



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 57

NEW YORK, N. Y., TUESDAY, SEPTEMBER 21, 1937

FIVE CENTS

## Legion Meet Jams Radio Routine

### QUAKER NETWORK GETS FIRST COMM'L SERIES

Philadelphia — Atlantic Refining, through N. W. Ayer & Son, has placed a series of ten 15-minute weekly Friday night football programs with WFIL and 13 stations of the Quaker State network, according to Roger W. Clipp, co-ordinator for the Pennsylvania regional chain. Program starts Friday, originating at WFIL, and the other stations are: WSAN, Allentown, WRWA, Reading, WEST, Easton, WGBI, Scranton, WBER, Wilkes Barre, WAZL, Hazleton, WWSW, Pittsburgh, WGAL, Lancaster, WHP, Harrisburg, WKOK, Sunbury, WRAK, Williamsport, WOLK, York, WJAC, Johnstown.

This deal with Atlantic marks the first full-length commercial series for the Quaker State Network.

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### Musicians' Union Signs First Station in Philly

Philadelphia—WRAX is the first of the local stations signaturing an agreement with the musicians' union. Covering its sister station, WPEN, music pact calls for the employment of 12 men at \$60 weekly to play four hours daily on a staggered schedule. Playing time may be divided between commercial and

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### Drama Show for Lever Instead of Disney Idea

West Coast Bureau, RADIO DAILY  
Los Angeles—The much-heralded show with all of the Walt Disney fanciful characters is off, temporarily at least. Waxed sample copy which was sent East for sponsor approval

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### 12-Word Buick Spots

Buick Motor Co., through Arthur Kudner Inc., is placing a concentrated spot announcement campaign on about 90 stations the week of Oct. 11-15, inclusive, to announce its new 1938 models. Plugs are 12 words in length and will be broadcast 26 times during the day and evening hours.

### JESSEL-MUTUAL SHOW ON AGAIN; TALENT SET

After a series of "on again, off again" statements, the George Jessel Mutual network participating-sponsorship show is now set to start Oct. 10, originating at KHJ, Los Angeles, in a 6-6:30 p.m. EST spot on Sundays. Titled "Thirty Minutes in Hollywood", program will have talent including, besides Jessel, Norma Talmadge, Tommy Tucker's

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### Radio Manufacturers Hold Fall Meet Aug. 29

Plans have been completed for the fall meeting of the Radio Manufacturers Ass'n to be held Sept. 29 in the Hotel Roosevelt. Coincident with this meeting will be the National Parts Show, sponsored by RMA and the Sales Managers Club, to be held Oct. 1-2 in Commercial Hall at the Port Authority Bldg.

### Baume Bengue to Expand

Thomas Leeming (Baume Bengue), which started a spot campaign this month on a regional basis, is expected to expand the station list into a national campaign before the end of the month. William Esty & Co. has the account.

## AFM Executive Committee Awaits Draft by Rosenbaum

### P. & G. Chipso Account Shifted to Pedlar-Ryan

Ralph F. Rogan, advertising director of Procter & Gamble, yesterday announced that the advertising

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## Traffic Congestion Forces Holiday on Many Radio Offices and Agencies—Broadcasts a Problem

### BENEFICIAL MANAGEMENT IS ADDING 32 STATIONS

Beneficial Management will extend its CBS "Your Unseen Friend" program to 43 stations on Oct. 4, when series will shift to Saturdays, 8-8:30 p.m. Program is now heard Tuesdays, 10-10:30 p.m., on 11 stations. Albert Frank-Guenther Law Inc. has the account.

### Pacquin 5-Minute Disks Are Set on 15 Stations

Pacquin, Inc. (cosmetics), through William Esty, will inaugurate a five-minute transcription series over 15 stations on Nov. 1. Disks, featuring Grade and Eddie Albert, will be aired three times each week.

### Television-Radio Course

Classes in television technique as well as amateur radio will be given this fall at New York University, Division of General Education. Lawrence M. Cockaday will conduct the radio course, and Prof. H. H. Sheldon will handle the television class.

### KANS Anniversary

Wichita—KANS celebrated its first anniversary on Sunday with a 45-minute birthday party arranged by General Manager Herb Hollister. In honor of the occasion, the Wichita Beacon published a 12-page tabloid section dealing with the station.

Networks were somewhat undecided last night as to how much of the American Legion Convention they would pick up tonight from Madison Square Garden. Big parade today, making it impossible to cross Fifth Ave. except by the Eighth Ave. crosstown at 53rd St. and the other Long Island subway at 42nd St., forced many radio establishments to declare a part holiday yesterday. Nearly all of the advertising agencies are located east of Fifth Ave., the streets in question getting the re-routed traffic from Fifth Ave.

CBS will be closed today, except for actual broadcasting of programs.

NBC tours broke all existing attendance records and had several lines four deep waiting to buy tickets at 40 cents a throw throughout the day. Various other Radio City tours were almost as busy. Requests for broadcast studio tickets has become a major problem, with the most de-

(Continued on Page 3)

### Feldman Leaves WNEW To Resume With WMCA

Bobby Feldman, originator of the "Dance Parade", all-night recorded broadcasts, and other novel radio shows, has resigned as vice-president of WNEW and returned to WMCA to extend that station's late night dance series with remote hookups of name bands from niteries and hotels. Feldman left WMCA three years ago and joined WNEW, where he inaugurated "Milkman's Parade" and other features.

### Winchell's Layoff

Walter Winchell's layoff from radio may run longer than first expected, possibly six or eight weeks. He also will recess from its newspaper work for this period, while completing his current film. Doctors told him the triple duty was too much for his health. George Fischer stepped into Winchell's Jergens spot last Sunday night.

### B. B. Degree

Boston—With more than 50 colleges in the U. S. inaugurating additional courses in radio advertising, program production and writing, Ralph Rogers, director of Radio Courses at Boston University and author of "Do's and Don'ts of Radio Writing", predicts that Bachelor of Broadcasting will be the next new degree to be offered by educational institutions.

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.



NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	161 1/2	158 1/4	161 1/2	+ 2 1/4
CBS A	25 7/8	25	25 1/4	- 1
CBS B	25	25	25	- 1
Crosley Radio	14 1/4	14 1/4	14 1/4	- 3/4
Gen. Electric	44 7/8	43 5/8	44 1/8	- 1 5/8
North American	22	21	22	+ 1/4
RCA Common	9 3/4	9 1/8	9 5/8	+ 1/8
RCA First Pfd	65 3/4	65	65 3/4	- 1
Stewart Warner	143 1/2	143 1/8	141 1/8	- 3/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 1/4	14 1/8	14 1/8	- 1/8
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OVER THE COUNTER

Stromberg Carlson	Bid 10 3/4	Asked 12 1/4
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Warner's Sign Fidler

West Coast Bureau, RADIO DAILY

Los Angeles—Jimmy Fidler has been signed by Warner Brothers for five pictures at \$55,000 for his first film and increasing to \$100,000 for the fifth if all options are taken up.

