



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 59

NEW YORK, N. Y., THURSDAY, SEPTEMBER 23, 1937

FIVE CENTS

Sponsors Lay Off Series

ASCAP GROSS REVENUE HIGHER THAN IN 1936

Despite the fact that Ascap is now prevented by law from doing business in five states, gross revenue for the year so far has shown an increase over the same period a year ago. It is estimated that the five states in question paid Ascap an average of more than \$20,000 each per month and that the total revenue for license fees lost through legislation will approximate a possible \$300,000 or more on a yearly basis.

States which now prohibit Ascap doing business therein under anti-

(Continued on Page 3)

Ronnie Ames to Head Para. Radio Activities

Chicago—Ronnie Ames, Fred Waring's publicist for many years, leaves him at end of the month to head new radio activities at the Paramount studios in Hollywood. He will go to New York for several weeks before heading west. Miss Mel Merkley, with Waring several months, may replace him.

Kroger Uses Guest Stars In Disked Script Series

Chicago—Kroger Co. is making a move which, if copied, may change the complexion of daytime radio considerably. Concern is spotting

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KDB Adds 2 to Staff

Santa Barbara, Cal.—Don Hastings, manager of KDB, Don Lee System station, has appointed two commercial account executives: Bill Skaggs, formerly of KLO, Ogden, and Earl Pollock, previously with Scripps-Howard newspaper chain.

Sets Selling Faster

Camden, N. J.—RCA-Victor has been obliged to step up production schedules again on its 1938 line of radio receiving sets. Indications are that the earlier predictions of a 25 per cent increase this season will be exceeded by a good margin. The new models have met with a good reception.

30,000 Words a Week

Chicago—Irna Phillips, author of "Guiding Light", "Today's Children" and "Road of Life", is grinding out 30,000 words a week—almost a novel every seven days. The shows require a total of 15 episodes weekly. She dictates nearly all of it to several secretaries.

HARRY ANDERSON QUILTS NBC COAST SALES POST

Harry F. Anderson, NBC western division sales manager, has resigned, and Sidney Dixon has been promoted to succeed him. Shifts take place Oct. 1. Anderson has been with NBC for eight years. Dixon has been with NBC in Hollywood.

In line with the recently inaugurated plan to set up a separate opera-

(Continued on Page 2)

5-Day Week in Effect For NBC Chi Mikemen

Chicago—All NBC announcers and production men here have been put on a 40-hour five-day week, with two days off in a row, according to Everett Mitchell, chief announcer. No affiliation with any union contemplated. All except newest addi-

(Continued on Page 2)

Tax Receipts Increase

Washington Bureau, RADIO DAILY
Washington—Tax receipts on sale of radios and phonograph records for August were \$761,882.87, an increase of \$266,089.91 over the same month last year, the treasury department reports.

Failure Meets All Attempted Deals for Commercial Airing of Baseball Classic—Landis Boomerang

RCA-VICTOR TO SPONSOR TONIGHT'S BOUTS ON NBC

RCA-Victor, radio manufacturing unit of RCA, will sponsor tonight's "Carnival of Champions" boxing bouts over the nationwide NBC-Blue network. Blow-by-blow description of the four 15-round fights will begin at 8 p.m. Fights are being staged at the Polo Grounds. RCA is the parent company for both NBC and RCA-Victor. Sponsorship was announced late last night.

CIO Calls Conference On Radio Unionization

John L. Lewis, head of the CIO, has called a general meeting of all department heads of the organization for October. Meeting, which will take place in Atlantic City, will devote time to the present situation in the radio field, with Lewis attempting to eliminate foreign unionization in the broadcasting field. Also due for discussion will be plans for a complete organization of the radio

(Continued on Page 2)

WGAR-CBS Salute

WGAR, Cleveland, newest CBS affiliate, will offer the web a salute when it joins the network Sept. 26. Program, to be aired from 6-6:30 p.m., will be divided into three parts.

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With the World Series less than two weeks off, all major networks agree that the chances of selling the baseball games to an advertiser are virtually nil. All deals to date have fallen flat for one reason or another, with nothing pending now of any importance. Although the baseball "czar", Judge Kenesaw M. Landis, is anxious to sell the series and fatten the commission's coffers by \$100,000, failure to close a deal between Mutual Broadcasting System and Standard Oil Co. associated groups is actually a far-fetched boomerang to Judge Landis. If he hadn't broken up the Standard Oil trusts some decades

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NETWORKS AND AFM WILL MEET TOMORROW

Satisfied that the language of the standard provisions of the contracts to be negotiated between the AFM and the IRNA membership is definitely set, the executive committee of the AFM adjourned yesterday until Oct. 15. Special committee of three were chosen to represent the

(Continued on Page 6)

Iodent Toothpaste Takes "Don Winslow" for Test

Chicago—Iodent Toothpaste Co., through Vanderbie & Rubens agency, is starting a 13-week test Monday at 5 p.m. over WMAQ with "Don Winslow of the Navy." NBC will con-

(Continued on Page 3)

Thompson Agency Producing 50 Weekly Programs Abroad

8 Colleges Already Set In Pontiac Itinerary

Pontiac "Varsity Show", which resumes Oct. 1 at 8-8:30 p.m. over 82 NBC-Blue stations, has set the first eight of the colleges that will figure in the series. After Alabama will

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West Coast Bureau, RADIO DAILY

Los Angeles—J. Walter Thompson Co. produces 38 per cent of the European commercial broadcasts in English, putting on some 50 programs a week including several in French, according to Guy Bolam, head of J. Walter Thompson's London radio

(Continued on Page 2)

7 Organists at WHAT

Philadelphia—Milton Laughlin, WHAT program director, promised to give Philadelphia not only a good but also a diversified schedule of organ music, and as a result there are no less than seven organists now broadcasting every known type of organ music over the station, which is a big little 100-watter.



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, Sept. 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	161 ³ / ₄	160 ³ / ₄	161	+ 2
Crosley Radio	14 ⁵ / ₈	14 ⁵ / ₈	14 ⁵ / ₈	+ ³ / ₈
Gen. Electric	45 ³ / ₄	45	45	+ ¹ / ₄
North American	23	22 ³ / ₈	22 ³ / ₈	+ ¹ / ₈
RCA Common	10	9 ³ / ₈	9 ⁵ / ₈
RCA First Pfd	68 ¹ / ₂	67 ¹ / ₂	68 ¹ / ₂	+ ⁵ / ₈
Stewart Warner	143 ³ / ₄	141 ¹ / ₂	141 ¹ / ₂	- ¹ / ₄
Zenith Radio	35	34 ¹ / ₂	34 ¹ / ₂

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	10	11 ¹ / ₂

5-Day Week in Effect For NBC Chi Mikemen

(Continued from Page 1)

tions are handling at least one commercial—with several of three or four—so that salary is well in excess of demands sought for various unionized groups. Average salary is said to be around \$150 a week with several doing around \$500.

