



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 58

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 22, 1937

FIVE CENTS

## AFM Contract Held Up

### NEW SEALTEST SERIES FEATURES TALENT HUNT

New series which Sealtest Inc. will start over NBC-Red on Oct. 17 at 10-10:30 p.m. to replace the current "Sunday Night Party" will embrace a search for outstanding instrumental and vocal talent. Titled "Rising Musical Stars," the program will feature Alexander Smallens conducting an orchestra composed of N. Y. Philharmonic members; Hans Fuerst, directing a mixed chorus of 70, and Richard Gordon as commentator.

Jury of auditions will include Smallens, Alma Gluck and Ernest

(Continued on Page 2)

### Anti-Ascap Organizer Contacts K. C. Stations

Kansas City—Local broadcasters are viewing with suspicion an effort by Edward Carter to organize radio and other users of music, for the purpose of introducing anti-Ascap legislation in the state of Missouri.

(Continued on Page 2)

### Zenith Head Advocates More 500,000-Watters

Chicago — Further distribution of 500,000-watt licenses for day and night transmission is advocated by Commander Eugene F. McDonald Jr., president of Zenith Radio Corp., fol-

(Continued on Page 3)

### ACA Signs WWSW

American Communications Association, CIO unit, yesterday revealed that WWSW, Pittsburgh, has signed a contract recognizing the ACA as sole collective bargaining agent for the technical staff of the station. Signing of WWSW marks the opening of a fight by the ACA to sign up all radio stations in that city.

### MGM Stars Exclusive

Chicago—Metro-Goldwyn-Mayer stars will be tied up for exclusive radio appearances in the deal between the film company and General Foods. William Morris office says the \$25,000 a week show replaces Maxwell House "Show Boat" the first or second week in October and will be the most expensive program on the air.

### Looking Ahead

Chicago—With their eyes on the future of radio, four NBC announcers here are taking Spanish lessons at a Michigan Ave. language school.

The ambitious mikers are Norman Barry, Durward Kirby, Fort Pearson and Gene Rouse.

### PHILCO STATION LIST BOOSTED AGAIN TO 143

Addition of another 13 stations to the list carrying the \$50,000 "Phyl" Coe Radio Mysteries Contest has brought the total to 243 outlets on the disk series, which was originally intended for only 100 stations. Gross cost of the 16-week campaign is now estimated at close to \$1,000,000. Volume of entries for the broadcast was far above expectations, the company reports.

### Lewis R. Amis Joins Brooke-Smith-French

Detroit—Lewis R. Amis, formerly director of radio for Erwin, Wasey & Co., New York, has been named director of radio for Brooke, Smith & French Inc., Detroit and New York. Amis will direct "Hobby Lobby," new coast-to-coast program for Hudson

(Continued on Page 2)

### CBS Case Postponed

Hearing scheduled for yesterday by National Labor Relations Board on the American Communications Ass'n-CBS case was postponed until Sept. 28. Charles Kleinman, ACA radio

(Continued on Page 2)

## CBS New England Invasion Adds WNBX, Springfield, Vt.

### Gov. Hoffman Calls Off Suit vs. Boake Carter

Trenton, N. J.—Following an exchange of friendly letters, Governor Hoffman has called off his \$100,000 libel suit against Boake Carter, Philco-CBS commentator, et al, growing out of the Hauptmann case. Carter

(Continued on Page 2)

## Standard Provisions Being Revised As Weber Warns That 200 Network Affiliates Must Accept It

### KELLOGG FOOTBALL PLANS ARE STILL IN THE DARK

With only a few more weeks remaining before football will become a weekly feature on stations all over the country, Kellogg Co. still has not announced its schedule for the games it will sponsor. It is generally understood that the sponsor has a corner on the mid-west games with the Big Ten games included. Schools and stations involved have not yet been revealed, but final word is expected from company's headquarters in Battle Creek before the end of the week. Account is handled by N. W. Ayer & Son, which also handles the Atlantic Refining football setup in the east.

### Seven Stations on CBS Are Added by Old Dutch

Chicago — Old Dutch Klenzer's Bachelor's Children adds seven CBS stations Sept. 27. They are WOKO, Albany; WCHS, Charleston, W. Va.; WFBL, Syracuse; WHAS, Louisville; KRNT, Des Moines; KFAB, Omaha,

(Continued on Page 3)

### Cisler-Shuman Get WHBB

Selma, Ala. — Negotiations have been completed whereby Steve Cisler and H. A. Shuman of Beaumont, Tex., become owners of WHBB here.

Final draft of the standard provisions which will be part of all contracts negotiated between the AFM and the broadcasters, received a thorough overhauling yesterday at a day and night session between the AFM Executive Committee and that representing the Independent Radio Network Affiliates. At 11 p.m. last night, when the conference closed, Samuel R. Rosenbaum, of WFIL, who drew up the five-page contract said that the changes in various clauses were more or less minor and a matter of exact language. Representing the

(Continued on Page 3)

## ELGIN WATCH RESERVES TIME ON CBS NETWORK

Chicago—Elgin National Watch Co. of Elgin, Ill., has reserved Thursday nights at 7:15 starting Oct. 21 over 52 CBS stations. Talent of show is yet to be decided, except that the Earl of Elgin, British peer, has been engaged to launch the program with some remarks to be short-waved from London. J. Walter Thompson is the agency.

### Hart-Schaffner-Marx Planning a Campaign

Philadelphia — Hart, Schaffner & Marx will launch one of the largest campaigns in its history this fall to mark its golden jubilee, E. R. Richer,

(Continued on Page 2)

### Annual Checkup

Rochester, Minn.—Freeman Gosden and Charles Correll (Amos 'n' Andy), following their broadcast Monday night from Chicago, flew here to undergo their annual checkup at the Mayo Clinic, where their programs will originate the rest of the week. They came north from the Dallas Fair and will fly back to the coast Saturday.



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## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163	160½	160½	- 1
CBS A	26	25½	26	+ ¾
CBS B	25½	25¼	25½	+ ½
Gen. Electric	457½	44½	44¾	+ 58
North American	23	22½	22¼	+ ¼
RCA Common	10	9¾	9¾	- ¼
RCA First Pfd.	68	65¾	67¾	+ 2½
Stewart Warner	143¼	14¼	145½	+ ½
Zenith Radio	36	34¾	34½	- 12

## NEW YORK CURB EXCHANGE

Majestic	2¼	2¼	2¼	- 18
Nat. Union Radio	138	1¼	138	+ 18

## OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	101½	12

### Radio Talent En Masse In Legion Show Tonight

The All-Star Legion Show tonight from Madison Square Garden will have nearly everybody in radio on the air. Doings, of which James E. Sauter is head, will be aired over all national networks and many independent stations. Show starts at 10:30 p.m. and will run into the early hours of tomorrow.

### Adopts "City Desk" Dramas

"City Desk", dramatizations glorifying the adventures of newspapermen, replace the "It Might Have Happened to You" series on the "Johnny Presents" program over CBS every Saturday at 8:30-9 p.m. Charles Martin, author of the "thrill" scripts, presented two of the newspaper episodes when the program was taking its real-life stories from every field of activity.

### New Sealtest Series Features Talent Hunt

(Continued from Page 1)

Schelling. They will pick the candidates for each week's programs, and every four weeks a Committee of Awards will name the outstanding artist, who will receive \$500. In the finals, the winner will get \$1,000.

