



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 55

NEW YORK, N. Y., FRIDAY, SEPTEMBER 17, 1937

FIVE CENTS

## Standard AFM Provisions Set

### KSTP CALLS CONFERENCE ON EDUCATION PROGRAMS

St. Paul—With the programs broadcast by civic, social and educational organizations on donated time ordinarily the weakest on the schedule from a production standpoint, KSTP is calling the first Educational Broadcasting conference in the history of the northwest in an attempt to improve this phase of its broadcast schedule.

Ordinarily weak as programs because of unfamiliarity of the groups with radio technique, these programs will be discussed and representatives of the various organizations using radio time for educational purposes will be given a complete course in  
*(Continued on Page 2)*

### WMBD Will Celebrate Boost to 5,000 Watts

Peoria, Ill.—A big celebration is set for tomorrow, when WMBD celebrates its boost in power from 1,000 to 5,000 watts. Homer Rodeheaver and the Maple City Four will be among visiting talent. Edgar L. Bill is manager of the station.

### Rate Card on Spots Hiked 30% by Don Lee

West Coast Bureau, *RADIO DAILY*  
Los Angeles—All 24 stations of the Don Lee net hop the rate card on spot announcements by 30 per cent on Sept. 26, the date on which the new stations become a part of Don Lee-Mutual.

### Woodbury Signs Sosnick

West Coast Bureau, *RADIO DAILY*  
Los Angeles—Harry Sosnick orchestra has been signed for Woodbury's Tyrone Power show, starting Oct. 3 on NBC-Blue.

**Another Connery**  
*Washington Bur., RADIO DAILY*  
Washington—Lawrence J. Connery, brother of the late William P. Connery, father of the House resolution asking a thorough probe of the radio industry, has been nominated at Lynn, Mass., to fill the Congressional seat left vacant by his brother's death. He is regarded as sure to win and to carry on the radio fight.

**Eddie Cantor Week**  
*West Coast Bur., RADIO DAILY*  
Los Angeles—Week of Oct. 24-30 will be "Eddie Cantor 25th Anniversary Week," with a testimonial dinner honoring Cantor to be held Oct. 28 and aired coast-to-coast. Executive committee for the event includes Joseph M. Schenck, chairman; James A. Farley, Will H. Hays, Paul Muni, Louis B. Mayer and Governor Merriam.

### COASTER BRAKE SERIES SET OVER 15 STATIONS

New Departure coaster brake, through Lord & Thomas, starts a nationwide station break announcement campaign on Sept. 27 over 15 stations. Plugs will be aired three times weekly for 13 weeks. List includes WJAX, KSTP, KFVB, KPRC, WFAA, WOAL, WHK, WSB, KSD, KALE, WFIL, KSL and stations still to be selected in Kansas City, Seattle and Spokane.

### Alka-Seltzer Renews Two Programs on NBC

Chicago—Miles Laboratories (Alka-Seltzer) has renewed "Uncle Ezra" and "National Barn Dance", both on NBC, for 52 weeks. Wade Agency handles the account.

### Ameche to Recess

West Coast Bureau, *RADIO DAILY*  
Los Angeles—Don Ameche, emcee of the Chase & Sanborn Hour on NBC-Red, is vacationing for two weeks, and Herbert Marshall, film star, will sub for him the next two Sundays.

## CBS Six-Month Earnings Show 25 Per Cent Increase

### Chevrolet CBS Program Is Using 100 Stations

Chevrolet Motor Co. program, set to begin Sept. 26, will be heard over a CBS network of 100 stations. Talent will include Seymour Simon's  
*(Continued on Page 2)*

## Trade Agreement Language Will Be In All AFM-Radio Contracts—New Deadline is Oct. 15

### NINE STATIONS SELECTED IN VAPEX SPOT SCHEDULE

Spot schedule to be used by E. Fougere (Vapex) starting the last week in October will be aired over nine stations (WENR, WMAQ, KFI, KGO, KFRC, WTAM, WJR, WHKC and WOR) from coast to coast. KFRC will use five-minute spot announcements and WOR a quarter-hour show, all others will be one-minute spots. Series to run through the winter. Small & Siefer Inc. has the account.

### KOOS Is Dedicating New 240-Ft. Radiator

Marshfield, Ore.—KOOS of Marshfield and North Bend will formally dedicate its new 240-ft. vertical radiator Sunday with a series of special programs presented by neighboring communities throughout southwestern Oregon. KOOS is 175 miles from the nearest large city, Portland, and is not served by network stations during daylight hours. The  
*(Continued on Page 2)*

### Holtshouser Joins WAPI

Birmingham—H. H. Holtshouser, formerly CBS auditor at WBT, Charlotte, has joined WAPI here as business manager. Thad Holt, WAPI president, plans extensive reorganization and modernization of facilities.

Special Advisory Committee of the Independent Radio Network Affiliates and the Executive Committee of the American Federation of Musicians reached an agreement "in substance" late yesterday afternoon on the "standard provisions of a trade agreement" which will be part of all contracts consummated between AFM and radio stations. The standard provisions have been reduced to memo form and will be placed in definite language by Samuel R. Rosenbaum (WFIL) not later than Tuesday for a once over by Pres. Jos. N. Weber of the AFM and his Exec. Committee. AFM agreed to extend deadline to  
*(Continued on Page 5)*

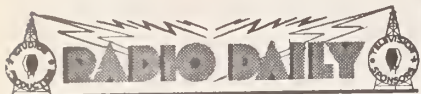
### MUSIC TRADE HEARING SET BY FTC FOR OCT. 4

Washington Bureau, *RADIO DAILY*  
Washington—Federal Trade Commission has set Oct. 4, as the date for a trade practice conference for the popular music publishing industry to be held in the Commission's main hearing room beginning at 10 a.m.

### WSGN Statewide Hookup On Football Broadcasts

Birmingham—WSGN is completing a novel state-wide hook-up for complete coverage of Alabama football games this fall. Plans call for direct coverage of outstanding games by  
*(Continued on Page 5)*

**Mammoth Choir**  
Rochester, N. Y.—What is believed to be the largest singing group of its kind in the U. S., the Rochester Community Choir of 600 voices, is being sponsored in a 15-minute Sunday series over WHAM by the First Federal Savings & Loan Ass'n. All are trained singers. Ed Wolff & Associates is the agency.



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## FINANCIAL

(Thursday, Sept. 16)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165	162 3/4	165	+ 2
CBS A	25 1/2	25 1/2	25 1/2	0
CBS B	25 1/4	25	25 1/4	+ 1/4
Crosley Radio	15	14 1/2	15	+ 3/4
Gen. Electric	49	47 5/8	49	+ 1 3/8
North American	23 1/4	22 3/4	23 1/4	+ 3/8
RCA Common	10 1/8	9 3/4	10 1/8	+ 3/8
RCA First Pfd.	68 1/2	68	68 1/2	0
Stewart Warner	15 1/4	15	15 1/4	+ 1/4
Zenith Radio	37 5/8	36	37 5/8	+ 1 1/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 1/2	14 1/2	14 1/2	+ 1/4
Majestic	2 3/8	2 3/8	2 3/8	+ 1/8
Nat. Union Radio	1 3/8	1 3/8	1 3/8	- 1/8

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	11 1/4	12 3/4

## Toscanini NBC Series Start Christmas Night

The NBC-Arturo Toscanini symphony orchestra concerts will begin Christmas night, 9-10:30 p.m., over the Red network. Maestro is expected to arrive in this country about Dec. 15 to prepare the radio concerts. Programs will be heard each Saturday at the same time. Toscanini agreed to conduct these ten NBC concerts last spring. He is receiving \$40,000 net for the broadcasts.

