



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 2, NO. 56

NEW YORK, N. Y., MONDAY, SEPTEMBER 20, 1937

FIVE CENTS

AFM Strike Threat Looms Again

COSMETICS FIRM SETS FIRST NETWORK SERIES

Raymond Co., St. Paul (Dona Ray cosmetics and Nu-Ray machineless permanent wave) on Oct. 17 will start its first nationwide radio campaign over 20 CBS stations, 2:30-2:45 p.m., with repeat at 11 p.m. Program will feature Lloyd Pantages, movie columnist, from KNX. Series is signed for 13 weeks through Milton Weinberg, Los Angeles.

100 Hours of Football For Yale Oil on KGHL

Billings, Mont.—In one of the biggest football deals between a single station and sponsor, KGHL has signed Yale Oil Co. of this city to sponsor more than 100 hours of football broadcast starting Sept. 25. Ed Yocum, KGHL commercial manager, will be at the mike. At least 10 games will be remotes handled from various college and university fields, with the Montana Interscholastic Championship on Thanksgiving Day as the climax.

Oldsmobile Sponsoring Mich. Football Games

Detroit — WXYZ and the entire Michigan Radio Network will air the nine Michigan State College football games, both at home and abroad (Continued on Page 2)

Johnson Managing KFRO

Longview, Tex.—Harold C. Johnson, in the KFRO commercial department for a year and a half, has been promoted by President James R. Curtis to the post of manager, succeeding T. R. Putnam, who resigned to head Tri-State Broadcasting System.

Waxing with Audience

West Coast Bur., RADIO DAILY

Los Angeles—Frank Purkett, head of Associated Cinema Studios, producing and waxing the May Robson series, "Lady of Millions," for Bauer & Black, has taken over the CBS Radio Playhouse and will have an audience present for the first five episodes to be waxed by Miss Robson.

What's a House Man?

Indication of what consumed time at the AFM-IRNA talks may be gleaned from the fact that it took one hour and a half to define a "staff musician." Petrillo knew what a house man meant in Chicago, but John Shepard 3rd wanted a national definition. Eventually a staff musician was set down as a "man who is paid by the week and not by individual performances." Between the two committees, five lawyers were present.

90 STATIONS BEING USED BY WILLARD TABLET CO.

Chicago—Willard Tablet Co. (Willard's Messenger) is planning a transcription and live series for more than 90 stations to start middle of October. First United Broadcasters has the account.

Atl. Refining Extends Football to New England

Atlantic Refining, in addition to its football broadcasts throughout Atlantic territory, will sponsor a football resume series on five CBS-New (Continued on Page 3)

Kellogg Co. Renews

Kellogg Co. has renewed "Girl Alone," for another 13 week run on eight NBC-Red network stations, effective Oct. 11. Show is heard Mondays through Fridays, 12 noon to 12:15 p.m. N. W. Ayer & Son, Philadelphia, has the account.

★ THE WEEK IN RADIO ★

... AFM is Still "Dynamite."

By M. H. SHAPIRO

THE Special Advisory Committee of the IRNA has really done yeoman work since it got under way and has accomplished considerable for which it will probably never receive full credit . . . It has been enabled to avert an early strike threat by its hard work, but all will come to naught if its questionnaire in the mail to stations is not quickly answered and every cooperation given . . . Foremost among the week's accomplishments is the fact that cer-

IRNA Committee Flays Broadcasters for Delay in Filling Questionnaires —Hysteria and Hostility Seen

FRANK McNINCH DELAYS TAKING OVER FCC POST

Washington Bureau, RADIO DAILY
Washington — Frank R. McNinch, chairman of the Federal Power Commission, who was to have taken oath of office today as FCC chairman, is delaying his new assignment until the first of October because of a campaign launched late last week to "rid the electric industry of all unlawful intercorporate dealings and profiteering." The drive is directed against interlocking directorates among public utilities and related companies.

Three Maestros Signed For CBS "Hit Parade"

American Tobacco Co. (Lucky Strikes) have signed Robert Emmett Dolan, Al Goodman and Richard Himber for the "Hit Parade" series heard over CBS. The three conductors will alternate on the show every six weeks until Jan. 29. Program is heard over the network every Saturday, 10-10:45 p.m. Lord & Thomas is the agency.

Texaco Adds Stations

Texas Co. has contracted for WGBI, WEOA, KDAL and WTAQ to join its CBS network series on Sept. 29, 8:30-9 p.m. Date is debut of the new Eddie Cantor series.

The AFM Executive Committee having informed the networks and transcription and phonograph record manufacturers that further negotiations now hinge completely on the outcome of a contract with the Independent Radio Network Affiliates, and in both cases adjourned until Oct. 18, by which time the IRNA deal is expected to be signed, sealed and delivered, the IRNA Special Ad- (Continued on Page 3)

HEARST NOT DROPPING ANY RADIO PROPERTIES

Reports that Hearst Radio, Inc. was about to drop all or part of its holdings, especially the stations not on a paying basis, were denied Saturday by Emile J. Gough, head of Hearst radio interests. "On the contrary," said Gough, "we are going ahead (Continued on Page 3)

Dodge Dealers Sponsor U. of Minn. Football

St. Paul—Under an option signed at the end of the 1936 season, Dodge Dealers of Minneapolis and St. Paul will sponsor University of Minnesota's eight football games over KSTP. There will be no commercials during (Continued on Page 2)

Blair & Co. Gets WGBI

Scranton, Pa. — Frank Megargee, president of WGBI, has appointed John Blair & Co. as national representative for the station.

Add Famous Slips

Cedar Rapids, Ia.—Bob Leefers, WMT announcer, contributes one to the record of famous slips of the tongue on the air. Just after a guest artist had concluded singing "Gone With the Wind," Bob stepped to the mike and said: "You have just heard 'Gone With the Wind' sung by our 'gust' of the evening."

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★ THE WEEK IN RADIO ★

... AFM is Still "Dynamite."

(Continued from Page 1)

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JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Saturday, Sept. 18)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Hazeltine Corp.

OVER THE COUNTER

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

Promotions at KIRO

Seattle—Loren B. Stone, formerly commercial manager, has been made assistant business manager of KIRO. He will still handle promotion and national business in his new job. Arch Morton takes the title of commercial manager and will devote his time chiefly to local sales. H. J. Quilliam is general manager of the station.

Mayo Joins Sound Corp.

Eugene Bresson, president of Sound Reproductions Corp., has appointed John Mayo, formerly of NBC, as executive in charge of sales. Sound Reproductions has just undergone an extensive re-organization in order to meet increased commercial commitments.

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

adequate representation... A special attorney will be hired.

The independently owned affiliates of the major webs met over the week and did their stuff... apparently it is now up to the rest of the broadcasters to fall in line... Oct. 15, is the new deadline, but if the broadcasters do not show a desire to come through before this time, the threatened strike is apt to become a reality more suddenly than most radio men realize... not that Joe Weber and other members of the AFM Executive Committee do not appreciate what the broadcasters are up against...

CBS daytime sales jumped 257 per cent for the summer months of July and August, as compared to same period a year ago... Kendall B. McClure of WOAI was elected president of the Association of Radio News Editors & Writers, at the convention in Chicago... Hearing was held in Omaha on the constitutionality of the anti-Ascap law and decision held in abeyance pending the filing of briefs... Music trade fair

Dodge Dealers Sponsor U. of Minn. Football

(Continued from Page 1)

actual broadcast of the games from the field, the plugs being limited to a 15-minute preview preceding the game and a 15-minute review at the finish, but the sponsors will expand their service to listeners by also conducting a pre-game football party each Friday night. Halsey Hall will describe the games, also emcee the Friday party, titled "Football Highlights," which will have Leonard Leigh, KSTP musical director, and other musical talent.