Bill Roller in Providence

Z. E. (Bill) Roller, formerly of the Literary Digest editorial staff, and more recently in radio publicity, has joined the staff of the Providence Journal and Bulletin, where he will be a writer and commentator on their daily news broadcasts.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Sept. 18, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
That Old Feeling (Leo Feist Inc.)		39
Whispers In The Dark (Famous Music Corp.)		34
My Cabin Of Dreams (Irving Berlin Inc.)		26
Remember Me (Witmark and Sons)		26
Have You Got Any Castles, Baby (Harms Inc.)		25
So Rare (Robbins Music Corp.)		25
Yours And Mine (Robbins Music Corp.)		25
Afraid To Dream (Miller Music Inc.)		24
I Know Now (Remick Music Corp.)		23
First Time I Saw You (Santly Bros.-Joy Inc.)		22
Moon Got In My Eyes (Select Music Corp.)		22
Stardust On The Moon (E. B. Marks Music Corp.)		22
Harbor Lights (Marlo Music Co.)		21
Can I Forget You (Chappell & Co.)		20
Loveliness Of You (Miller Music Inc.)		19
One Rose (Shapiro Bernstein Inc.)		19
So Many Memories (Shapiro Bernstein Inc.)		19
Stop, You're Breaking My Heart (Famous Music Corp.)		19
Me, Myself And I (Words and Music)		18
Moonlight On The Highway (Joe Morris Music Co.)		18
Blossoms On Broadway (Famous Music Corp.)		17
You And I Know (Robbins Music Corp.)		17
Ebb-Tide (Popular Melodies)		16
Roses In December (Irving Berlin Inc.)		16
I'm Feelin' Like A Million (Robbins Music Corp.)		15

Musicians' Union Signs First Station in Philly

(Continued from Page 1)

sustaining shows. Station shares time with WPEN on the same wave length and FCC permission has been asked to make it a single call letter.

Cycle Trades Contest

Cycle Trades of America will conduct a contest in conjunction with its new radio series which begins over 39 stations of the NBC-Red network Sept. 28. Weekly prizes of 12 bicycles will be awarded. Sponsor has increased advertising budget for fall series, having made a record high in sales for 1936 season with radio being used for the first time.

Radio Workshops in Cleveland

Cleveland—Taking steps to meet the demand for education in various branches of radio, Vice-President H. K. Carpenter of United Broadcasting Co. has projected plans for radio workshop programs in at least three Greater Cleveland high schools. One idea of the workshops is to develop new radio talent.

2 Leave NBC Sales Promotion

Marvin D. Rae Jr. and Louise Lavitas have resigned from the NBC sales promotion department, effective Sept. 30.

The Script Library

A DIVISION OF RADIO EVENTS, INC.

535 Fifth Avenue, New York, N.Y.

A Radio Script for Every Sustaining and Commercial Need

Drama Show for Lever Instead of Disney Idea

(Continued from Page 1)

apparently did not fill the bill and the idea goes back into work for re-vamping. Substitute plan for the Lever Bros. account is a half-hour dramatic tabloid with film names, which Tiny Ruffner of Ruthrauff & Ryan hopes to set for the half hour immediately following Jolson by the Oct. 19 airing for Rinso-Lifebuoy.

Signed by Para. News

In addition to Gabriel Heatter, who will be chief of voice staff, newly signed members of the Paramount News staff, under A. J. Richards, editor, include Sidney Walton, Joseph Boley and Mark Hawley, for spot news; Frank Knight, chief announcer for WOR to handle important foreign developments and news; Gregory Abbott, disasters, tragedy and war news; Bob Carter of WMCA, sports news, such as football and Joe Bolton, college and track meets.

Fourth Year for "Hotel"

"Hollywood Hotel," heard Fridays over 69 CBS stations at 9-10 p.m., celebrates its fourth year on the air Oct. 1. Set for the special airing are Warren William, Gladys George, John Beal, Jerry Cooper, Frances Langford, Raymond Paige's orchestra and Louella Parsons. Program is sponsored by Campbell Soup Co.

Dick Powell for Auto Show

Cleveland—Dick Powell has been signed to appear at the Cleveland Automobile Show, Nov. 13-20. Chet Crank, Inc., Los Angeles advertising agency, set the deal.

COMING and GOING

CHARLES E. SEEBECK, program director and announcer at WSAN, Allentown, was in New York for a brief look-around yesterday. He will be back next week on his vacation.

TED HUSING of CBS and BILL STERN of NBC will be in Columbus, O., to air the Ohio State-Texas Christian game Sept. 25.

JOE DI NATALE, promotion man at KFOR, Lincoln, Neb., is in New York on vacation.

EMANUEL LIST, basso of the Metropolitan Opera Co., arrives in New York on the Lafayette today from abroad.

EUGENE GOOSSENS, conductor of the Cincinnati Symphony Orchestra, arrives today on the Lafayette from Europe.

GUY BALAM of J. Walter Thompson Co., London, is in Los Angeles huddling with Danny Danker.

CARLTON SMITH, NBC presidential announcer, and ALBERT E. JOHNSON, head of the NBC Washington engineering staff, go along to cover President Roosevelt's tour when he starts for Seattle.

HARRY C. WILDER, president of WSYR, Syracuse, and WNBX, Springfield, Vt., is in New York.

TONY WONS is back in N. Y. after spending 18 months in the Canadian woods and will begin his CBS program for Vicks on Sept. 27, a week earlier than originally scheduled.

Quaker Network Gets First Comm'l Series

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formed primarily for last year's political campaign. With several more accounts in the offing, it appears entirely feasible that permanent lines will link the web in the next few weeks with regular sustaining service being fed from WFIL.

U. S. Tobacco Shifts Time

United States Tobacco on Sept. 27 will shift WACO, KGKO, KTUL, WHAS, WFEM, KOMA, KMOX, KSCJ, KRLD, WCCO, KWKH, KRNT, WBRC, KLRA, WREC and WLAC to its early broadcast period at 8:30-9 p.m. Stations are now heard on the repeat at 11:30 p.m. Pacific coast and mountain stations will continue to be heard on the repeat. Arthur Kudner is the agency.

Chevy Football on WIND

Chicago—Metropolitan Chevrolet dealers, through Campbell-Ewald, have purchased Chicago Cardinals' pro-football games exclusive on WIND, first one to be game with Washington Redskins on Friday night. Russ Hodges to do play by play, and Dick Hanley, former Northwestern coach, the commentary. Nine games scheduled, four at home.

Allen Franklin Leaves KXBY

Kansas City—Allen Franklin, KXBY program director, has resigned to go to New York.



Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc. 250 Park Avenue New York

BLUE BAYOU

A Deep South Song



## RADIO ROUTINE JAMMED BY LEGION CONVENTION

(Continued from Page 1)

sirable shows at a premium even to executives.

Tickets to broadcasts from studios that formerly were theaters, such as the Columbia playhouses, are being offered for sale by juvenile "speculators" who managed to get hold of the ducats.

Broadcasts of the Legionnaire activities were difficult to handle, due to exuberant spirit of the veterans and the problem of keeping facilities in working order.