### Bowey's Shifting Show

Bowey's on Nov. 1 will change its script show to Mondays through Wednesdays, 5:15-5:30 p.m., with repeat at 6:15 p.m. Same network of 16 NBC-Red stations will be used. On the same date "Terry and the Pirates" will be the new show. Stack-Goble has the account.

## Love Bug Has Field Day

Virginia, Minn.—Three sturdy male members of the Head of Lakes Broadcasting Co., which operates the Arrowhead network with stations in Duluth, Virginia and Hibbing, fell victims to the love bug in a single day the past week. Wayne Byers, announcer at WHLB here; Kenneth Fagerlin, program director, WMFG, Hibbing, and Mirven "Dixie" Greeley, operator, WEBC, Duluth, are the willing casualties.

## KSTP Calls Conference On Educational Programs

(Continued from Page 1)  
program planning, production and technique, with several nationally-known educators and broadcasters represented at the meetings. The conference will be under the direction of Thomas Dunning Rishworth, the station's educational director, and has been called for Oct. 16, the day following the three-day session of the Minnesota Congress of Parents and Teachers.

In addition to round table discussions led by trained broadcasters, representatives of broadcast committees of the various groups who have been invited to attend will be given actual production demonstrations.

## Monthly Talent Award On New Sealtest Series

Sealtest Inc., sponsors of "Sunday Night Party," plans a \$500 a month contest in conjunction with the new series starting Oct. 17. New policy will include a weekly guest artist who is a concert singer, but unknown to majority of people. On every fifth airing a winner will be selected from the four artists heard on the previous airings, and the award will be given that soloist.

Series will feature Alexander Smallens and an orchestra selected from members of N. Y. Philharmonic, also a 70-voice chorus. Programs will be entitled "Sealtest Rising Star." McKee, Albright & Ivey will be the agency on the new series, replacing J. Walter Thompson.

### Mrs. Holt Accepts Union Post

Mrs. Emily Holt, recently elected executive secretary of the American Federation of Radio Artists, but who was undecided about taking the job, has accepted.

AFRA at a meeting yesterday passed a resolution pledging support to the Screen Actors' Guild which adopts a closed shop beginning Monday. Understood that similar action is being taken by Equity, American Federation of Actors' and Jewish Actors' Guild.

### Mary Jane Walsh for Barbasol

Chicago—Mary Jane Walsh, songstress, has been signed to headline Mutual's Barbasol show, opening Oct. 29. She also goes into the Harris-Cohan musical, Oct. 26.

### Montgomery-Ward Disks

Montgomery-Ward is readying a transcription series for fall placement. Lord & Thomas, Chicago, is handling.

## Chevrolet CBS Program Is Using 100 Stations

(Continued from Page 1)  
orchestra. Barry McKinley, Sally Nelson and Basil Ruysdale as emcee. Program, titled "Romantic Rhythms," will be heard at 6:30-7 p.m. and replaces the Rubinoff series. Campbell-Ewald is the agency.

## KOOS Is Dedicating New 240-Ft. Radiator

(Continued from Page 1)  
station has been managed for the past five years by Walter L. Read, formerly with stations in Portland and Seattle.

## CBS Six-Month Profit Shows 25 Per Cent Rise

(Continued from Page 1)  
share, against \$1.22 in the first six months of 1936.

Gross income for the 1937 first-half period was \$17,640,184.35, against \$13,163,457.22 in the corresponding period last year.

### World Series Confab

Chicago—Judge K. M. Landis, baseball czar, is having a session here tomorrow with leading league representatives to discuss airing of the World Series. No options are in effect on the games, so all networks and agencies are permitted to peddle, but price stands at flat \$100,000. NBC reported offering an unrevealed figure for exclusive sustaining rights.

### KDYL Announcers Perk Up

Salt Lake City—Within a week after launching of the KDYL "Announcers' Court", wherein announcers are brought to "trial" for any boners they make, the mikemen's delivery has improved about 75 per cent, according to program director R. T. Harris. Dictionaries and Thesauruses are all over the place.

### NBC Chicago Press Changes

Chicago—Lee Graham, assistant city editor Chicago Daily Times, has joined NBC press department, filling vacancy caused when Al Williamson retired and Bill Ray, Dan Thompson and Gilbert McClelland moved up.

## AL DONAHUE

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

## COMING and GOING

CY STEINHAUSER, radio editor of the Pittsburgh Press, arrived in New York yesterday for a 10-day visit.

MIKE NIDORF is back at his Rockwell-O'-Keefe desk after a sick leave.

THE MAPLE CITY FOUR, harmony unit of the "Alka-Seltzer Barn Dance," is journeying to Hollywood on Oct. 1 for their second Republic film.

A. L. ALEXANDER arrived in Chicago yesterday for negotiations on new show.

JEAN BLAINE will go to Chicago this week-end from New York for a conference with Lord & Thomas on a new show.

EARLE FERRIS arrives in Chicago Sept. 20 to consult with Edgar Guest and Household Finance "It Can Be Done" crew.

GUSTAV KLEMM, WBAL program director, and MRS. KLEMM have returned from their Green Mountain vacation.

BOB KERR returns to New York on Sept. 20 from a 10-day trip setting dates for Mai Hallet in the South.

W. A. STEIN, vice-president of Music Corp. of America, is in Kansas City for the Jubilesta, along with LEW WASSERMAN, publicity chief, and GEORGE BLACK, head of London office, who is producing musical entertainment at the Jubilesta.

VIRGINIA BLACKLEY, secretary to Wayne Randall, NBC publicity director, leaves town today on vacation cruise aboard the Nerissa.

PARKS JOHNSON of "Vox Pop" flies to Houston and San Antonio Tuesday for a visit.

ROBERT TAPLINGER returned to New York yesterday from his Hollywood office, where Jerry Farrar has taken over management of the west coast office, sharing duties with Pauline Swanson.

JOE KEELEY, N. W. Ayer publicity department, returned from a three-week business trip through the South and West yesterday.

KATHRYN CRAVENS will make a special trip to Philadelphia on Tuesday to cover the Flower Show in that city. Returns the following day in time for her regular CBS airing.



## JESSICA DRAGONETTE Palmolive

## BEAUTY BOX THEATRE of the air

Every Wednesday Night, Nine-Thirty E.D.S.T.

W A B C — COLUMBIA NETWORK

—WEDNESDAY · SEPT. 22nd—

## "DEAREST ENEMY"

## MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE  
1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.



*Now's the  
Time to Talk  
it Over!*

Tell the millions—in  
their own homes—your  
aims and ideals

NEVER before has so great an opportunity arisen for closer cooperation between management and worker, between industry and the public.

For *inside* the plant, man-to-man discussions and frank explanations have succeeded the curt command. And *outside* the plant, Public Opinion—the ultimate force in a democracy—is keenly alert. Alert... Concerned... Listening. Eager for the facts which will mould its

judgment on the changing patterns in our industrial life.

The most direct and intimate way of presenting your industry's aims to the public and to your own workers is through Radio—the *one medium* which is invited into 24,500,000 American homes. The surprising records of NBC Network Programs on such missions are available to business through NBC representatives—*everywhere*.