New W. E. Amplifiers

Western Electric is introducing two new audio frequency amplifiers for use in operating monitor loudspeakers. Known as the 94C and 94D, they provide large power output at low cost and employ the stabilized feedback principle developed by Bell Telephone Laboratories and are shielded so as to be free from cross talk and a-c interference.

33 Stations for Fla. Citrus

The Florida Citrus-Emily Post series which starts on CBS Oct. 19 at 10:30-10:45 a.m., will be aired on 33 stations each Tuesday and Thursday. Program will be entitled, "How to Get the Most Out of Life."

Philharmonic Resumes Oct. 24

New York Philharmonic Orchestra will begin its tenth year of CBS broadcasting Oct. 24 when the first of 28 Sunday programs will be aired.

NBC Adds Football Games

The Army-Columbia and Carnegie Tech-Purdue football games on Oct. 9 have been added to NBC's schedule.

practice hearing will be held in Washington at the FTC offices on Oct. 4... when adopted the code will seek to preclude bribery of radio artists to sing or play compositions for monetary or other considerations...

R. G. Brophy, manager of NBC station relations department, resigned to again join the Canadian Marconi Co., and Keith Kiggins succeeded him... More stations were signed by two unions, the AGRAP and ACA, all located in the East... Harry Fox, general manager of Music Publishers Protective Ass'n, warned publisher members against signing the proposed new form of contract proffered by the Song Writers Protective Ass'n...

CBS earnings for first six months of 1937 revealed an increase of 25 per cent, amounting to \$1.48 a share... NBC is set to carry the largest list of news programs this fall in its history... RCA plans a \$1,000,000 addition to its plant in Harrison, N. J.

Oldsmobile Sponsoring Mich. Football Games

(Continued from Page 1)

starting Sept. 25, with Howard Finch describing the plays. Oldsmobile will sponsor the broadcasts.

Other MRM football airings will include a weekly series of Wednesday sports broadcasts starting this week featuring Coach Charlie Bachman of Mich. State and an orchestra under Benny Kyte, sponsored by Auto Owners Insurance Co., and a Friday forecast program featuring Carl Gensel, also beginning this week.

Starr to Cover Show in Wash'n

Martin Starr, WMCA movie and drama commentator, will make a special trip to Washington Sept. 25 to review the new Osgood Perkins-Gertrude Lawrence show, "Susan and God." Starr will broadcast his review that same night from WOL.

Spots Used on Durbin Film

Universal Pictures, J. Walter Thompson, took spot programs on WOR over the week-end to plug the new Deanna Durbin picture, "100 Men and a Girl," which opened at the Roxy on Friday.

7-Up on Football Schedule

El Paso—The 7-Up Bottling Works has signed for the biggest football sponsorship in KTSM's history. Broadcasts include entire schedule of Texas College of Mines and other events.

Mark Twain on WHN

Federal Theater Radio Division is presenting "Mark Twain" on WHN at 7:30 tonight. Edward Latimer will play the title role, and Ira Ashley will direct.

COMING and GOING

FRANK SCHREIBER, WGN publicity director, NAT ABRAMSON, head of WOR Artists Bureau, and ROBERT BRAUN of the Don Lee Artists Bureau, sailed Saturday on the Rotterdam for a West Indies cruise.

GABRIEL HEATTER, MBS commentator, returned from Chicago this morning.

E. H. SCOTT, manufacturer of De Luxe radios, sailed for Europe to get his new London plant into operation.

DON AMECHE left the coast last week for New York and a Bermuda vacation.

BARBARA STANWYCK sailed from New York on the Virginia last Saturday, returning to Hollywood.

KATE SMITH arrived in New York last week after a three-month vacation.

AILEEN STANLEY has postponed her return until Oct. 1 from her BBC appearances in England and other foreign engagements.

SHEILA BARRETT, being held over for another week at Boston's Mayfair Club, was in and out of New York yesterday for her Gulf program guest performance. She returns to New York for her Gruen program Oct. 3 and the Rainbow Room opening Oct. 6.

OSCAR BRADLEY, following his Gulf broadcast next Sunday, leaves for Hollywood, where his orchestra will again be featured with Phil Baker, who returns to the CBS airwaves Oct. 3.

OZZIE NELSON and orchestra, with Harriet Hilliard, leave Wednesday for the coast to do film and radio work.

GORDON SOULE, head of Aerograms Transcriptions of Hollywood, was in Chicago last week conferring with John Van Cronkhite. He then went to Detroit with M. H. (Tete) Peterson, VCA v.p., for a huddle with General Motors crowd.

LYNN BRANDT will be in New York this week from Chicago to broadcast Carnival of Champions on Thursday for NBC.

Ala. First for Pontiac

Alabama University will inaugurate the new Pontiac "Varsity Show" series on Oct. 1 over NBC Blue at 8-8:30 p.m. Paul Dumont will emcee the programs.

More Stations for Kate Smith

WEOA, KDAL and WKBH have been added to the CBS network which will air the General Foods-Kate Smith program which begins Sept. 30, 8-9 p.m.

WHIP Starts Oct. 1

Hammond, Ind. — WHIP, the new Dr. George Courrier station, expects to go on the air Oct. 1. Francis Obert has been added as announcer. Doris Kean is program manager and Everett Parker production manager.

Jack Major, "the man from the South," who sings, whistles and yodels. There hasn't been a nicer, cleaner personality on the vaudeville stage in this city in the last decade. GOLDEN GATE THEATER - SAN FRANCISCO Just One of the Reasons Why COLONEL JACK MAJOR Is So Popular With THE LISTENING AUDIENCE MONDAYS - 3-3:30 E.D.S.T. WABC - COLUMBIA NETWORK

THREAT OF AFM STRIKE SEEN AGAIN IN DELAY

(Continued from Page 1)

visory Committee has sent an urgent letter to broadcasters asking immediate compliance with request that its questionnaire be filled out and returned immediately. Otherwise, the broadcasters are informed by the committee, "the conclusion of these negotiations will be conducted in a state of hysteria and hostility and there will be losses and bitterness we are striving to avert."

Since stations cannot operate with an undue burden and networks cannot operate without the affiliates, the committee said in its letter, it is endeavoring to better the network offer of a 10 per cent contribution and will use its own judgment and accept responsibility of recommending by mail whether the final offer should be taken, and in case of acceptance the method of distribution of the proceeds.

"In case of rejection," the letter reads, "your committee will feel compelled to abandon further efforts to distribute the load for the affiliates and will step aside. In such an event the strike will probably follow promptly."

In an effort to preclude station revenue figures being made known to outsiders, the committee has informed the broadcasters in its letter that the accounting firm of Ernst & Ernst will handle the figures. In case of question, the Ernst & Ernst certificate will be accepted and the firm is sending out the questionnaires direct.

Failure of NAB members to fill out and return the questionnaire sent out by NAB is decried in the letter because the committee, while conferring with the AFM, had to accept the AFM figures on musician employment, there being no other accurate estimates available. AFM figures compiled by William J. Kerngood, secretary emeritus of the AFM, revealed that network owned and managed stations, excluding original key outlets, employed about 775 staff musicians at a total salary of \$1,500,000; there were staff musicians employed in 109 such outlets of the 259 in the group; 150 affiliates employed no musicians whatever; the eight original key stations are using 360 staff musicians and among the non-network stations, 85 out of 325 employed a total of 420 staff musicians. Grand total (including organists, etc.) is placed at 1,555 staff musicians now employed.