WROK Adds to Sales Staff

Rockford, Ill.—Sales staff of WROK has two members, E. A. Thomas and Harold Gregorson. Thomas joins the staff after some months in the commercial departments of KFJB at Marshalltown and KSO-KRNT, Des Moines. Previous to that time he conducted programs regularly from WOI, Ames, Ia. He is a brother of Lloyd C. Thomas, general manager of WROK.

Gregorson enters the radio field from the banking business.

WAIM Hangs Out S.R.O. Sign

Anderson, S. C.—WAIM, South Carolina's only Columbia network station, hung out the S.R.O. sign last Saturday for the first time in 1937. Every second of available time for Saturday, Sept. 18, and Sunday, Sept. 19, was sold and several commercials were refused because of lack of time. WAIM also has six new national accounts going on the air this week, and has contracts covering every home game of Clemson College's football season, and several games for Erskine College. The addition of a new audio amplifier recently has doubled the range and intensity of the WAIM signal.

Thompson Is Producing 50 Weekly Shows Abroad

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department, who is here conferring with Danny Danker, local vice-president.

Due to restrictions surrounding radio in Europe, the stations airing these programs are located in Luxembourg, Normandy, Lyon and Paris, says Bolam, who is here to study the radio entertainment business from the standpoint of type of productions and patterns now in vogue, as well as technical aspects.

"The Thompson idea in the matter of building radio programs to fit the taste and psychology of the listening audiences is carried through in Europe just as it is in Australia and other countries in which J. Walter Thompson advertising interests include radio," he states. "It is probably for this reason that the J. Walter Thompson Co. foreign office radio operations successes have paralleled those of the American organization."

CIO Calls Conference On Radio Unionization

(Continued from Page 1)

industry immediately, with the ACA leading the way. The recent NLRB decision in favor of the CIO, gives added impetus to the new drive.

KDYL Artists' Bureau

Salt Lake City—In line with a vast increase in locally-produced shows looming for fall, KDYL has inaugurated its own artists' bureau, consisting of a clearing house for all local talent, dramatic, instrumental, vocal, writing and orchestral.

First and wholesale placements made this week for cast of new kid's show, "S. S. Santa", when over 50 children were auditioned and made ready for series.

Test Pocket Transmitter

Salt Lake City—A new ultra-short-wave transmitter, designed for announcers' coat pockets, is being given a final test by John M. Baldwin, KDYL chief engineer. New transmitter weighs less than four pounds and has proven satisfactory for signals at distances of over half a mile, using no antenna.

Legit. Show Uses WOR Spots

Select Theaters Corp., operators of the musical show, "The Show Is On", yesterday started 50-word announcements on WOR to plug the revival. Schedule will run through next Tuesday. Blaine-Thompson placed the account.

8 Colleges Already Set In Pontiac Itinerary

(Continued from Page 1)

come Purdue on Oct. 8, followed by Southern Methodist, Virginia, Fordham, Indiana, Brigham Young and Smith. Paul Dumont is emcee for the series, produced by the Henry Souvaine office. MacManus, John & Adams Inc. is the agency.

Adding 13 Stations On Jell-O Program

General Foods on Oct. 3 will add 13 stations to its Jell-O program on the NBC-Red network, Sundays, 7-7:30 p.m., with repeat at 11:30 p.m. CFCF, WDEL, KELO, WFEA, WSAN, WORK, WCOL, WGL, WBOW, WFAA and WOOD, (when available) will take the early show. KOB and KIDO when available will take the repeat. Young & Rubicam is the agency.

WGAR-CBS Salute

(Continued from Page 1)

Walberg Brown, musical director of WGAR, will conduct a 30-piece orchestra, baseball stars of the Cleveland Indians will be interviewed, and John F. Patt, general manager of the station, will deliver the address. Program will be fed to the entire web.

Mystery Wave Wrecks Television Broadcast

London—Television's first big breakdown, though a temporary one, occurred a few days ago when a mystery wave wrecked efforts to broadcast preliminaries of the King's Cup Air Race. Interference was something completely outside the experience of experts. The picture was not just blurred or intermittent, but was completely blotted out. One theory was that some amateur on an ultra short-wave caused the trouble.

Boys' Choir on WHN

A boys' choir of 100 voices from St. Vincent de Paul School, Brooklyn, will start a WHN series at 5:30-6 p.m. Sunday.

JOHN B. HATCH ASSOCIATES

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

(Send for booklet)

581 Boylston Street, Boston, Mass. Commonwealth 0466

COMING and GOING

BEV. DEAN, publicity director of WHK-WCLE, Cleveland, is in town.

J. EDWARD REYNOLDS, commercial manager of WRDW, Augusta, Ga., is in New York conferring with T. F. Allen of J. J. Devine & Associates, station reps, on national spot biz.

MRS. FRED WARING and her two children arrived in Chicago early this week from the Coast to visit the maestro, who is playing at Drake Hotel, and then continued on to New York.

BYRUM SAAM, grid announcer for N. W. Ayer & Son on WCAU, Philadelphia, is visiting his parents in Fort Worth.

CAPT. WILLIAM J. SPARKS, president of the Sparton Radio Corp., sails for Europe tomorrow on board the Washington.

BUDDY CLARK arrived in New York by plane from the Coast yesterday on some important deal.

EILEEN BARTON, who was the Jolly Gillette of the Gillette Razor program on CBS, but is now with Campana's "Vanity Fair" out of Chicago, goes to Boston next week for a theater engagement with Milton Berle's unit.

HENRY DUPRE, New Orleans special events man, concludes his sidewalk broadcasts tomorrow noon and leaves immediately for Mexico City on vacation.

DAN SEYMOUR flies to Cleveland on Tuesday for the Camel broadcast which features Benny Goodman, who will be appearing with band in that city.

Harry Anderson Quits NBC Coast Sales Post

(Continued from Page 1)

tions staff at KPO-KGO, San Francisco, William B. Ryan on Oct. 1 becomes sales manager of the station.

Gala Kate Smith Premiere

A gala "first night" audience has been invited by sponsors to attend the premiere broadcast of the new Kate Smith program Sept. 30. Show, which will come from a CBS playhouse in New York, will have as guests on the first program Tallulah Bankhead, Henry Fonda, Joe Louis, Joe DiMaggio, Pete Bostwick, Erna Kompa and Francis Lowe. Series is sponsored by General Foods and will be aired from 8-9 p.m.

Supervises Presidential P. A.

Jack R. Popple, WOR chief engineer, supervised the installation of the public address system which is a part of the Presidential train. Microphone will pick up the President's words as he speaks at train stops across the country and relay speech to press men in the press car attached to the train.

LEE GRANT AND HIS ORCHESTRA

"Lee Grant turns in a true surprise, band doing a tip-top variety job."

BILLBOARD



3 HOURS DAILY

2:30-5:30 P.M.

We guarantee

Coverage

Of Metropolitan Boston

Phone, write or wire

Weed & Co.—Nat. Rep.