RCA presents the "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. D. S. T., on the NBC Blue Network

**NATIONAL BROADCASTING COMPANY**

*A Radio Corporation of America Service*

## ORCHESTRAS MUSIC

**C**HARLIE GAYLORD is taking over the Empire Room at Palmer House, Chicago, until Wayne King goes in Sept. 25.

Bill McCune, heard around New York for the past six years and aired over WOR-Mutual, starts his road tour next month.

The Rainbow Revels, new musical unit, being featured at the Rainbow Inn, will soon be heard via WOR and WNEW. The group was organized in Chicago.

Stepladder and his Saddle Tramps, cowboy swing group, are back on the air over KFOX, Long Beach, Cal. For the past month the boys have been away on location for western pictures.

"Miss Chicago of 1937" has been signed as vocalist with Husk O'Hare's ork, touring the middle west.

Emery Deutsch has been appointed to the entertainment committee for the American Legion convention here next week. His next broadcast will be dedicated to Legionnaires all over the world.

Eddy Duchin and his orchestra will air sustainers from the Plaza Hotel over WOR several times weekly, it was made known yesterday. Reports have been current that Duchin would not air any sustainers because of commercial commitments. Plaza contract with WOR Artists Bureau calls for the weekly broadcasts.

Eddie Wise, manager of WEBQ's Artists' Service Bureau, has set Wild Bill Wesbrooks and his Original Arizona Trail Riders for the Harrisburg (Ill.) Country Club, opening the fall season for an indefinite stay. The Trail Riders have also been signed to a new commercial on WEBQ for Barham-Green, Ford dealer, to work a remote program direct from show rooms.

Merle Pitt is directing the orchestra which will make periodical appearances on Martin Block's "Make-Believe Ballroom" over WNEW at 6-7:30 nightly. The program ordinarily is a recorded affair, and the new group under Pitt will play music that has not yet been recorded. Block also brings in an occasional "name" guest, the latest being Jimmy Dorsey last Wednesday.

Johnny Hamp and his combine booked by CRA for three weeks to play at Fontaine Ferry Park, Louisville, Ky., starting Oct. 8.

Shep Fields and his orchestra are next to make a personal appearance on Martin Block's "Make-Believe Ballroom" over WNEW. They are dated for Sept. 30.



● ● ● During the four-week absence of Burns and Allen, starting with Oct. 4, their show will be in the hands of Bob Burns, Phil Baker, Al Jolson and Eddie Cantor (in the order named)... Wonder what legitimate gueststars are going to do this season?... Joe Penner, who will have the same time as last year, gueststars on the Jolson show this month... Tim and Irene repeat on the summer Jell-O show welcoming back the Bennys... Pete Barnum tendered his resignation to Young & Rubicam... Orrin Tucker succeeds Roger Pryor into the Edgewater Beach in Chi. Oct. 16... Talk of Gertrude Berg's "Goldbergs" taking more time on CBS too... Eddie Peabody will be Rudy Vallee's first coast guest Oct. 7... Snatched from the chorus of the Russ Morgan show two weeks ago, Genevieve Rowe gets the femme starring role on the NBC Consolidated Edison show Monday nite... Joe Cook will be the last Gulf guestar... Frank Moss, who wrote the Eddie Cantor show, has been set to write the Cal Tinney Campana series. Sponsor will hold studio audience previews of its NBC shows, diskings the performances and making corrections as deemed necessary before the actual airing.

● ● ● Announcer Reginald Allen, who does the UP news shows for WBT, Charlotte, N. C., nearly made the headlines himself the other day when he took up flying instructions and the plane went into a dive at very low altitude... The student and instructor were cool and managed to come out oke-doke... Myron Fox of KDYL's (Salt Lake City) sales staff, claims to have established a record—of a kind. He challenges all comers with the all-time run-around of 5 nays and 6 yeas in one day from a certain account. Fox points with pride that there was one more "yea" than "nay" thus making the 11th one a clickeroo... Fran Striker, chief scripter for WXYZ and the Michigan network, turns out five half-hour shows weekly totaling 3,200 per script in addition to the 25,000-word western novels he writes every month for a magazine. But that isn't all. He finds plenty of time for his hobby—photography—where he writes extra long captions to the pictures!

● ● ● Jean Sablon, after two more shots on RCA's "Magic Key," returns to the Other Side... Ina Claire is reading new ideas for a return to the airwaves... Jack Pearl refused to return for his sponsor of last season because of time—and recordings. He'll be on the air before Jan. 1... Cab Calloway will have three CBS shots from the Cotton Club... Bailey Axton will be given three NBC sustainings... Happy Felton goes into the Penn Monday until Benny Goodman arrives Oct. 12... Johnny Hauser goes to the Mayfair in Cleveland and will be aired via NBC... A. L. Alexander was rushed to Chi regarding selling him to "Look" magazine for a network show. Senders were Wm. Morris office... Gus Arnheim will finance his bass-player, Manny Stein, to organize a band of his own... Charles E. Morrison, the Hollywood ten-percenter, has appointed Artists Syndicate of America his N. Y. firm... Del Casino, who was mobbed by women at the other nite's "Blue Velvet" show, has been signed to make records. Now he'll be in every woman's home—on wax.

● ● ● Officials of WHK-WCLE, Cleveland, are congratulating themselves on exercising the right judging in choosing their newest wordslinger, Robert E. Lee... On Bob's first day of work at the station, he was sent out on a remote, to Radioland at the Great Lakes Exposition... He handled the show like an old-timer, putting that professional touch into it. This went through the amplifier at Radioland, as well as WHK... After the show, a femme admirer walked up to the new announcer and said "Say—you're good at that. Why don't you try for a job at a radio station?"... Ever meet those kind of people?

## AGENCIES

ROBERT DORFMAN, formerly of the Fairchild Publications, has joined the Randall Company, advertising agency, Hartford, as a member of the firm. Other additions to the company are Josef Baum, art director and U. Allan Godbout, account executive.

JAY & CO., Detroit, has been appointed agency for the Floral City Furniture Co. and the La-Z-Boy Chair Mfg. Co., to handle radio and all other advertising for the 11 factories using the patent. Leslie Marcus is vice-president and radio director for Jay.

J. P. MULLER & CO., advertising agency, will move to larger quarters at 19 West 44th St. on Oct. 1.

## WHBF Correspondents Made "Ambassadors"

Rock Island, Ill.—More than 40 of WHBF's news correspondents throughout this territory have been organized into an unofficial merchandising and "booster" club to be known as the "WHBF Ambassadors." The club was launched the other day with a luncheon, theater party, special broadcasts and displays for advertisers as well as merchandise gifts for each person.

Clair Heyer, WHBF national sales manager, promoted the club idea. All of the members are active in their communities, many being club officers.

## 3-Language Program on WJAY

Cleveland—A full-hour nationality program being started Sept. 26 by Benesch-Federman Furniture Co. on WJAY will be divided into a half-hour Bohemian show, 15 minutes of Polish and 15 minutes of Hungarian entertainment. Louis Rich and orchestra will be featured, with Paul Faut as emcee.

## Cashman Joins Artist Bureau

Edmund Cashman, former producer of a number of successful CBS daytime shows including the "Saturday Swing Club," becomes associated with Columbia Artists, Inc. on Monday. Cashman's duties will include talent scouting, agency contacting and developing talent.