Rest of the letter informs the broadcasters of its progress and anent the formula being worked out

★ Programs That Have Made History ★

WEEI's Weather Man

TURNING a boyish hobby into a \$10,000 a year position should be the title of this story regarding the first broadcasting meteorologist in the world, E. B. Rideout of WEEI, the Columbia Broadcasting System of Boston.

Rideout was not only the first weatherman on the air but up to a few years ago he was the only one. His twice daily forecasts of New England weather service is not the only first either. WEEI boasts of being the only radio station in the country with its own weather equipment installed on the roof of its building, at 182 Tremont Street, overlooking historical Boston Common.

Last month Rideout celebrated his twelfth year on the radio. Today Rideout's voice is the oldest heard through the ether from that popular Boston station. He recently completed his 6,500th broadcast.

Last Fall Rideout was the only weather forecaster in the East who predicted a light winter, with not much ice and snow. The others all snickered up their sleeves and opined that at last old man Rideout was wrong, but he called the turn again, and had the last laugh as usual. It is interesting to note that over a period of years Rideout's weather predictions have been 85 per cent correct

as against that of 60 per cent of other weather bureaus.

After Rideout made his first broadcast in 1925, he continued on the air once weekly with weather talks for 14 months as a sustaining feature. Then he went commercial and from October 19, 1926 to May 1, 1927, he was heard with weather forecasts each night. From that date to the present time has been heard twice daily, at 8:00 in the morning and again at 11:00 o'clock at night, winter and summer, never missing a single broadcast. He is frequently heard in bad weather with several special storm warnings during the day in addition to his regular service.

During his working days and evenings, including Sundays at home, he receives on an average of from 15 to 300 telephone calls daily. Railroads, steamship companies, department stores, city and state highway departments, power companies, bus lines, school officials, eating places, summer resorts, theaters, and many other business institutions bank on him for weather information. Several years ago when the U. S. Navy submarine S-4 sank in Provincetown harbor off Cape Cod, the Commandant of the Boston Navy Yard in charge of raising the sub, took his weather information from Rideout by special wire daily.

WTAM and NBC Cover Western Open Tourney

Cleveland—Golf fans of northwestern Ohio and the nation received complete coverage of the 37th Western Open Golf tournament at Canterbury Golf Club, Friday through Sunday, when WTAM aired 17 broadcasts from the scene. Six programs were fed to the NBC-Red network during the three days. Tom Manning, veteran WTAM and NBC sports announcer, and Russell Wise gave play-by-play accounts. Three pack transmitters and parabola mikes were used in the broadcasts.

Concert Series Concludes

Columbia Concert orchestra will conclude its summer series of Sept. 23 with the Kate Smith show taking over the 8-9 p.m. spot the following week. It is possible that the concert series may be shifted to another date, but as yet there has been no spot set.

in definite form after adoption by both sides. Samuel R. Rosenbaum of WFIL, who is also an attorney, hopes to have the standard provisions of a national contract ready by tomorrow. The committee also stated in the letter that, after careful consideration, any formula adopted as to allocation of additional expenditures will have to be based on station revenue.

Atl. Refining Extends Football to New England

(Continued from Page 1)

England stations (WEEI, WDRC, WMAS, WPRO and WORC) beginning next Friday, 6:15-6:30 p.m. N. W. Ayer placed the account.

"Funnies" Over WORC

Worcester — The Worcester Evening Post "funnies" will be read over the air daily beginning today, over WORC at 5:15 to 5:30 p.m. The newspaper is giving a strong buildup to the feature. "Big Brother Bill" is to do the job and it is expected that the show will pull a tremendous audience of children. Plan is to make the feature available to a national spot advertiser after a few weeks on the air.

"Helping Hand" Returns

Jacob S. List, consulting psychologist, started his new series of fall broadcasts over WMCA on Saturday at 9 a.m., programmed as "The Helping Hand."

HEARST NOT DROPPING ANY RADIO PROPERTIES

(Continued from Page 1)

with expansion plans. Gough also stated that there was no intention to break the McClatchy affiliation on the coast, nor was there any undue worry about the earnings of KYA or KEHE.

Texas property is actually on a paying basis and growing constantly, Gough said.

Sigworths Locating Here

Dan and Sylvia Sigworth, who write and play 14 characters in the "Romance of Dan and Sylvia" serial, are apartment hunting in New York after a summer vacation in western Pennsylvania. They returned with 65 new scripts of their act which played WMAQ, Chicago, and KDKA, Pittsburgh, for seven years. Production will be handled by Conquest Alliance Co., with whom the pair are under contract for two other series.

Philco Sponsors WNBC Games

New Britain, Conn. — Philco and eight of its dealers here will sponsor the seven home football games of New Britain high school over WNBC. "Fordham Harry" Ginsberg will describe the games, with Hal Goodwin assisting. Sales Manager Larry Ed-wardson closed the deal.

Bob Stanley in WOR Band Post

Robert Stanley has been appointed WOR house band director. He succeeds Nat Brusiloff who resigned the post some weeks ago.

Legion Luncheon on WMCA

American Legion Luncheon to be held at the Kiwanis Club meeting will be aired over WMCA on Wednesday at 1:15-1:45 p.m. from the McAlpin Hotel.

ANICE IVES'
"EVERYWOMAN'S HOUR"
WMCA
Mon. thru' Fri., 11:15 to 11:45 A. M.
"There's nothing she can't sell."

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

There is no Substitute for Coverage

W S Y R

Send for New 16-County Program Survey

SYRACUSE, NEW YORK

Program Comments

"Vallee Varieties"

Still adhering to his policy of introducing new personalities to the listening audience, Rudy Vallee last Thursday brought the Stroud Twins before the mike, and though highly touted, the boys failed to meet the usual high standard of Vallee discoveries. One twin did a female impersonator, the other was more or less straight man; the boys present a droll type comedy that failed to impress very heavily on this occasion. High spot of the hour proved to be Willie Howard with another of his "French lessons." Maurice Evans and Edith Barrett in a "Paolo and Francesca" bit was a bit on the arty side. Tommy Riggs and "Betty Lou" were good as usual.

"Kitchen Cavacade"

Returning to NBC-Blue, Monday through Friday at 10:45-11 a.m., with the same type of program he did earlier in the year for C. F. Mueller Co. (macaroni), Broadway producer Crosby Gaige again plays the chef role in a potpourri of kitchen talk, accordion music, theatrical personalities, etc. The program is a rather curious mixture, but is genially and entertainingly dispensed. Strange food customs of past ages and distant places are mixed in with modern culinary hints. Joe Biviano is the accordionist, and guest stars are part of the policy.

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

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

Sept. 21: KPOF, Denver. Mod. of license to increase power to 1 KW. 880 kc., shares time with KFKA.

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

Sept. 22: WIBG, Glenside, Pa. CP to increase power and change hours of operation to 5 KW., Local Sunset. 970 kc.

Havens & Martin, Inc., Petersburg, Va. CP for new station.

Petersburg Newspaper Corp., Petersburg. CP for new station.

John Stewart Bryan, Petersburg. CP for new station.

Sept. 23: Sharon Herald Broadcasting Co., Sharon, Pa. CP for new station.

Allen T. Simmons, Mansfield, O. CP for new station.

John S. Allen & G. W. Covington, Jr., Montgomery, Ala. CP for new station. 1210 kc., 100 watts, daytime.

