



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 60

NEW YORK, N. Y., FRIDAY, SEPTEMBER 24, 1937

FIVE CENTS

# NBC Outdoor Television

## BANFI PRODUCTS CORP. PLACING WINE CAMPAIGN

Banfi Products Corp. (Italian Wines) will begin an extensive advertising campaign Oct. 4 with radio and newspapers as the main media. Spot announcements are now being set on local stations throughout the New England territory, but station list is not as yet available. C. Tyler Kelsey & Co. Inc., are the agency, with Lee Brown as account executive.

## CBC on 12-Hour Basis Starting Next Month

Ottawa — Canadian Broadcasting Corp., which increases its service to a 12-hour daily basis Oct. 3, will gradually step up to 16 hours, coincident with the opening this year of its two new 50,000-watt transmitters at Hornby, Ont., and Vercheres. (Continued on Page 2)

## Personnel Is Completed For KOAM, Pittsburg, Kan.

Pittsburg, Kan. — Personnel of KOAM, new local station which will operate on a daytime basis with 1,000 watts on 790 kc., includes E. V. Baxter, former secretary of Baxter Lumber & Mercantile Co., president; Ed Cunniff, from KMA, Shenandoah, Ia. (Continued on Page 2)

## WSMB Power Boost Dec. 1

New Orleans—Authorized by the FCC to operate on 5000 watts during the day and 1000 watts at night, WSMB expects to go on with its increased daily power around Dec. 1. The station expects to spend about \$25,000 on new equipment to care for the increase.

### Bird Problem

Albany — Engineers at WOKO had a few bad moments early this week. In the middle of an important program, the tuning of the transmitter suddenly went 'way off. Cause not immediately discovered until one bright fellow saw that the antenna tower was literally covered with thousands of birds, apparently meeting on the tower before their migration south.

### Christmas Biz

Royal Toy Co., through Reiss Advertising Inc., is readying a 50-word spot announcement schedule for late October placement on about 15 stations. Plugs will introduce a new game called "Alley Oop". Announcements begin on WOR Oct. 21.

## WMCA SIGNS LEASE FOR LARGER QUARTERS

WMCA has signed an eight-year lease for 30,000 square feet of space on Broadway as part of an expansion program to provide greater efficiency in production and transmission of radio programs. Donald Flamm, president of the station, stated that the move was necessitated by the (Continued on Page 2)

## Commercials Clicking, WEW Adds to Personnel

St. Louis—First week's operation as a commercial station has turned out very well for WEW, according to A. S. Foster, and several additions to personnel have been made. Bill Durbin, formerly at WTMV, and Arlington. (Continued on Page 2)

## Devine Handling WKBZ

Muskegon, Mich.—Appointment of J. J. Devine & Associates Inc. as national advertising representative for WKBZ, effective Oct. 1, is announced by Grant F. Ashbacher, g.m. of the station.

## New General Foods Setup On NBC-Red Starting Oct. 9

### WGPC Staff Additions

Albany, Ga.—Bob Finch, former business manager of Albany Baseball Club, has been appointed commercial manager of WGPC. Other additions are Randolph Hallett, formerly of WIOD and WQAM, Miami, as operator and engineer, and Hubert Bately, announcer. Ross Smitherman, who recently joined as announcer, has been promoted to program director.

## First Mobile Pickup Unit in America Will Start Experimental Service Next Month, Lohr Announces

## RADIO ARTISTS UNION STARTS 'FRISCO DRIVE

San Francisco—Drive for membership in the American Federation of Radio Artists got under way here following Sunday night's meeting of approximately 150 announcers, singers, actors and technicians. An AFL charter has been granted the group, which includes northern California south to Bakersfield and to eastern (Continued on Page 2)

## W. Arthur Rush Heads CBS Bureau on Coast

W. Arthur Rush has been appointed head of the newly formed Columbia Management of California Inc., a CBS subsidiary, which will centralize and coordinate west coast talent activities. Larry White will be Rush's assistant. New Hollywood company will handle talent for radio, movies and stage.