SPONSORS LAYING OFF WORLD SERIES GAMES

(Continued from Page 1)

ago and made it unlawful for any one person or company to make a deal binding upon all the Standard Oil associates, Esso, et al, would have signed through McCann-Erickson Inc. Refusal of the S. O. of Indiana and Kentucky associated companies to come into the deal killed the proposition for the other oil companies and Mutual.

At least two cigaret companies were interested for a while, Old Gold through Lennen & Mitchell agency, and later Camels, handled by Wm. Esty company, with the turndown coming direct from Winston-Salem, N. C.

While NBC and CBS recently voiced the opinion that a sponsor for the World Series was not so very desirable because of the numerous commercials displaced, the webs are making arrangements to air the series as sustainings. Ford Motors carried the banner for the past three years.

Ascap Gross Revenue Higher Than in 1936

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trust legislation, are Florida, Nebraska, Washington, Tennessee and Montana. Suits testing the constitutionality of the laws are pending in three of the states, Montana, Washington and Nebraska.

In each of these states, numerous licensees continue to send in checks to Ascop which are promptly returned in order to comply with the law. It is not known whether these checks arrive because the licensee does not know of the so-called anti-Ascop law or because they do not wish to deviate from the method to which they have been accustomed. Improved broadcasting business during the summer months was one of the factors in maintaining the Ascop gross as compared to last summer.

WROK Expands Newscasts

Rockford, Ill. — With 18-hour United Press radio news service in its studios, WROK is on the air each day with ten newscasts, with eight on Sunday. The schedule includes bulletins during a musical clock program, five five-minute periods, and three of 15 minutes. Markets are on the air three times daily and there is a sports broadcast in the early evening. Allen O. Brophy, formerly connected with Rockford newspapers, is news editor.

MRS. MARTIN JOHNSON

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

NEW PROGRAMS—IDEAS

"The Modern Home Forum"

"The Modern Home Forum" is proving to be one of the most popular of day-time program originations at WOWO, Fort Wayne.

Consisting of practical home economics, music by a vocal trio and two pianos, the "Forum" is conducted daily at 9:45 a.m. by Jane Weston, the station's home economics expert.

An unusual tie-up with the radio feature is a daily routine of demonstrated lectures to various Fort Wayne women's clubs. These groups are invited to attend the program, and are seated in the beautiful main studio. During the course of "Modern Home Forum" Miss Weston makes it a point to justify the name by interviewing several guests with a mobile microphone on various home subjects.

The program concluded, the guests are shown to the "Model Kitchen," where the demonstration lecture takes place.

"Wizard Pianist"

A new and novel program will be inaugurated over WIP next week

Kroger Uses Guest Stars In Disked Script Series

(Continued from Page 1)

guest stars on its transcribed five-a-week script show, "Linda's First Love", aired locally through WBBM. Irene Beasley, night club and radio songstress, will be the first one, spotted through week of Oct. 4.

"Cavalcade" Voted by Auxiliary

National Radio Committee of the American Legion Auxiliary yesterday announced that the "Cavalcade of America" program had been voted the most popular feature on the air by its respective members. Balloting was handled by the Women's National Radio Committee, and award is the second in the past 17 years to be presented to a radio feature.

Program, sponsored by DuPont Co., is heard Wednesdays, 8-8:30 p.m. over CBS.

KDYL Theater Show Tie-Up

For half an hour each Thursday night, 9:30-10, KDYL's Victory Theater show, pulls biggest audiences theater men of that section have seen in a long time. Show combines several successful radio stage acts, including amateur actors, gag act and community sing. Each show presents a different "idea"—Hillbilly Night, School Days, Gay Nineties, etc.

Show is emceed by Myron Fox, sponsor is Hudson Bay Fur Co.

"Look for Woman" on WOR

"Look for the Woman", sponsored by Deltah Cosmetic Co., starts Sunday at 11:15-11:30 a.m. over WOR. Peggy Grady will be at the mike, giving news and stories of interest to women.

when the "Wizard Pianist" (Bobby Lyons) steps up to the keyboard. The idea of the program is for listeners to telephone to the station while the "Wizard Pianist" is on the air and request him to play any song, old or new. If the "Wizard Pianist" is unable to play the tune from memory, the caller receives a pound box of Plymouth Toffee free. Program will be sponsored by British American Toffee Co.

Child Heroes

True stories of heroism performed by children of Philadelphia and surrounding communities will be dramatized three times weekly over WFIL, starting next week when the Sears, Roebuck & Co. "Junior Thrillers" inaugurates its new series. All the stories in the series are based on actual happenings, culled from newspaper and police files, and whenever possible, the child whose deed prompted the story is brought into the studios for a microphone appearance on the program.

Iodent Toothpaste Takes "Don Winslow" for Test

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tinue to carry the serial sustaining. Though aimed at kids, serial is said to have 40 per cent adult listeners. Based on Commander Frank Martinek's cartoon strip, radio script is by Al Barker, with Gene Eubanks handling production.

"We, the People" Committee

The "We, the People" series, which begins broadcasting under the sponsorship of General Foods (Sanka coffee) on Oct. 7, yesterday announced a new Radio Listeners' Committee for the series. Duty of committee is to pick people from letters submitted for appearances on the show. Committee is headed by Gabriel Heatter and includes Nancy Bigelow, Wallace Seymour, Amato Violette and Mrs. Lena Murphy. Program will be heard over the CBS network from 7-7:30 p.m. Young & Rubicam is the agency.

Larrie Peterson Joins Elman

Laurette (Larrie) Peterson has resigned from the WOR press department to join Dave Elman and the "Hobby Lobby" staff. Peterson takes over her new post on Monday. Rosaline Schutta succeeds to the WOR position.

DON KERR

Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
General Mills Sports Parade
Fox-Fabian Professional Parade

" 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 disclosure and all details to bona-fide enquiries, upon application to:

***BRITISH AMERICAN PRODUCTIONS, INC.**

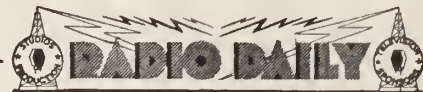
Radio Advertising Specialists
509 Madison Avenue, New York