## Weaver's Radio Course Is Starting Third Year

Minneapolis—For the third consecutive year, University of Minnesota is offering courses in radio script writing in its extension division, with classes both on the campus in Minneapolis and at the extension center in Saint Paul.

Started three years ago as an experiment by Luther Weaver, radio advertising man of the Twin Cities at the request of Dr. Richard R. Price, director of the extension service, the course has taken definite place in the University of Minnesota curriculum with increased enrollment every year. Weaver, whose agency is active in the radio field, again will conduct the course.

## Jessel-Mutual Show On Again; Talent Set

(Continued from Page 1)

orchestra, Amy Arnell, vocalist, and a seven-year-old opera singer. Ben Roche is producing the show and Redfield-Johnstone is the agency. Some 36 stations, including the Don Lee network, are said to be already set with sponsors for the show.

## New Star Radio Accounts

WORL, WMPS and KOVC are newly signed subscribers to the Star Radio Programs "Good Morning Neighbor". WHDH has taken "Morning Bulletin Board", while KGKO has signed exclusive rights in its area for "Adventures of Dexter Randolph".

## Belle Baker Weds Today

Belle Baker and Elias E. Sugarman, indoor editor of The Billboard, will be married at 2 p.m. today at the Democratic Club by Supreme Court Judge William Collins.

## NEW PROGRAMS—IDEAS

### "Welcome Stranger"

WBT, Charlotte, has hit on a new program idea—a brain spark from General Manager William A. Schutt Jr.—that has big possibilities for merchandising tie-ups. It is a program welcoming newcomers to Charlotte, titled "Welcome, Stranger." The series was launched last week and, for the first such period, the station had a dozen couples just moved to Charlotte in the WBT studios. Many of them were accompanied by their entire families. Mayor Ben E. Douglas served as emcee. He welcomed to Charlotte the couples who were present, and their families, and others as well who had not replied to the station's invitation to come to the studio. Each of the families represented had the opportunity of a word on the air. Among the new-comers was Bob Carpenter, auditor for the station, and himself a new-comer.

### Police and Theater Remotes

KBTM, Jonesboro, Ark., managed by Jay P. Beard, has remote lines into Jonesboro Police Headquarters from which point a daily quarter hour of police bulletins is presented. Officers throughout Northeast Arkansas and Southeast Missouri listen regularly to these police bulletins. The service is valuable since this section is not served by police short wave radio.

Remote lines are also maintained

### Youth Problem Series Wins Wide Cooperation

St. Paul—KSTP's first experimental series of "Job Wanted" discussions, two-a-week round-table discussions for baffled youth, clicked so strong that several clubs and organizations are competing for the privilege of cooperating in the series. Best bet comes from the Business and Professional Women's Club, which wants to get behind the program and push it in every school in the state.

Thomas Dunning Rishworth, handling the program, is designing the fall and winter series as "listen-in" courses for juves in high schools. Programs first went on the air cold, with no studio audience, but club representatives soon began pouring into the studios.

### May Robson Station Lineup

May Robson in "Lady of Millions", serial for Bauer & Black now being waxed at the Associated Cinema Studios in Hollywood, will be heard starting Oct. 18 over the following stations: WGN, WTAM, KRLD, KOA, WHO, WJJ, WIRE, WDAF, KLRA, KNX, WCO, WKY, WOW, WCAE, KGW, KMOX, KGO, KOMO, KWKH, KHQ, KVOO and KPRC. Blackett-Sample-Hummert Inc., Chicago, is the agency.

to the local county agent's office from which point on weekdays a quarter-hour of current news to the farmers is broadcast.

Another line to the Strand Theater presents a daily 30-minute program of organ music with program director James Alden Barber at the organ.

### WCKY Good Will Builder

"WCKY's Neighbors" is a new daily program on the L. B. Wilson station at Cincinnati. Newspapers in 40 counties of Ohio, Kentucky and Indiana have been invited to cooperate in furnishing interesting and unusual items from their communities. Full credit is given to the publications sending in the items.

The program, intended as a good will builder in WCKY's primary area, is spotted immediately after the NBC Farm and Home Hour.

### Concoct Original Songs

A rather unusual program is on the WSOC, Charlotte, schedule Monday nights at 8:30. It features Byron Smith and Clemmie Reid—Smitty as announcer and vocalist and Clemmie as pianist and singer. They offer to concoct an original song for anybody who will send in suggested titles, lyrics or melodies. In the two weeks they have been on the air, their fan mail has jumped to second rating in the WSOC Mail Count.

### Bakery Chain Signs "Jimmie Allen" Serial

Kansas City—The Campbell-Taggart Associated Bakeries, operating a chain of bakeries through the south and middle west, has signed for the transcribed juvenile series, "Air Adventures of Jimmie Allen," through Russell C. Comer Advertising Co. Contract which is for the entire series of 650 quarter hour episodes with options at the end of each year, following a one year test campaign conducted with the show via WIRE, Indianapolis, and WKRC, Cincinnati. The series is set to start over 32 middle west and southern stations about Oct. 1.

### Lewis Browne Fading

Lewis Browne, commentator who has been pinch-hitting for H. V. Kaltenborn every Thursday, 7:30-7:45 p.m., from KNX, winds up Sept. 30.

## School of RADIO TECHNIQUE

America's distinguished school of broadcasting for singers, actors, writers, speakers, announcers. Western Electric Recordings in our studios . . . programs taken off the air George Marshall Durante, Dir. R.K.O. Bldg., Radio City, New York

" . . . . still more sponsors demanding script shows — "

Radio Daily—7/9/37.

these past 3 months have proven an INCREASING DEMAND for radio drama and comedy-drama.

\* **B.A.P. Inc.** has developed a script series embodying

## A NEW IDEA

that will appeal to 99 out of 100 listeners.

A form of entertainment which will **SUSTAIN INTEREST** over a long period of time, and affords a "natural" tie-in with product or service of MASS APPEAL.

For either 15 or 30 minute show.

This series with complete broadcast - merchandising plan which backs the product through to "Point of Sale" is ready for immediate delivery to Agency or Advertiser.

Distinguished cast—Superb production.

Full disc osure and all details to bona-fide enquiries, upon application to:

\* **BRITISH AMERICAN PRODUCTIONS, INC.**

Radio Advertising Specialists

509 Madison Avenue, New York

B. CHARLES DEAN, President.

EL. 5-0381

**BETTER BROADCASTS for BETTER BUYERS**

**INTERSTATE BROADCASTING CO.**  
730 Fifth Ave., New York

## AGENCIES

J. WALTER THOMPSON CO. will handle the 1938 campaign for the national advertising of the resources and scenic beauties of the state of Washington.

BOTSFORD, CONSTANTINE & GARDNER agency in Seattle has been retained for a national campaign on "Certigrade red cedar shingles," trade name of a number of Pacific northwest shingle manufacturers. Promotion campaign is through the Seattle headquarters of the Red Cedar Shingle Bureau.