WELI, New Haven. CP to change power and hours of operation to 250 watts, 500 watts LS., unlimited. 930 kc.

Lawrence K. Miller, Pittsfield, Mass. CP for new station.

Sept. 24: L. L. Coryell & Son, Lincoln. CP for new station.

KFOR, Lincoln. CP to change frequency and power to 1450 kc., 1 KW., 5 KW. LS., unlimited.

KCMO, Kansas City. CP to change frequency and power to 1450 kc., 1 KW., unlimited.

Carl Latenser, Atchison, Kans. CP for new station.

United Theaters, Inc., San Juan, P. R. CP for new station.



● ● ● George Fischer, the up and coming Hollywood gossip, got a big-time chance on the NBC-Blue Sunday night, pinch-hitting for Walter Winchell, who was ill... The other day the papers broke pictures that Shirley Lloyd, Ozzie Nelson's vocalist, had been rushed off a train en route to Boston because of illness. An incriminating feature of this story was that Ozzie's p. a., Mack Millar, was along for the ride. The story is the McCoy, though... Freddie Gibson, the vocalist on the Lucky Strike "Hit Parade," though still singing with Richard Himber's band, has notified the maestro that his ties on her are off... Ned Wever, NBC dramactor, has been passing out cigars for a week—it's a girl.

● ● ● Though "all the world loves a lover,"—all columnists find room for the bright sayings of youngsters—because, who knows, some day these kids may themselves be columnists... Frank Unterberger, chief engineer at WDAS, Philly, brought his youngest son, aged 2½ years, into the Control Room last week. The kid gazed rapturously at the new RCA turn-tables spinning merrily away, and gurgled, "Oh! Daddy! I wanna wide ona Mewwy-Go-Wound"... WOR's "Let's Visit" show tomorrow with Dave Driscoll and Jerry Danzig will revolve about the visiting Legionnaires—but an entirely new angle. The boys will air the show from the A. L. trailer camp located up in the Bronx—and will take the mike from trailer to trailer, asking the boys how they enjoyed the trip to N. Y. from the scattered parts of the country. Incidentally, tomorrow, Jerry and Dave celebrate their first year of this show—and deserve a round of applause for doing a swell job. Or maybe the Legion came into town especially for this purpose?

● ● ● Hollywood is supposed to be "heartbreak town" for flicker-ambitions and N. Y. the same for the air-minded... Well, the other day, in the course of browsing about, we came upon something that O. Henry would have loved to have written... About a year and a half ago, a kid won Fred Allen's radio amateur contest and the prize was a week's engagement at the Roxy theater. Songplugger Jack McCoy of Famous had heard the kid and went backstage to see him. After the introductions (and the kid not being a "plug" yet) Jack invited him out to lunch at Roth's. This was a Thursday afternoon. The talk centered about the kid's past, present and hopes for the future. Jack listened... Much has happened in the past year and a half for the kid. From the Roxy he is now a network star. But every Thursday afternoon you'll see him cutting roast-beef hash with Jack McCoy at Roth's—in the same booth they occupied the first time... The kid's name is Del Casino... Fred Norman has a show set with CBS which will feature Dell Sharbutt, the wordslinger, thrice weekly.

● ● ● Though Jean Sablon's name has appeared here many times, not until the other night did we have the pleasure of hearing his voice. To these ears, Jean has more sexiness in his vocal chords than your Gables, Taylors and Powers... Now he's returning to Europe. We don't know if it's a permanent departure from these shores—but if he returns, his mentors should go out and hire a good exploiter and exploit Jean Sablon... He should be mobbed by women—if they'd only listen... But, like us, they don't even know when he's on the air... With the fall season on us—guestar or celebrity nights have made their debuts... Recently, Eddie Wolpin, a music man, opened an apartment and invited the boys—provided they brought a "major plug" along with them!

Coming Events

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

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

Oct. 4: Popular Music Publishing Industry trade practice hearing, before Federal Trade Commission, Washington.

Oct. 12: National Ass'n of Broadcasters board of directors meeting, Waldorf-Astoria, New York.

Oct. 16: Educational Broadcasting conference called by KSTP, St. Paul.

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

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

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

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

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

F.T.C. Cases

Under a stipulation entered into with the Federal Trade Commission, Bristol-Myers Co., in the sale of Minit-Rub, agrees to stop asserting that this preparation affords double relief from chest cold, unless the assertion is limited to relief from the symptoms associated with or resulting from chest colds. The company will also stop asserting that Minit-Rub will penetrate to the muscles and deep into the pores, affording long-lasting relief, and that the product will relieve throbbing headaches, unless such claim is limited to indicate throbbing headaches due to nerve disturbances or nasal congestion.

Stipulations signed the past month with the F.T.C. to cease and desist from unfair representations in the sale of products included Duart Mfg. Co. (Creme of Milk), San Francisco, and A. J. Krank Inc. (cosmetics and hair preparations), St. Paul.

WJBK Football Lineup

Detroit—WJBK has completed arrangements for the football broadcast season. This year WJBK will air all of the Lions professional football games both at home and away. Harry Wismer will handle the At Home games and Al Nagler will reconstruct the out-of-town games. All of the University of Detroit games will be heard with Al Nagler doing both in and out of town tussles.

Lyn Murray's Quartet

Lyn Murray of the choral groups tries his hand for the first time in the quartet field with The Four Clubmen. CBS will give new quartet a build-up for the fall season.

AGENCIES

FRANKLIN B. COOK, former advertising man for resort, travel and hotel account, has become an account executive with the Albert Frank-Guenther Law Advertising Agency.

JOHN MARSHALL CHALFANT 2d of Wm. B. Remington Advertising Agency, Springfield, Mass., was married Saturday to Mary Haight, junior leaguer at the Haight farm in Blanford, Mass.

CHAS. DALLAS REACH CO., Newark, N. J., has been appointed to handle the advertising of Portable Light Co. of New York, designers and manufacturers of marine searchlights and emergency lights for public utilities. Bryant Griffin is account executive.

REUBEN PETERSON JR., former member of the firm of Roberts Everett Associates, has been appointed publicity director of Erwin, Wasey & Company. Innes Harris, who was directing the publicity, along with other activities, will now devote his full time to radio for the company.

H. O. NADLER has become an account executive with Ferry-Hanlet Co. Nadler recently resigned from Geyer, Cornell & Newell.

THOMAS J. REESE, formerly with Erwin, Wasey & Co., and Aubery A. Levenseller, previously with Bayless-Kerr Agency, are now with the Cleveland offices of McCann-Erickson.

Follow Ups for KSFO Accounts

When a listener writes or telephones KSFO, San Francisco, to ask where a certain advertised product can be purchased, the merchandising department follows up these leads by writing a letter to one or more stores in the neighborhood of the questioner.

These letters advise the stores that certain buyers in their vicinity have queried the station regarding a certain product.

Henceforth the KSFO information desk will give these questioners the store's name.

Heatter's Boy Scout Book

Gabriel Heatter is working on a book about Dr. James E. West, the Boy Scout executive, for fall publication. Book is not a biography.

New Virginia Corporation

Newport News-Colonial Broadcasting Corp. of this city has been chartered with maximum capital of \$50,000. B. Botton is president.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

Greetings from Radio Daily

Billy White
Alma Dettinger
Aaron S. Bloom

☆ **PROMOTION** ☆

Ted Malone Poetry Contest

Making the airwaves a market for original poetry, Ted Malone, CBS poetry reader, will inaugurate a prize winning contest for original verse on his "Between the Bookends" program on Oct. 1. Ten dollars will be awarded five times weekly for the best original work submitted. It will be read during the "Between the Bookends" broadcasts heard Mondays through Fridays at 2:45. Awards will be made by Malone and a board of judges. The rules also stipulate that all poems submitted be unpublished and original.

