains modern studios and offices at 125 No. Jackson Street, Albany. These studios and offices have just been completed within the past few months, and offer the very latest in design and improvements.

In keeping with the strict Community Service policy laid down by the station's owner, J. W. Woodruff, Sr., WGCP constantly supplies gratis its time and services to any and all civic and charitable organizations and any movement for the betterment of the State of Georgia. Educational and religious broadcasts are also numerous, and always of highest educational and entertainment value to listeners of WGCP.

Broadcasting 18 hours every day, the station produces outstanding local shows. With the availability of the Associated Library Service programs and Radio News Bureau, WGCP is in a position to offer a most diversified entertainment schedule during its broadcasting day.

WGCP just recently completed the construction work on a new RCA High-Fidelity transmitter and 154-foot vertical radiator antenna. New equipment is located in Albany also, and has proved to be of untold value in the servicing of WGCP's wealthy primary and secondary coverage which includes a rich agricultural region that produces large cash incomes for farm families annually.

J. J. Devine & Associates is the station's representative.

ORCHESTRAS - MUSIC

LEO REISMAN, who has been re-engaged to play for dinner and supper dancing at the Waldorf-Astoria, opens in the Sert Room of the famous hostelry on Oct. 21. Reisman also is back on the air—Schaefer Beer over WEAJ on Thursday nights.

Wayne King will play his first Chicago hotel engagement starting Sept. 25 at the Palmer House Empire Room, with a Mutual wire. His Lady Esther program is spotted on NBC and CBS.

Joe Sanders, who leaves Chicago next month for the coast, was given a 7-11 party at the Blackhawk restaurant.

Eugene Jelesnik's ork at Hotel Taft grill, New Haven, will be carried by WELI and fed to WMCA-Intercity.

Russ Morgan and his orchestra have been booked by CRA to play a one night engagement at Hotel Statler, Boston, on Oct. 29.

Two of the late George Gershwin's unpublished works, "Since I Found You" and "Tango," will be presented by Irene Wicker, the Kellogg Sing-

ing Lady, on her Sept. 30 program over NBC-Blue at 5:30 p.m.

Shep Fields is participating musically with his orchestra for the first time in three years. He does a clarinet solo in the Rippling Rhythm version of "Caravan."

Marek Weber, well known in Berlin and Vienna as the European "King of Jazz," has signed a management contract with CRA and is being groomed for an American tour. Weber will conduct a large number of musicians and give popular songs the Kostelanetz treatment plus his continental style.

CRA orchestras will play the Mosque ballroom at Newark in October. George Hall plays there Oct. 3, and Irving Aaronson on the 10th.

Harry McDaniel and his orchestra have been set by CRA to open at the New Kenmore Hotel, Albany, Oct. 1.

Chauncey Cromwell and his Commodores, currently at the Sagamore, Lake George, N. Y., are slated to go into a Detroit spot for the fall and winter season.

Billy Swanson and His Music, currently featured at the Green Room of the Hotel Edison, will inaugurate a twice weekly, coast-to-coast program of dance music over Mutual on Saturday at 11:30-12:00 p.m.

JOHN B. HATCH ASSOCIATES

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

(Send for booklet)
581 Boylston Street, Boston, Mass.
Commonwealth 0466



JACK PEARL, the famous
Baron Munchausen
of the Radio

PACKARD LEKTRO-SHAVER!

If your idea of a warm-weather picnic is to lather your face with hot water and scrape your sun-burned skin with a razor blade, this ad is not for you. It's addressed to men who want cooler, smoother, quicker shaves for these midsummer days.

The patented smooth round head and four-way shearing action of the Packard Lektro-Shaver will give them to you—now and forevermore. No soap, water, brush, lather or blades. No danger of cuts or nicks—no razor rash or ingrown hairs. It'll shave as close as you want—and you don't even have to take your jacket off.

Better stores everywhere carry Packard Lektro-Shaver. It is one of the many products manufactured by Dictograph Products Co., Inc. **\$ 15**

DICTOGRAPH PRODUCTS CO., INC.

580 Fifth Avenue - - - New York, N. Y.
MANUFACTURERS OF PRECISION EQUIPMENT SINCE 1902

★ ★ ★ NEW SHOWS AHEAD ★ ★ ★

FRIDAY, SEPT. 17

Crosby Gaige's "Kitchen Cavalcade", C. F. Mueller Co. (macaroni), NBC-Blue, Mon. through Fri., 10:45-11 a.m.