B. CHARLES-DEAN, President. EL. 5-0381

Just To Speak Of Stations Alone, The Following Are

SUBSCRIBERS*

To The Fastest Growing Publication In Radio—



STATION CALL LETTERS	CITY
WTMV	East St. Louis, Ill.
WROK	Rockford, Ill.
WHBF	Rock Island, Ill.
WTAX	Springfield, Ill.
WDZ	Tuscola, Ill.
WEOA	Evansville, Ind.
WFBM	Indianapolis, Ind.
WMT	Cedar Rapids, Ia.
WHO	Des Moines, Ia.
WKBB	Dubuque, Ia.
KSCJ	Sioux City, Iowa
KCKN	Kansas City, Kans.
KANS	Wichita, Kans.
KFH	Wichita, Kans.
WCMI	Ashland, Ky.
WCKY	Cincinnati, Ohio
KMLB	Monroe, La.
WJBW	New Orleans, La.
WWL	New Orleans, La.
WLBZ	Bangor, Me.
WCAO	Baltimore, Md.
WCBM	Baltimore, Md.
WFBR	Baltimore, Md.
WBAL	Baltimore, Md.
WFMD	Frederick, Md.
WLLH	Lowell, Mass.
WNBH	New Bedford, Mass.
WSPR	Springfield, Mass.
WXYZ	Detroit, Mich.
WWJ	Detroit, Mich.
WJMS	Ironwood, Mich.
WEXL	Royal Oak, Mich.
KGDE	Fergus Falls, Minn.
WCCO	Minneapolis, Minn.
KSTP	Minneapolis, Minn.
WTCN	Minneapolis, Minn.
WDGY	Minneapolis, Minn.
KROC	Rochester, Minn.
WFOR	Hattiesburg, Miss.
WMBH	Joplin, Mo.
WHB	Kansas City, Mo.
KCMO	Kansas City, Mo.
KXBY	Kansas City, Mo.
KWK	St. Louis, Mo.
WEW	St. Louis, Mo.
WIL	St. Louis, Mo.
KWTO	Springfield, Mo.
KGBX	Springfield, Mo.
KFAB	Lincoln, Nebr.
KFOR	Lincoln, Nebr.
KOIL	Omaha, Nebr.
WAAW	Omaha, Nebr.



STATION CALL LETTERS	CITY
WHBI	Newark, N. J.
WTNJ	Trenton, N. J.
KGGM	Albuquerque, N. Mex.
WBNY	Buffalo, N. Y.
WEBR	Buffalo, N. Y.
WGNV	Newburgh, N. Y.
WMFF	Plattsburgh, N. Y.
WNBZ	Saranac Lake, N. Y.
WGY	Schenectady, N. Y.
WFBL	Syracuse, N. Y.
WSYR	Syracuse, N. Y.
WSYU	Syracuse, N. Y.
WFAS	White Plains, N. Y.
WWNC	Asheville, N. C.
WBT	Charlotte, N. C.
WDNC	Durham, N. C.
WBG	Greensboro, N. C.
WPTF	Raleigh, N. C.
WEED	Rocky Mount, N. C.
WMFD	Wilmington, N. C.
WSJS	Winston-Salem, N. C.
KFYR	Bismarck, N. D.
KGCU	Mandan, N. D.
KLPM	Minot, N. D.
WHBC	Canton, Ohio
WLW	Cincinnati, Ohio
WSAI	Cincinnati, Ohio
WGAR	Cleveland, Ohio
WBNS	Columbus, Ohio
WCOL	Columbus, Ohio
WSMK	Dayton, Ohio
WHIO	Dayton, Ohio
WSPD	Toledo, Ohio
KADA	Ada, Okla.
KVSO	Ardmore, Okla.
WKY	Oklahoma City, Okla.
KGFF	Shawnee, Okla.
KTUL	Tulsa, Okla.
KVOO	Tulsa, Okla.
KOOS	Marshfield, Ore.
KOIN	Portland, Ore.
KSLM	Salem, Ore.
WHP	Harrisburg, Pa.
WJAC	Johnstown, Pa.
WGAL	Lancaster, Pa.
KYW	Phila., Pa.
WFIL	Phila., Pa.
WRAW	Reading, Pa.
WBRE	Wilkes Barre, Pa.
WBAX	Wilkes Barre, Pa.
WEAN	Providence, R. I.
WAIM	Anderson, S. C.



STATION CALL LETTERS	CITY
WFBC	Greenville, S. C.
WDOD	Chattanooga, Tenn.
WNOX	Knoxville, Tenn.
WNBR	Memphis, Tenn.
WREC	Memphis, Tenn.
WMC	Memphis, Tenn.
WSIX	Nashville, Tenn.
KGNC	Amarillo, Tex.
KNEL	Brady, Tex.
WRR	Dallas, Tex.
KTSM	El Paso, Tex.
WDAH	El Paso, Tex.
KFJZ	Fort Worth, Tex.
WBAP	Fort Worth, Tex.
KFRO	Longview, Tex.
KMAC	San Antonio, Tex.
KONO	San Antonio, Tex.
KABC	San Antonio, Tex.
KRGV	Weslaco, Tex.
KGKO	Wichita Falls, Tex.
KLO	Ogden, Utah
KSL	Salt Lake City, Utah
KDYL	Salt Lake City, Utah
WBTM	Danville, Va.
WGH	Newport News, Va.
WTAR	Norfolk, Va.
WPHR	Petersburg, Va.
WBRC	Birmingham, Ala.
WALA	Mobile, Ala.
WSFA	Montgomery, Ala.
KUMA	Yuma, Ariz.
KARK	Little Rock, Ark.
KOTN	Pine Bluff, Ark.
KUOA	Siloam Springs, Ark.
KMPC	Beverly Hills, Calif.
KFWB	Hollywood, Calif.
KECA	Hollywood, Calif.
KNX	Hollywood, Calif.
KFOX	Long Beach, Calif.
KFI	Los Angeles, Calif.
KFVD	Los Angeles, Calif.
KRKD	Los Angeles, Calif.
KHJ	Los Angeles, Calif.
KFAC	Los Angeles, Calif.
KGfJ	Los Angeles, Calif.
KMTR	Hollywood, Calif.
KGO	San Francisco, Calif.
KPO	San Francisco, Calif.
KVOR	Colorado Springs, Colo.
KLZ	Denver, Colo.
KFEL	Denver, Colo.
KOA	Denver, Colo.



STATION CALL LETTERS	CITY
KVOD	Denver, Colo.
WTHT	Hartford, Conn.
WELI	New Haven, Conn.
WBRY	Waterbury, Conn.
WOL	Washington, D. C.
WFLA	Clearwater, Fla.
WRUF	Gainesville, Fla.
WJAX	Jacksonville, Fla.
WMBR	Jacksonville, Fla.
WIOD	Miami, Fla.
WDBO	Orlando, Fla.
WDAE	Tampa, Fla.
WJNO	West Palm Beach, Fla.
WRDW	Augusta, Ga.
WMAZ	Macon, Ga.
WRGA	Rome, Ga.
KFXD	Nampa, Idaho
WJJD	Chicago, Ill.
WIND	Gary, Ind.
WGN	Chicago, Ill.
WLS	Chicago, Ill.
WCFL	Chicago, Ill.
WSGN	Birmingham, Ala.
WTIC	Hartford, Conn.
WCOA	Pensacola, Fla.
KRNT	Des Moines, Iowa
KSO	Des Moines, Iowa
WSUI	Iowa City, Iowa
WAGM	Presque Isle, Me.
WNAC	Boston, Mass.
WTAG	Worcester, Mass.
WJBK	Detroit, Mich.
WMPC	Lapeer, Mich.
KMBC	Kansas City, Mo.
KMMJ	Clay Center, Neb.
WMBO	Auburn, N. Y.
WSOC	Charlotte, N. Car.
WDAS	Philadelphia, Pa.
WIP	Philadelphia, Pa.
WJAS	Pittsburgh, Pa.
WIS	Columbia, S. Car.
WSPA	Spartanburg, S. Car.
WDEV	Waterbury, Vt.
WMBG	Richmond, Va.
WDBJ	Roanoke, Va.
KGy	Olympia, Wash.
KUJ	Walla Walla, Wash.
WCHS	Charleston, W. Va.