## Hage Joins KFEL

Denver—Maxwell Hage, former radio production manager for United Press in New York, has joined the sales staff of KFEL. Hage also is former assistant manager of WJAY, Cleveland.

First mobile television unit in America, now being built by RCA for delivery to NBC on Oct. 18, will be placed in service next month when NBC inaugurates outdoor pickups on an experimental basis in cooperation with RCA, it was announced yesterday by President Lenox R. Lohr of NBC. The work will be strictly experimental, with a view to improving the equipment and methods of RCA television, Lohr pointed out.

As the public will expect television to bring into the home distant currents events, including sports, parades, elections and other news happenings, and will eventually demand faithful image as well as sound reproduction of the events, the new mobile unit will make a start toward supplying that demand, said O. B. Hanson, NBC chief engineer, in outlining the work to be done.

The immediate purpose, Hanson stated, is to train a group of men in handling the problems of special events. NBC has been conducting experiments for eight years, and Hanson declared that while much progress has been made it would be foolhardy to guess when actual daily television service, even in the limited area of New York City, will be a reality.

The new mobile television station will consist of two specially constructed motor vans, each about the size of a large bus. Apparatus for picture and sound pick-up will be installed in one, and a video transmitter, operating on a frequency of 177,000 kilocycles, in the other. In the metropolitan area, where many (Continued on Page 6)

### Hand in Hand

San Francisco—Wedding of Hearst newspaper interests and Hearst radio took place Wednesday night when "Making of a Newspaper" started an indefinite run on KYA. Darrell Donnell, radio ed. of S. F. Examiner, is commentator. Workings of a newspaper are dramatized by Don Dudley, with KYA actors.

(Continued on Page 2)



Vol. 2, No. 60 Fri., Sept. 24, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

## FINANCIAL

(Thursday, Sept. 23)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	161 1/4	159	159	-2
CBS A	25 3/8	25 3/8	25 3/8	-5/8
Gen. Electric	45 1/8	43 3/4	43 3/4	-7/8
North American	22 7/8	22	22	-3/8
RCA Common	9 3/4	9 1/4	9 3/8	-1/4
RCA First Pfd.	67 3/4	65 7/8	65 7/8	-2 5/8
Stewart Warner	14 1/2	14 1/4	14 1/2	-
Zenith Radio	35 1/4	33 1/4	33 1/4	-1 1/4

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	10	11 1/2

## Nine WHN Sustainings Going Over WLW Line

Nine sustaining programs now heard over WHN locally have been set for the WLW wire and will become regular fare on the network effective Sept. 1, according to the local station. This marks the first time since the affiliation that WHN has originated sustaining shows regularly and in quantity. Programs are all afternoon musical shows, and feature WHN house band and soloists.

### Thorgersen with Thomas

Ed Thorgersen, Fox Movietone sports voice, has been signed to do a two-minute baseball summary on the Lowell Thomas-Sunoco news program on the NBC-Blue during the World Series. After the series, Thorgersen will be heard on Mondays and Fridays with short football resumes. Thomas and Thorgersen are both heard on the Fox Movietone newsreels, latter was formerly an NBC announcer. Program is heard Mondays through Fridays, 6:45-7 p.m.

## Radio Artists Union Starts 'Frisco Drive

(Continued from Page 1)

border of Nevada, one of the largest AFRA territories in the U. S.

John B. Hughes was temporary chairman and a temporary organizing committee, also headed by Hughes, was composed of Ted Maxwell (NBC), Jack Moyles (KSFO), Ira Blue (NBC), Ivan Green, Sam Melnicoe (KJBS), Bern Wilson and Gladys Cronkrite (KLX).

Norman Fields, exec. secretary of L. A. and 2nd national vice president, was one of the speakers. Honor guests were Carlton KaDell, president of L. A. unit, and Jimmy Wallington, national 5th vice-president.

NBC and KJBS went 100 per cent AFRA. About 10 CBS members were present and a fair KFRC representation. One member of KROW was present.

Organization in Seattle is due very soon.