SUNDAY, SEPT. 19

"Commentator Forum," Commentator Magazine, Mutual, 9:30-9:45 p.m. Sunday and 10-10:15 p.m. Thursday.

MONDAY, SEPT. 20

Phil Cook's "Morning Almanac," sustaining, WABC, Monday through Friday, 8-9 a.m.

"Continental Revue," with Olga Baclanova, sustaining, WOR-Mutual, 8:30-9 p.m.

"Campana's Vanity Fair," with Cal Tinney, Campana Corp., NBC-Blue, 8:30-9 p.m.

"The Feast of Ortolans," by Maxwell Anderson, sustaining, one performance, NBC-Blue, 9:30-10 p.m.

FRIDAY, SEPT. 24

"Fortune Stories," mystery dramas, sustaining, NBC-Blue, 10:30-11 p.m.

SATURDAY, SEPT. 25

"Gateway to Opera," sustaining, WQXR, 7-8 p.m.

SUNDAY, SEPT. 26

"Bicycle Party," with Bill Slater and Hugo Mariani orchestra, Cycle Trades of America, NBC-Red, 3:30-4 p.m.

Marion Talley, Ralston-Purina (Ry-Krisp), NBC-Red, 5-5:30 p.m.

Jerry Belcher, "Interesting Neighbors Visited," F. W. Fitch Co., NBC-Red, 11-11:15 p.m.

Chevrolet show, with Barry McKinley and Seymour Simon orchestra. Jeanette MacDonald and Joseph Pasternack orchestra, Vick's, CBS 7-7:30 p.m.

"Smoke Dreams", with Virginio Marucci orchestra, H. Fendrich Inc., NBC-Red, 1:30-2 p.m.

"Back Home", sustaining, NBC-Blue, 1:30-2 p.m.

MONDAY, SEPT. 27

General Hugh S. Johnson, Grove Laboratories (Bromo-Quinine), NBC-Blue, Mon. and Thur., 8-8:15, and Tue. and Wed., 10-10:15 p.m.

"Famous Jury Trials", returns for Mennen Co., WOR-WGN-WLW, 10-10:45 p.m.

"Tom Mix Straight Shooters", returns for Ralston-Purina, NBC-Blue, Mon. through Fri., 5:45-6 p.m.

"Little Orphan Annie", returns for Wander Co., NBC-Red, Mon. through Fri., 5:45-6 p.m.

"Jack Armstrong", returns for Gen. Mills, NBC-Red, Mon. through Fri., 5:30-5:45 p.m.

TUESDAY, SEPT. 28

"Grand Central Station," Lambert Co. (Listerine products), NBC-Blue, 9:30-10 p.m.

"Jack Oakie College" and Benny Goodman orchestra, Camel cigarets, CBS, 9:30-10:30 p.m.

WEDNESDAY, SEPT. 29

Eddy Duchin orchestra, for Elizabeth Arden (cosmetics), NBC-Blue, 8-8:30 p.m.

"Cavalcade of America", returns for Du Pont, CBS, 8-8:30 p.m.

Eddie Cantor, Texaco, CBS, 8:30-9 p.m.

THURSDAY, SEPT. 30

Kate Smith Hour, General Foods (Calumet baking powder, Swansdown flour), CBS, 8-9 p.m.

COLUMBUS

David Penn, WCOL newscaster, with four 15-minute stints a day, has had his contract renewed for a year by Dunn-Taft Co.

WHKC reports the signing of spot campaigns by Pat Crowe Furniture Co., Sears-Roebuck and Moores & Ross Milk Co.

Askin's Clothing Co. will sponsor a local gossip and Hollywood chatter program over WCOL, with 10-minute spots daily.

NEW ORLEANS

Frank Arena, veteran radio singer, is seriously ill in the hospital.

Audrey Charles will celebrate her third singing year with one sponsor shortly. It's a headache powder company.

Amanda H. Barnes, who directs the Home Folks program, has about 400 to go before reaching her two thousandth program.

WBNO will begin construction of its new tower, transmitter and trans-

mitter house on South Broad Street here within the next fortnight.

Mrs. Clark Salmon, who has been vacationing during the summer, will take the air again over WSMB with her woman's fashions programs Oct. 1, billed as Mary Ware. Sponsor: Maison Blanche store.

Henry Dupre's street broadcasts for Gulf Spray over WWL will go off the air Sept. 24.

Since his singing sidekick, Frank Arena, is in the hospital, Bob Cain is carrying on their radio program alone.