*Meaning one or MORE copies. Some have as many as five.

STATION CALL LETTERS	CITY
WHBY	Green Bay, Wisc.
WCLO	Janesville, Wisc.
WKBH	La Crosse, Wisc.
WOMT	Manitowoc, Wisc.
WTMJ	Milwaukee, Wisc.
WISN	Milwaukee, Wisc.
WRJN	Racine, Wisc.
WHBL	Sheboygan, Wisc.
WADC	Akron, Ohio
KMA	Shenandoah, Iowa
KWKH	Shreveport, La.
KTBS	Shreveport, La.
WDAF	Kansas City, Mo.
WHK	Cleveland, Ohio
WJAR	Providence, R. I.
WHBQ	Memphis, Tenn.
WTOC	Savannah, Ga.
WBBM	Chicago, Ill.
KWBG	Hutchinson, Kan.
WOKO	Albany, N. Y.
WHDL	Olean, N. Y.
KDLR	Devils Lake, N. D.
WKRC	Cincinnati, Ohio
KFVS	Cape Girardeau, Mo.
WOW	Omaha, Neb.
KDKA	Pittsburgh, Pa.
WCAE	Pittsburgh, Pa.
WRAK	Williamsport, Pa.
WIBU	Poynette, Wisc.
KPMC	Bakersfield, Calif.
KGER	Long Beach, Calif.
MISC	Salem, Ohio
WRAX	Philadelphia, Pa.
KOL	Seattle, Wash.
KIRO	Seattle, Wash.
WLBC	Muncie, Indiana
WTAM	Cleveland, Ohio
WJW	Akron, Ohio
WALR	Zanesville, Ohio
WVFW	Brooklyn, N. Y.
KABR	Aberdeen, S. D.
WSAZ	Huntington, W. Va.
WQBC	Vicksburg, Miss.
WOAI	San Antonio, Tex.
KSFO	San Francisco, Calif.
KQV	Pittsburgh, Pa.



STATION CALL LETTERS	CITY
KVI	Tacoma, Wash.
WJTN	Jamestown, N. Y.
WQAM	Miami, Fla.
WAAT	Jersey City, N. J.
WLBL	Stevens Point, Wisc.
WEEL	Boston, Mass.
WBZ	Boston, Mass.
WMEX	Boston, Mass.
WCOP	Boston, Mass.
CJCA	Edmonton, Alberta, Can.
WDAY	Fargo, N. D.
WKEU	Griffin, Ga.
WNBF	Binghamton, N. Y.
WWRL	Woodside, L. I.
WOOD	Grand Rapids, Mich.
WWSW	Pittsburgh, Pa.
WCNW	Brooklyn, N. Y.
WRNL	Richmond, Va.
WBOW	Terre Haute, Ind.
WOPI	Bristol, Tenn.
KTAR	Phoenix, Ariz.
KRLH	Midland, Tex.
WASH	Grand Rapids, Mich.
WBZA	Boston, Mass.
WATR	Waterbury, Conn.
WGBF	Evansville, Ind.
WJAY	Cleveland, Ohio
WLTH	Brooklyn, N. Y.
WDEL	Wilmington, Dela.
WILM	Wilmington, Dela.
KOMA	Oklahoma City, Okla.
KIDO	Boise, Ida.
WCBS	Springfield, Ill.
KFYO	Lubbock, Tex.
CHSJ	St. John, N. B., Canada
WTAQ	Green Bay, Wisc.
KALE	Portland, Ore.
WPEN	Philadelphia, Pa.
KIEM	Eureka, Calif.
WSAN	Allentown, Pa.
WRTD	Richmond, Va.
KGGC	San Francisco, Calif.
KSAL	Salina, Kans.
KGMB	Honolulu, T. H.
KHBC	Hilo, T. H.



STATION CALL LETTERS	CITY
WICA	Astubula, Ohio
KGHL	Billings, Mont.
WHAS	Louisville, Ky.
WESG	Elmira, N. Y.
WHKC	Columbus, Ohio
WIBW	Topeka, Kans.
WFAM	South Bend, Ind.
WSBT	South Bend, Ind.
KOBH	Rapid City, S. D.
WMAQ	Chicago, Ill.
WENR	Chicago, Ill.
WATL	Atlanta, Ga.
WCAU	Philadelphia, Pa.
WNAX	Yankton, S. D.
WGES	Chicago, Ill.
WCBD	Chicago, Ill.
WSBC	Chicago, Ill.
KMOX	St. Louis, Mo.
KBTM	Jonesboro, Ark.
WGTM	Wilson, N. C.
WHOM	Jersey City, N. J.
WPG	Atlantic City, N. J.
KTOK	Oklahoma City, Okla.
KGVO	Missoula, Mont.
WKOK	Sunbury, Pa.
WTAL	Tallahassee, Fla.
WMAL	Washington, D. C.
WRC	Washington, D. C.
WRBL	Columbus, Ga.
WMAS	Springfield, Mass.
WAVE	Louisville, Ky.
WCSC	Charleston, S. C.
KFBB	Great Falls, Mont.
WROL	Knoxville, Tenn.
KPDN	Pampa, Texas
WHEF	Kosciusko, Miss.
WLAK	Lakeland, Fla.
KELD	Ei Dorado, Ark.
WICC	Bridgeport, Conn.
WOC	Davenport, Ia.
WNBC	New Britain, Conn.
WBBC	Brooklyn, N. Y.
KFBK	Sacramento, Calif.
KGDM	Stockton, Calif.
KOY	Phoenix, Ariz.
WMBS	Uniontown, Pa.



AND IN NEW YORK 100% COVERAGE EVERY MORNING

STATION CALL LETTERS	NUMBER OF SUBSCRIBERS
WBNX	1
WABC	32
WEAF (with WJZ)	32
WFAB	1
WHN	6
WINS	2
WJZ (with WEAF)	32
WLWL	1
WMCA	10
WNEW	9
WOV	2
WQXR	1
WWRL	1
WOR	12
WEVD	1



NETWORK	SUBSCRIBERS
National Broadcasting Co.	32
Columbia Broadcasting System	32
Inter-City (WMCA)	10
WLW Line (WHN)	6
Mutual Broadcasting System	12
Hearst Radio	4



And As A Matter Of Record Many Subscriptions

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Through Offices Meaning 2 to 8 Readers To Every Copy

GUEST-ING

CONRAD NAGEL, added to Rudy Vallee lineup, tonight (NBC-Red, 8 p.m.).