### Lewis R. Amis Joins Brooke-Smith-French

(Continued from Page 1)

Motor Car Co. which starts over CBS and WOR on Oct. 6. He will supervise continued production of "Lone Ranger" program for Silvercup bread over MBS, and over the state of Maine program, featuring Marjorie Mills, which originates in Boston and will be heard over both the Yankee and Mutual nets. Agency states that considerable other important radio projects are in process of preparation.

### Hart-Schaffner-Marx Planning a Campaign

(Continued from Page 1)

advertising manager, told local outlets. Dealers throughout the country will participate in the campaign, which will include radio and newspapers. Chicago office of BBD&O will handle.

### RCA Victor Promotions

Camden, N. J.—G. K. Throckbottom, executive vice-president of RCA Manufacturing Co., announces the following promotions in RCA Victor sales executive organization. L. W. Teegarden, formerly eastern division manager, placed in charge of radio tube sales to wholesale distributors; M. F. Blakeslee, formerly manager of the Chicago district, appointed manager of the eastern division, with headquarters here; Richard A. Graver, formerly manager of Cleveland district, appointed manager of Chicago district; A. G. Kemp, formerly package goods sales representative in Cleveland, appointed manager of Cleveland district; E. J. Rising, formerly manager of San Francisco district, appointed manager of Los Angeles district, replacing E. W. Isenhower, resigned.

### Ascap Neb. Collections

Lincon—Facts submitted yesterday for consideration of three judges who heard Ascap's attempt to enjoin the legislative action making it a violation of the law showed that Nebraska paid 44,000 composers represented by the society \$53,984.33 in 1936, Lancaster (Lincoln) county paying \$14,435.55; Douglas (Omaha) county, \$22,361.33. Nine radio stations paid \$4,137 each; 250 movie houses, \$45 each; 24 restaurants and hotels, \$56 and \$360, respectively, each, and dance halls, \$25 each.

### Mutual's Third Birthday

Mutual Broadcasting System will be three years old on Oct. 2.

### Anti-Ascap Organizer Contacts K. C. Stations

(Continued from Page 1)

Carter is accompanied by his attorney, Fred J. Wolfson, and has been steaming up music users for the past week or more. A meeting was held here in the Muehlebach, but no definite plan was offered. Indications were that Carter would follow up with individual solicitations.

Carter is said to have worked for Ascap branch office somewhere, but this was not verified. Also stated that he was once associated with Ed Craney of KGIR, but this is also unverified. Understood that Ellis Atteberry of KCKN has apprised the NAB of the matter.

### Gov. Hoffman Calls Off Suit vs. Boake Carter

(Continued from Page 1)

said he disagreed with the governor's judgement but did not question his sincerity. Hoffman termed the situation a misunderstanding.

### CBS Case Postponed

(Continued from Page 1)

department, left for Philadelphia immediately after the postponement was announced and will handle negotiations now under way between WCAU and its technical staff.

### Kennedy on Motors Program

John B. Kennedy will be the commentator in a new feature of the General Motors concerts which start over the NBC-Blue on Oct. 3 at 8-9 p.m. Kennedy will deliver a topical feature, titled "Parade of Scientific Progress", in the center spot of the program. Erno Rapee will conduct the orchestra in the new series, which will again be aired from Carnegie Hall with outstanding guest soloists.

### 400 for WFAS Kiddie Club

Uncle Neal, director of WFAS Kiddie League, will offer the 400th consecutive weekly program of his juveniles on Saturday afternoon at 3:30 in the regular series sponsored by Golden Bros. Inc., dealers in Ambricoal, White Plains, and broadcasting directly from the stage of the new Colony Theater there. Uncle Neal lays claim to the oldest children's program continuously on the air. The feature has been sponsored by Golden Bros. throughout the summer.

### "Romancers" Returning

"The Romancers," quarter-hour of song, music and readings, return to WOR at 9:15 p.m. Sunday under sponsorship of Weston Biscuit Co., Ltd. Cast includes Willard Amison, Adelaide Norton, Erik Rolfe and Louise Wilcher.

### Son for Paul Rhymer

Chicago—Paul Rhymer, author of "Vic and Sade", is the father of a boy. Last week, Bernadine Flynn (Sade) had her first baby.

## COMING and GOING

JOE DI NATALE, director of promotion and publicity for Central States Broadcasting System in Lincoln, Neb., is in New York for a two-week vacation look-around.

HARRY HARVEY, technical supervisor of Central States Broadcasting System, arrives in New York on Saturday from Nebraska. He will be accompanied by Mrs. Harvey.

EARLE FERRIS arrives in Chicago from New York on Sept. 27 to view the Edgar Guest show.

RICHARD MARVIN is back at the Chicago office of J. Walter Thompson, following a huddle in New York.

ROY GALVIN, Boston ballroom operator, arrived in New York yesterday.

J. LEVINE, Chicago booking agent, arrived in New York yesterday.

STAN ZUCKER, formerly g.m. of Cleveland's CRA office, arrived in New York yesterday from Cleveland to take over the New York g.m. reins.

HILDEGARDE, NBC songstress, returns from Europe tomorrow on board the Champlain.

ED ROECKER is the featured attraction at the South Jersey Electrical & Radio Exposition at the Camden, N. J., Convention Hall.

WILFRED PELLETIER, conductor, arrives in New York from Europe tomorrow on the Champlain.

### 40,000 Persons Attend WIBW Fair Broadcasts

Topeka—It is estimated that more than 40,000 persons saw and heard the broadcasts conducted last week by WIBW from the Kansas Free Fair, with Allis-Chalmers as sponsor of the airings. Entertainment talent used by Allis-Chalmers was the well-known radio host of Henry and Jerome. Hilton Hodges handled announcements. Broadcasts were given Monday through Saturday at 11:45-12 noon and 12:30-12:45 p.m., with all 12 programs sent to KFEQ, St. Joseph, Mo., through special telephone connections.

### Osgood Perkins Dead

Washington Bureau, RADIO DAILY

Washington—Osgood Perkins, 45, stage, screen and radio actor, died of a heart attack late Monday night, following the premiere of "Susan and God", new play in which he was appearing with Gertrude Lawrence.

### Pete and Joe Joins WSYR

Syracuse—Pieplant Pete and Bashful Joe, hillbilly and comedy singing team, have joined the staff of WSYR entertainers and will do an early morning show, 6-6:30, Monday through Saturday. They were previously heard over WTAM, Cleveland, and WBZ, Boston, and have just completed a personal appearance tour through New England.

## AL DONAHUE

Now Appearing  
ROOSEVELT HOTEL,  
New Orleans

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

NOW YOU CAN BUY A  
COMPLETE PRESTO  
SOUND RECORDER  
FOR ONLY . . . \$149<sup>00</sup>  
PRESTO RECORDING CORP.  
135 W. 19th St. New York · N. Y.

## CBS INVASION ANNEXES WNBX, SPRINGFIELD, VT.

(Continued from Page 1)

1,000-watter operating on 1260 kcs. Phil Hoffman, formerly with the Iowa network, is manager and Charles Denny is director of sales. Network rate will be \$125. WNBX is the largest station in the state.

## Zenith Head Advocates More 500,000-Watters

(Continued from Page 1)

lowing his return from a Great Lakes cruise on his yacht. He said Crosley's WLW should be urged to continue 500,000 watts as a boon to radio listeners in isolated sections.