## New WHN "Lens" Series

Karl A. Barleben Jr., author and editor of textbooks and magazines on photography, will be at the helm of "Behind the Lens" when the broadcast begins its fourth season on WHN, Sept. 25 at 8:30-9 p.m.

## Stuart Erwin on Camel Show

Stuart Erwin, film star, has been signed as a permanent feature of the new Camel Caravan series which begins over CBS on Sept. 28. Erwin will be heard on the half-hour portion of the show which originates from Hollywood and stars Jack Oakie.



**RAYMOND PAIGE**, Frances Langford and Ken Niles, as well as Louella Parsons, will appear in Warner's film version of "Hollywood Hotel."

After auditioning all available yodlers for a role in "Snow White," first feature length cartoon, Walt Disney finally signed Zeke Clemens, who yodels daily on KHJ.

Herbie Kay and Kearney Walton will be heard over KNX on Friday and Saturday nights, respectively, from the Pasadena Civic Auditorium, where both orchestras are playing return engagements. On the air from 11:30 to 12 midnight.

Did you know . . . that Hank Ladd, now head writing man for Olsen and Johnson, at one time was "Beetle" on Phil Baker's program? Hank also turned in scripts for Stoopnagle and Budd, Judy Canova, and Bob Hope, for whom he created "Skunkton."

NBC's Don Gilman is back in town but still non-committal on the new studio site.

Frank Graham, mikeman from Spokane, has been added to the announcing staff at KNX.

Dick Ryan arrived from New York to be ready for his chore with Joe Penner.

Don Prindle, writer of the Joe Penner show, confesses that his first job was as an actor in a midwestern stock company playing opposite Margaret Brayton, now one of the busiest radio actresses on the Coast.

Tommy Bond, Gus Edwards' protege, is doing a "Charlie McCarthy" in M-G-M's "Rosalie," with Eleanor Powell and Nelson Eddy.

KECA has a new adventure serial with the intriguing title of "Children of the Snake," Monday, Wednesday, Friday at 5 p.m. The author is Wingate White. Cast includes Carroll Borland, Don Upshur, Brooks Dutt and Jan Sinclair, with Frank Ellison as narrator.

KFT's romantic serial, "Hello Peggy," moves from a 9 a.m. niche on Wednesday and Friday to 12:30 p.m. the same days.

When the district sales managers of Radio Transcription Co. of America finished their sales confab and started back to their respective territories, each was armed with life-size cutouts of scenes and characters in the new juvenile programs, "The Cinnamon Bear" and "Jerry of the Circus." Hinged for carrying, these cutouts are carried by salesmen along with sample of other merchandising aids and a compact, portable playback machine for auditioning programs. "Cinnamon Bear" is designed to start on Thanksgiving Day and continue on a six-time-a-week basis until termination on Christmas eve. Of eleven original songs incorporated in the story four have been published in quantity and are furnished in bulk to sponsors as a giveaway.

## NEW PROGRAMS—IDEAS

### "Radio Nature Club"

"The Radio Nature Club" is a new one over KEHE, Los Angeles, and CRS on Wednesday evenings at 6:45. Conducted by Don Sigerson, associate professor at University of California, the program is designed to enlist interest in the conversation of wild-life and the preservation of natural beauty spots and scenic wonders in America.

### "Over the Back Fence"

Discussions of the average man's interests under title of "Over the Back Fence" is a new series over Gene Dyer's WCB, Chicago. A prominent educator is the voice. Questions sent in by listeners will be discussed.

### "The Worker Speaks"

Bona fide laborers, exclusively, get a voice in the vox pop parade

### Standard Provisions Set By AFM and Radio Men

(Continued from Page 1)  
Oct. 15 for closing of all negotiations basically.

The standard provisions agreed upon will be part of every contract between the musicians and radio with local autonomy retained by locals of the AFM with discretionary powers and agreements as to working hours and wage scales between the locals and stations within their jurisdiction. It was conceded that hard and fast rules to apply to all outlets would not be satisfactory to either side since some stations are on a part-time and time-sharing basis.

IRNA Committee is now faced with rushing out a questionnaire to stations, and according to Bill Hedges, head of the committee, it is imperative that outlets fill out and mail them back as fast as possible. Otherwise the entire setup is apt to slip. Questionnaire going out to NBC, CBS and Mutual affiliate stations asks basic information on call letters, ownership and management, power, time on air, sign-off time according to months, national quarter-hour rates, net receipts for year ending Aug. 31, 1937, receipts from networks, population of city, population of primary coverage, name of person to handle correspondence, and all info to be sworn to before a notary.

The AFM today meets with the networks to work out a deal or negotiate for the owned, managed and operated outlets of the respective webs. Conference will be held between the nets and AFM Executive Committee at 10 a.m. in the board room of Ascap, in the RCA building. At 2:30 p.m. the AFM will meet with electrical transcription and phonograph manufacturers.

Weber will be out of the city during first week in October due to American Federation of Labor convention in Denver.

through a new sponsored program, "The Worker Speaks," over WIND, Gary, Ind.

### Royal Romances

The loves of great persons in history are being dramatized in a weekly series titled "Royal Romances" over KFOX, Long Beach, Cal.

### Marriage License Shows

In order to set the records straight, the "Marriage License Romances" recently started at WJAY, Cleveland, has a predecessor of the very same type under the same title conducted by Quin Ryan over WGN three times weekly since October, 1935. Leslie Marcus of Jay & Co., agency handling the Cleveland account, was a guest on one of Ryan's broadcasts some time ago. Marcus also has the show on WSPD, Toledo, and in Detroit for local sponsors.

### WSGN Statewide Hookup On Football Broadcasts

(Continued from Page 1)  
WSGN and feeding programs to WHBB, Selma; WJRD, Tuscaloosa, and WALA, Mobile. Both University of Alabama and Auburn (APD) games will be covered. The complete series has been sold to Kellogg Co.

### KSTP Gets Schnickelfritz

St. Paul—Freddie Fisher's Schnickelfritz band, the droll and energetic swing unit that has grabbed itself a huge chunk of national publicity through its antics in St. Paul's mid-way, has signed up with KSTP, Twin City independent station, for exclusive nightly broadcasts. The band, featured in publicity in several national publications and soon to appear on Rudy Vallee's hour, on its own in New York and in motion pictures, has been grabbed off by KSTP for nightly broadcasts at 10:30 p.m., Sunday excepted, for the length of its St. Paul engagement.

### CFRN Gets "Alice" Rights

CFRN in Edmonton, Alberta, has obtained exclusive rights for broadcasting Frances Fullerton Neilson's adaptation of "Alice in Wonderland" in its territory. The radio dramatization of the classic is being syndicated by Star Radio Programs Inc.

### Miller Milk Co. Campaign

Miller Milk Co. of New Jersey is setting up a local advertising campaign via radio in behalf of its Grade A milk. Broadcast plans, although not as yet complete, will get under way shortly. WAAT, Jersey City, already has been selected. Jay Lewis Associates are handling.

### Richard Wright Joins WHN

Richard Wright has been added to the sales department of WHN.



**HERB BUTTERFIELD** of Lord & Thomas back from New York and a session with Montgomery Ward recordings.

Tommy Bartlett, WBBM announcer, took a gal to a dance at Minocqua, Wis., other evening and when he got there he found he had no money. So he entered the amateur singing contest and won the \$10 prize.