CHAT CRANK, INC., Los Angeles advertising agency, will handle the \$20,000 appropriation set by Los Angeles Motor Car Dealers to celebrate their 25th anniversary with a Silver Jubilee Auto Show, Oct. 30-Nov. 7. Radio, newspapers and posters will be used.

TOMOWSKE ADVERTISING AGENCY, Spokane, now headed by Mrs. Elva Tomowske as president and general manager following the death of the founder of the firm, also has appointed Walter McLean as vice-president and W. T. Oele as secretary.

WALTER ROSS has joined the Gans Advertising Agency, Newark, as an account executive. Ross was formerly associated with the A. W. Lewin agency.

### "Show Boat" Staff Changes

West Coast Bureau, RADIO DAILY  
Los Angeles—Cyril Armbruster, production assistant on "Show Boat" for Benton & Bowles, has stepped out of that assignment and the agency. Donald Cope, recently out from New York, succeeded Herschel Williams as producer of the show, with Sanford Cummings remaining on as assistant, and Tom Revere, B & B headman, supervising the set-up. Recent changes in an effort to hypo the steam gauge of the old river boat lend credence to the persistent rumor that the forthcoming M-G-M radio show is being readied for the General Foods account.

### Mutual Saluting Additions

Mutual will bow in the 12 newcomers to the net via Don Lee chain with a series of programs to be heard from Honolulu to New York next Sunday. Originating points will be Los Angeles, San Francisco, New York, Chicago, Portland, Ore., and Honolulu. From 8-9 p.m. Don Lee network will salute the new stations with stage and film stars, also a talk by Lewis Allen Weiss, general manager. Later in the evening WGN will be heard and earlier in the night the East will be heard from via WOR.

Does your life insurance provide for your beneficiaries as you originally intended?

**Jules Harberg**  
—INSURANCE—  
Ohn 4-2800 Beckman 3-0375  
80 JOHN ST., NEW YORK



● ● ● George M. Cohan will be featured on a gasoline program this season... Singing spot on the Phil Baker-Gulf show goes to an unknown from No'th Ca'lina, Al Garr... Myron Kirk rushed out to Hollywood the other a.m. to straighten out the internal trouble on the Al Jolson show—with Martha Raye set to do more hereafter... George Griffin will be given another NBC sustainer beginning Sept. 30... Russ Morgan has been held over at the French Casino until Oct. 13—and will be followed by Joe Rines... Jack Lavin is ill... Mary Small's "Junior Revue" comes from Boston Thursday with Tommy Dorsey, and the week after from Cleveland... Al Roth does another airing to England Oct. 1... Martha Deane, when she starts her new show for CBS thrice weekly Oct. 4 will use her real tag, Mary Margaret McBride... Wilson Lang, set by Will Rockwell on the Tim and Irene airing the other Sabbath, may become a permanent feature... Why didn't Louis Sobol replace W.W. on the air show—as he did in '33 on Lucky Strike and did a swell job, too?... Shooting on Winchell's picture is being done around him—he may not continue his column because his contract has expired.

● ● ● Very amusing line came over the air during WNEW's airing of a cafe opening on Broadway the other a.m. Called before the mike was Dr. Morton Berson, who on cross-examination turned out to be a plastic surgeon. "It's all very nice here—the women are so lovely they don't need me. However, there are many males here with rum-noses"... Elinor Dillon, traffic manager of KFEL, Denver, flew from Denver to Pike's Peak and back in 40 minutes—16 minutes faster than Col. Roscoe Turner flew the same distance. This was during the recent air race... WCPO, Cincinnati, in conjunction with the Police Dept. and the Automobile Club, is presenting a unique air show thrice weekly: "A five minute safety program during which the character DEATH speaks"... Joseph P. Wieggers, circulation director of Macfadden Publications, who married the boss' daughter, Helen, is honeymooning at Speculator, N. Y.

● ● ● Leo Reisman succeeds Mark Warnow (who hasn't started yet) on the NBC "Hit Parade" Nov. 10... Ted Hammerstein has been renewed for 13 weeks... Lester Lee signed Al Schwartzberg, comedy writer... Mary Eastman is set to return for Pet Milk in Oct... Last nite Childs' took the precaution of waxing an afternoon show and having it in readiness at the studio—just in case the Legionnaires were a bit "unaccustomed" to airing from a cafe... Henry Spitzer has his right shoulder dislocated—but not from back-slapping—because HE definitely isn't the type... In N. Y. today a parade starts at the drop of a hat.

● ● ● "Trigger" Smith and "Buck" Jones—or Emerson and Arthur, the WKBB, Dubuque, "Men on the Street"—settled their air feud in true western style last week. Rodeo in town provided horses and cowboy outfits for these "cowboys" and with six-shooters they met in front of the sponsor's store for a showdown attracting some 300 people to witness the "buying of the hatchet"... WORL, Boston, inaugurated an all-request show and asked for W. U. wires to signify requests. Truthfully, they expected none, figuring no one would spend 20 cents for a telegram, but they received 132 in the first 15 minutes—and doing nicely since... Lear Mucoy, mid-west reporter was vacationing in Yellowstone Park minding his own business a few weeks back when a fire broke out which cost 15 lives. Mucoy aided Ed Yocum, station manager of KGHL, Billings, Mont., in covering the event for the airwaves—and is now publicity director for the station as a result. Though friends for years, this was their first meeting since the Wibaux, Mont., flood of 1929.

## ORCHESTRAS MUSIC

JACK MONTGOMERY'S Band is now heard nightly on WNEW's "Dance Parade." Montgomery's unit recently opened at the Farm, Westchester dining and dancing spot. In addition to full band music, swing units of three, four or five pieces are heard in special arrangements each night. Harry Massie, guitarist and the leader, Jack Montgomery, handle the vocals.

Bob Stanley, new WOR musical director, conducts "Continental Revue," the WOR-Mutual program starring Olga Baclanova. Show started last night.

Al Shelleday, Dick Ballou's newest vocal find, being heard over WHN these Monday and Thursday nights, has aroused the interest of M-G-M because of his resemblance to Robert Taylor.

Ben Ross of the WOR Orchestra and Mrs. Ross are on a cruise to Havana and the West Indies. It's a wedding trip for the saxophonist and the former Anne Wakstein, who were married in Asbury Park Sept. 16.

Tommy Dorsey and ork play the Metropolitan Theater, Boston, starting Thursday.

Jimmy Grier, Ted FioRito and Frances Langford have all cut new Decca records at Larry Pfeiffer's Recordings Inc. plant in Hollywood during the past week.

New dance bands on the WDAS nightly dance parade from Philadelphia include Jimmy Sax from the Lennox Cafe and Oscar Smith from the Strand Ballroom.

South Jersey Electrical and Radio Exposition, in Camden, N. J., adds the music of Jan Savitt's KYW Top Hatters, Le Roy Wilson and Jim Fettis.

Mack Davis carries on for a second season at Benny the Bum's Philadelphia, broadcasting nightly via WIP.