## Commercials Clicking, WEW Adds to Personnel

(Continued from Page 1)

ton Thomas, formerly at WGR, have been appointed announcers. Alex Buchan has been assigned on sports. Dick Cross is promoted to temporary program director. Mrs. Myrtle Leary Brigham, formerly with Anfenger Adv'g Agency, has joined as Foster's secretary.

A contest for a station slogan has been launched.

## WMCA Signs Lease For Larger Quarters

(Continued from Page 1)

rapid growth of WMCA in the past few years.

New quarters will be known as the WMCA Building, and will house nine commodious studios and 65 general administrative offices with double the space now occupied by WMCA. Latest type broadcasting equipment will be installed including modern sound proofing materials, air conditioning and new quarters for artists and staff.

A large broadcast amphitheater will be constructed with a seating capacity of 300. New quarters will be ready for occupancy by Jan. 1.

### 4 New WQXR Programs

Robert E. MacAlarney, editor, begins a Monday to Friday news comment program over WQXR at 6:45 p.m. Monday, John Gassner, drama critic and Theater Guild play reader, starts a weekly series, "The Week in the Theater", Oct. 2 at 5:45 p.m. Dr. John Haynes Holmes, prominent minister, debuts Oct. 1 at 9 p.m. in "Religion for Today and Tomorrow". Bernard Gabriel, pianist, presents the first of four recitals on Oct. 2 at 3:30 p.m.

### Dumond Again Subbing

Joe Dumond will again substitute for Smiling Ed McConnell on Sunday's 5:30 p.m. NBC-Blue program. Ed is still recovering from auto crash.

## WMCA Three-Hour Show Offered to Six Sponsors

On termination of General Mills' 26-week sponsorship of "Grandstand and Bandstand," Oct. 12, WMCA will change the name of this three-hour afternoon variety show to "Six Star Revue," with a view to having it sponsored by six non-competitive accounts, who would rotate in the six half-hour periods. Cost is \$750 a week to each sponsor.

## New Gen. Foods Setup On NBC-Red Net Oct. 9

(Continued from Page 1)

from Friday on the Blue to take the first half-hour, 8-8:30 p.m. Shift takes place Oct. 9. Move also gives the sponsor the benefit of the one-hour rate on the time.

Until the new General Foods contract was signed, the NBC Red had no Saturday evening commercial program, currently nor for the future. The Blue has the Alka-Seltzer "Barn Dance," 9-10 p.m. on big network and Uncle Jim Question Bee 7:30-8 p.m. on a split network of seven outlets.

## CBC on 12-Hour Basis Starting Next Month

(Continued from Page 1)

Que. The new stations will be known as CBL and CBF.

Call letters of CRCO, Ottawa, are being changed to CBO, while CRCW, Windsor, will become CBW, and CRCV, Vancouver, will be CBR. Other changes will be made later.

## Personnel Is Completed For KOAM, Pittsburg, Kan.

(Continued from Page 1)

manager; Spencer Allen, from KMOX, St. Louis, program director, and Merwyn Love, of KWTO, Springfield, Mo., in charge of continuity.

### Koerner On His Own

West Coast Bureau, RADIO DAILY Los Angeles—Sam Koerner, producer of the Olsen and Johnson show for Richfield, has surrendered that berth to devote his time to film and radio ventures of his own. Koerner is leaving tomorrow for New York on a network deal for his radio "Fun Factory," featuring Jimmy Dunn, and will announce his film connection also upon his return.

### "Children's Hour" Shift

Dorothy Gordon starts a new time schedule on her "Children's Hour" over CBS on Oct. 4, being heard Monday, Wednesday and Friday at 5:45-6 p.m. Her "Sing Together Club" switches to Thursday.

## AL DONAHUE

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

## COMING and GOING

CLARK DENNIS, NBC tenor, flies from Chicago to New York on Sept. 26 for his guest shot with Victor Arden on the Chevrolet transcribed series.

JUDY STARR goes to Pittsburgh on Oct. 1 to make personal appearances at the Stanley Theater.