Wendell Hall and family back from northern Wisconsin vacation. He is ready to go to work on a theater date in Detroit.

Basil Loughrane, Lord & Thomas radio chief, still laid up with fractured ribs he got in bathtub fall.

Charles P. Hughes who has "Grand Central Station" on WJJD for 42nd St. Cosmetics, is offering round trip tickets to New York with hotel expenses and tickets to Broadway shows in a new contest starting this week.

Peter Cavallo Jr., has been named musical director for Skelly's "Court of Missing Heirs" to bow in on CBS Oct. 11.

Wayne Hunt, president of Knox-Reeves agency of Minneapolis, visiting WBBM, where he is looking after General Mills Baseball Broadcasts.

Ken Church, commercial manager of KMOX, and Arthur Hull Hayes, New York manager of Radio Sales Inc., in a huddle at WBBM.

Kathryn Witwer, Mutual soprano, vacationing at Saranac Lake.

### CBS School of Air Returning

CBS' American School of the Air returns Oct. 18 for its ninth season with an expanded program in which the Nat'l Education Ass'n will join to enter the schoolroom proper for the first time in its history. Helen Johnson directs the broadcasts.

### Sign NBC Thesaurus

New NBC Thesaurus subscribers are KSRO, WCBS and KOKO. Renewals have been signed by KTHS, WHP, WWNC, WJOR, KGKB and WWSA.

### Hecker Adds Stations

WRR, Dallas, and KTAT, Fort Worth, have been added to the Mutual-Beatrice Fairfax show which is sponsored by Hecker Products. Program is heard Tuesdays through Fridays, 2:45-3 p.m. BBDO has the account.

### Mutual WHK-WCLE Salutes

Mutual will salute WHK-WCLE, new additions to the MBS web, on Sept. 26-27. Programs will emanate from WOR and WGN.

STATION-STUDIO  
TRANSMITTER  
and

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## KSTP Studios and Offices Undergoing Modernization

St. Paul—Carrying out the second phase of an expansion program which was launched last year with the installation of a new \$300,000 transmitter, KSTP, Twin Cities independent station, this week began an enlargement and modernization program in connection with its St. Paul offices and studios.

The new program, which will provide additional audition facilities, including a new modern audition room, more sales and office space, is being carried out to meet increased demands. The station expects 1937-38 to be the largest broadcast year in KSTP's history.

The expansion will include new furnishings, new audition equipment and added facilities for the sales and office staffs, and will make the station's St. Paul offices and studios among the most finely-appointed in the nation. Additional space on the Hotel St. Paul's 12th floor is being taken in to provide the new accommodations.

## KNX Is Constructing New 480-Foot Antenna

West Coast Bureau, RADIO DAILY

Los Angeles — Construction plans are under way at KNX for a 480-ft. tower, embracing latest antenna developments and new vertical radiator equipment, which will be completed in time for the opening of the new CBS studio. FCC grant also provides for a new transmitter site.

## Townsend to Television

Chicago — Charles L. Townsend, NBC studio-field engineer, will be transferred to NBC's New York television crew Oct. 1. Wilson T. Knight, already on staff, will take Townsend's place and George Maki is the newcomer on staff.

## Philco Reports Increase

Philco Radio & Television Corp. reports that a 100 per cent increase in its parts business has been shown every month since the early part of the year, based on identical periods in 1936.

## CHARLES ROSS, Inc.

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

## NEW PATENTS Radio and Television

Compiled by JOHN B. BRADY, Attorney  
Washington, D. C.

- Re.02,506 Oscillator System. Walter Soller, Cincinnati, Ohio, assignor to Wm. H. Woodin, Jr.
- 2,092,762—Variable Condenser for Modulation. Fred H. Kroger, Port Jefferson, N. Y., assignor to RCA.
- 2,092,769—Electron Discharge Device. Aristotle Mavrogenis, Milwaukee, Wis., assignor to RCA.
- 2,092,770—Radio Circuit. Aristotle Mavrogenis, Milwaukee, Wis., assignor to RCA.
- 2,092,804—Screen Grid Electron Discharge Device. Gunther Jobst, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,092,814—Photoelectric Tube. Walter Schaf-ernicht, Berlin, Germany, assignor to Allgemeine Elektrizitats Gesellschaft.
- 2,092,815—Cathode Heater Insulation. George R. Shaw, Vernon, N. Y., assignor, by mesne assignments to RCA.
- 2,092,871—Cathode Ray Tube Deflecting Circuits. Aida V. Bedford, Collingswood, N. J., assignor to RCA.
- 2,092,874—Amplifier. Don G. Burnside, East Orange, N. J., assignor to RCA.
- 2,092,881—Electron Discharge Device. Johan L. H. Jonker, Eindhoven, and Wilhelm Albricht, The Hague, Netherlands, assignors to RCA.
- 2,092,885—Volume Control System. Loren R. Kirkwood, Merchantville, N. J., assignor, by mesne assignments, to RCA.
- 2,092,886—Electron Tube for Producing Ultra Short Waves. Wilhelm E. Kuhl and Felix Herriger, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,092,887—Impulse Operated Relay. David G. C. Luck, Woodbury, N. J., assignor to RCA.
- 2,092,890—Receiving Circuit. John B. Moore, Riverhead, N. Y., assignor to RCA.
- 2,092,893—High Frequency Amplifier. Harold A. Snow, Mountain Lakes, N. J., assignor to RCA.
- 2,092,896—Display Type Tube Tester. John M. Stinchfield, Rutherford, N. J., assignor to RCA.
- 2,093,072—Amplifier Gain Control Circuit. Arthur H. Cooper, Iver, England, assignor to Electrical & Musical Industries, Ltd.
- 2,093,078—Electric Space Discharge Tube System. Raymond A. Heising, Summit, N. J., assignor to Bell Telephone Laboratories, Inc.
- 2,093,094—Radio Frequency Amplifier. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.
- 2,093,095—Automatic Volume Control. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.
- 2,093,102—Radio Receiver. John S. Starrett, Wilmette, Ill., assignor to RCA.
- 2,093,166—Electric Discharge Device. Leslie E. Flory, Gaklyn, and George A. Morton, Haddon Heights, N. J., assignors to RCA.
- 2,093,177—Cathode Ray Tube Deflecting Circuits. Arthur W. Vance, Haddonfield, N. J., assignor to RCA.
- 2,093,217—Automobile Radio Antenna. Ray Lee Stout, Ashtabula, and Alva Povlis, Jefferson, Ohio.
- 2,093,245—Tone Control Device. Carel J. van Loon, Eindhoven, Netherlands, assignor to RCA.
- 2,093,273—Getter for Vacuum Tubes. Adolf Haslauer, East Orange, N. J.
- 2,093,288—Television Apparatus. Gregory N. Cg'oblinsky, Collingswood, N. J., assignor to RCA.
- 2,093,302—Screen Grid Metal Tube. James E. Beggs, Schenectady, N. Y., assignor to General Electric Co.
- 2,093,303—Screen Grid Metal Tube. James E. Beggs, Schenectady, N. Y., assignor to General Electric Co.
- 2,093,331—Oscillation Generator. Lambert H. Lynn, Schenectady, N. Y., assignor to General Electric Co.
- 2,093,393—Tone Control System. Kenneth W. Jarvis, Kenmore, N. J., assignor to RCA.