Rudy Vallee and his Connecticut Yankees open an indefinite engagement at the Coconut Grove of the Ambassador Hotel in Los Angeles on Oct. 4. At the conclusion of that engagement they will do theater and dance dates on the Coast.

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. 21

Madge La Framboise



**DON GILMAN**, NBC headman, off again to Fresno, Sacramento and San Francisco last week-end.

**KEHE** is in the throes of a sales force shakeup, and persistent rumors are afloat to the effect that the Hearst-McClatchey stations are being divorced and that Mr. Hearst may unload **KEHE** here and **KYA**, San Francisco, and depart the radio scene entirely.

Pacific Coast Borax Co. has renewed "Death Valley Days" on NBC Blue for another 13 weeks.

**Ed Lowry** brings his microphone and cast out to the Vine Street curbstones in front of the Filmarte on Tuesday night to play the role of "Professor Phiz" and interrogate passersby with his own I.Q. test.

**Ruth Schooler**, secretary to John Swallow at NBC, back from vacation.

Mutual has a new commentator in **Charles Payson**, heard Sundays at 5:30-6 p.m. Had **Lowell Thomas**, who does a bit of "commentating" himself from time to time, as guest on the inaugural program Sunday.

The radio programs division of the **Walter Biddick Co.** has added **Dick Hettrick**, **Noreen Gammill** and **Irene Kornhage** to the script-writing staff. Now busy recording 26 programs designed to fit the needs of advertisers in optometry, jewelry, clothing, used cars, bakeries and a dozen other lines of business.

New name selected for **Camille Soray**, who was contracted for the vocal spot with **Jimmy Grier** on the new **Joe Penner** series for **Coco-Malt**, is **Julie Gibson**. She also will sing with **Grier** at the **Biltmore Bowl**. Deal was set by **Josie Sedgwick-Ray West and Associates**.

**Mertens and Price, Inc.** recorded another four episodes of **Ward Lane's "Home Folks"** at **Recordings Inc.** last week.

**Thomas Conrad Sawyer's "Looking at the World"** renewed on **KNX**, starting Oct. 1, for **Sweetheart Soap**. **Margaret McDonald** will do the beauty experting with **Sawyer**.

**Kathleen Wilson** of "One Man's Family" was screen-tested by **Metro**. Negotiations are under way for a **Lum and Abner** syndicated newspaper comic strip.

**Gary Breckner**, erudite **CBS** announcer, is in great demand as a **Rotary luncheon club speaker**.

**Bill Goodwin** flies to **Kansas City** to handle the **Benny Goodman** end of Tuesday's **Camel** program, turning over the mike at that point to **Dan**

★ F. C. C. ★  
ACTIVITIES

HEARINGS SCHEDULED

Sept. 27: **Leon M. Eisfeld**, **Burlington, Ia.** CP for new station. 1310 kc., 100 watts, unlimited.

**Sherman V. Coultas**, **Milton Edge & Hobart Stephenson**, **Jacksonville, Ill.** CP for new station. 1310 kc., 100 watts, unlimited.

Sept. 29: **Earl Weir**, **St. Petersburg, Fla.** CP for new station. 1370 kc., 100 watts, unlimited.

**Seaboard Broadcasting Corp.**, **Savanna's**. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Oct. 7: **Pacific Acceptance Corp.**, **San Diego, Cal.** CP for new station. 1200 kc., 100 watts, daytime.

**Smith, Keller & Cole**, **San Diego**. CP for new station. 1200 kc., 100 watts, daytime.

**WREN**, **Lawrence, Kan.** Auth. to transfer control of corp. 1220 kc., 1 KW., 5 KW. LS., share time.

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

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

APPLICATIONS RECEIVED

**Clinton Broadcasting Corp.**, **Clinton, Ia.** CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

**KCMO Broadcasting Co.**, **Kansas City**. CP for new relay station. 100,000, 200,000, 300,000, 500,000 kc., 5 watts.

**KCMO Broadcasting Co.**, **Kansas City**. CP for new relay station. 100,000, 200,000, 300,000, 500,000 kc., 10 watts.

**Scymour**, who continues with **Goodman** in the East.

**Reid Kilpatrick** succeeds **John Austin Driscoll** at the **KEHE** mike for fight broadcasts from **Olympic Auditorium**. **Driscoll** recently became station manager at **KRKD**.

**Johnny Murray** is readying a 30-minute musical revue aimed at the **May Co.** **KFWB** idea incorporates a style show with a **Warner studio** stylist doing descriptive narrative.

**Double Cola Bottling Co.** is sponsoring a 15-minute news period on **KECA** five times weekly. Account handled by **Lee Ringer** agency.

"**William and Watanabe**," long on the **NBC Pacific Coast Blue** for **Alka-Seltzer**, has been taken in transcription form for **Australia and New Zealand** by **Broadcasting Service Association, Ltd.**, represented in the U. S. by **Dr. Ralph L. Power**.

**Dr. Ralph L. Power**, "radio counselor," is celebrating his 16th year in radio this month. He started way back in 1922, while still professor of business administration at **U.S.C.**, giving radio lectures on timely and business topics. Later became radio editor of **The Examiner**, and later still of the **Times and Record**, opening his own office as a radio consultant five years ago. The veteran now represents **Australian Broadcasting Service Association** in this country, in addition to being advertising manager of **Universal Microphone Co.** and publicizing several transcription companies.

**KGER** notes: **Helene Smith** has been appointed program director . . . **C. Merwin Dobyns**, president and general manager, was principal speaker in a one-hour show produced by **Lee Wynne** on the occasion of the station's affiliation with **World Broadcasting System** . . . **Eve Eden**, soprano, is a new addition to the program department . . . Station will air football games this year for the first time.



PAUL KELLY in the Columbia Picture "Freedom for Sale"

Dictograph  
INTERCOMMUNICATING  
SYSTEMS

**M**ODERN business executives demand immediate access to information—independent of the telephone switchboard, without looking up directions, without turning dials. A Dictograph System can put all departments in instant contact with one another—put the whole organization on every executive's desk inside a "magic box." It will save time and steps—reduce "office visiting"—accelerate your business day whether your company is large or small. (By the way, Dictograph created the first loudspeaker, years before the radio was perfected.)

• DICTOGRAPH •

DICTOGRAPH PRODUCTS CO., INC.

580 Fifth Ave., N. Y. C.

**DON GORDONI**  
Romantic Baritone and Radio Actor  
**ROXY THEATRE**  
Original "Jack Armstrong" C.B.S.  
Management **Dave Samuels**  
711 Times Bldg., N. Y.

# ★ Program Reviews and Comments ★

## "Morning Almanac"

Back after a vacation, the 8-9 a.m. CBS "Morning Almanac" headed by Phil Cook, demonstrated again yesterday that it is the top program of its kind on the air. In talent, material and production, it has no peers, and only a matter of price could possibly keep such a show from a sponsor.

Among its pleasurable characteristics is a liveliness that is unusual in such early morning shows. The comedy, whether new or old, is dispensed in a genially informal style that makes it always entertaining. Music, vocals, oldtime almanac items, news in song, home management hints, the impersonations of Phil Cook and various other bits combine to make for diversity and fast tempo.