NBC Drama Booklet

To publicize the forthcoming Maxwell Anderson radio plays, NBC is mailing out a 20-page 10x12 inch

slick-paper booklet to the trade. Promotion piece also covers the past John Barrymore Shakespeare series and the Radio Guild productions.

Booklet has a blue cover done in old-fashioned type. At least 20 different type faces may be found on the cover.

WATL News Tabloid

WATL, Atlanta, put out a four-page tabloid "extra," titled "WATL News," calling attention to its news broadcasts and policy on news. Pictures of the station's newsroom, as well as photos of Newscaster Dick Pyron, Manager Maurice Coleman and other pictures, text and ads occupied the pages. The station airs news hourly on the hour.

NEW BUSINESS

WOAL, San Antonio

American Home Products (Anacin), through Blackett - Sample - Hummert, Chicago; Texas Commentator, Austin (magazine), through Shea Radio Adv'g, San Antonio, on TQN; Gold Dust Corp. (Silverdust), through BBDO, N. Y.; Folger Coffee Co., Kansas City, through Blackett-Sample-Hummert, Chicago; Oneida Ltd., through BBDO, Buffalo; Mantle Lamp Co., through Presba, Fellers & Presba; Oldsmobile, through D. P. Brothers & Co., Detroit; Byer-Rolnick Co. (Resistol Hats), Dallas, through Pitluk Adv'g Co., San Antonio, on TQN.

WPTF, Raleigh

Gen. Electric Supply, "Hot Shots"; Dr. W. B. Caldwell, "Monticello Party Line"; Procter & Gamble, "Vic and Sade" and "The O'Neills"; Pontiac, "Varsity Show"; Gruen Watch, "Time of Your Life"; Sherwin-Williams, Metropolitan auditions; Wander Co., "Little Orphan Annie"; Gen. Foods (Log Cabin Syrup), Jack Haley; Comet Rice, Women's news review; BC Remedy Co., collegiate football.

WCKY, Cincinnati

Olds Motor Co., disks, through D. P. Brother & Co., Detroit; Vick Chemical Co., spots, through Morse International Inc., N. Y.; Reid, Murdoch & Co., spots, through Rogers & Smith, Chicago; Ironized Yeast, disks, through Ruthrauff & Ryan, N. Y.; General Pharmacal Co. (Etro tablets and Minraloids), spots, through William F. Holland, Cincinnati.

WBT, Charlotte

Chatham Mfg. Co., Winston-Salem, N. C. (blankets, sheets, etc.), commentator program by William Winter, attorney and theater enthusiast.

WHN, New York

New York State Bureau of Milk spots, through J. M. Mathes Inc.; Bernard Perfumer, St. Louis, beginning Nov. 16, twice-weekly 15-minute musical show, through Sol Johnson Co., Chicago; E. Griffith Hughes Co., Rochester, starting Sept. 27, 15-minute script show, five times weekly, through Stack-Goble.

Chicago

WMAQ: Look Magazine, disk music, with Del King announcer; Eaton Paper Co., disks.

WGN: Maine Development Commission, through Brooke, Smith, French & Dorrance.

WLS: Ralston-Purina, "Sing Neighbor, Sing."

KFEL, Denver

Utilities Engineering Institute, through United Agency; Musterole Co., through Mutual; Sherwin-Williams Paint, Zenith Radio, Campana, General Motors Concerts, Lamont Corliss (Pond's Cream) and Elizabeth Arden, all through NBC.

KSTP, El Paso

Oldsmobile Motor; Gen. Mills, "Jack Armstrong"; Oxydol, "Ma Perkins"; W. T. Grant Stores, disks; Chevrolet, disks; Dr. Caldwell's Syrup of Pepsin; White King Soap; Sheaffer Pen Co.

San Francisco

KYA: Lydia Pinkham Co., "Voice of Experience," disks; Transcontinental & Western Air Inc., spots.

KSFO: American Popcorn Co., ET's, through Coolidge Programs Adv'g Co., Des Moines.

WSPR, Springfield

Socony-Vacuum Oil Co., two half-hour daily broadcasts from Eastern States Exposition, Sept. 20-27.

GUEST-ING

RICHARD CROOKS, on Ford Sunday Evening Hour, Sept. 26 (CBS, 9 p.m.). Also booked for same program: KIRSTEN FLAGSTAD, Oct. 3; LUCREZIA BORI, Oct. 10; LAURITZ MELCHIOR, Oct. 17; LOTTE LEHMAN, Oct. 24; BIDU SAYAO, Oct. 31; JASCHA HEIFETZ, Nov. 7; CHARLES KULLMAN, Nov. 21; GLADYS SWARTHOUT, Nov. 28; LAWRENCE TIBBETT, Dec. 5; NINO MARTINI, Dec. 12; HEPZIBAH and YEHUDI MENUHIN, Dec. 9; RICHARD BONELLI, Dec. 26; EZIO PINZA, Jan. 2; SIGRID ONEGIN, Jan. 9.

TALLULAH BANKHEAD and HENRY FONDA in "Camille," on Kate Smith program, Sept. 30 (CBS, 8 p.m.).

JOE COOK and JOAN EDWARDS, on final airing of Gulf Summer Stars, Sept. 26 (CBS, 7:30 p.m.).

ERIN O'BRIEN - MOORE and MARU CASTAGNA, on Chamberlain Brown's program, today (WMCA, 1:20 p.m.).

DORIEN GALE of the Roy Campbell Royalists was on the Major Bowes Family program over CBS yesterday.

AMOS 'N' ANDY will do a repeat on the Packard program early in October.

CLARK GABLE in "Cimarron," on Lux Theater, Sept. 27 (CBS, 9 p.m.).

QUEENA MARIO and ORPHEUS CHOIR, on "Magic Key of RCA," Sept. 26 (NBC-Blue, 2 p.m.).

TONY MARTIN, JOAN DAVIS with RITZ BROTHERS in "Life Begins in College," on "Hollywood Hotel," Sept. 24 (CBS, 9 p.m.).

ALICE BRADY, WILLIAM GARGAN and CHARLOTTE BOERNER, on Kraft Music Hall, Sept. 23 (NBC-Red, 10 p.m.).

DOCK ROCKWELL, SIX QUEENS OF HEARTS and QUENTIN REYNOLDS, on Rudy Vallee hour, Sept. 23 (NBC-Red, 8 p.m.).

Mark Bowman Joins KOIN

Portland, Ore.—Mark K. Bowman, formerly with KPQ, has joined KOIN here as announcer-writer. He succeeds Johnny Carpenter.

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST. NEW YORK

BRyant 9-9746

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



WARREN HULL, who is appearing in "Show Boat," is a recent addition to the new Jack Haley "Log Cabin" show which starts Oct. 8 on NBC-Blue. Virginia Verrill, also of "Show Boat," also moves over. Benton & Bowles is the agency.

Maureen O'Connor, "Radio Baby Star of 1937," made her bow on Mutual with Walt Schumann's "Swing-semble" airing on Saturday.

KFWB inaugurated the Harry Maizlish idea of charging a "tax" on audience broadcast admissions with Haven McQuarrie's "Do You Want To Be an Actor?" on Friday night. Proceeds from the nominal 6 cents collected will be turned over to a fund to provide breakfasts for underprivileged and undernourished school children.