BOSTON

H. P. Hoods & Son Inc. (milk and dairy products) have taken over sponsorship of the Herald-Traveler news broadcast on WEEI at 6 p.m. daily, effective Sept. 27. Spot has been used by the New Haven Railroad, whose future radio plans are now in the making. Dowd & Ostreicher Advertising Agency handles both these accounts.

Evelyn Towle of Lew Whitcomb's WEEI publicity dept., taking the second week of her vacation.

FRIDAY, OCT. 1

"Varsity Show", Pontiac, NBC-Blue, 8-8:30 p.m.

SATURDAY, OCT. 2

"Saturday Night Serenade," with Mary Eastman, Bill Perry, Gustav Haenschen orchestra, Pet Milk Sales Corp., CBS (except WABC), 9:30-10 p.m.

SUNDAY, OCT. 3

"On Broadway," General Foods (Diamond Crystal Shaker Salt), NBC-Blue, 3-3:30 p.m.

"Silver Theater," International Silver, CBS, 5-5:30 p.m. Bakers' Broadcast, with Ozzie Nelson, Harriet Hilliard and Feg Murray, NBC-Blue, 7:30-8 p.m.

General Motors Concerts, NBC-Blue, 8-9 p.m. Tyrone Power, dramatic series, John H. Woodbury Inc., NBC-Blue, 9-9:30 p.m.

"Time of Your Life", with Sheila Barrett and Joe Rines orchestra, Gruen Watch, NBC-Red, 5:30-6 p.m.

Jack Benny, Gen. Foods (Jell-O), NBC-Red, 7-7:30 p.m.

Metropolitan Opera Auditions, Sherwin-Williams, NBC-Blue, 5-5:30 p.m.

Phil Baker and Oscar Bradley orchestra, Gulf Oil, CBS, 7:30-8 p.m.

Joe Penner and Jimmy Grier orchestra, Cocomalt, CBS, 6:30-7 p.m.

MONDAY, OCT. 4

Dr. Allan Roy Dateo, Lehn & Fink (Lysol), CBS, 4:45-5 p.m.

Baume Bengue newscast, Thomas Leeming & Co., WABC, 7:55-8 a.m.

"We, the People," with Mark Warnow orchestra and Gabriel Heatter, General Foods (Sanka coffee), CBS, 7:30-8 p.m.

Commentator, Gen. Foods (Minute Tapioca), 12-12:15 p.m., Mon., Wed., Fri.

Tony Wons, Vick's, CBS, 10:30-10:45 a.m.

"Follow the Moon", returns for Pebecco, Mon. through Fri., 5-5:15 p.m.

"Life of Mary Sothern", Lehn & Fink (Hinds), 5:15-5:30 p.m.

Carson Robison Buckaroos, Musterole, NBC-Blue, Mon., Wed., Fri., 4-4:15 p.m. Also Mutual and WLW Line.

TUESDAY, OCT. 5

Lever Bros. program, CBS, 8-8:30 p.m.

WEDNESDAY, OCT. 6

"Hobby Lobby", Hudson Motors, CBS, 7:15-7:45 p.m.

MONDAY, OCT. 11 or OCT. 18

F. & F. Laboratories (cough drops) program, CBS, 3:30-3:45 p.m.

TUESDAY, OCT. 12

Emily Post, Florida Citrus, CBS, Tue. and Thur., 10:15-10:30 p.m.

THURSDAY, OCT. 14

"March of Time," Time Inc. (Time and Life magazines), transfers from CBS to NBC-Blue, 9-9:30 p.m.

SUNDAY, OCT. 17

Modern Food Process program, NBC-Blue, 4:45-5 p.m.

MONDAY, OCT. 18

Warden Lewis E. Lawes, Wm. R. Warner Co., NBC-Blue, 10-10:30 p.m.

SUNDAY, OCT. 24

Radio Newsreel, Cummer Products, NBC-Red, 3-3:30 p.m.

FRIDAY, NOV. 5

Dr. Karl Reiland, talks, Pepperell Mfg. Co., NBC-Blue, 7:15-7:30 p.m.

WEDNESDAY, NOV. 17

Fred Allen, returns for Bristol-Myers, NBC-Red, 9-10 p.m. (date tentative).

★ Program Reviews ★

JOHN B. KENNEDY
Kendall Refining Co.

WJZ, Tuesday, 7:45-8 p.m., and
Saturday, 6:45 p.m.
BBD&O, Inc.