PARKS JOHNSON, who conducts the NBC Vox Pop program, planned last night to Texas to look over his ranch. Will return by air next week in time for the air show.

MIKE NIDORF flies to Washington today to see the Bob Crosby orchestra.

GLEN GRAY and the Casa Loma Orchestra left for Minnesota yesterday.

BOB WEEMS of the Chicago office of Rockwell-O'Keefe flew to Louisville yesterday.

WOODY HERMAN and his band drive to Boston today for their engagement at the Normandie.

OZZIE NELSON, HARRIET HILLIARD and their one-year-old son, David Ozzie, leave today for Hollywood.

SHEP FIELDS and his "Rippling Rhythm" Orchestra entrain Sept. 27 for Hollywood, where the featured musical part in "Big Broadcast of 1938" is awaiting them.

ABE LYMAN has postponed his return to New York from Hollywood until mid-October.

TED HUSING goes to Lincoln next week to be at the mike for CBS on the Minnesota-Nebraska game Oct. 2.

JAN PEERCE goes to Chicago for a concert at the Civic Opera House on Oct. 3.

HOWARD C. BARTH returns to Syracuse this week-end after a sojourn in New York.

SAM KOERNER, who has given up production of the Olsen and Johnson show on the Coast to embark on his own, leaves Hollywood tomorrow for New York on a network deal for his "Fun Factory" program.

JACK McPHERRIN of Bauer & Black has arrived on the Coast to represent the sponsor in connection with the May Robson transcriptions, "Lady of Millions", being waxed at Associated Cinema Studios.

LEE KIRBY, WBT announcer, has returned to Charlotte from Philadelphia and New York. He attended a meeting for all announcers who will handle Atlantic Refining football broadcasts this Fall, then went on to New York to visit the CBS studios.

DEWEY LONG, Sales Manager for WBT, Charlotte, has returned from Atlanta, where he attended a regional meeting put on by Buick to introduce its 1938 models.

BOB KERR leaves Monday for a week's tour of the midwest, setting dates for his talent.

MARY SMALL arrived in Cleveland yesterday to fill a theater engagement. She will broadcast from that city next Wednesday.

### Ivy Dale for Opera

Ivy Dale, who is a member of Ed Smalle's chorus on that Leo Reisman-beer program, will be heard in opera this Fall. Miss Dale was a featured member of the Salmaggi troupe last season.

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

A WNEW FEATURE  
1250 Kc.

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

A New Package!  
TED WALLACE  
SING-BAND  
featuring  
Joan BROOKS  
RHYTHM-QUADS

SUNDAY 6:30 P.M. WJZ

LISTEN! It's a  
Collegiate SING Session

Management:  
BOB KERR—1619 B'WAY, N. Y. C.



*Welcome,  
Old Timer!*

**H**ERE'S a pioneer salesman and entertainer holding immense audiences in the country's 6th city. Established in 1921, Station WHK has won and held a vast daily audience by the most adroit type of showmanship. It carries more local sustaining and local commercial hours than any other network station in Cleveland. For advertisers and listeners—WHK's addition is another real improvement in Blue Network service.

**WHK  
CLEVELAND**



**Pioneer  
Radio Station  
in Ohio  
Joins the Great  
Blue Network  
September 26th**

**NATIONAL BROADCASTING COMPANY**  
A RADIO CORPORATION OF AMERICA SERVICE

## Program ☆ Comments ☆

### "The Smoothies"

This mixed trio of voices, crooning for Crosley out of Cincinnati and heard via the WLW Line over WHN in New York on Wednesdays, 4-4:15 p.m., delivers a palatable dish of harmony. They take popular tunes and whip them up into nice vocal entertainment, melodic as well as smooth.

### Marjorie Mills

Another commercial chatterer on the style of Martha Deane is this "Girl from Maine" who made her debut this week in a Tuesday and Thursday 1:15-1:30 p.m. spot over WOR-Mutual. Only difference between Miss Mills and Miss Deane is that the Maine girl's talk is predominantly commercial and only scantily interspersed with general human interest items. She talks in an informally low tone, in fact the tone is a bit weakly, but with a certain appealing quality. Purpose of the program is to plug Maine's potatoes, as well as other products and attractions.