## WATD Gets Baptism

South Bend, Ind.—WATD, the new mobile unit of WSBT-WFAM, received its baptism under fire the other night. An airplane crash near the local airport caused the death of four persons. The unit, under engineers Herb Cole and Lowell Harris, was rushed to the scene, about a mile west of the city limits. There they were met by Bob Swintz, WSBT-WFAM commercial manager, who had arrived shortly after the crash. Contact was established with the studios and a broadcast was put on the air with Bob at the mike interviewing eye-witnesses to the crash and presenting all information available pending the official investigation.

## WCOA Power Boost Nov. 1

Pensacola, Fla.—WCOA expects to have its power boost to 1,000 watts in operation by Nov. 1. Construction permit is now final and work on equipment changes is under way. A Blaw-Knox shunt excited radiator is being erected, along with Western Electric program amplifier, speech in-

put console, and shift of transmitter to a new location with ground system going into the water on nearly every side.

## M I C R O P H O N E

Repairs  
Dynamic, Velocity, Etc.  
Also New

Dynamics for Studio and Remotes

Write for Catalogue

AMERICAN MICROPHONE CO., INC.  
Los Angeles, Calif.



samples  
upon  
request

WORTHY of the splendid modern transcriptions! Eliminate surface noise with this 100% shadowgraphed needle, preferred by leading broadcast stations.

## PLAYBACK NEEDLES STEEL CUTTING NEEDLES

Mfd. by W. H. BAGASHAW Co., Lowell, Mass.  
Distr. by H. W. ACTON CO., Inc.  
370 Seventh Avenue, New York City

## Two Albany Stations Improving Facilities

Albany—WABY, recently granted an increase in power to 100 watts daytime and 100 watts night, and WOKO, granted permission to install the latest transmitting equipment which will greatly increase the area being served, will have these improvements in effect within a month or so.

WABY now carries the programs of NBC-Blue, N. Y. Broadcasting System and Mutual. The power boost, becoming effective Oct. 19, will give it a much wider coverage.

WOKO's equipment in the control room at the Ten Eyck Hotel will be completely replaced by the most modern Collins equipment, while the transmitter on Central Ave. is to be replaced by the last word in a modern Collins transmitter. These changes are expected to be completed in about a month.

## New Amplifiers for WHK-WJAY

Cleveland—Two new W. E. program amplifiers have been added to the master control room equipment of WHK-WJAY, which will form part of the new identity of WJAY when it changes its call letters to WCLE on Sept. 26. They have a stabilized feed-back designed to reduce tube and amplifier noises and a volume compressor which acts on sounds above a predetermined level.

## Amplifier for WHB

Kansas City, Mo.—WHB last week installed a new W. E. 110A speech amplifier.

## CONQUEST PORTABLE RADIO RECEIVER and PLAYBACK COMBINATION

A superior unit that speeds the sales of talent, time or transcriptions . . . bringing your product into the prospect's office . . . with high fidelity reproduction of both radio broadcasts and recorded programs . . . A playback that re-creates every note, every word, with a clarity beyond belief . . . A microphone attachment that permits off-stage voices blending with recorded music . . . or its use as an efficient public address system. A flip of the switch and you have 33 1/3 or 78 r.p.m. for discs up to 17 inches diameter . . . radio . . . or phonograph and microphone. All in one attractive, compact, lightweight unit to meet the requirements of office, schoolroom and home.

For Specifications and Prices  
Write Today to  
CONQUEST ALLIANCE CO., Inc.  
515 Madison Ave., New York  
228 No. La Salle St., Chicago

## ★ F. C. C. ★ ACTIVITIES

### HEARINGS SCHEDULED

Sept. 28: Jules J. Rubens, Aurora, Ill. CP for new station. 1040 kc., 250 watts, daytime.

W. H. Hartman Co., Waterloo, Ia. CP for new station. 1400 kc., 500 watts, daytime.  
KSLM, Salem, Ore. CP to change frequency and increase power to 1360 kc., 500 watts, unlimited.

Southern Broadcasting Corp., Bogalusa, La. CP for new station. 1500 kc., 100 watts, 250 watts LS, unlimited.

WBLY, Lima, Ohio. CP to increase power to 250 watts. 1210 kc., daytime.

Oct. 5: Keystone Broadcasting Co., New Castle, Pa. CP for new station. 1250 kc., 250 watts, daytime.

WKAR, East Lansing, Mich. CP to increase power to 5 KW. 850 kc., daytime.

WLVA, Lynchburg, Va. CP to change frequency and increase power to 1390 kc., 500 watts, unlimited.

Oct. 6: William C. Smith, Bogalusa, La. CP for new station, 1310 kc., 100 watts, unlimited.

Larry Rhine, San Francisco. CP for new station. 980 kc., 250 watts, daytime.

Oct. 7: M. M. Valentine, Larado, Tex. CP for new station. 1500 kc., 100 watts, 250 watts, LS, unlimited.

Walter Biddick Co., Los Angeles. Auth. to supply electrical transcriptions to XEMO, Tia Juana, Mex.

### APPLICATIONS RECEIVED

Odessa Broadcasting Co., Odessa, Tex. CP for new station. 1310 kc., 100 watts, daytime.

Indianapolis Power & Light Co., Marion County, Ind. CP for new relay station. 31100, 34600, 37600, 40600 kc., 40 watts.

Neusteter Suit Co., Denver. CP for new station. 1370 kc., 100 watts, unlimited.

### APPLICATIONS GRANTED

Wyoming Broadcasting Co., Rock Springs. CP for new station. 1370 kc., 100 watts, 250 watts LS, unlimited.

Minnesota Broadcasting Corp., Minneapolis. CP for new relay station. 1606, 2022, 2102, 2758 kc., 25 watts.

### SET FOR HEARING

Union-Tribune Broadcasting Co., San Diego, Cal. CP for new station. 1480 kc., 5 KW., unlimited.

N. B. Egeland, Roland, Ia. CP for new station. 1500 kc., 100 watts, daytime.

### APPLICATIONS DISMISSED

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

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

### ACTION ON EXAMINER'S REPORTS

Peninsula Newspapers, Inc., Palo Alto, Cal. Denied CP for new station. 1160 kc., 250 watts, daytime.

Redwood Broadcasting Co., Eureka, Cal. Granted CP for increase of day power for KIEM to 1 KW. Denied increase of night power.

Clarence A. Berger & Saul S. Freeman, Coeur d'Alene, Ida. Granted CP for new station. 1200 kc., 100 watts, daytime.

Twin City Broadcasting Corp., Longview, Wash. Granted CP for new station. 780 kc., 250 watts, daytime.

Phillip Jackson, Brunswick, Ga. Dismissed with prejudice app. for CP for new station.

Amarillo Broadcasting Co., Amarillo, Tex. Dismissed with prejudice app. for new station.

John D. Fields, Inc., Las Vegas, Nev. Dismissed with prejudice application for new station.

Robert E. Clements, Huntington Park, Cal. Dismissed with prejudice app. for new station.

Young People's Assn. for the Propagation of the Gospel, Shark River Bay, N. J. Dismissed with prejudice app. for new station.

### Platform for Singers

WQXR has constructed a stepped platform in its studios for use of the singers in the new series of opera presentations, which starts Sept. 25. This permits full vision of the conductor by the entire company and voice volume is controlled, simply, by distances from the microphone to places on the platform.