EDNA FERBER, in intermission talk, on Lux Theater presentation of "Cimarron", Sept. 27 (CBS, 9 p.m.).

GENE and GLENN, CLEVELAND ORPHEUS CHOIR, WYNN MURRAY, QUEENA MARIO and PEDRO LAURENZ ORCHESTRA, on "Magic Key of RCA", Sept. 26 (NBC-Blue, 2 p.m.).

JOHN D. M. HAMILTON, Republican national committee chairman, on National Radio Forum, Sept. 27 (NBC-Blue, 10:30 p.m.).

EVELYN LAYE, on "Hit Parade," Oct. 2 (CBS, 10 p.m.).

LARRY CLINTON, on "Swing Club," Sept. 25 (CBS, 7:30 p.m.).

HOMER MORTON, football coach of Texas A. & M., interviewed by Eddie Dooley, Oct. 2 (CBS, 6:30 p.m.).

NEW BUSINESS

Philadelphia

WFIL: Sears-Roebuck, children's show, through Lavenson Bureau.

WHAT: Pennsylvania State Publicity Commission, "The Scenic Show."

WBAL, Baltimore

American Oil Co., announcements; Procter & Gamble, announcements.

KSL, Salt Lake City

Oldsmobile, 15-min. transcriptions.

Sablon Gets Extension

Jean Sablon, NBC's French troubadour, has just signed another 13-week contract with NBC and will remain in the United States. Sablon's present engagement with the RCA "Magic Key" program expires Sunday. However, his present engagement with the NBC Artists Service calls for a continuation of his regular sustaining series of broadcasts heard every Wednesday at 7:45 p.m. over NBC-Red network.

Orson Welles as "Shadow"

Orson Welles, who starred in the recent Mutual "Les Miserables" series, will play "The Shadow" in the forthcoming "Shadow" programs which start on Mutual next Sunday, 5:30-6 p.m. Blue Coal is the sponsor.



Benny Davis and his "Star Dust Revue" will be off MBS this Sunday only—because of Mutual's salute to new stations... Jose Manzanaras, who conducted the "South American orchestra" on the Ford hour, will be emcee for a Broadway nitery, Havana Madrid, opening Oct. 1, featuring a rumba band by Nilo Menendez, with a CBS and MBS wire... Richard Humber was supposed to sign contracts late yesterday to open at a downtown hotel with two CBS wires... Betty Allen of the Broadway musical stage, is making her debut as a band vocalist with Hudson-DeLange crew at the Paramount... Leon Navara returns to the Hollywood on Oct. 2—with plenty of wires... Tommy Lyman, the torch singer, is doing air auditions now... Danny Engel, right-bower for Chappel in the Mid-west, was engaged to Rae Kruke of Cincy over the week-end... Truman Bradley, CBS announcer in Chi, promised "all" to Evelyn Jane Essenther of that city last week... Mark Warnow should be glad there's only seven days to the week. He has an important commercial every 24 hours...

When Danny Watkins, WDAS (Philadelphia) man of all work, appeared at the studios last week with a large blister on the sole of his foot, he explained that the hot water bottle had sprung a leak... An unnamed KFI, Los Angeles, technician had to decide a fine technical point the other day for a telephone caller who insisted on a phone audition of his brand-new upper and lower STORE TEETH... Chap is radio-ambitious and wanted expert advice as to whether or not the dentures interfered with his diction to a degree which might minimize his chances... Expert opined there might be about "3db" of porcelain overtone filed off advantageously... Ernie Smith swears it was not a gag... James E. Sauter, director of publicity for the American Legion Convention, who has been in charge of airing arrangements, said that the work done by NBC, CBS, MBS and indie stations was the best ever done. It is estimated that 80,000,000 listeners from coast-to-coast, besides foreign countries, heard what was going on here.

Edward G. Robinson and Glenda Farrell start a show from the coast via CBS in Oct... Joe Williams, the sports columnist, replaces Jim Crowley on the first Kate Smith show and will present "Parade of Summer Champions"... Patsy Kelly has been signed by Phil Baker to act as stooge on the latter's Gulf show... Morton Bowe is off the Kool show permanently because he refused exclusiveness... Herbie Kay, Dorothy Lamour's husband, opens at the International Cafe on the coast the 27th with three CBS wires... Tommy Mack may be the leading man in Harry Conns' air show which will be musically conducted by Freddie Rich... Florence Brower, actress, has been added to the Edgar A. Guest show... Jack Harris, London ork leader, has bought out his partner, Bert Ambrose (also a leader) of Ciro's, a swanky nitery there.

Jack Mitchell, former movie reviewer, and at present emcee-ing the "Let's Talk About Stars" show via WAAT, N. Y., has written a movie script, "A Dummy on Her Knee"... Gil Gibbons, WHK-WCLE (Cleveland) sportscaster, had a novel experience the other day. He was invited to go for a ride in the police dept. vice squad car... They were returning from a shooting at an outlying tavern, and stopped on the way to halt a street brawl between two colored men... When the cops got out of the car to settle the combat, one of them came at the officer with a knife... Gil, who had left the car first to watch, grabbed the stiletto from the mug's hand. The combatants were taken into custody and Gil was awarded the knife for his meritorious act.

F. C. C. ACTIVITIES

APPLICATIONS RECEIVED

Jonas Weiland, Kinston, N. C. CP for new relay station. 1,622, 2,058, 2,150, 2,790 kc., 35 watts.

Indianapolis Broadcasting, Inc., Indianapolis. CP for new relay station. 38,900, 39,100, 39,300, 39,500 kc., 2 watts.

Evening News Press, Inc., Port Angeles, Wash. CP for new station. 1,500 kc., 100 watts, 250 watts LS., unlimited.

Kenneth H. Thompson, Whittier, Cal. CP for new station. 1,170 kc., 100 watts, limited.

SET FOR HEARING

Church of Jesus Christ of Latter Day Saints, Salt Lake City. CP for new international station. 6,020, 9,510, 11,710 kc.

ACTION ON EXAMINER'S REPORTS

WRAX, Philadelphia. Granted auth. to transfer control of corp. from Clarence H. Taubel to John Iraci. Also granted mod. of license to increase power to 1 KW.

Governor on WMBD Programs

Peoria—Governor Henry Horner of Illinois made two appearances on the programs of WMBD in connection with the station's celebration of its increase to 5,000 watts a few days ago. The governor was present in the afternoon at the transmitter dedication and then returned as honored guest at the night-time "Power Party" in which more than 10,000 persons jammed the state armory, largest auditorium in the city.

The "Power Party" presented every artist on WMBD's staff and featured Homer Rodeheaver, CBS community sing leader, and the Maple City Four, WLS quartet. Edgar L. Bill, formerly manager of WLS, Chicago, is president of Peoria Broadcasting Co. and manager of WMBD.

Networks and AFM Will Meet Tomorrow

(Continued from Page 1)

executive committee in the meantime, with full power to transact whatever business develops in the interim.