## WNEW Football Forecast

Earl Harper, WNEW sports commentator, will be heard in a special football forecast broadcast at 1:45 p.m. each Saturday during the football season, beginning this week. In addition, Harper will be heard in "Pigskin On Parade," the WNEW three-hour football broadcast, scheduled for 2:45 to 5:45 each Saturday during the football season. At 8:45 each Saturday night WNEW will present a period of final football scores.

## KANSAS CITY

WDAF is set to install a temporary studio in one of the committee rooms at the Municipal Auditorium, from which they will broadcast highlights of the National Bar Association meeting which opens Sept. 27.

WHB took the air Monday with a pair of quarter hour shows for Bently Clothing Co. Using disc music of the hot variety on the a.m. show and sweet recordings on the evening spot, sponsor offers a \$25 prize to the person submitting an acceptable name for each show. Dick Smith handles one airing and Les Jarvies the other.

Larry Sherwood, KCMO manager, left Saturday, and T. L. Evans, president of the station, left Sunday for Washington to be present at the FCC hearing on the station's application for greater power. The hearing is set for Sept. 24.

KCMO has organized a symphonic choir of 24 voices which is now in rehearsal under the direction of Larry Sherwood, station manager.

KXBY starts a one-year juvenile amateur show Oct. 11 for Consolidated Drug Trade Products Co. (McCoy's Cod Liver Oil Tablets), through Benson & Dall.

## NEW PROGRAMS—IDEAS

### KVOD Program Items

Professor Minnovitch, an imaginary character, portrayed by Archie Hall of the staff of KVOD, Denver, is aired each Tuesday at 2:30 p.m. Last week he invented Tasty Pasties, a breakfast cereal that makes children grow to manhood in two minutes. It's a knockout of a show. Joe Finch assists and does a fine job as Hugo Krause, the Professor's right hand man.

The report that a program cannot sustain itself for over a year is knocked into a cocked hat by the fact that Budd Heyde has been on the air three times a week over KVOD in Denver for eight years. His last 15-minute program netted 54 telephone calls. Budd plays the piano and the accordian and sings.

When "The Judge Tells His Story," a dramatized presentation of facts goes on the air weekly over KVOD, the real judge prevails over the program. He is Judge Philip Gilliam of Denver Municipal Court.

### "All Woman" Hour Bars Men

All men are warned against listening in "Confidentially" with Milliecent Tralle on Saturday mornings at

10 o'clock over WFAS when women exchange controversial ideas under protection of anonymity. Sponsored by non-competitive organizations, the show is designed, written and presented by Miss Tralle, Director of Women's Programs at the White Plains station, whose distinctive personality and stylized copywriting afford listener entertainment in streamlined advertising. Inaugurated September 11, "Confidential" commercials are already recognized as potent business stimuli for national advertisers in this fertile residential market.

### Nursery Rhyme Variations

"Poetic License", the program of poetry conducted by Norman Corwin over WQXR, will feature tonight at 9:45-10 a performance of variations on "Mary Had A Little Lamb". Corwin, assisted by Peggy Burt, actress, will translate the nursery rhyme into the styles of a train announcer, Gertrude Stein, Dr. Jekyll, and Mr. Hyde, a police radio officer, Maurice Maeterlinck, a surrealist, a sports commentator, a professor of psychoanalysis, and others.

## ☆ Programs That Have Made History ☆

### WMCA's "Grand Stand and Band Stand"

THE longest commercial program in radio, "Grand Stand and Band Stand," presented seven days a week, three hours a day on WMCA, is also the most popular afternoon broadcast in the Metropolitan New York area. Sponsored by Wheaties, a product of General Mills, the program pulled a 42 per cent listener rating in a Ross Federal survey of the popularity of all programs broadcast during that time.

Totally different from any other type of program on the air, "Grand Stand and Band Stand" is one of the few broadcasts which achieves complete informality in production and yet assumes a unified coordination on the air. Actually a sports parade with news flashes and reports of major league games, the program is also a variety show presenting Lee Grant and his 14 piece orchestra with "Smiling" Jerry Baker, Helen Young, Lorraine Barnett and Kay and Buddy Arnold as soloists.

Broken into two sections, from which it obtains its name, the "Grand Stand" portion of the broadcast furnishes half inning scores, home runs, hitters and battery changes. Garnett Marks and Joe O'Brien handle the baseball reports. Racing news is furnished by Bob Carter. The "Band Stand" portion of the program includes, besides the orchestra and soloists, Hollywood chatter by Powell

Clark who also interviews noted screen stars.

One of the interesting features of the program is the novel manner in which baseball news is gathered for the broadcast. On one side of the studio is a huge blackboard. Outside the studio is a specially constructed ticker room which brings the inning to inning results by teletype from the ball parks of the nation. As the results are gathered, they are rushed to the studio and posted on the blackboard for delivery as soon as a musical number is ended.

Results compiled recently indicate that the three-hour show has made an indelible impression upon listeners of all types. Mail is received not only from sports fans who follow their home teams in play, but from shut-ins and hospitalized listeners. In fact, this mail has come in such quantities that a special program was dedicated to shut-ins recently.

The program is produced and directed by Hal Janis, sports editor of WMCA. Don Kerr and Joe Tobin are the masters of ceremonies on the shows.

First in local accounts  
in Chicago  
**WGES**

(In the heart of Chicago)

## STANDARD CONTRACT OF AFM HELD UP

(Continued from Page 1)

IRNA at the meetings were Emilie Gough of Hearst Radio, John Shepard 3rd, of Yankee Network and Rosenbaum.

As matters now stand, Rosenbaum will draw up another draft and send it to President Jos. N. Weber of the AFM who will compare it with his own new draft and inform the IRNA Special Advisory Committee if it meets with the AFM approval. Many hours were taken up with Weber seeking to leave no loopholes whatsoever, which was also the aim of the IRNA contingent. Matters of cancellation clauses, the Canadian stations affected and kindred items held up the proceedings.

Regarding the Canada outlets, it was finally stipulated that the five outlets in the Dominion affiliated with the major networks would be bound by the IRNA agreement.

IRNA committee said that the standard provisions as stipulated last week were fairly intact, but Pres. Weber of the AFM informed RADIO DAILY at the same time that unless a minimum of 200 affiliated network stations came through and backed up the IRNA Committee the negotiations to date will probably prove to be a waste of time.

Weber pointed out that the IRNA is dependent for success on the allocation of the \$1,500,000 expenditure for additional musicians in accord with AFM wishes and the new men to be hired must be spread around in spots to suit the AFM. This cannot be worked out unless the IRNA gets a fast and full return on its questionnaire sent out late last week.

## Seven Stations on CBS Are Added by Old Dutch

(Continued from Page 1)

and WCCO, Minneapolis. WGAR also to replace WHK at Cleveland. Other stations are WGN (Mutual), which originated the program two years ago; WABC, WEEL, WCAU, WJAS, WKBW, WJSV, WKRC, WJR, and KMOX. Show is written by Bess Flynn and handled through Roche-Williams-Cunningham, Chicago.

## MICROPHONE

Repairs  
Dynamic, Velocity, Etc.  
Also New

Dynamics for Studio and Remotes

Write for Catalogue

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

LEE GRANT  
AND HIS ORCHESTRA

23rd WEEK

SPONSORED BY GENERAL MILLS



3 HOURS DAILY

2:30-5:30 P.M.

## ★ F. C. C. ★ ACTIVITIES

### HEARINGS SCHEDULED

Oct. 11: S. L. Slover Corp., Norfolk. CP for new station. 1370 kc., 250 watts, unlimited.