# ★ Program Reviews ★

## "Success Doctor"

Harry H. Balkin, character analyst and student of human nature, who made his eastern debut this week with a Tuesday and Thursday period over WOR at 11:30-11:45 a.m., has a program that could attract a substantial number of listeners if he would just tone down his declamatory voice a bit. He puts so much steam behind his statements that he sounds more like a political stump orator than a "Success Doctor" seeking to give persons calm and intelligent advice on the selection of careers. Program is sponsored by Gumpert's Butterscotch Creme Desert.

## Alice Remsen

The "Turn Back the Clock" series arranged by Alice Remsen have been a source of dinner-time enjoyment for some time. A typical program, caught yesterday on NBC-Red at 6:15-6:30 p.m., had George Griffin, baritone, and Al and Lee Reiser, pianists, on the bill with Miss Remsen. After a lively dual piano "Ragging the Scale" opener, songs of 1912, 1913 and other vintage were vocally revived by Miss Remsen and Griffin. Unspoiled by tricky arrangement, the numbers were pleasantly and wistfully reminiscent. It's

## RCA Victor Promotions

RCA Victor yesterday announced the following promotions in its sales executive organization: L. W. Teagarden, formerly Western division manager, placed in charge of radio tube sales to wholesale distributors; M. F. Blakeslee, formerly Chicago district manager, appointed Western division manager; Richard A. Graver, formerly Cleveland district manager, made Chicago district manager; A. G. Kemp appointed Cleveland district manager, and E. J. Rising, formerly San Francisco district manager, made Los Angeles district manager.

## Mobile Unit Covers Iron Horse

Charlotte—The giant exhibit by the Seaboard Railway of their latest advances in locomotives was also the scene of an unusual broadcast by the WSOC mobile unit. Accompanied by announcer Charles Hicks, the unit took in the entire show down to taking the mike into the innermost vitals of the new iron horses. Attendance at the exhibit took a big hop after the program was aired.

## Opens Philly Branch

Philadelphia—Midwest Radio Corp., a pioneer in the field of radio manufacturing, has opened a factory-owned showroom here under the management of A. B. Wagner.

## New Equipment for WEW

St. Louis, Mo.—WEW has been adding RCA equipment to its station, and is contemplating purchase of transmitter improvements.

a type of program that doesn't tire the listener like so many blaring musical shows do.

## Eddie Dooley

Initiating a football series, Eddie Dooley bowed in over CBS at 6:30-6:45 last night. Taking over the mike after Paul Douglas gave a few baseball results, Dooley sized up various teams and discussed their chances in the coming games. He talks authoritatively and interestingly, with an effective mike voice. Program will be heard Tuesdays and Thursdays.

## Briefly

Gretchen Davidson and Carleton Young, who play the romantic interest in Heinz's "Carol Kennedy's Romance" over CBS, are doing a swell job. They help considerably to make this one of the more interesting script shows of the air.

Arthur Chandler's organ music, with a few birthdays and anniversaries thrown in, originating from Cincinnati and fed to the WLW Line, is nice morning ear-entertainment. Chandler has a pleasing style of presenting his stuff. Program is heard at 9:45-10 a.m. Monday through Friday.

## Gospel Group Denied Permit

Federal Communications Commission has dismissed the application of the Young People's Association for the Propagation of the Gospel, Shark River Bay, N. J., for authority to build a new radio station to operate on 640 kc., 5 KW., daytime only.

## WICC Builds Turntable

New Haven—WICC is building new turntable equipment for production purposes. New feature will be a special equalization allowing for reproduction of "distorted" tones.

## Kronman, Stahl Join Bacher

West Coast Bureau, RADIO DAILY  
Los Angeles—Harry Kronman and Edith Stahl, formerly production aides of Bill Bacher on "Hollywood Hotel", have joined the Bacher staff at M-G-M.

## WMT Appointments

Cedar Rapids, Ia.—Allan McKee, announcer, has been appointed production manager for the local WMT studios.

Eleanor Gough is an addition to the staff as pianist.

## Cheerio Returning

Cheerio, veteran inspirational program, returns Sunday at 10:30-11 p.m. over NBC-Blue with a weekly program.

## Mary McBride for Tapioca

Mary Margaret McBride will be the femme commentator on the General Foods (Minute Tapioca) program starting Oct. 4 on 45 CBS stations at 12-12:15 noon.

## NEW BUSINESS

Signed by Stations

### Boston

WNAC: Colgate - Palmolive - Peet, news participations, also on 11 other Yankee stations; Axton-Fisher Tobacco (Twenty Grand); United Drug, "Magic Hour" ET's; Maine Development Commission, through Brooke, Smith, French & Dorrance, N. Y., also on 6 other Yankee stations.

WAAB: C. G. Conn Ltd., Boston (musical instruments).

WBZ-WBZA: Philco ET's; Gorton-Pew fisheries; Pinex Co., through Russell M. Seeds Co., Indianapolis; Louis Howe Co.; Allegheny Steel Co., through Walker & Downing, Pittsburgh; United Drug; Oakite Products, through Calkins & Belden, N. Y.; Rival Packing Co., through Charles Silver & Co., Chicago.

### WBAL, Baltimore

Ford Motor Co., announcements; Baume Bengue, participations.

### WHN, New York

Pinolem Co., spots, through Pedlar & Ryan.

### WPG, Atlantic City

United Drug Co., "Rexall Magic Hour."

## GUEST-ING

GOVERNOR BLANTON WINSHIP of Puerto Rico, on Lowell Thomas program, Sept. 21 (NBC-Blue, 6:45 p.m.)

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

MAXINE SULLIVAN, on Walter O'Keefe program, Sept. 22 (NBC-Red, 9 p.m.)

DENNIS KING and NANCY McCORD, on James Melton program, Sept. 19 (NBC-Red, 10 p.m.)

HUNT STROMBERG, M-G-M producer, and ERIC HATCH, author, on "Movie Club," tonight (WHN, 8 p.m.)

CHARLES GRAPEWIN, on Elza Schallert program, Sept. 22 (NBC-Blue, 10 p.m.)

CONRAD THIBAUT, on "Cavalcade of Music," Sept. 22 (CBS, 8 p.m.)

DARRYL F. ZANUCK, v.p. in charge of production of 20th Century Fox, on Woodbury program, Oct. 3 (NBC, Blue-9 p.m.).

## New Chesterfield Series

Liggett & Myers' new Chesterfield series from the Coast, with Hal Kemp orchestra and Alice Faye, will be known as "Music from Hollywood". Phil Cohan takes charge of production with start of the new contract Oct. 1. Newell-Emmett is the agency.

## Weed Gets WLEU and WHBL

Weed & Co. have been named national representatives of WLEU, Erie, and WHBL, Sheboygan.

## SAN FRANCISCO

Robert Noble of Los Angeles, who has still another pension plan, is spinning ET's on KGCC called "\$25 Every Monday Morning." Uses half hour six times a week.

Clarence Meyer, KYA press chief, back at his job from vacation.

Ralph R. Brunton of KJBS-KQW went to New York for the NAB directors' meeting.

Max Breslow's trumpet playing at KYA has an added thrill to it nowadays. A baby girl was born to his wife Gertrude at Mt. Zion Hospital.

Tom Jones, KYA announcer-producer, recovering from laryngitis which nixed his mike appearances lately.

Don Avery, former KROW Federal Outfitting Co. newscaster, has left to assume commercial management of KSRO, new Santa Rosa station. At present, Howard Duff, former newshawker at KOMO and KJR, Seattle, is doing the stint.