This sub-committee, composed of Jos. N. Weber, AFM president; Jimmy Petrillo of Chicago and Fred Birnbach of Newark, will meet with the networks tomorrow morning, in effort to close a deal for the key stations as well as other owned, managed and operated outlets.

Decca Disk Deal Off

Deal for Decca Record Corp., to purchase an interest in American Record Co., also Brunswick and Columbia, is believed to be off due to option running out. Possibility of the option having been renewed, however. Jack Kapp, head of Decca is now on the Coast.

BIRTHDAYS grid for Sept. 23 with names: Helen Marshall, Leo B. Tyson, Elliot Shapiro

Jules Hansberg INSURANCE advertisement with contact info: John 4-2800, Beckman 3-0375, 80 JOHN ST., NEW YORK



FRANK HEALEY, former NBC publicist in New York who recently established a radio department in the Helen Ferguson publicity office, has severed that connection to inaugurate a similar department at RKO studios, with jurisdiction covering everything pertaining to radio.

Earle Ferris, Radio Features Service, is coming here to check up the active local office which has been functioning two years or more.

KRKD now subscribes to United Press radio press service and has added "news flashes" throughout the day.

New "Log Cabin" show, starting Oct. 8, splits NBC Red and Blue on the coast. Ted Fio Rito's orchestra, Virginia Verrill and Warren Hull will be with Jack Haley on the program.

Bill Morrow and Ed Beloin, script writers for Jack Benny, have been signed by the comedian to do similar dialogue writing for all his pictures at Paramount, as well as those in which Mary Livingstone appears.

William Fuller added to the KFAC announcing staff, coming from KJBS, San Francisco.

Olsen and Johnson will do their San Francisco broadcast on Sept. 29 from the Civic Opera House in the Bay City.

Buddy Rogers planed out for Kansas City over the weekend. Appears with his band at the K.C. "Jubilesta."

Lee Bennett and Judy Randall (Mrs. Bennett), well known Chicago radio artists, joined the westward trek and have arrived here to remain permanently. Both are singers, and Bennett also directs an orchestra.

Rafael McClure Elizalde has been made a vice-president of Pan-American Radio Productions. Elizalde is a son of Rafael H. Elizalde, formerly Ambassador from Ecuador at Washington for eight years, and in addition to doing research work at U.S.C. serves as Consul for Chile at San Pedro.

ORCHESTRAS - MUSIC

ROBERT EMMET DOLAN starts rehearsals Monday for the Ed Wynn musical, "Hurray for What," which will probably have its Broadway opening in October. Kay Thompson is another radio star to be featured in this show.

Mark Warnow now has 14 men on his arrangers' staff, the largest group of its kind maintained by any musical director in radio.

Bernie Cummins has promoted Jerry Lang and Connie Barleau of his Sophisticates to soloists and they are heard with the band over the Mutual network three times weekly.

Charles Biondo's Red Revelers conclude their summer season over WICC, Bridgeport (commuting from Mamaroneck) on Sunday at 1:45 p.m.

Rudolf Friml Jr., who opens next month at the Ritz-Carlton Hotel, is being handled by Rockwell-O'Keefe. Friml's opening date is Oct. 27.

Ernie Holst's featured vocalist, when his orchestra reopens at El Morocco next Wednesday, will be Vince Calendo, who is currently heard six times weekly on a WINS commercial series.

Each of the members of Lyn Murray's new "whispering chorus" heard on the Monday night WJZ Barry McKinley "Time to Shine" series is also a member of Lyn's "New Yorkers," who are heard on the WEAJ "Sunday Night Party."

Johnny Hamp and his Rainbow Grill orchestra will play the Castle Farms, Cincinnati, Oct. 1-3.

PHILADELPHIA

Sary Jane and Sunbonnet Sue are on their way up from West Virginia to join the daily aircast at WCAU by the Happy Valley Boys and Girls, sponsored by Drug Trade Products.

Horace Feyhl, production chief of WCAU, will undergo an operation and is expected to be away from his duties for two months. Robert Gill will take over Feyhl's duties, with another announcer coming in to replace Gill.

Morton Lawrence, announcer at WCAU, weds Rosalie Shaffer on Oct. 10.

Excerpts from the Gilbert and Sullivan operettas will be presented by the Cosmopolitan Light Opera Company and Symphony over WIP on Sundays, under the personal direction of Theodore Feinmann.

"The Billings Family," serial script by Miriam Y. Birrell, gets under way at WIP next week under the direction of production chief Ed Wallace.

June Collins of the WIP program staff is doubling at the Evergreen Casino, local night club.

Babies were born to two members of the WIP staff last week. It's a boy for Sam Freeman of Clarence Fuhrman's studio orchestra, and a girl for Joe Kelly, page boy.

Personnel replacements on local stations brings Harry Marble, formerly with WORL, Boston, to the WCAU announcing staff; Frank Martin, formerly of the engineering staff of WEEU, Reading, Pa., joins the WCAU staff as production engineer; Gene Morgan, WFIL news announcer, moves to WMCA, New York; announcer Jay Faraghan moves cross-town to WFIL from WTEL; Roy LaPlante, who started his radio career in Hollywood with KMTR and later was with WHAT, Philadelphia, comes to WFIL as production man and relief announcer; and Margaret Hanley, veteran "front office" expert who had been with WIP for many years, takes over the secretarial duties for business manager Roger W. Clipp at WFIL.

Sonya Rose, dramatic soprano, for-

SALT LAKE CITY

New Trans-Radio pressman and remote operator added to KDYL's staff is N. T. Bass, formerly with Department of Commerce Airways.

Frank Austin, KDYL sports commentator, upset all dope by predicting that Al Zimmerman, golf wizard of Portland, Ore., would win Utah Open Golf Tourney...when Zimmerman did.

Al Priddy announcing new Rainbow Randevo remote three nights per week.

Elwyn Quinn, back from tour of coast radio stations, reports fall business booming. Quinn now in charge of KDYL's display department which includes placing of accounts' merchandise, in KDYL's illuminated lobby displays.

Roy Drushal is handling a newly added early morning news period at KSL. Recent personnel changes in the press bureau made Tommy Axelsen and Barton Howells editors, with the former as chief.

Mrs. Josephine Goff and Clarissa Chapman are touring southern California, getting material for the KSL food series.

BOSTON

Edward Ganage, lyric tenor recently acquired by NBC from the D'Oyle Carte Light Opera Company of London, will be heard regularly over WBZ each Monday, Wednesday and Friday at 10:45 a.m.

Starting tomorrow at 6:30 p.m. over WNAC, Babe Rubenstein, track expert, will do a series of Race Highlights from the Rockingham track.

merly with the Philadelphia Grand Opera Company and the Royal Russian Orchestra under the direction of Lt. J. Frankel, broadcast the first in a series of programs over WHAT yesterday at 9:45 p.m. Deborah Ledger Segal was her accompanist.