**COMMENTATOR DOES HIS USUAL STUFF
IN GOING OVER THE HEADLINES.**

Entitled "Between the Headlines", John B. Kennedy offers a series of logical comments on world events and items of lesser importance, interspersed on occasion with an anecdote or two, all delivered with less of the rush expected of Kennedy who was in particularly fine form. Sino-Japanese situation, Spanish war, Department of Commerce report on increased national income, its better distribution, gold status as it affects the U. S. and even a little sports news was included. Talk on gold brought on John T. Flynn for a short interview.

Kendall "2000-Mile Oil" and lubricants were sold strongly and unabashed at the opening of the program and of course at the close. Spot on NBC key station Tuesdays is an off night for Boake Carter, so there is no conflict on this score and should attract men who may want a commentator at the hour in question.

"Blue Velvet Music"

Del Casino, guesting opposite Hol-lace Shaw on Mark Warnow's "Blue Velvet Music" over CBS at 8-8:30 p.m. Tuesday, put plenty of feeling into a rendition of "That Old Feeling." Casino has shown steady improvement in romantic tenor-ing and can

now match performance with the best of them. Miss Shaw featured "My Curly Headed Baby" in a delightful arrangement. Program in toto, from its beginning, has been one of the more delectable musical half-hours, with both vocalists and Warnow's orchestral handling having maintained a consistently high batting average.

Packard Program

There was comedy in abundance on Tuesday night's "Hollywood Mardi Gras," the Packard Motor show, piloted by Lanny Ross over NBC-Red at 9:30-10:30. Groucho and Chico Marx gave a taste of what they can do. The Marx boys ought to be heard more regularly on the air. They have mike talents that could be worked up into the top class. Charles Butterworth, regular comedian on the show, also supplied his usual good share of humor. For the vocalizing, Ross and Florence George excelled, while Raymond Paige's orchestra and the choral group put an attractive musical cloak around the whole works, with announcements by Don Wilson.

Joan Brooks

Backed by an instrumental group, conducted by Eddie Rogers, and the Singing Strings, Joan Brooks started a new sustaining series over WJZ-NBC-Blue at 7:15-7:30 p.m. Tuesday. It's a nice little program, enjoyable in a quiet sort of way, easy to listen to around the dinner hour. Miss Brooks, with a pleasant voice, did well with "Where or When," "Good for Nothing Joe," "Sylvia" and "My Cabin of Dreams." The orchestral work contributed substantially to the entertainment.

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

ANDRE KOSTELANETZ

New York City

"... I have received and read with pleasure the several copies of RADIO DAILY which you have sent me. I think it is an excellent publication and am enclosing herewith my check in the amount of \$5.00 for one year's subscription."

Andre Kostelanetz.

ALL-CANADA RADIO FACILITIES, LTD.

Toronto, Canada

"... You have a very keen paper."

J. Slatter,

Manager Ontario Division.

LILLIAN GORDONI

Chicago, Illinois

"... Your policy is so fair and your reporters so alert that you should go very far with your splendid publication... I read your publication from cover to cover before I read my mail in the morning."

Lillian Gordoni.

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

★ **Programs That Have Made History** ★

KCKN's "Falconer Noon Hour Clock"

ON Aug. 20, KCKN, Kansas City, Kas., presented the 900th broadcast of the "Falconer Noon Hour Clock"—a full-hour noontime program of popular music, with time signals every five minutes. This program first took the air in November, 1934, and is now regarded as Kansas City's most popular noontime program.

Evan Fry, who produces and announces the feature, sharpened his pencil following the Friday program, and estimated that in those 900 broadcasts he has given over ten thousand five-minute time signals, and announced nearly 14,000 musical selections.

Allowing a reasonable deduction for time consumed in the brief commercial messages, Fry estimates the music has gone round and round about 3,160,000 times on the tran-

scription turntables. The 900 full hour programs would be equivalent to 37½ days of continuous broadcasting.

C. E. Falconer of the Falconer Furniture Co., which sponsors the show, is following the same policy with his radio program that he does in his regular business—finding a good spot and sticking to it. He has been 48 years in business in the same location.

DON KERR

Master of Ceremonies
WMCA

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

KANSAS CITY

Paul Sells, KMBC staff artist, is recovering after an appendix removal. Andy Anderson is subbing for him with Texas Rangers.

Frank Barhydt, WHB continuity and publicity man, is collaborating on a book.

Rudy Vallee will play the Municipal Auditorium, Oct. 1, on a program for the American Bar Ass'n meet. Harry J. Kaufmann, WDAF program director, will direct a concert orchestra for the affair.