Margaret Lewerth directs the show, with John Reed King doing a swell job as announcer, Fred Feibel as pianist and organist, Dave Grant as tenor and also a piano hand, Cliff Weston and Bunny Coughlin as additional vocalists, and the Back Bay Boys in harmony and funny antics.

## "Special Edition"

Borden's new program on WEA-F, Fridays at 1-1:30 p.m., hits a pretty high mark in news commentary periods aimed at the femme listeners. Besides Alan (Wifesaver) Prescott and Gabriel Heatter as the principal commentators, there is also a Hollywood department in which a girl gives film colony chatter and reviews of pictures. Prescott makes a thoroughly interesting as well as instructive business of his information for housewives and hostesses. Heatter's news stint is short and sweet. The Hollywood stuff is excellent of its kind.

## Herbert Marshall

Chase & Sanborn Sunday night hour sans Don Ameche and Bill Fields offered a program that seemed none the less entertaining, generally speaking, excepting of course to those of the audience who have particular attachment for either Fields or Ameche or both. Fields is on loca-

tion making a pix and is expected back next week, while Ameche is taking a rest. Herbert Marshall, battling for Ameche, acquitted himself nicely and shone to advantage in a dramatic sketch with Madge Evans. Marshall worked smoothly and contributed dignity to the emcee angle. Fields' humor was injected via a few "telegrams" to McCarthy, et al. Permanent cast gave a good show as usual.

## Vincent Lopez

Adapted to conform to latest trends in music, the Vincent Lopez Orchestra, caught via WOR-Mutual over the week-end in one of its final programs from the Cleveland exposition before returning to New York, holds pretty well to the ingredients that made Lopez popular, with the addition of a refined type of swing. Lopez calls it "suave" swing, with the noisy blare eliminated while the rhythm and tempo are retained. It certainly is easier on the ears than most of the swing music that has been heard these past months.

Fred Lowry, the talented whistler, continues as one of the featured artists of the orchestra, which also includes Bob Lytell and other vocalists, plus the usual nimble piano specialties of Lopez himself.

## Cheerio

Cheerio picked a Sunday evening spot over NBC-Blue with which to begin his tenth year on the NBC networks, and spot is perfect for the type program he offers. Departing a bit from his usual style, Cheerio picks birthdays of famous men during the previous week, and presents highspots in their careers. Assisted by J. Harrison Isles and his orchestra and a chorus and occasional guest, program moves swiftly along offering a well diversified bill of fare for the listeners. Cheerio should have no difficulty in drawing his early morning listeners to the Sunday period.

## International Radio Forum

World Peaceways on Sunday

started a new campaign to bring the present tense economic and peace situation before the entire world during a world-wide broadcast over CBS at 4-5:15 p.m. Political leaders of countries all over the world participated in what proved to be the largest peace rally ever conducted. The seriousness of present-day economic situation was stressed, and listeners were treated to a clear, poignant description of the entire world in relation to threatening conditions. World Peaceways will conduct future forums, via the air, in an attempt to make radio listeners as pro-peace as is humanly possible.

## Jergens Program

George ("Hollywood Whispers") Fischer, who stepped into the Jergens Lotion spot on NBC-Blue last Sunday night to pinch-hit for Walter Winchell, provided a generally interesting quarter-hour. Not the dynamic Winchell style of chatter-dispensing, of course but a good program withal, especially considering the short notice he had. Gloria Stuart as guest star helped to brighten up the show. The night before, Fischer had to do his own Hollywood gossip stint on WOR-Mutual.

## Chamberlain Brown

Chamberlain Brown, the Broadway casting agent, has built his Monday 1:30-2 p.m. program into an unusually interesting affair, ripe for any sponsor. As an example of the variety and stellar quality of guests presented on this show, yesterday's lineup included Vaughn De Leath, who has been a topnotch song-seller and songwriter for longer than most radio fans can remember; Alfred de Liagre, Broadway producer, who has a most engaging mike voice and very interesting things to say; Erin O'Brien-Moore, the stage and screen star; Hy Gardner of the Brooklyn Eagle, who offered a batch of gossip, Max Fleisher of Ring Magazine, and others.

Through the medium of his theatrical office and Broadway contacts, Brown has access to a limitless fund of personalities and material.

## Lady Kitty Barling

Activities of women in news of the day, fashion hints and other items of special interest to women are incorporated in this Monday and Friday program initiated yesterday at 12:30-12:45 p.m. on WHN by Lady Kitty Barling. Lady Barling is a Britisher and speaks with a decided British accent, which makes her a little different from other commentators of her kind. In her opening program she touched on the Ladies' Auxiliary of the American Legion, and about women in aviation, sports, the theater, etc. Ample diversity of items and clear enunciation made the program interesting throughout.

## Briefly

Except for a bit of atmospheric interference, the CBS Drama Workshop short-waved from Dublin Sunday night, "Riders to the Sea," under direction of Irving Reis and performed by the Abbey Theater Players, was first-rate drama fare.

Kay Fayre, New England songstress, proved herself a very pleasing vocalist on Saturday's "Week-End Revue" over NBC-Red. Bailey Axton, a front rank tenor; the prolific pianists, Al and Lee Reiser; Jack Douglas, able emcee and humorist, and Norman Cloutier's orchestra are other components of this entertaining hour.

Among the excellent programs dealing with football making their debut to date is the Gene Ford "Gridiron Smoker", with Ray Saunders as commentator, heard Fridays at 9:15 p.m. over WHN. It is divided into several departments, amounting to something like a magazine of football.

For folks who have specialized tastes in music, the Hancock Ensemble, headed by Capt. G. Allen Hancock, the scientist and cellist, heard Saturday at 8:30 p.m. over WOR-Mutual, is good listening.

## BOSTON

Jack Frazer, NBC mickeman, will come to Boston every Saturday afternoon to announce the Boston College football games through WBZ-WBZA. Several of the games will be fed to a New England network. Jack Ingersoll is being brought back from WINS to announce the ten-game schedule of Holy Cross over WEEI. Jay Wesley of WEEI staff will handle the color-crowd assignment. Both of these schedules are sponsored by the Atlantic Refining Company.

The 79th anniversary of R. H. White Company, large Boston department store, was celebrated with

a gala radio revue over WNAC Sunday evening.

"The Goofs" (Del, Jack, Ray and Bill) are back on the air every Saturday noon on WEEI.

Mischa Tulin, musician and exponent of the theremin, has a new series of broadcasts on WCOP every Sunday morning.

Nye Mayhew and his orchestra, who have been engaged again for the 1937-1938 dance season at the Hotel Statler, will be heard this season on WEEI every Thursday and Friday night.

Johnny Metcalf, hymn singer, and Jonny Moakley, Yankee control operator, both have their hearts set on obtaining pilot's wings.

## KANSAS CITY

Sid Q. Noel, president of KXBY, has signed with General Mills to air the American Association games for this area in 1938. Noel is back from a Chicago trip.