Harwell V. Shepard, Denton, Tex. CP for new station. 1420 kc., 100 watts, daytime.

First Baptist Church, Pontiac, Mich. Auth. to transmit programs to CKLW, Windsor, Ontario, Can.

Oct. 13: Y. W. Scarborough & J. W. Orvin, Charleston, S. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Burl Vance Hedrick, Salisbury, N. C. CP for new station. 1340 kc., 1 KW. daytime.

Oct. 14: WAAB, Boston. Mod. of license to increase power to 1 KW. 1410 kc., unlimited.

Tri-City Broadcasting Co., Inc., Schenectady. CP for new station. 950 kc., 1 KW., unlimited.

Oct. 15: Hollenbeck Heights Christian Church, Los Angeles. 1170 kc., 100 watts, limited.

C. Bruce McConnell, Indianapolis. CP for new station. 1500 kc., 100 watts, 250 watts LS., specified.

KTUL, Tulsa. CP to increase power to 1 KW., 5 KW. LS. 1400 kc., unlimited.

John P. Harris, Hutchinson, Kan. CP for new station. 710 kc., 1 KW., daytime.

## 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.

Sept. 29: Radio Manufacturers Ass'n fall meeting, Hotel Roosevelt, New York.

Oct. 1-3: National Radio Parts Show sponsored by Radio Manufacturers Ass'n and Sales Managers Club, Commercial Hall, Port Authority Bldg., New York.

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.

## RALPH KIRBERY

"The Dream Singer"

MANAGEMENT  
WILLIAM MORRIS AGENCY



● ● ● From the Main Street of America Legionnaires tramped on to THE Main Street—Broadway. Never has the Street been that way. Though newspapers say "New Year's Eve and election night regulations" were in force regarding the police—this is definitely untrue!...Cops never permitted N. Yorkers to take possession of a trolley car and run it down the street—or buses. Nor did they permit the lifting of signs off lamp posts.

● ● ● Now take that veteran over there, trying to place a knot in the policeman's horse's tail. His cap states he's from Virginia. He may be from Danville and regular listener to Rosser Fowlkes via WBTM, or his mate with an Indiana cap may know the news editor of WLBC, Ed deMiller—if he's from Muncie...There's a guy squirting water in the faces of people after tapping them on the back which ascertains a perfect shot at the kisser. He's from Texas—maybe Longview, where KFRO airs some snappy recordings...Oh boy, look at that guy play a kazoo. He really "beats it out" plenty out. He's from North Carolina. Betcha if Bill Schudt Jr. of Charlotte's WBT heard him, he'd be an air sensation...Gosh, get the snap and swing of that parade...A Kentuckian started hog-calling, and got a reply from Colonel Jack Major, who's been making hog-calling his trade mark over CBS...Even Bob Burns did a bit of it on his program last Thursday.

● ● ● There's a bunch of new arrivals at the Crossroads of the World. They haven't joined into the swing of things yet—but they will. Caps state they're from California...Bet they didn't know that Jimmy Fidler had been signed by Warners for five pictures...Shucks, get a load of that Kansas crowd trying to de-rail a trolley. Ralph Nelson, program director for KCKN, Kansas City, should get this mob together after this fracas here, and let them tell about capturing a City of Six Million...By 6:45 p.m. Sunday there wasn't a square inch of walking space in Times Square. One bunch from Penn. mounted the roofs of standing buses and made speeches—while another crew stole the picket signs and began walking in front of anything or anyplace that displeased them...We saw a mounted cop fold his arms while at his feet the boys were re-enacting the Battle of Chateau Thierry.

● ● ● Some Michigan people hadn't seen any of their hometown caps, so a two-hour search was begun which ended outside a local bar where you never heard such a fine quartet. Wish that Richard E. Connell Jr. of WJBK, Detroit, was around to hear them. They were a credit to the state...Next came a crew from Alabama who seemed to be very much interested in the pictures outside the Paradise and Hollywood Restaurants. Suggest that when television becomes a fact, WSGN, Birmingham, take care of installing sending apparatus pronto...Incidentally, the French Casino management has forbidden their girls from leaving the theater during the evening and provides them with cab fare direct to their homes during the A.L. sojourn in town...As we write this, shots are being fired.

● ● ● Who said Broadway was dead? Or that it was a Glorified Coney Island?...There's more glamour to this street than to any other in the country. Ask a Cal. vet or Chi. buddy or a doughboy from the Delta. They're having a grand time here...It's very disappointing to businesses here, because it seems the boys find enough entertainment and enjoyment among themselves. Aside from the hotels, bars, restaurants and railroad terminals, not much money will be left here...There was a fellow wearing a cap leaning against a building. He smiled as he watched the fun—but didn't participate. A leg was left in France.

## AGENCIES

LORD & THOMAS radio department will undergo changes tomorrow when Thomas McAvity, present head of the department, leaves for Hollywood to take charge of that branch. Ted Sisson taking over McAvity's job in New York. Monie Hellinger will assist Sisson.

JOHN FALKNER ARNDT, president of the John Falkner Arndt & Co., Inc., Philadelphia, has returned to his desk and duties after attending the sixth annual convention of the Continental Agency Network in St. Louis.

GUY C. PIERCE, executive vice-president of Roche, Williams & Cunningham, of Philadelphia, was presented an engraved gavel at a testimonial dinner last week marking his election as president of the Grand Lodge of Theta Delta Chi fraternity. Pierce is also vice-president of the Poor Richard Club.

LES QAILEY, who handles football broadcasts for Atlantic Refining Co., through N. W. Ayer agency, Philadelphia, with which he is connected, spent the week-end with Bill Schudt, general manager of WBT, Charlotte. Atlantic is sponsoring the entire Duke schedule over WBT. While in the city Quailey, who was formerly football observer for Ted Husing, selected Lee Kirby of the WBT staff for the Thursday night local football programs. Lee Kirby is also handling the Duke play-by-play series.

### Rita Rio Ork for Restaurant

Marking the first time that an all girl orchestra will provide the dance music for a New York nitery, Rita Rio and her femme musical constituents have been booked to play an indefinite engagement at the Hollywood Restaurant starting Oct. 2. Set by CRA.

### Arturo de Filippi in Opera

Arturo de Filippi, tenor, who recently finished his own series over WQXR, will sing in the introduction of the station's "Gateway to Opera", new one-hour series which starts Saturday at 7-8 p.m. De Filippi also is booked for an operatic performance on Oct. 23.

## RADIO ARTISTS!

**Contacts!**

**Appointments!**

**Correspondence!**

**Telephone Messages!**

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

**MY PRIVATE SECRETARY**

Secretarial Service for Radio Artists

48 West 48th St., N. Y. C. Suite 608



**W**ILLIAM MEREDITH, formerly of WLS continuity dept., has been added to NBC Continuity staff.

Pinoleum is using a new transcription series on WMAQ.

Roger Wilson, in charge of talks for British Broadcasting Corp., here conferring with Judith Waller, NBC educational director, and others on American broadcasting methods.

"Young Hickory," which National Biscuit has been airing over WMAQ (and which has been sustaining on the network), goes off the air Oct. 1.

Lewis Howe Co., makers of Tums, will use transcriptions of Vocal Varieties on WENR Mondays and Fridays starting Sept. 27. Tuesday and Thursday Red net broadcast continues. H. W. Kastor & Sons handles the account.