NBC's John Swallow, accompanied by Frederick Lauscher, NBC attorney, off to San Francisco to straighten out some Social Security angles and tangles with department heads in the Bay City.

Sara Langman, writer, director and producer of the dramatic series heard on KFWB on Saturdays at 8:00 to 8:30, is doing a radio version of "East Lynne." Appearing in the modernized script are: Rosa Barcello, Pauline Winslow, Charles Carroll, Lois Corbett and Handley Stafford.

Alfred Span, transferred from CBS in New York to take charge of sound effects at CBS here, checked in at KNX.

"Red" Corcoran and Ken Browne, gag-writing team on the Al Jolson show, are both comics of yesterday. Remember 'em on Johnny Murray's KFWB "Sunday Night Hi-Jinks" in its hey-day?

Maurie Webster, KNX announcer, has been doubling as an actor on several recent KNX programs.

Carol Loffner will wave the stick over the orchestra for the duration of the Olsen and Johnson tour and NBC broadcasts from San Francisco, Seattle and Portland, on Sept. 29 and Oct. 6 and 13, respectively.

"Calling All Cars" has been renewed for another year on KNX and KSFO, San Francisco.

Bill Roberts, KFI baritone, has been set in an important role in Paramount's "Big Broadcast," now shooting.

By a peculiar coincidence, Harriet Cruise, soprano, and Henry Cruise, tenor, both well-known in radio in other producing centers, made their respective debuts here on "New Horizons" over KNX on Friday night.

Morey Amsterdam, Al Pearce graduate who now has an NBC program, "Night Club of the Air," from Chicago, is in town for a brief visit with his wife, Mabel Todd.

Eddie Miller, NBC control engineer, arrived from New York to

STATIONS OF AMERICA

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

WHBQ—Memphis

1370 Kilocycles—100 watts

THOS. THOMPSON, President

E. A. (BOB) ALBURTY, General Manager

EUGENE POURNELLE, Commercial Manager

WHBQ first saw the light of day in March, 1925, and is the second oldest station in Memphis in point of being licensed in the city of Memphis proper. Owned and operated by Broadcasting Station WHBQ Inc., the station's personnel is headed by Bob Alburty, general manager; Eugene Pournelle, commercial manager; Emmett McMurry, program director, and Weldon Roy, chief operator under the direction of S. D. Wooten Jr., engineer.

Since its inception, WHBQ has catered to local interest programming, having created and presented many new and novel program types to appeal to Memphians. Remote facilities are used extensively in bringing to its audience events of pertinent interest. Originally located in the Dermon Building, WHBQ's studios were moved in 1932 to larger, modernistic quarters in Hotel Claridge, with the transmitter location being changed the same year to the station's own new, modern brick bungalow. In 1935, WHBQ had already outgrown its new space, progressing through the depression years to the point where much larger space was acquired, also in Hotel Claridge. Present accommodations include three studios, control room, equipment room, audition room, music and sales room, along with private offices for Alburty, Thos. Thompson, president, and Pournelle.

In the fall of 1936, WHBQ acquired a separate auditorium studio, seating 650 persons, where full length productions are presented to capacity audience. This Radio Playhouse is equipped with full stage, drops, dressing rooms, and a three manual pipe-organ, and is the only such auditorium studio in Memphis.

WHBQ has become known as one of the South's outstanding sport stations, having broadcast wrestling and boxing matches for the past six years. This fall a schedule of more than 40 football games has been completed, and the 1938 road games of the Memphis Baseball Club will be aired over WHBQ.

take over his special assignments here, "Show Boat" and the Packard program.

Lani McIntyre will flit from the Seven Seas nitery to the Lexington Hotel, New York. Succeeded by Jimmy Lowell and his Sons of Hawaii, with this combination now heard on KMTR at the same time as the McIntyre remotes.

Jim Lyman and his wife are vacationing in Hollywood. He's in the NBC accounting department in San Francisco. Charles Gerrard, NBC actor in S.F., also in town for a look-see. Gerrard was on KGW, Portland, for years.

Minerva Eureka and Russ Clark added to the cast of Columbia's "College Follies of 1938." Set by Thelma Weisser. More radio people being cast in this one daily, it seems.

Carlton KaDell, NBC announcer, flew to San Francisco immediately following his Chase & Sanborn stint on Sunday to attend a meeting of the American Federation of Radio Artists. Planes back for "Thrills" on Tuesday night.

Tracy Moore, NBC salesman, vacationed at Long Beach, Washington. Determined to keep awake with black coffee, he dropped into the town's lone restaurant only to find the lone prior customer was Edward Everett Horton, on a similar errand.

Everett Meade gets the assignment as aide to Glenall Taylor, Young & Rubicam producer, on the new "Silver Theater" series, doubling from his own production chores for Burns and Allen and the "House Undivided" programs.

Wesson Oil & Snowdrift Sales Co.

has renewed "Hawthorne House" over the NBC Pacific Coast Red for another year, beginning Sept. 26. Heard Sunday evening, 7-7:30, from San Francisco.

George Roberts, director of Associated Cinema Studio, is in town from San Francisco and will remain over for the May Robson premiere on Friday night.

Imperial Valley Theaters, five in all, in El Centro, Calexico and Holtville, are featuring the John B. Hughes' KHJ-Don Lee newscasts including a G.M.A.C. plug, for early-comers at 6:45 each evening.

Dave Howell, the "Crooning Troubadour" of the cruising taxicabs, has deserted KFAC to go twice-weekly on KMPC under sponsorship.

Dorothy Page, beautiful contralto who rose to fame over NBC networks, is being groomed for stardom by Republic Studios. She has just finished a part in "Manhattan Merry-Go-Round" and soon will be cast in other Republic films. She came to the attention of screen scouts while singing on the NBC Irvin S. Cobb's Paducah Plantation broadcast.

Syracuse Incorporation

Syracuse, N. Y.—Entry of Frank G. Revoir, civic leader, politician and businessman, into the Syracuse broadcasting field, is seen in the announcement here of incorporation of the Sentinel Broadcasting Corp. List of directors includes business associates of Revoir and the office address of the new firm is the same as that of his automobile agency. The firm is to be capitalized for \$105,000.



MINTO EVERITT has been cast for title role in F. & F. Cough Drops serial, "Jennie Peabody," to take air via CBS and transcribed spots on Oct. 18. Hazel Dopheide will support her. Calvert Hawes will handle production. Script is by Aline Neff. Through Blackett-Sample-Hummert agency.

Transcription work has been started on Skelly's "Court of Missing Heirs" which starts on CBS Oct. 11.

Mary Acree, sister of Chuck Acree, has joined WLS office staff.

Sawyer Biscuit Co.'s new interview program on WMAQ, starting Oct. 4, will be called "Studio Stooges," featuring Bob Hawk.

Kenneth Gordoni of WLS "Big City Parade," son of Lillian Gordoni, radio producer, left his job to attend school in the east.

Tom, Dick, Harry and Carl Hoeffe, arranger-accompanist, are planning to move to Hollywood Nov. 1. Plans are now under consideration to have them air their Mutual show for Fels-Napha from the west. They have some picture deals hanging fire.

Don Mihan, sound effects man on Fibber McGee show, is doubling as Jim Jordan's (Fibber) secretary.

Chief Clarence Taptuka (Hopi), now on WLS staff, has inducted Charles Kennedy of sales force into tribe under name Thunder Cloud. Kennedy is joining sales staff of KOY, Phoenix, from whence Taptuka came.