KSFO Items: Dude Martin and his Nevada Night Herders back for twice daily airing after a summer season at Mirabel Park, Russian River. . . . A new photographic darkroom complete in every detail and equipped with both Leica and regular enlargers has been finished under the direction of Tro Harper, news editor.

. . . Fred Benioff, furrier, consistent radio time buyer for 10 years, has switched from KPO to here, handled through Theodore A. Segall agency.

Eddie O'Malley, drummer in the KYA ork, resigned to join a Follies (burlesque) show in Oakland. Elwood Greer, former NBC'er, succeeds.

## BALTIMORE

Katherine Dierken, well-known WBAL player, has been added to the staff of "Bards of Baltimore," the amateur poetry program which has been extended to a half-hour. Brad Bradley directs the show.

Frieda Etelson Balotin, violinist, is winning favor with her "Midsummer Moods" program on WBAL.

WCBM has resumed its Monday night amateur shows, with Moses Kahn store as sponsor.

## Tony Wons Moved Up

Vick Chemical Co. will advance the starting date of the new Tony Wons series one week to Sept. 27. Show will be aired every Monday, Wednesday and Friday, 10:30-10:45 a.m. over the CBS network.

## ONE MINUTE INTERVIEW

## VERNON RADCLIFFE

"The outside audience is so potentially big that we regard it as more important than a handful of people in a studio. Radio in the future will undoubtedly develop the editorial resources, production technique and facilities to reach this audience more widely and effectively."

## ★ Coast-to-Coast ★

H. R. GROSS, chief of WHO (Des Moines) news department, returns next week from a Minn. fishing trip.

Frank Austin, sports commentator at KDYL, Salt Lake City, ushered in the football season for the station's listeners with a short-wave account of U. of Utah practice activities.

WPG, Atlantic City: Director Norman Reed will retain the popular "Ship Ahoy" program through the fall. . . Stanley Meehan is departing to join Rudy Vallee, who has him under management. . . Station plans to increase its educational programs this fall and winter.

WSBT-WFAM, South Bend, has arranged with the local police and fire departments for news coverage of all fires, accidents, etc.

Senator Royal S. Copeland will speak today (Constitution Day) at 5:15 p.m. over WBBC in a program sponsored by the Daughters of the American Revolution.

Governors of the two Carolinas have been invited to inaugurate a series of fireside chats over WBT, Charlotte, for the discussion of state problems with the people of the two states. Both governors are enthusiastic about the plan and details are being worked out by General Manager William A. Schudt Jr. of the station to schedule the talks once a month during the fall and winter for each of the governors.

KCKN claims it was the first station in Greater Kansas City to originate a broadcast from the new \$2,500,000 Wyandotte High School, which is the largest and finest high school in either Missouri or Kansas. This broadcast was written by Ruth Sullivan of the KCKN staff, who graduated from the old Wyandotte High School. KCKN also devoted two hours and 45 minutes for special programs in connection with the official dedication, including the 30-minute address of Secretary of War Harry H. Woodring.

"The March of the 'Forty Five'", one of the most ambitious dramatic productions ever attempted by BBC, will be heard here in a special broadcast, Oct. 2 at 8-9 p.m. over NBC-Blue. The play, written in verse, uses several narrators to set the dialogue, and many Scotch bagpipe airs and English musical pieces of the period set the tone for the action.

Call letters of the J. W. Woodruff station in Albany, Ga., are WGPC, not WGCP. Transpositions occur on the best of typewriters.

Jack Marshall, comedian trombonist with Benny Meroff's band at the

New Yorker, is shooing away film talent scouts, he is that good. Marshall has just signed exclusive artists management contract with Rockwell-O'Keefe.

Jack Amlung and his orchestra, playing for "Crazy Water Crystals" remote from Mineral Wells over WBAP, Fort Worth, and TQN, and Conrad Brady, emcee on this program, return Monday from vacation.

Herb Hollister, g.m. of KANS. Wichita, fears that folks will be calling his station precocious, seeing that it recently fed the NBC-Blue network with a couple of shows.

A Guest Book, in which visitors to WOPI, Bristol, studios are invited to sign, has within a short time 3,000 signatures. In addition to taking the visitors around the new studios, W. A. Wilson, general manager, has provided an attractive booklet as a souvenir of the station.

Ken Keese, program director of WATL, is often featured with an orchestra as Atlanta's popular vocalist on the air.

The Robert L. Ripley Curioddities, which will be on exhibition for three weeks starting Sept. 20 at R. H. Macy store, will be broadcast four times a week over the New York Broadcasting chain (WINS). The exhibit will benefit the United Hospital Fund.

University of Nebraska shows more signs of loosening for radio broadcasts of the games this year. All the big home tussles will be aired with Reginald B. Martin, KFAB-KFOR's station manager, at the mike.

Using the new WSOC mobile unit facilities, the National Youth Administration recently inaugurated a new series of programs designed to inform the public of their activities in and around Charlotte. The broadcasts, heard every Tuesday afternoon at 3:15, originate from a different location each week, and each program describes some single activity of the National Youth Administration, whose purpose is to help the youth of America to find suitable vocations.

Tom Terriss' Saturday "Vagabond Adventures" program over NBC-Red was a quarter-hour shot last week only. It now goes back to its 30-minute stretch, 5-5:30 p.m.

Mabel Jennings, formerly feature writer with the Washington Herald, has been signed by Rockwell-O'Keefe for radio commentator work.

Orson White and Erving Gerlat,

## BOSTON

George R. Dunham Jr. has joined WEEI in charge of sales promotion. He comes from Boston Woven Hose & Rubber Co. and is the son of George R. Dunham, head of Greenleaf Advertising Agency.

Joe Kerrigan, WBZ houseman, famous for his recitation of "Casey at the Bat," is leaving there the 18th to try his fortune in New York.

Dwight Meade and Mrs. Evelyn Knapp ("Harvey and Dell") are now Mr. and Mrs. Their program is heard daily over WBZ-WBZA.

## KANSAS CITY

Neal Keehn and Margaret Heckle have returned from Chicago where their "Across The Breakfast Table" has been aired via WBBM since June. Keehn will resume his place on the KMBC staff, airing special events.

KXBY has appointed Joseph Hershey McGillvra as special representative, it is announced by Harry Clifford, commercial manager.

KXBY has sold the Florsheim Shoe Store broadcasts of the Pittsburgh-Giants games with Jerry Burns at mike.

William Henning, father of Paul Henning, KMBC staff artist, passed away this week.

Dot Chaquette, KXBY assistant program director, has resigned to go to Chicago.

KCMO has sold a daily five-minute newscast to Aines Dairy.

WHB has sold Long-Hall Laundries a daily quarter-hour disk program.

## 76 Stations for Hudson

Hudson Motors will use a 76 CBS station network for its "Hobby Lobby" series which begins Oct. 6, 7:15-7:45 p.m., with repeat at 10 p.m. Program will originate from the WABC studios.

pianists heard daily over WRJN, Racine, Wis., were injured in an automobile accident last week.

Martha Lincoln, lyric soprano, returns to the airwaves with a regular Monday 6:15 p.m. spot over WARD, Brooklyn.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

## Greetings from Radio Daily

Sept. 17  
Dorothy Dreslin  
Mary Charles  
Bob Holz

Sept. 19  
Dick Fishell  
Janice Gilbert  
Willard Robison  
Lynne Overman