Bill Thall of WLS-NBC Novelodons is receiving congrats on birth of daughter, Deane Joy, his first.

Pat Kennedy, Irish tenor formerly with Ben Bernie, starting a new commercial over WCFL for Levy-Sang Credit Clothiers.

It's a girl at Sherwood King's home. He's a copywriter at Lord & Thomas agency.

Don Norman is broadcasting a new news program for Axton-Fisher Tobacco over WCFL nightly.

Ken Fry, NBC special events chief, is back from Dayton, O., where he put on the National Amateur Baseball tourney.

**BOSTON**

John Shepard 3rd, president of the Yankee and Colonial networks, back after a two-week business trip. Part of the time he sat in at the AFM-IRNA meetings in New York.

Johnny Long and his Duke University Rhythm Kings, who are to play the 1937-38 dance season at the Sheraton Room of the Copley Plaza Hotel, will have a WAAB wire. First broadcast will be Sept. 30.

Jack Knell, formerly of WHDH, has joined the announcing staff at WEEL. To fill Knell's vacancy at WHDH auditions were held last Saturday. Out of 15 contestants Jack Harper, was selected.

Milton Berle and the members of his radio hour head the cast of the stage show which opens tomorrow at the RKO Boston Theater.

WCAX, Burlington, Vt., has been added to stations to carry the Yale football broadcasts over Yankee network.

"Wheaties Champions of Harmony"

**KAY & BUDDY ARNOLD**

Sponsored by General Mills

WMAQ 2:30-5:30 Daily

**RADIO PERSONALITIES**

COLONEL HARRY C. WILDER

**T**HROUGHOUT the entire broadcasting industry and with his own men, Colonel Harry C. Wilder, president of WSYR, Syracuse, is noted for his modesty and admired for his ability to handle any situation without becoming disturbed or excited.

Colonel Wilder entered radio in January, 1933, after years in the utility field. During the height of the depression, being foresighted enough to see the tremendous possibilities in the broadcasting field, he severed his utility connections and plunged boldly into the chaotic field of radio.

Colonel Wilder, immediately realizing that the program is the life-blood of the industry, constructed complete new modern studios large enough to meet future needs. He also surrounded himself with outstanding program men, with newspaper and radio experience, for he foresaw the need of news and public events broadcast. Simultaneously, he established one of the largest sustaining budgets on a regional station.

Naturally, Colonel Wilder wanted a network affiliation and signed with NBC Blue. Since that time, WSYR, under his guidance, has been closely affiliated with Syracuse University. During the last year, WSYR has increased power four times. The WSYR program department is proud of the number of nationwide network programs which are fed by this station.

After smoothing out operation of WSYR, Colonel Wilder acquired two more stations, WJTN in Jamestown, N. Y., and WNBX in Springfield, Vt.

Colonel Wilder was graduated from Amherst with the class of 1913. He served with the A.E.F. in the heavy artillery branch during the World War and was the youngest colonel in his branch of the service.

He has two children, Harry, Junior, who is following his father at Amherst, and Nancy Ann, who enters Rose Mary Hall at Greenwich, Conn., this fall.

Colonel Wilder's hobbies are radio, baseball, the American Legion, of which he was New York State Commander, and more sports and news on WSYR.



"A soft answer turneth away wrath".....

**WOV Feeding Over 65 Foreign Shows Weekly**

WOV, New York, leading foreign language outlet, is now feeding a minimum of 65 network programs a week to out-of-town stations. The individual hookups range as high as 10 stations. Among the stations associated in this network are WOV, New York, WBIL, New York, WRAX, Philadelphia, WPEN, Philadelphia, WICC, Bridgeport, WEAN, Providence, WAAB, Boston, WSPR, Springfield, WELI, New Haven, WNBC, New Britain, WMBO, Auburn, WIBX, Utica, WABY, Albany, WSAY, Syracuse, and WGR, Buffalo.

WOV also acts as a central office for an average of 20 programs a week fed to various out-of-town outlets, although not carried by either WOV or WBIL locally.

**Marquette Schedule on WISN**

Milwaukee—Entire football schedule of Marquette University will be aired by WISN, with Alan Hale at the mike.

**Mrs. Pickens in Hospital**

Mrs. P. M. Pickens, mother of Jane Pickens, is at the 42nd Street hospital following a serious illness. Jane Pickens is now appearing at the New York Paramount Theater with Shep Fields and his orchestra.

**PHILADELPHIA**

Mrs. Lynn Adair is again writing and producing the "Junior Thriller" scripts for Sears, Roebuck over WFIL. Cast includes Buddy Harris, Bobby Finnesey, Dorothy Ann Moylan, Edward Euhler Jr. and Ruth Sheehan. Isadore Isenberg is handling sound effects and production details.

Leslie Joy, station manager of KYW, has been appointed to the radio committee of the Poor Richard Club, Philadelphia's club for advertising men and women. Plans already are afoot for KYW to broadcast the weekly luncheons of the club beginning early in October.

Wayne Cody, WFIL's genial Jolly Man, is a busy man these days. In between two daily broadcasts, the rotund Cody sandwiches long distance personal appearance hops. Last week, it was the Egg Harbor Fair down in south Jersey and this week it's the Allentown Fair upstate. And to top it off, in his leisure moments, Cody is working on a new kind of

**NAT BRUSILOFF**

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY CI 6-2200



**T**HOMAS CONRAD SAWYER, commentator, and Ruth Jordan, style and beauty advisor, have had their Sweetheart soap program renewed by Manhattan Soap Sales Corp. over KNX for another 13 weeks starting Oct. 1. Milton Weinberg Adv'g Co. handles the account.

Universal Microphone Co., Inglewood, is getting out a new edition of "Advanced Disc Recording" on Nov. 1.

Sada Cowan, veteran screen writer, has been signed by the J. Walter Thompson office to prepare scripts for Lux Theater.

Charlie Marshall, appearing exclusively on NBC's "Carefree Carnival," gets a release for a one-time shot at "Show Boat" Thursday.

The Radio Oldtimers' Club already has 65 members, according to Walter Biddick, president pro tem, and is closing the list for charter memberships on Oct. 1.

All Canada Broadcasting System has taken a series of 130 "Count of Monte Cristo" transcriptions for a Montreal station, and 324 episodes of "Chandu" for use in Winnipeg. Both properties are productions of Earnshaw-Young, Inc.

kiddies program which he hopes to introduce on WFIL next month.

Bud Lifter adds his Tuska-roara hill billy band to the WDAS program schedule, marking the first time station carried live mountain music.

When Henry Patrick, local baritone, makes his debut on NBC, he will be announced as Pat Henry. His new boss, Vaughn De Leath, is responsible for the change.

Joseph Gross goes into his fifth year at WPEN with talks on timely topics.

Della Bird is the newest addition to WIP's talent staff, spotted Sunday mornings for a piano-song stint.

WDAS is adding several new members to the sales staff, station concentrating on foreign language business.



**AIR VELOCITY MICROPHONES**

Latest in scientific development and refinement. Wide range corrugated ribbon and new high flux alnico magnets. Latest type transformer with double coils. All impedances. 1 db. from 30 to 12,000 cycles. Complete with 25 ft. cable and plug.

LIST

**\$44.50**

UNIVERSAL MICROPHONE CO. LTD.  
424 Warren Lane Inglewood, Calif.