Morris H. Straight, head of WHB account service department, is the father of a girl. Mrs. Straight (Ann Campbell Straight) was formerly WHB office manager.

Kellogg Co. has bought KMBC's Texas Rangers for a six-weekly spot, through N. W. Ayer & Son. The Rangers, who also will continue their CBS Sunday sustainer, will be known as Box K Ranch Boys for Kellogg.

Easy Washing Machine Co. and K. C. Power & Light have renewed their community sing over WDAF.

## NEW ORLEANS

Al Donahue closes at the Roosevelt Blue Room Thursday night after a highly successful engagement.

"Doc" Ed Musso, manager of WBNO, left for Washington to press his hearing before the FCC to get WBNO full time on the dial at 1420.

Jeanne Joseph and Kitty Morgan, singing team, are on once weekly for a half hour over WBNO.

Most of the midwest booking agents seem to be bidding to put a band in the St. Charles bar when it opens in its remodeled glory this fall. Insiders say a local combo of girls will get it.

Mel Washburn, who used to columnize for a morning tabloid, is now host for the Roosevelt bar and cocktail room.



**B**ETTY WINKLER and Pat Murphy, headliners of "Girl Alone" and Bob Guilbert of same show off to Cleveland to present series of sketches at exposition.

Announcer Bill Baldwin of WGN ordered to leave Chicago climate by physician. He has been having a lot of throat difficulty. Expects to go west or southwest.

Skelly Oil will offer cash prizes for listeners who find the rightful claimants to legacies tied up in banks in connection with its "Court of Missing Heirs."

Ken Fry of NBC Special Events dept. gave luncheon Saturday for Alonzo Oriega, Spanish sportscaster, visiting here.

Blackett-Sample-Hummert taking over entire second floor at 221 N. LaSalle street for its production department, with complete studios to be built.

Quin Ryan getting a lot of good-natured kidding from staff members because of his new morning commercial. The WGN manager enjoys late sleeping.

New contracts on Gene Dyer's stations, WSBC, WGES and WCBD include special campaigns for Carnation Milk, Libby, McNeill and Libby, Colgate-Palmolive Peet and a renewal of Clorox. WCBD has just put into operation its new transmitter at Elmhurst, Ill.

**Carson City Sees Radio**

Carson City, Nev.—This historic capital of Nevada got its first taste of modern radio Sept. 13 with the dedication of Nevada's new Supreme Court building. KOH in Reno installed remote lines to the capital, 35 miles away, and put the entire dedication proceedings on the air. Broadcasts were arranged by the Nevada State Bar Ass'n. The KOH crew handling the pickup included Ivan Jordanoff, program director; Al Kees, KOH chief engineer, and Nick Bourne, publicity director.

**S. O. of Cal. to Resume**

Standard Oil of California will resume its "Standard School Broadcasts" on Sept. 30, 11-11:45 a.m. over the five NBC-Red Pacific stations plus KSFJ, San Diego. No broadcast will be aired on Nov. 11 (Armistice Day) or Nov. 25 (Thanksgiving Day). McCann-Erickson, San Francisco, is handling the account.

**Kilowatts Undetermined**

Ted Church, NBC press department, officially launched his Blue Network Cocktail yesterday. Concoction, made of gin, French vermouth, orange bitters and creme yvette, is obtainable at the Gateway restaurant in Radio City. Church claims the cocktail has a coast-to-coast wallop.

**PROMOTION**

**New Twist in Salutes**

A new twist in salutes to neighboring communities has been started by WWVA, Wheeling, W. Va., with Moundsville as the first city to be honored. A special chain break has been adopted on the even hour daily, and each day a different town is saluted in this fashion: "This is Radio Station WWVA in Wheeling, West Virginia, Moundsville's friendly neighbor." On succeeding days, names of other communities are being substituted for "Moundsville."

**Safety Campaign Stunt**

By re-broadcasting from police short-wave direct from squad car in traffic, in connection with the Junior Chamber of Commerce Safety Campaign, KCKN gets call letters shown on movie trailers in 14 Kansas City, Kan., theaters daily for 15 days. KCKN also gets another—the second—front page story in local daily newspaper with this broadcast.

**WDZ Park Broadcast**

WDZ, Tuscola, Ill., third oldest station in the country, piled up quite a record in the way of park broadcasts the past summer. A shady park with swimming pool and carnival concessions was selected and stand erected in a natural amphitheater in the park surrounded with benches. All day, programs were short waved through W9XPU and re-broadcast from the main transmitter six miles away. The Sunday broadcast began May 28 and continued through Sept. 26.

Admission to the park is free, with as many as 20,000 turning out on several Sundays. Announcers, musicians and even engineers were besieged for autographs and pictures. Tots were brought up for the Baby Parade announcer to hold. Special stunts were an amateur contest, broadcasts from a plane hovering over the park and interview programs by Lazy Jim Day, favorite entertainer, who carried a mike among the throng in the park asking riddles. The whole idea original with WDZ has done much to make personal friends out of 400,000 listeners, cause them to follow the station daily and increase listener response.

**Commentator Delayed**

Commentator Magazine program scheduled to start Sunday at 9:30 p.m. on WOR-Mutual failed to get away due to Lowell Thomas and George Payson being held up in traffic attributed to the American Legion Convention. WOR carried the program as a spot proposition at 9:45 p.m. John B. Kennedy, scheduled for the Thursday show, will be heard at the scheduled time of 10-10:15 p.m.

**RCA Communications in ACA**

American Communications Ass'n, CIO unit, has lined up RCA Communications for recognition as its sole bargaining agent for radio operating personnel.

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

**THOMAS PATRICK, INC.**

St. Louis, Mo.

"You are doing a grand job with RADIO DAILY and its value to the industry is increasing by leaps and bounds."

*John Conrad*

**WCMI**

Ashland, Kentucky

"... RADIO DAILY is creating quite a furor, I might say, at this station. Jack Bell, of the Three Texans, who is now our commercial manager, will gladly give up being on time for a meal to take a few glances at RADIO DAILY. Our engineers scramble for the Equipment Page and the musicians and program entertainers always find news of some friend or fan on your pages."

*Col. Paul Ruble*

**KOMA**

Oklahoma City, Oklahoma

"... RADIO DAILY is a disturbing influence in the KOMA organization—by that I mean its pages are so darn interesting that office routine seems to be ignored until its pages are read by one and all, from the writer down to copy boy.

"The 'meat' in your articles and reports has not been sacrificed by their briefness. This quality is always acceptable in the fast-moving day around a radio station.

"Our congratulations go to RADIO DAILY as the LIFE of radio trade publications."

*Neal Barrett*

Manager.

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

## NEW BUSINESS

Signed by Stations

**KFBK, Sacramento**

American Gas Machine Co. (heaters), through Grove Adv'g Agency, Minneapolis; Hammer-Bray Co., San Francisco (Spark stoves), through D'Evelyn & Wadsworth, S. F.; Steiger & Kerr Stove & Foundry Works, S. F., through Fletcher S. Udall & Associates, S. F.; Vick Chemical Co., through Morse International.