### Briefly

"You Don't Say", Barney's new nightly program on WMCA is catching on fast. It reverses the spelling bee procedure by having the announcer spell the word and asking the contestant to pronounce and define it, thus also injecting a "quiz" note. Alvin Austin Co. is the agency.

Margaret Wycherly, stage star, gave a swell performance as Mrs. Alving in the repeat presentation of Ibsen's "Ghosts" over WQXR. Her reading of the role was restrained and natural, but impressive.

Don Voorhees, closing his "Cavalcade of Music" series Wednesday night on CBS for Du Pont, in a program that was left entirely for him to arrange, put on a show that was distinguished as well as highly entertaining. Conrad Thibault was fine in the vocals.

### Museum Series on CBS

American Museum of Natural History will sponsor a series of 13 educational programs entitled "New Horizons" over CBS starting Oct. 4. Programs will be heard each Monday, 6:15-6:30 p.m.

### NEW ORLEANS

Joe Uhalt, president of WDSU, has been out of the office for the last two days, due to wisdom tooth trouble.

WWL's special broadcasts from Hotel Dieu have increased in popularity to such an extent that the station management has ordered them transferred to a night spot.



● ● ● Little shots about Big shots: . . . Monday, Gen. Hugh S. Johnson will air his first commercial show for this season from N. Y. More brass hats will be in the studio than probably ever attended an air premiere before—including Mayor La Guardia, Lenox R. Lohr, John Almonte, John Royal and Frank Mason. . . . Commentators H. V. Kaltenborn, Gabriel Heatter, Lowell Thomas and John B. Kennedy have been invited. Future shows will come from Washington—though Wally Butterworth, the announcer, will wordsling from here—so as not to get in the General's way!

● ● ● In the flicker "Manhattan Merry-Go-Round" Jack Jenney is seen leading a band of musicians—but these fellows can't play a lick of music nor are they AFMen—just some Hollywood chorus boys. . . . The music is supplied by Charles Margulis, Manny Klein, and other 802 men. . . . However, these great musicians weren't pretty enough to photograph. . . . Talking of musicians, the Jesse Crawfords are in town hunting up an 802 outfit—with a view to coming into a spot here.

● ● ● Ralph Wonders is bedded with 103 temperature. . . . WMCA, main link in the Inter-City net, has decided to make things easier for Frankie Basch, Bert Lebar, Al Rose, Bill Weisman—for Leon Goldstein to entertain the press—and especially, to locate their "Prodigal Son", Bobby Feldman, now that he's back with them. . . . This was all accomplished late yesterday afternoon when the lease was finally signed for the station to move into the fourth floor and penthouse of the building above Lindy's. . . . Tenant takes over the first of the year.

● ● ● NBC will exploit Pacific Ocean fishing tomorrow via a short-wave from Ben McGlashan's yacht and a Red net hook-up at 10:15 a.m. PST. . . . Recruited for the cruise are such noted fishermen as Amos 'n' Andy, Lum and Abner, Tyrone Power, Lanny Ross, Charlie Winninger, George Burns, Tony Martin, Jack Haley and Andy Devine—while the femme contingent includes Gracie Allen, Virginia Verrill, Marion Talley, Irene Rich, Gertrude Niesen and Alice Faye. . . . Despite the many witnesses aboard the vessel, Buddy Twiss will be at the microphone—with a yardstick and plenty of accurate scales.

● ● ● When Dick Himer played a p.a. date at the Paramount recently, he decided to do some card tricks for which he has a great knack. . . . One drummer, Willie Brewer, who was no longer in Himer's band, knew every trick and card Dick had up his sleeve, decided that the day for the downtrodden had at last arrived. . . . So, the very first show, Willie set himself up front, knowing what to expect next. . . . Dick came up, smiled and then mutilated some cards to the amazement of the audience. He asked the audience for volunteers to come up on the stage—and Willie was the first. Once there, Dick couldn't very well get him off. . . . Well, Willie switched more cards on Dick during that show then there were in the entire deck. . . . The audience howled at Himer's frustration. . . . Irony came when the reviews stated that this bit with "Himer and the 'alleged' stooge was the funniest part of the act and most entertaining".