## PROGRAM REVIEWS

### "CAMPANA VANITY FAIR"

Campana Corp. (Italian balm)  
WJZ—NBC-Blue, Mondays,  
8:30-9 p.m.

Aubrey, Moore & Wallace Agency  
**SNAPPILY PACED VARIETY SHOW  
WITH AMPLE ENTERTAINMENT VALUES.**

Several items stand out in the new Campana program which made its debut Monday night over NBC-Blue. First, there is Cal Tinney, an emcee who gets far enough away from the general run of his ilk to be in a class by himself, though he sometimes sounds like a cross between Will Rogers and Zeke Manners; in other words, he's a southwestern hillbilly with a refreshing brand of humor, not the usual gags and old jokebook items, but genuine character humor that is in keeping with the personality of his role. Tinney should find a warm welcome among dialers.

Eileen Barton, the bright and talented youngster who, as Jolly Gillette, used to aggravate Milton Berle, is now heckling Tinney and doing some vocalizing on this program, making a good job in both respects.

Sheilah Graham, London actress-author-columnist, assigned as Hollywood gossip on the program, was picked up for two brief shots by switching to the coast. She reeled off the usual movie items, but didn't sound exactly the type for this sort of thing. Larry Duncar, impersonator, gave a rather weak imitation of Eddie Cantor. Douglas Wilson, tenor, displayed excellence in voice and diction with a rendition of "The First Time I Saw You." Bob Trendler's orchestra supplied unusually snappy musical background, setting a nice pace for the activities as a whole. Two vocal numbers, "Smarty" and "Yankee Doodle Band," were nicely sold by Miss Barton.

The commercials were not overdone.

### "New York on Parade"

Consolidated Edison Co. returned to the air for the fall and winter season over WJZ at 7:30-8 p.m. Monday with an all-new show that is a radical departure from its format of the past few years. Featured by the music of Mark Warnow and his orchestra, the first program, although rough in spots, moved along swiftly with the help of John B. Kennedy and Dr. Orestes H. Caldwell. Program does an excellent job of depicting the New York situation of today and tomorrow. Caldwell, a scientific authority, presented a somewhat fantastic but powerful description of the city as it will be in years to come. Program is good entertainment all-around, and should pull more listeners than sponsor's previous radio offerings.

### "Continental Revue"

Olga Baclanova, recent addition to Mutual's talent ranks, is the star of this new series. Initial program was the usual interpretation of what comprises a continental revue—a few

## STATIONS OF AMERICA

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

### WOV—New York

1.130 KC—1,000 Watts

### JOHN IRACI, General Manager

**E**STABLISHED in 1926, WOV under the guiding leadership of John Iraci has risen steadily to a position of dominance where it exercises now a definite influence on the daily lives and buying habits of the largest Italian-speaking population in the world. Owned and operated by the International Broadcasting Corp., WOV has concentrated on serving the almost 2,000,000 Italian-speaking people residing in a 50-mile radius of Times Square. This represents almost forty per cent of the total Italian-speaking population in the U. S.

An indication of the ever-spreading character of foreign language broadcasting is revealed in the fact that WOV now feeds an average of 23 network programs a week, the hookups including as many as 10 stations. WOV's studios have been described as resembling "a miniature radio city." Modern in every respect, the air-conditioned studios and executive offices are located on the sixth and seventh floors of the WOV Building, 132 West 43rd Street, in the heart of Times Square. These facilities also serve station WBIL, sister organization of WOV.

Radio listeners, whether Italian-speaking or not, are always sure of hearing an excellent musical program over WOV. The schedule is replete with sinfoniettas, variety musicales, neopolitan serenades, popular dance revues, concert programs and other entertaining musical features. A 10-piece house orchestra as well as a house string quartet are maintained. Educational presentations are also in prominence including forums, news commentaries, welfare advice, travelogs, lessons in English and other interesting public service features.

Because of the fact that it concentrates on the production of Italian programs, WOV is actually a magnet for all the leading Italian artists in the country. The prospective sponsor is in the position of being able to choose from the cream of the profession and is assured that his program will maintain high production standards. Commercials are announced in both Italian and English and a competent staff of announcers is maintained in both languages.

songs in French plus a few popular American tunes.

Common fault that usually crops up in this type of show is that the star has a heavy accent which makes the American tunes sound poor. Star is at her best only when singing in a foreign tongue which naturally is very dull to the average American listener. The same can be said of this MBS program.

But even with the obvious weak points, show must have proved interesting to a large audience who like to listen to such airings just for a change of style and pace from the regular broadcasting fare. Bob Stanley directed the orchestra. Program is heard Mondays, 8:30-9 p.m., originating at WOR.

### "You Don't Say"

Following in the footsteps of the Professor Quiz and the spelling bee cycle, a new series of word-spelling-and-defining programs which features audience participation started Monday night over WMCA. Contestants are asked to spell words and give their definitions. Prizes are awarded to winners in a series of elimination contests. Program also features contestants from different boroughs on each show. Although the idea is there, program just lacks the showmanship and sparkle that listeners receive from the network broadcasts. However, program should garner a large listening audience as it becomes known. Show will be heard Monday through Friday at 9-9:30 p.m. and Saturdays at 9:30-10 p.m. Barney's will sponsor it.

### "The Feast of Ortolans"

First original radio play written by Maxwell Anderson at the request of NBC had its premiere Monday night and turned in an excellent performance. Play revolves around the year 1789 on the eve of the French Revolution. Twenty characters weave in and out of the script but the listener did not find it necessary to identify each character as he spoke. Play centered around the entire group with no hero or heroine in the plot.

La Harpe (Carl Benton Reid) who had the most lines to read in the play, did an excellent job. Lafayette (Edward Trevor) had plenty of conviction in his voice as he aired his lines. Pomignan, the host, to whom the lines often reverted, carried out his part well.

Program was aired at 9:30-10 p.m. opposite the CBS Lux Radio Theater which had Fredric March and Florence Eldridge in "The Outsider."

### Briefly

Burns and Allen had so many laughs last Monday night over NBC-Red that it might be called one of their funniest shows in a long time—except for the fact that the Burns and Allen programs always are so amusing that it's hard to pick the best one. Ray Noble, the ork leader, has developed into a most effective comedy foil.

"Advice to Mothers", presented by Aunt Mary Tuesdays and Thursdays at 9:30 a.m. over the WLW Line from Cincinnati, clearing in New York

## NEW BUSINESS

Signed by Stations

### KANS, Wichita

Dr. W. B. Caldwell Co., through Cramer-Krasselt Co.; White King Soap Co., through Barnes-Chase Co.; Philco; SSS Co., through Transamerican; Watch Tower, through Acorn agency; Stag Beer, through J. Walter Thompson; Carter Pills, through Spot Broadcasting; Vick Chemical, through Morse International; Seneca Coal Co., through Barron's Agency; Longines - Wittnauer Co., through Furgason & Aston; Stevens Hotel, through Maxon Inc.; Braniff Airways; Publishers' Service, through Albert Kircher; W. R. Sweeney.

### WOR, New York

Pacquin Inc. (cosmetics), through William Esty & Co.; Delta Cosmetics, "Look for the Woman," through Arthur Rosenberg Co.; Restland Sales & Management Inc., "Garden of Memories."

### Chicago

WJJD: Willard Tablet Co., hillbilly disks, through First United Broadcasters; Hamlin's Wizard Oil, through Vanderbie & Rubens.

WIND: Chicago Engineering Works, spots, through James R. Lunke & Associates.