Glen Dell's Orchestra, a popular dance band on WHAT, changes its spot from 9 o'clock Tuesday evenings to 9:30 p.m.



HARRY ZIMMERMAN, WIND organist, has a new program for Automatic Air Conditioning Corp. on a three a week basis.

John Pearson, national accounts manager of KWTO and KGBX, Springfield Mo., and Howard H. Wilson, head of rep firm by that name, visited WLS "Barn Dance" together last Saturday.

Irene Dahm, head of WGN accounting department, is vacationing in England.

John Gillin of WOW, Omaha, visiting friends at WLS.

Katherine Roche's "June Baker" program is off WGN temporarily while she is on vacation trip to Bermuda.

John Weigel, formerly with WBBM, is now announcer on WGN.

Rex Schepp of WBBM sales force back from week's vacation.

Pat Flanagan, WBBM baseball announcer, has been laid up by the flu. Val Sherman has been pinch-reporting.

FORT WORTH

Godfrey Kuler, who has been with the radio dept. at Pan-American Expo, Dallas, is back at his KFJZ announcing job.

"Pop" Boone, Fort Worth Press sports writer, is giving football dope over KFJZ.

Kara-Lynn of Chicago is conducting a new early morning program, "Musical Queries", over KFJZ. Awards are made to listeners naming songs played.

Cy Leland, WBAP sports announcer, is handling a football program for Cosden Petroleum Co. over this station.

You don't HAVE to

Do you never want to come out of the woods and shake the leaves off you? Do you just want to sit by while the nation's big and little advertisers are running around the floors of this great metropolitan station scooping jack into bags and making people like them? Of course, we *can't* make you stop sitting still and molting. But we *can* show you how to make sales. And if you'll come around and sit on the stoop of our house at 1440 Broadway, in New York, we'll eventually get you inside.

WOR

DO YOU KNOW



Nadine Conner would never have become a singer if it hadn't been for her exceptionally weak stomach? Doctors insisted she study singing to strengthen her stomach muscles, and a star was born!

★ Coast-to-Coast ★

SECOND anniversary is being celebrated by Radio Writers Laboratory, Lancaster, Pa. The firm is now providing service for 120 stations. A script bulletin also has been inaugurated.

Lawrence Garraghtey, leading man of the new "Club Radio" program over WBAL, Baltimore, is a benedict.

WSGN, Birmingham, has signed Frank Thomas, coach of the University of Alabama and member of the all-America football board, to deliver a Wednesday night talk throughout the football season. Local Chrysler dealers are sponsoring him.

WELI, New Haven: Joe Geremiah, accordionist, and Michael Del Guidice, guitarist, are a new combination . . . Very Cruse, crooner, Frank Konitz, at the organ, and Jimmy Milne, singing station manager, are in a new commercial sponsored by Kresel & Wolf, furriers.

Millicent Tralle has been appointed director of women's programs at WFAS, White Plains.

WMAS, Springfield, Mass.: Al Marlin, station manager, is the proud papa of twin boys . . . Bob Feldman, salesman and sports broadcaster, is back at his job and almost over a severe cold that laid him up.

WLBC, Muncie, Ind: Robert (Bob) Ebert has resigned his announcing post to return to Marietta College . . . Kenneth Williams of Cincinnati has been added to the announcing staff . . . Henry "Harpo" Marks is now devoting his entire time to announcing duties after being associated with the sales staff during the summer months . . . Don Russell, salesman, will handle two special programs on Wednesday nights which have a new wrinkle and twist to them . . . Bill Craig, commercial manager, and Ed Pierre deMiller, news editor, busily

engaged in Muncie Lions Club activities . . . Ottis Roush, chief announcer, will handle the wrestling broadcasts on Friday nights . . . Sandra Roush, daughter of Ottis Roush, made her bow to the staff recently . . . Sandra is WLBC's three-months-old star.

WMFF, Plattsburg, N. Y., featured a remote broadcast of the dedication ceremonies of the new Post Office recently completed in historic Ticonderoga. The broadcast included as speakers Postmaster General James A. Farley and several prominent local citizens. WMFF's program director, Earl Baker, handled the announcing, and Robert Mathewson, chief engineer, kept things going from the engineering standpoint.

With the Sept. 26 broadcast of "Music in Many Moods", Charles Berry will have concluded one full year of announcing this popular Sunday musical feature. "Music in Many Moods" is heard every Sunday at 1:30-2 p.m., originating at WOV, New York and fed to WRAX, Philadelphia; WAAB, Boston; WELI, New Haven; and WSPR, Springfield. The program features a 30-piece orchestra directed by Julio Occhiboi; a ten voice chorus; Amelia Sanandras, soprano; and Nicholas Cosentino, tenor.

WXYZ, Detroit: Marjorie Richmond is back on the dramatic staff after a three-month vacation in Europe . . . Franz Werner, music librarian, has received his final citizenship papers.

Jeanne Brown, staff pianist and organist at WOWO and WGL, Fort Wayne, has been named musical director of the two stations, succeeding Mrs. Dorothy Durbin, resigned. Miss Brown will also handle auditions and arrangements for special broadcasts. She was formerly at WFBM, Indianapolis.

Mutual Gets Award

Mutual has been awarded the "Radio Stars" magazine medal for "distinguished service to radio" for the month of October. Dedication will be aired coast-to-coast on Oct. 2, 8-8:30 p.m.

New KDYL Sustainers

Salt Lake City—Shift of NBC back to Eastern Standard Time widens KDYL's locally-produced program schedule, with result that early morning hours see inauguration of several new sustainers. "Dawn Patrol," 6:00-6:30 a.m., wake-up music and time checks, opens the day. "Sons of Pioneers" 6:30-7:00 a.m. is return engagement of popular hill-billy troupe, a disk series "Coffee Cup Capers," program of nonsense and music authored by Al Priddy, participating program, on 7:00-8:00 a.m. MST.

ONE MINUTE INTERVIEW

BETTY WRAGGE

"With the networks waging intense rivalry over dramatic offerings, not much attention is being paid to the consistently pleasing work of the every-day-in-the-week dramatization—the radio serial. Yet, I'll wager that the general run of script shows have a far wider audience than the works of Shakespeare, O'Neill or Shaw. This was almost conclusively proved when network statistics showed that the Fibber McGee and Molly program outdrew Shakespeare by two to one."



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CORONATION ACOUSTICON



Weight 1¼ oz.

For 35 years Acousticon's world-wide organization has been working to bring hearing to deafened ears. During that time it has sold more hearing aids than all other firms combined. Now comes our latest and greatest triumph, the Coronation Acousticon.

If you are not hard of hearing, you must know someone who is. Tell this person about this new instrument. It is so small that it is almost invisible when worn—so light the wearer forgets its presence. Yet it brings clear, strain-free hearing at all listening distances. Every Acousticon is personally custom-fitted on the Aurogauge. Consultation and fittings at your home, at our office or at 150 Acousticon agencies throughout the country. Write for new brochure.

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