Jerry Burns is at the mike for KXBY's wire reports of National League games now that American Ass'n race is over.

M. F. Allison, KMBC publicity chief, is chairman of the radio committee for the National Safety Program meeting here Oct. 11-15.

Bob Riley and Les Ryan have added a 10-minute weekly period for youngsters in KMBC's daily Farm Program.

Eddy Duchin, Isham Jones, Buddy Rogers, Benny Goodman, Rubinoff, Edgar Bergen, Frances Langford, Gertrude Niesen, Guy Robertson, Bernice Claire and Jack Haley are booked for the nine-day Jubilesta starting Friday.

Peggy Brooks has been engaged by Ellis Atteberry, g.m. of KCKN, as a member of the continuity staff.

ST. LOUIS

Pappy Cheshire and entire cast of KMOX "Barnyard Follies" will appear at the Auditorium Sept. 30 to entertain the druggists' convention.

Larry Sunbrock, president of National Radio Artists Ass'n, has leased the Auditorium convention hall seating over 10,000 for a series of shows starting Sunday presenting Rubinoff, Jackie Heller, Fibber McGee and Molly, Edgar Bergen, Bob Burns, Benny Goodman and others. The campaign on Rubinoff is unique in that all local stations are plugging the show.

John Bohn of KMOX sales department will conduct a class in radio advertising at the YMCA.

Jane Porter and her KMOX Magic Kitchen are on a trailer tour of retail grocery stores in this area.

Star Radio Sales Brochure

Star Radio Programs has released a new "Good Morning Neighbor" sales brochure containing "Sponsor Grams," promotion handbills, form letters for station use, press releases, merchandising ideas, an audition script and a reprint of an article on women's programs by Gay Lee, author of "Good Morning Neighbor." Several stations have already started the "Good Morning Neighbor Club" in connection with the program.

Dorseys on Same Bill

Tommy and Jimmy Dorsey, brothers who have been going their separate ways as ork leaders, appeared jointly in person last night on Martin Block's "Make-Believe Ballroom" over WNEU at 6 p.m.

★ Coast-to-Coast ★

COMplete cast for Irna Phillips' new serial, "Road of Life," which started at 11:15 a.m. Monday on NBC-Blue, includes Matthew Crowley, Peggy Allenby, Marilyn Erskine, Jack Roseleigh, John Anthony, Dale Berch, Milo Boulton, Effie Palmer, Joseph Latham, Andy Donnelly, Lawson Zerbe, Olive Parker, Julia Brent and Jeannette Dowling.

WGSN, Birmingham: Henry P. Johnston, director, had a nice vacation at Hot Springs and other points . . . Wilson & Shewes Oil Co. will sponsor auto races from Alabama State Fair, Sept. 27 . . . Bob McRaney, program director, arranged for airing of the Benefit Boxing and Wrestling Matches from Municipal Auditorium tonight, with Bob and Jerry Bryan describing . . . George Bacon is presenting a series of Friday violin programs.

David Zimmerman leaves WSPD, Toledo, in two weeks to take an announcing position with CBS in Chicago.

KIDO, Boise, sold five remote broadcasts a day for five days of the Western Idaho State Fair, and 32 broadcasts were ad-libbed by the KIDO staff. Station plans to install a crystal studio on the fairgrounds next year.

Ed Fitzgerald now has two Saturday stints to do for WOR-Mutual, at 9 a.m. and 10:30 a.m.

Frank Barden, now singing at the Pan American Expo, Dallas, will appear as guest star of the Pepper Upper program next Sunday over the Dr. Pepper-Dixie network.

Iowa Network: Gene Shumate, sportscaster, is on his annual tour of the football training camps . . . Gwen McCleary, women's director, has started a new series five weekly over KSO . . . During 10 days of the Iowa State Fair, the Iowa Network carried 525 hours of programs, originating over 200 from fairgrounds and 65 other outside remote shows.

Arthur Boran, while filling a theater engagement in Baltimore, has been doing some airing over WBAL.

Garnett Marks and Don Kerr, are the featured announcers on the new "Stop! Look! Listen!" program sponsored by Look Magazine and presented seven times weekly on WMCA.

Wilbur Morrison, formerly of WMNF, Plattsburg, is now announcing at WOKO, Albany.

WORC, Worcester, has subscribed to Star Radio's "Good Morning Neighbor," while WORL, Boston, is

arranging to feature both this program and "Bulletin Board."

Lee Hillery, Owen Coll, Philip White and Violet Turner will appear with Margaret Wycherly in the Federal Theater radio division's "Ghosts" over WQXR at 9 p.m. Monday.