● ● ● Clyde McCoy goes into the Palomar on the Coast Oct. 6 That same day Jane Froman opens at the Paramount here. . . . Wendell Hall is doing theater dates now. . . . Shaw and Lee return to vaudeville via a Boston booking Oct. 24. . . . Al Jacobs, formerly with Sherman-Clay, will definitely go into business for himself. . . . Press agent Edward Weiner's wife presented him with a girl. . . . Morton Bowe has been selected to be the first guest star on Al Pearce's N. Y. program this week.

## NEW PATENTS

Radio and Television  
Compiled by  
John B. Brady, Attorney  
Washington, D. C.

2,093,416—Feedback Circuits. Nelson P. Case, Great Neck, N. Y., assignor to Hazeltine Corp.

2,093,432—Radio Orientator. Raymond A. Gordon. Mount Ranier, Md.

2,093,443—Trailing Line Stabilizer. Ralph M. Heintz, Palo Alto, Calif., assignor to Heintz & Kaufman, Ltd.

2,093,494—Selective Mechanism for Radio Receivers. John McWilliams Stone, Geneva, Ill., assignor to Operadio Manufacturing Co.

2,093,544—Convertible Band Pass Receiver. Rene A. Braden, Collingswood, N. J., assignor to RCA.

2,093,548—Automatic Volume Control Circuit. Kenneth A. Chittick and Wendell L. Carlson, Haddonfield, N. J., assignors to RCA.

2,093,556—Automatic Transmission Band Control Circuit. Dudley E. Foster, Morristown, N. J., assignor to RCA.

2,093,560—Automatic Volume Control Circuit. Hans Erich Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,093,561—Automatic Detector Gain Control Circuit. Hans Erich Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,093,564—Automatic Volume Control Circuit. Ernst Klotz and Rudolf Rechnitzer, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,093,567—Thermionic Tubes and the Manufacture Thereof. Frederick S. McCullough, Ontario, Canada: The Union National Bank of Pittsburgh executor of said Frederick S. McCullough, deceased.

2,093,565—Automatic Gain Control Circuit. Winfield R. Koch, Camden, N. J., assignor to RCA.

2,093,683—Thermionic Tube and Circuit. Nils E. Lindenblad, Port Jefferson, N. Y., assignor to RCA.

2,093,699—Cathode Ray Tube. Russell H. Varian and Bernard C. Gardner, Philadelphia, Pa., assignors to Farnsworth Television, Inc.

2,093,711—Electrode for Vacuum Discharge Vessels. Walter Dallenbach, Berlin-Charlottenberg, Germany.

2,093,729—Modulator. Gunther Krawinski, Berlin, Germany, assignor to Fernsch Aktiengesellschaft.

2,093,751—Hum and Noise Reduction. John H. De Witt, Nashville, Tenn.

2,093,765—Method of Transmitting Messages by Means of Ultra Short Waves. Dietrich Prinz, Berlin, Germany assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,093,780—Modulation System. William A. E. Quilter, Bushey, England, assignor to RCA.

2,093,781—Oscillation Circuit. Walter B. van Roberts, Princeton, N. J., assignor to RCA.

2,093,817—Method of Scanning Films. Rolf Moller, Berlin, Germany, assignor to firm Fernsch Aktiengesellschaft.

2,093,833—Control Device for Radio Receiving Apparatus. Benjamin Franklin, Haynesville, Va., assignor, by mesne assignments, to Mark S. Willing.

2,093,847—Radio Telephone Monitoring System. Harold M. Pruden, Maplewood, N. J., assignor to Bell Telephone Laboratories, Inc.

2,093,855—Radio Telephone Monitoring System. Charles C. Taylor, Bayside, N. Y., assignor to Bell Telephone Laboratories, Inc.