**WJJD, Chicago**

Chamberlain Hand Lotion, Russ Hodges in nightly news commentary, through Coolidge Adv'g Agency, Des Moines.

**KFRU, Columbia, Mo.**

Philco Dealers, "Phyl Coe" mysteries; Zenith Radio distributors (Electric Lamp & Supply Co., of St. Louis), noon newscast.

**WBAL, Baltimore**

Horlick's, Lum and Abner, through Lord & Thomas.

**WTMJ, Milwaukee**

Wisconsin Amusement Co., renews station breaks.

**KNX, Los Angeles**

Fox West Coast Theaters, time signals, through Hillman-Shane agency.

**KBTM, Jonesboro, Ark.**

Chevrolet Motor Co., National Oats Co., Zenith radio dealers, Philco dealers.

**WADC, Akron**

Hed - Aid, Detroit; International Laboratories, "Adviser of the Air."

**KXBY, Kansas City**

Chicago Engineering Works, "Modern Miracles."

**WMAS, Springfield, Mass.**

Philco, "Man on Street" conducted by F. Turner Cooke.

**WCKY, Cincinnati**

Look magazine, "Streamline Review" disks, through Schwimmer & Scott, Chicago.

## ONE MINUTE INTERVIEW

### STELLA UNGER

"Progressiveness has been the keynote in radio ever since its inception. Inadvertent neglect, however, of standardizing musical programs has inundated audiences with a procession of once popular melodies which consistently bores them to tears. Former 'hit songs' are enjoyable only when a White-man or an orchestra leader in the same category re-arranges the composition."

# ★ Coast-to-Coast ★

**F** RANK KEEGAN, formerly with KELD, El Dorado, Ark., has joined KBTM, Jonesboro, Ark., as announcer.

**KWK, St. Louis:** Al Sarli has been placed in charge of music, replacing Rolla Coughlin . . . Johnny O'Hara and Ray Schmidt of the sports staff are handling the new series of broadcasts from St. Louis Bowling League alleys, sponsored by Hyde Park Beer . . . Meredith Mason, woman commentator, had Sally Rand as guest the other day.

Harry Ginsburg will be at the mike for the New Britain High School football games to be aired over WNCA.

**WKRC, Cincinnati:** Whispering Eddie Schoelwer this week begins his fourth consecutive year of broadcasting under Solway Furniture Co. sponsorship . . . "Freshest Thing in Town," starring Johnny Lawrence, returned Monday for Rubel Baking Co., marking its 200th episode.

Bob Robb, formerly of KWQ, San Jose, has joined the sales staff of KHUB, Watsonville, Cal.

**WADC, Akron:** Ernest and Louis Cassas of Havana stations are guest of WADC, inspecting equipment and conferring with John Aitkenhead, chief engineer . . . Hungarian News, Cleveland paper, is sponsoring a Hungarian music program here . . .

## P. & G. Chipso Account Shifted to Pedlar-Ryan

(Continued from Page 1)  
of Chipso will be transferred from Compton Advertising Inc. to Pedlar & Ryan Inc. Change will be made as soon as arrangements can be completed. Reason advanced for change is that policy of company calls for competing products to be handled by competing advertising agencies. Four agencies are now handling the P. & G. accounts. No further changes are contemplated.

## MacGregor Producing "Kitty"

Frank Dahm, writer of the "Pretty Kitty Kelly" serial on CBS, who has moved to New York at the invitation of Benton & Bowles agency, will continue to work on this show and others, but production of "Kitty" will remain in the hands of Kenneth W. MacGregor, whose direction has had much to do with the success of the show.

## Sponsors Get Legion Privilege

All NBC sponsors who have programs on the air today will have the opportunity of airing any portion of the Legion Parade if they desire. John Royal, NBC vice-president in charge of programs, has so notified agencies and clients of this special service.

Goodyear Tire & Rubber is featuring interviews on its daily programs.

**WBRY, New Haven:** "L'Ora Italiana," formerly on WELI, is a new WBRY commercial . . . Jack Henry, station super, writes his own poetry for "Rhythm and Rhyme."

Dave Zimmerman, announcer, interviewer, and dramatist at WSPD, Toledo, leaves Sept. 25 to join the NBC announcing force in Chicago.

James Gibney, formerly connected with NBC in New York, is now with Famous Music at the Paramount exchange in Cincinnati.

Edgard A. Thompson, radio editor of the Milwaukee Journal and George Comte are appearing on a new sponsored series, "Behind the Mike," over WTMJ, Milwaukee.

Irma Serra and Tom Walsh, vocalists at WSPR, Springfield, are set for network auditions. Kay Fayre of WMAS has already been tested.

**National Fiddlers Contest and Radio Stars Jamboree,** claimed to be the biggest event of its kind in the East, will be held Oct. 3 at the High School Auditorium in New Britain, Conn., under direction of Hank King, who will be there with his Radio Gang. Some of the stars who will be there are Keene's Radio Gang, Jake and Carl, Eddie Reed, and Billy Fields and his cowboy radio band.

## Shirley Lloyd Stricken

Boston—Shirley Lloyd, vocalist with Ozzie Nelson, stricken by appendicitis while en route here with Ozzie Nelson's band to play at the RKO Boston Theater, is recuperating in City Hospital following an operation.

## Socony Sponsors Yale Game

Philadelphia—Socony Vacuum Oil Co. will sponsor the Pennsylvania-Yale game, to be played Oct. 9 at Yale Bowl, New Haven, over WFIL here. J. Stirling Getchell Inc. made the contract.

## HURRY!

If you want the exclusive rights in your area for

AMERICA'S OUTSTANDING WOMEN'S PROGRAM



Good Morning Neighbor

WRITE ★ WIRE

STAR RADIO PROGRAMS, INC.

250 Park Avenue

New York City

## AFM COMMITTEE AWAITS DRAFT BY ROSENBAUM

(Continued from Page 1)

all contracts between the AFM and the radio stations.

Meanwhile the AFM committee yesterday took up other problems aside from the increased musician employment among radio stations.

Incidentally, the AFM gave networks and local outlets a blanket O.K. on broadcasting in connection with the American Legion convention.

## GUEST-ING

**PATSY KELLY,** on Ben Bernie program, Sept. 28 (NBC-Blue, 9 p.m.)

**VIRGINIA BRUCE,** in "Cimarron" on Lux Theater program, Sept. 27 (CBS, 9 p.m.)

**JOE PENNER,** on Al Jolson program, re-set for Sept. 28 (CBS, 8:30 p.m.)

**DOROTHEA LAWRENCE,** opera and concert artist, on Glenna Strickland's "Happiness Circle," today (WMCA, at 9:15 a.m.)

**NINO MARTINI,** on "Song Shop," Oct. 1 (CBS, 10 p.m.)

**CHICK MEEHAN,** football coach, interviewed by Eddie Dooley, Sept. 23 (CBS, 6:30 p.m.)

## "HIGH FIDELITY" INSTANTANEOUS RECORDING

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