### WBT, Charlotte

Strietmann Biscuit Co., Lee Kirby's "Radio Question Box" (formerly used by Gulf Spray), for 26 weeks starting Oct. 4, through Harry M. Miller Co., Cincinnati.

### WMCA, New York

Herbert's Blue White Diamonds, variety show with 13-piece orchestra, Sundays at 12:30 p.m. starting Oct. 17.

through WHN contains much good counsel on meeting the problems of children, including boys who have trouble with their school work and girls who want to leave home.

"Have You Heard?" caught on WJZ-NBC-Blue at 3:45-4 p.m. yesterday told some interesting things about elephants and their ways. Bits of dramatizations helped the narrator to tell his story to an inquisitive auditor. It's another of the many programs that teach while they entertain.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

Greetings from Radio Daily

Sept. 22

Poley McClintock

Dorothea Lawrence

Betty Wragge

Joe Parsons

Lou La Haye

Hanley Stafford

Valerie Lomas

Bill Elliot

**ORCHESTRAS  
MUSIC**

**R**OGER PRYOR's ork is set for a run at Gibson Hotel, Cincinnati, after he leaves Edgewater Beach Hotel, Chicago, in October. Then he goes to the Baker Hotel, Dallas, for the winter.

*Herbie Holmes and his orchestra are now heard over WHN via the WLW Line from Cincinnati, on Wednesday, Thursday, Friday, Saturday and Sunday evenings.*

Paul Tremaine's band also is back on WHN at 11 p.m. Sundays from Cincinnati.

*The Log Cabin, popular dining and dancing rendezvous at Armonk, N. Y., has signed with WFAS, White Plains for a series of broadcasts, by remote wire, featuring Ray Schafer and his orchestra, directed by Carl Layton, from midnight to twelve-thirty. Programs started last Saturday.*

Ted Weems and his orchestra, featuring deep-voiced Perry Como and whistling Elmo Tanner, resume their Sunday programs over Mutual network on Sunday at 1:30-2 p.m. Weems and his music are now at Chicago's Trianon and are heard sustaining from this dance rendezvous several times weekly exclusively over Mutual.

Mal Hallet and his ork will play at the opening dances at Virginia Military Institute on Oct. 8-9.

*Carl "Deacon" Moore and his orchestra go into the New Penn Club, Pittsburgh, on Oct. 8. Will be heard over KDKA and the NBC network. Set by CRA.*

Marek Weber, European orchestra leader, will make his American radio debut as a conductor over NBC-Blue on Sept. 28. Set by CRA.

*Don Bestor plays at the Normandie in Boston on Oct. 22.*

Harold Nagel's contract has been renewed at the Hotel Pierre, New York.

*Rudolf Friml Jr. and his orchestra have been booked by CRA to open Oct. 25 at the Ritz-Carlton Hotel, N. Y. for indefinite period.*

Eli Dantzig and his augmented orchestra will open at the Hotel St. George on Sept. 29 with an NBC wire.

**CLYDE BARRIE  
CBS**

Thursday

6:15 P. M.

**SAN FRANCISCO**

KGGC is airing all football games from Roberts field Friday night at 7:30 with Harry Leroy describing the state college gridfests.

Associated Oil Co. will sponsor a "Football Rally" tonight, over the 8-station Pacific Coast network. Object will be to introduce to the fans, the coaches of eight Pacific Coast conference teams and the sportscasters who'll air the season's grid shows. Sam Hayes will emcee and Sterling Young, Palace Hotel maestro, furnish the music. Tom Hanlon, KNX night supervisor, in town to produce the show.

KYA Briefs: Frances Pyke, has joined the program department, replacing Josephine Avis, promoted to assistant traffic manager.

"Good Morning Tonite," NBC variety show, celebrates its first year anniversary Sept. 28 with a party.

Ted Maxwell Hollywooded over the weekend.

"Carefree Carnival," NBC variety show, shifts from a Friday spot to a 7:30 bracket on Sunday night. "Sperry Monday Night Special" shifts to a 4:30 p.m. Sunday spot.

Charley Marshall guestars on "Show Boat" Thursday.

Armand Girard, NBC baritone, recently made six personal appearances in one day. Three were radio shows.

Dan Weldon, KYA sales staff, vacationing.

Manager Bob Roberts announced the resignation of Roland Wendt, Hearst Radio Inc. sales representative but didn't name the successor.

Reiland Quinn, KYA producer, has made arrangements with Art Linkletter, radio director of the 1939 Golden Gate International Exposition, for a series of weekly vox pop broadcasts from the exposition model in Union Square.

Vacationing this week and next are Robert Stevens, NBC tenor, and Rosie of "Rosie and Her Guitar" fame. Clarence Hayes pinch-hitting for Rosie; Roland Drayer singing in Bob's place.

**Romance of Merchandise**

"Big Store News," a new commercial over WBNS, Columbus, sponsored by F. R. Lazarus Co., presents stories on "romance of merchandise" through dialogue and interviews. Various questions which are asked by customers throughout the store during the course of a day are answered on the air. Elizabeth Hunter is handling the six times a week show, with organ interludes.

**"QUOTES"**

BENNY FIELDS: "In the continuous clamor for new program ideas, very few suggestions, I believe, have come direct from the public. Why doesn't some enterprising station, sponsor or agency institute some sort of nationwide contest for a new idea? There must be thousands of good suggestions that haven't even been considered yet. 20,000,000 heads are better than 20. Let the customers have their say."

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

**WMPS**

Memphis, Tennessee

"... I am particularly anxious that our subscriptions do not run out and rather than lose a single issue, I wish you would accept this as an order to continue us for another year."

George H. Engelter

**RAY HEATHERTON**

New York City

"... Dividing my time between the networks and personal appearances in 'Babes in Arms,' as I do, I find that RADIO DAILY is read as widely in one field as in the other. With stage personalities appearing on air programs regularly, your paper is proving indispensable to them.

"If you were looking for a motto, I might suggest, 'Informative is the word for RADIO DAILY.'"

Ray Heatherton

**KVOO**

Tulsa, Oklahoma

"Please be assured that I admire RADIO DAILY a great deal. I believe that RADIO DAILY is today one of the finest, most outstanding examples of progressiveness there is in the radio industry. You are today carrying more news, more information and more educational materials in every issue of RADIO DAILY than I have been able to find in any other trade industry paper. Please accept our hearty congratulations upon the rapid growth of RADIO DAILY and best wishes for even a greater success in the future..."

Ken Miller

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

## PROMOTION

## Keeping Touch with Public

CKY, Winnipeg, and its associated station, CKY, Brandon, keep in touch with their listeners through the medium of an interesting monthly bulletin, "Manitoba Calling", distributed through telephone offices, on the counters of radio and music stores and by mailing with quarterly telephone accounts. Some 30,000 are distributed in this manner.

Promotion work by the public relations department also includes delivery of illustrated talks to church and service club groups. A neon-lighted billboard on one of the main streets carries notices of new programs. The department also has issued a report on "Getting to Know the Listener", including information on preferences as determined by surveys, concert parties, personal contact tours, etc.

## NBC Recording

Another novel step in promotion was taken by NBC in distributing to advertising and business executives a recorded dramatization of "Listen," the "magazine within a magazine" advertisement of RCA-NBC in the Sept. 20 issue of Life magazine.