Manuel and Williamson Harpsichord ensemble which airs the "Past Masters" show on NBC, will open fall recital series at Northwestern U. next Wednesday.

Jo Dumond temporarily taking over the Acme White Lead program for Ed McConnell who has pneumonia. McConnell had been released from hospital, where he was convalescing from injuries sustained in accident when stricken with the pulmonary disease.

Harriette Widmer (Aunt Jemima) has received Roark Bradford's permission to have some of his stories adapted for radio.

WCKY Adds Femme Programs

Cincinnati—Several programs designed to increase the interest of woman listeners have been started on WCKY under supervision of Lloyd G. Venard, director of sales and merchandising. "For Women Only" and "The Household Hour," participating programs, have been added to the morning schedule, with Mary Jane and Lee Wood as commentators. A weekly series of interviews with prominent club women in connection with the Women's Exposition in November, and interviews being arranged by Virginia Golden with women business and social leaders, are other new items.

ORCHESTRAS - MUSIC

FRED WARING has been set for an additional two weeks at the Drake Hotel and then does a flock of theaters before returning to New York. Mrs. Waring and children will join him here shortly. Ronnie Ames, Waring advance man, is back from Hollywood.

Duke Ellington and his orchestra may go to England to make a motion picture if negotiations are brought out to a satisfactory conclusion. The pix will have an all color cast. Ellington has written the script and musical score.

Dusty Rhodes and band are in the Muehlebach Hotel grill, Kansas City, for an indefinite run, following Skeets Palmer.

Art Shaw has waxed the old refrain "How Dry I Am" for the express purpose of filling up the beer emporiums' coin machines. Patter by Brunswick.

Marian Manners, Southern songstress and the "Three Bad Habits" (Mickey Germano, Wally Rafford and Johnny Huebner), sophisticated swingsters, have been signed by Paul Whiteman and will appear with his band on a tour which began last week in Ft. Worth, heading toward the Pacific Coast. Other features in the band on tour include Jimmy Brierly, Roy Bargy, Jack and Charlie Teagarden, Charlie La Vere, Jeanne Ellis, Mike Pingatore and Al Gallodoro.

Benny Meroff goes into the Paramount theater, New York on Oct. 6.

KMTR, Los Angeles, is giving amateur song writers a break with a contest conducted by Walter and Will O'Friel in which only unpublished numbers will be considered. Lyrics minus music will have tunes added by the team. First airing is set for Monday, September 20.

Woody Herman goes into the Normandie Hotel, Boston, on Sept. 24, for indefinite period, with a Mutual wire. Set by Rockwell-O'Keefe.

Alfred Leonard, KMPC's (Los Angeles) learned music commentator, has inaugurated a series of 20 one-hour concerts of transcribed works of Beethoven, including nine well-known symphonies, five piano concertos, and other lesser known works, such as the rarely-heard "Battle Symphony" and the newly-discovered "Jena Symphony," recorded by the Concert Gebouw Orchestra of Amsterdam, with Wilhelm Mengelberg conducting. Programs are from 11 p.m. to midnight on Tuesdays.

Joaquin Grill, whose Fairmont Hotel orchestra is heard nightly over KSFO, San Francisco, is having more than enough trouble with his name.

KSFO's listener-mail department is willing to bet there are more different variations in the spelling of the name Grill than in Mr. Grill's piano. Letters have come into KSFO addressed: Gill, Rill, Lill, Brill, Dill, and Mill. One even called him Ill.

Lani McIntyre set by Rockwell-O'Keefe for the Lexington Hotel, starting Sept. 24, for four weeks, replacing the Aloha Islanders.

Woody Herman is transcribing his music on World Broadcasting System platters for audition circulation.

Cab Calloway opens the N. Y. Cotton Club tomorrow.

Vincent Lopez has gone into the business of producing swing in a big way. In addition to rebuilding his band and introducing "Suave Swing," he has written a swing tune, called "Going Hollywood," played for the first time over WOR from the Cleveland Great Lakes Exposition on Sunday.

Little Jack Little will be the featured attraction of the Pan-American Casino, at the Greater Texas-Pan American Exposition in Dallas the last three weeks of October. He will succeed Anson Weeks and his orchestra, which began a three-week run last Saturday.

Lawrence Welk and his orchestra are at the Rainbow Ball Room in Denver for an extended engagement. His music featuring accordion and electric organ is aired over KVOD, NBC Blue outlet, Denver.

Griff Williams and his orchestra wound up the season the other night at Denver's Elitch Gardens. His nightly programs broadcast over KVOD pulled a multitude of listeners.

Paul Whiteman opens an indefinite engagement at the Coconut Grove, Hollywood, on New Year's eve. Set by Rockwell-O'Keefe.

Ran Wilde and his ork set for five weeks by Rockwell-O'Keefe at the Netherland Plaza Hotel, Cincinnati, starting Oct. 20.

Vincent Lopez opens at the Drake following Fred Waring Oct. 9 with a Mutual wire. Orrin Tucker gets the fall assignment at the Edgewater Beach, Oct. 16, following Roger Pryor.

Fritz Bastow of King's Jesters is the papa of a new son.

Dahm with "Kitty Kelly"
Frank Dahm, has been signed by Benton & Bowles agency to direct the show production and handle the script of "Kitty Kelly." Dahm is a Chicago man.

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

TED COLLINS

New York City

"... Thanks a million for sending RADIO DAILY to me on my vacation in Alaska. Through your publication I was able to keep in contact with the radio industry and its many ramifications. I don't know what I would have done without it."

Ted Collins

COLUMBIA BROADCASTING SYSTEM

New York City

"You may think it a bit unusual for me to say a few words of praise about RADIO DAILY, but actually it assumes a very important place in my regular day. I read it in the morning before looking at the other outside news journals and at times I have even read it before my breakfast.

"... Altogether the DAILY has grown on me just as I'm sure it has on others in all important centers of the trade."

Mark Warnow

WLAK

Lakeland, Florida

"... You win! Send the RADIO DAILY for one year... Your sheet is so good that we feel that we cannot afford to miss a copy.

"Thanks for making us one of your readers."

D. M. Brown,
Manager

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

SAN FRANCISCO

KYA now signs on a half-hour earlier in order to air a program of phono disks sponsored by Jackson Furniture Co., Oakland.

Earle Ennis, S. F. Chronicle columnist of "Smoke Rings," began a 13-week period of half-hour shows via KSFO on Friday.

Recordings of the Will King serial, "Such Is Life," are being transcribed daily by Titan Co. and being sold to indie stations.

Dick Newton, former playing-singing NBC artist, who left outlets two months ago, is now at the El Cortez Hotel, having been booked by the NBC Artists' service.

Larry Allen of NBC Artists' service is working to close a deal with Paul Whiteman to bring the maestro here for the October auto show. Batoner would get \$17,000 for the week and also engagements for 24 days which will bring in a total income to Whiteman in the neighborhood of 75 G.

Pacquin Laboratory's "Behind the Mike" show with Clinton "Buddy" Twiss, announcer, fades Sept. 19.

Armand Girard, baritone, sang on the rotunda of the city hall Friday noon in the Constitution Day exercises.

NBC engineers hold a dinner dance at the Fairmont Hotel Oct. 9.

John Swallow, NBC program manager in Hollywood, in town for a confab with execs.

Ted Maxwell has written a new show, "Death at Midnight," which will be etherized for the first time Oct. 2 at 11:30 p.m.

Carlton Morse, author of "One Man's Family," has written a sketch for the Bohemian Club entertainment to be held in the Bohemian Grove Sept. 30. Directed by Hal Burdick, "Night Editor" here, skit will present the histrionic ability of Harry Anderson, sales mgr., and Larry Allen, Artists' Service.