Dick Beauchamp, engineer, and Marie Mitchell, both of KSL, Salt Lake City, are on vacation.

Jack Rice of International Radio Club visited James Milne, manager of WELI, New Haven, this week in connection with the club's beauty contest.

WICC, Bridgeport: Irving Friedberg, substitute announcer this summer, has become a regular staff man . . . Mary and Florence O'Brien and Marguerite Patride comprises New Haven's Patride Trio.

Walter Leskiewicz, director of "Polish Varieties" over WJBK, Detroit, is back from a four-month vacation in Europe.

Henny Youngman, who returns to the air over CBS with the Kate Smith show on Sept. 30, is opening at a new night club and booked for a Broadway theater engagement.

Charles Kullman, when he sang opposite Jessica Dragonette in "The Waltz Dream" over CBS last night, had Oscar Straus, composer of the operetta, as his studio guest. Both returned recently from the coast.

WHBF, Rock Island, Ill.: Clair Heyer, national sales manager, has left for New York and other points east . . . Woody Magnuson, announcer, had to postpone his departure on vacation this week due to a tooth trouble . . . Recent production staff additions include Ted Randall, formerly of WDC, Tuscola, and Ted Arnold, a Cornell grad . . . Ivan Streed, production manager, handled the airing of ceremonies at the recent dedication of the Moline airport.

Arthur Mosby, manager of KGVO, Missoula, Mont., has received a renewal from Coca Cola for the Vox Pop program far in advance of the expiration of the initial contract. Station also has the CBS network show.

Claude Kirchner has left WTMJ, Milwaukee, to join NBC in Chicago.

"Runs-Hits-Errors," an 8 o'clock resume of baseball games over WATL, Atlanta, is given by Manager Maurice C. Coleman. Listeners write in that his ad-libbing is so interesting and informative that he must have been either a player or a coach. The truth of the matter is that Coleman never saw a ball game before he started helping out the regular an-

OMAHA

Gwen Waffenseller, long a member of the KOIL Players, has gone to Hollywood.

"The Memory Box of Runjit Singh," a series of 52 15-minute scripts, has been sold to the New Zealand radio commission at Wellington by Elene and Sydney Northcott, local writers. 3UZ at Melbourne, Australia, also recently bought the series.

Eda V. McCready has started a series called "Tea Time with Mickey" over KOIL at 3:15 p.m. Wednesdays.

Gale Blocki Jr., with John Blair & Co., WOW representatives, was here for a short business visit.

Luella Cannam, in WOW's sales and program department, is back from Hollywood.

General Manager John Henry of Central States Broadcasting Co. has purchased KOIL's old transmitter house in Council Bluffs and will remodel it into a residence.

New WOW talent includes Betty Jane Perry, featured singer with the Syncopaters on Sunday afternoons; Johnny Redd, 13-year-old Negro pianist heard Friday afternoons at 5, and Don Davis, doing a weekly 15-minute piano program.

announcer with the broadcasts of the Southern Association games.

WSOC, Charlotte: General Manager E. J. Gluck out for two weeks on his annual Navy training cruise — he's Naval Reserve divisional head . . . R. S. Morris, sec.-treas., in New York on the AFM jam . . . Bill Irwin back from N. Y. with a couple of contracts in his pocket . . . Dick Faulkner and the missus visited WIS and WCSC on a week-end to Folly Beach and Charleston . . . Boe Norris back from vacation 10 pounds heavier . . . Joe McLeskey, after his last Wheaties broadcast, left for Davidson College, where he'll be a freshman . . . Dedication of the new Salvation Army headquarters tomorrow will be aired in full.

WRBL, Columbus, Ga., which is the second oldest and largest industrial center in the South, recently broadcast a one-hour "Cotton Mills Program" that proved to be of outstanding interest. This public-spirited cooperative broadcast by nine mill executives created much good-will among mill employees, in addition to acquainting all the people of Columbus with the value of the mills to the welfare of the City. Manager James W. Woodruff Jr., in creating the program, carried out WRBL's policy of Community Service.

Earnest Ford, an announcer on WOPI, Bristol, is a baritone of quite some prominence. Recently he won the Eastern United States vocal contest for High School students.

Chevrolet Adds 4

Chevrolet has added four more stations (KDAL, KGLO, WAIM and WEOA) to its CBS network show which begins Sept. 26, 6:30-7 p.m. Campbell-Ewald, Detroit, has the account.