The record is one of a series being distributed by NBC. One side contains a Victor Red Seal recording conducted by Toscanini, and the other the NBC program. Only the first and fourth records have carried sales messages, however. The second was a description of the Hindenburg disaster, made by an NBC announcer on the scene, and the third a dramatization of highlights in the life of Marconi.

The current record is a back-stage glimpse at radio—rehearsal, sound effects, a description of the master control room, short-wave pick-ups from Europe, and regular broadcasts.

## Yale Games on WFAS

WFAS, White Plains, has been selected by J. Stirling Getchell Inc. to carry the schedule of Yale games from New Haven for Socony Vacuum. The first game will be broadcast on Oct. 2. Bill Slater is to furnish the play-by-play description. The White Plains station is being tied into the Yankee network for these programs.

## ONE MINUTE INTERVIEW

## RAY BLOCK

"Radio is sounding the doom of regional dialects. The country is going through a standardizing process today—the standardizing of accent, idiom and inflection. This process starts in the radio studios, for the most part, where trained voices send out their messages of speech propriety. Unconsciously or otherwise, the influence on listeners is tremendous."

## ★ Coast-to-Coast ★

LEITH STEVENS and his arranger, Paul Sterritt, have written some original music for use with "Alice in Wonderland," which William Robson will direct for the Columbia Workshop in a two-part presentation, Sept. 26 and Oct. 3, over CBS at 8-8:30 p.m. Robson is in charge of the Workshop while Irving Reis is abroad.

Deon Craddock will be heard over WHN starting today at 4:45-5 p.m. in a series of blues vocals, originating at WLW, Cincinnati.

World Peaceways' broadcast of "Careless Diplomacy and Futile Crusades" over WNEW last Sunday has brought a deluge of requests for copies of the talk, the peace unit reports.

Noel Coward's "Private Lives," the last in a series of dramatic half-hours by the Radio Playhouse, will be aired over WNYC on Friday at 8-8:30 p.m. World Peaceways will present "Miracle at Verdun" on Sunday at 12-1 noon, and Lulu Vollmer's "Sun Up," postponed from last week, will be aired Saturday at 8 p.m.

Mary Ann Ruby and John Kelly, both of the special features department at WBAL, Baltimore, were married a few days ago. Garry Morfit was best man, with Dorothy Kirby as matron of honor. The honeymooners left for New York.

Don Riley, WBAL sports announcer, starts his Atlantic Refining football schedule tomorrow. He also will be busy with baseball for Gunther Brewing Co. until Oct. 17.

Jerry Bozeman, sports announcer for WSFA, Montgomery, Ala., has returned to the studio after a vacation on the Gulf Coast.

The ninth annual series of broadcasts by the New England commissioners of agriculture from the Eastern States Exposition at Springfield, Mass., opened Sept. 20 over WBZ and WBZA, Boston and Springfield. An unusual feature of this year's series was the time of the program, 6:30 a.m. announced by John E. Meyers, acting-director, New England Radio News Service.

Martin Gabel, veteran actor of the "True Story Court of Human Relations," will have one of the leading roles in the modern dress version of Shakespeare's "Julius Caesar," which opens on Broadway late in October. Gabel is recognized as one of radio's best actors and has long been associated with "True Story."

Allen Prescott's character, the "Wifesaver," heard via NBC, will be written into the scenario of the musical film being produced in the East by William Roland.

Richard Brooks, WNEW commentator, will be heard in his "Little Things in Life" at 7:45 p.m., Monday through Saturday, instead of at 8:45.

Burt Raeburn, pianist and songster on WMCA, will make personal appearances in the Whaler Bar at the Midston House in New York. Scheduled for an indefinite run, he will be heard in a program of songs at the piano.

Grimm's famous fairy tale, "Jorinde and Joringel," has been adapted in radio form by Nila Mack, CBS producer, and will be dramatized by a cast of 10 children on the "Let's Pretend" program over CBS on Saturday at 10:30-11 a.m.

"Money Talks," disk dramas produced by Morner Productions Inc. and being sponsored by People's National Bank & Trust Co. of White Plains over WFAS, are being given a personalized touch by the interpolation of a few words each week by one of the bank's officials. Nathan Croll's orchestra also is featured in the transcriptions.

WICC, Bridgeport: Herbert Anderson's "Chapel Echoes," with Gertrude Hanson as organist, returns Oct. 3 . . . Alice Lounsbury in "Sweet and Low" ballads is a newly inaugurated program . . . Mary Dolores Hanford on vacation.

Willard J. Purcell, chief engineer of WGY, Schenectady, won the championship at the Western Mass. small bore rifle tournament in Pittsfield, scoring 397 out of a possible 400.

Kolin Hager, manager of WGY, Schenectady, recently was host to a group of radio advertisers, agency men, announcers and station staff members.

George Geiger, announcer-organist of WOKO, Albany, heard on the all-night program, also is an ardent fisherman. So is his mother. Recently they went fishing and Mrs. Geiger fell out of the boat. George rescued her.

Jim Beloungy, chief engineer for WBT, Charlotte, is spending a week in Birmingham for CBS, directing the renovation of studios and offices for WAPI, "The Voice of Alabama," and supervising the installation of new equipment. He is also adjusting the transmitter while there.

Wilbur Edwards, recent graduate of Davidson College, where he was president of the student body, has been added to the sales force at WBT.

## GUEST-ING

HELEN MORGAN, on Charlotte Buchwald's "Playgoer" program, Sept. 24 (WMCA, 2:20 p.m.)

TOM POWERS, in "The Wild Duck", last presentation of the WPA Federal Theater radio division's Ibsen series, Sept. 28 (WQXR, 9 p.m.)

DORIS KERR and RUSSELL DORR, on "Song Time," Sept. 30 (CBS, 7:15 p.m.)

## INDIANAPOLIS

Ben E. Wilbur, formerly of WHKC, Columbus, joins announcing staff of WFBM. Vacancy was created by departure of chief announcer John Holtman for NBC, Chicago.

Jack Stilwell, former WIRE announcer, has joined WLS, Chicago. As part of his duties, he announces the Barn Dance program.

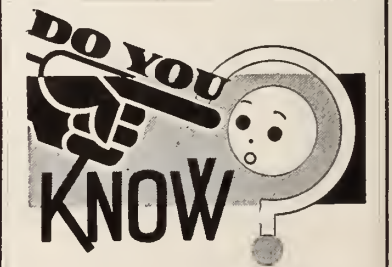
## COLUMBUS

Walter Knick and his 11-piece band have been added to the staff of WBNS, with a 7:45 spot every morning on the "Start The Day Right" program. Ed McCullough is vocalist. Abram Ruvinsky, musical director for WHKC, has left for New York on vacation.

Jim McMath, former Cincinnati half-back and coach at Otterbein, has a six-day 15-minute spot over WBNS.

Edwards was taken on during the summer as a substitute announcer. He was then shifted to the business staff, where he is clicking.

Dr. Frederick B. Robinson, President of the City College of New York, will be the first speaker on the new "Public Service Forum", to be heard over New York's newest 5,000 watt, WBIL, every Sunday at 4-4:30 p.m., starting Sept. 26. Dr. Robinson will be introduced by the permanent chairman of the Forum, Charles Henry Ingersoll the man who made "the watch that made the dollar famous".



Irving Reis, Columbia Workshop director, got his first taste of "experimental dramatic broadcasts" while monitoring Georgia Backus' Experimental Theater Broadcasts for CBS some five years ago. His first play—"Split Seconds," was accepted and presented by Miss Backus.