Rush Hughes, "Langendorf Pictorial," back from H'wood, where he did a sequence in the United Artist pix "Stand In," directed by his friend Tay Garnett.

Jane Burns, NBC head hostess, home ill.

★ Coast-to-Coast ★

FAIRE BINNEY, the former stage and screen star who started a woman's program over WTNJ, Trenton, N. J., on Sept. 7 at 10-10:30 a.m., is building up quite a fan following. Miss Binney is heard five days a week.

Warren Meade came all the way from Honolulu to join WTMJ, Milwaukee, as announcer, succeeding Claude Kirchner, who graduated to NBC.

KQV, Pittsburgh: Ernie Neff, announcer, and Mary Blank of Brentwood said "I do" last Friday . . . Bob Pritchard is back at the station conducting a "man on the street" . . . Tex and Ginger have returned after traveling with a rodeo outfit for four months.

WOR Artists Bureau has signed Jack Wilcher on an optional contract, and has extended the contract of vocalist Sylvia Clyde. Wilcher, formerly with Red Nichols' band, has been working on a song and patter act with his wife, Louise, organist.

WJBK, Detroit: Bob Langwell is handling the new quarter-hour stint sponsored by Liberty Service Stations following all Lion Football games . . . Betty Roberts, conductor of the Woman's hour, is announcing a new "Going Shopping" program for Arnold's Clothing Store.

Larry Duncan, impersonator, and Douglas Wilson, tenor, were last minute additions to the Campana "Vanity Fair," which starts tonight over NBC-Blue.

Ray Cox has taken over coverage of local news sources at WMT, Cedar Rapids-Waterloo, under a new system inaugurated in the News Room by Program Director Doug Grant. Station now has full-time UP service.

KYOS, Merced, Cal., created much good will with its 13-week "Search for Talent," awarding an extra bicycle to the best out-of-town artist although this prize had not been scheduled.

WDAS, Philadelphia: A. W. Dannenbaum Sr., president, is back from a vacation at his Maine camp . . . Marian Black, Children's Hour director, and Granville Klink, now with WJSV, plan a merger . . . Jerry Stone, publicist, has returned from vacation . . . Harold Davis, program director, up and around again after a sick spell . . . Korlyss LaMarr, receptionist, discovered she had a fine recording voice, so she registered with the program department for a bit of commercial work.

WRAC, Williamsport, Pa.: Bun Hofnagle takes over the football assignment this year, sponsored by a

local oil company; he replaces Woody Wolf, who moves up to do the U. of Pa. games . . . Municipal Golf Club has been presented with another WRAC trophy, to be played for in the yearly fall tourney.

Blanche Martin and Arnold Olsen, actors at WICC, Bridgeport, are newlyweds.

Sherman Reilly, Mack Parker, Jeanne Poli, Ray McGrath, Betty Polk, Don Abels, Stuart Aggett, Carl Goodman, Arthur Hoyt and Billy Hamm are in the cast of WICC's "First Offender," which started yesterday.

Lydia Todd, who airs "Letters from Lydia" over WBAL, Baltimore, has Yvonne Leroux, first nurse to attend the Dionne quintuplets, as her guest today at 4 p.m.

WBAL spent months on elaborate preparations for its Sunday remote of the Pontifical Mass from Doughrogan Manor, home of Charles Carroll of Carrollton. A big pageant and other ceremonies marked the 200th anniversary of the birth of Carroll, a signer of the Declaration of Independence.

KSTP, St. Paul, in covering the Minnesota State Fair, one of the biggest in the country, utilized pack transmitter, mobile short-wave unit and studio on the grounds, giving listeners a lot of behind-the-scenes stuff instead of just the ordinary interviews and descriptions. The station also has been setting quite a record all summer on sports coverage, with Halsey Hall and Dick Culum added to the roster for these events. The new pack transmitter designed by Hector Skifter, technical supervisor, and Lester H. Carr, chief engineer, was of great help.

Gail Northe, fashion commentator, has resumed her quarter-hour sponsored programs over WFAA, Dallas.

Roy Campbell's Ambassadors, a choral group of eight, are vocalizing at the Hollenden House, Cleveland.

NBC has hired Lawson Little to do the resume of its International Open Golf play-by-play broadcasts, Sept. 22-28. If Little is eliminated from the tournament he will do the play-by-play versions.

WSPR, Springfield, Mass.: Engineer Al Bradley has returned from Salisbury, Md., and Engineer Larry Reilly is on the vacation trail . . . Helen Young Breed, daughter of Mr. and Mrs. Lewis B. Breed (he's station treasurer), married Kristian Solberg Saturday . . . Irma Serra, song

SAN ANTONIO

Beeman Fisher, for 17 years advertising manager of Texas Power & Light Co., today starts his new duties as vice-president and general manager of WOAI.

Mr. and Mrs. Weldon Wright of KTSA's accounting department are back from a vacation in Hollywood where they visited Mr. and Mrs. Howard Gambrill, formerly of KTSA, now with a Los Angeles station.

Helen Beaucamp of the KTSA program department is relaxing in Kansas.

LINCOLN

Jettabee Ann Hopkins, for four years a member of the KFAB-KFO writing staff, handed in her resignation last week and went to Chicago for a vacation and tryout with a station there. It is understood she will rejoin a competitive Nebraska station when and if she returns. Probably WOW, Omaha.

Wedding bells rang in KFAB-KFOR's writing department Friday when Jim Cox, continuity, married Harriett Johnson, former NBC songstress.

NEW ORLEANS

WWL has put out a portfolio for its salesmen, listing 35 programs available for sponsors. The art work is by Merle Wilson.

New chain programs which will take the air through WSMB here shortly are: Sherwin-Williams opera auditions, Oct. 1; Gruen watches; Trade Cycles, Sept. 26; Log Cabin Syrup, Oct. 8; Pontiac Varsity Show, Oct. 1; Peperell, Nov. 7.

stylist, will audition with NBC in Boston on Oct. 5.

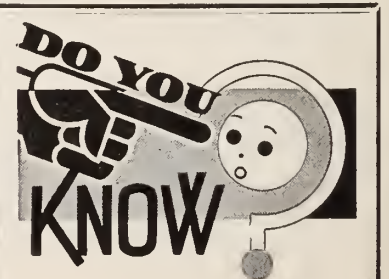
Harry Hill, news editor at KVOD, Denver, is leading a movement to uncover a Nazi organization in Colorado. KVOD now has five sponsored UP newscasts daily, latest to sign for "News on the Nose" being Federal Tire Co.

WKBB, Dubuque: The 1937-38 Bowling season opened with remote from Armstrong Alleys airing team play for one hour. Emerson "Trigger" Smith, sports commentator, at the mike for Patch Beverage Co. . . . Marianne Steinbach, WKBB hostess of the Airlines, back from vacation in Chicago.

ONE MINUTE INTERVIEW

AL DONAHUE

"Theater owners are wrong in their contention that radio studio audiences hinder their business. True, eye-witnesses to a broadcast are getting a free show, but there are so many other things to consider. First, the average person attending a broadcast is able to get tickets for only one program. He is not able to make a night of it in the studios. Thus, when he and a group of friends make a special trip into the city they usually make other plans to fill out the evening. They visit a movie before or after the broadcast, according to the time of the airing. And other merchants are aided."



Jimmy Jemail is one of the few men who ever broke their necks and still lives. Jimmy broke his while playing football for Brown University.