2,093,871—Electrical Receiving and Measuring System. Samuel A. Levin, New York, assignor to Bell Telephone Laboratories, Inc.

2,093,876—Braun Tube. Manfred von Ardenne, Berlin-Lichtenfelde Ost, Germany.

2,093,882—Electron Tube Generator. Hermann Dirks, Berlin-Tempelhof, Germany, assignor to C. Lorenz Aktiengesellschaft.

2,093,885—Means for Guiding Aeroplanes by Radio Signals. Felix Gerth and Ernst Kramar, Berlin-Tempelhof, Germany, assignors to C. Lorenz Aktiengesellschaft.

2,093,886—Antenna Structure. Walter M. Hahemann, Berlin-Marienfelde, Germany, assignor to C. Lorenz Aktiengesellschaft.

### Ann Leaf with Tony Wons

Vick Chemical Co. yesterday signed Ann Leaf to supply the organ background for the new Tony Wons series, beginning Sept. 27 over CBS.

## AGENCIES

CHAS. DALLAS REACH CO., New York, has established a fully staffed office in Syracuse to serve Carrier Corp. (air conditioning) and other upstate accounts. The new office will be a separate and complete unit, not a branch office. Howard E. Sands, native of Syracuse and v.p. of the Reach agency, will be in charge, assisted by Francis R. Risley of James-town.

FRED WILE JR. is in Hollywood from New York to become assistant to Tom Harrington, radio head of Young & Rubicam. Wile was formerly head of Y. & R. publicity in New York.

LEWIS R. AMIS, newly appointed director of radio for Brooke, Smith, French & Dorrance Inc., New York and Detroit, will also have supervision over a number of other important new radio projects now being prepared, in addition to handling "Hobby Lobby", "Lone Ranger" and the State of Maine program.

MYRON KIRK, chief of the Ruthrauff & Ryan radio department, is in Hollywood with Clark Andrews, producer, to check with Tiny Ruffner on the new Lever series to dovetail with Al Jolson and on the Joe Penner show setup.

JOE AINLIE has left radio director's post with Leo Burnett agency and joined Aubrey, Moore & Wallace, Chicago, where he is handling production on the Campana show.

FREDERICK R. GAMBLE of New York, president of American Ass'n of Advertisers, was principal speaker at the annual banquet of the sixth annual convention of Continental Agency Network held over the weekend in St. Louis. Enno Winius, president of the Anfenger agency of St. Louis, which was host to the 29 representatives attending, won the golf tournament.

FRIEND ADVERTISING AGENCY has been appointed to handle the N. Y. State Committee of the Communist Party radio program on WJZ Oct. 6 and 20, 7-7:15 p.m.

COL. KINGSLEY G. MARTIN, former vice-president and director of Frank Presbrey Co., has joined the Charles W. Hoyt Co.

JAMES R. RAY, assistant to Harold Cray, v.p. in charge of advertising of American Airlines, has resigned to become associated with the staff of Swafford & Koehl, Inc.

LESLIE G. MOSELEY, now associated with the San Francisco office of Bowman, Deute, Cummings Inc., has been placed in charge of the agency's media department, effective Oct. 1. Edward F. Brodie, vice-president, formerly in charge of media, continues with agency in an executive capacity.

EMIL BRISACHER and staff, San Francisco, will handle the account of Sussman, Wormser & Co., San Francisco, (Fruit and Vegetables). A radio program on the west coast is being planned.

## ORCHESTRAS - MUSIC

AL DONAHUE, his orchestra and a crew of entertainers, return to New York next week and will open the fall and winter season in the Rainbow Room on Oct. 6. This will mark the fourth engagement in the Rockefeller Center rendezvous for Donahue's organization which is currently repeating its attendance-record breaking feat at the Hotel Roosevelt in New Orleans.

Carl Harte, the accordion playing batoneer, and his orchestra are currently featuring a one hour concert during the newly inaugurated tea dansante sessions at the Claremont Inn on Saturday and Sunday afternoons.

Nilo Menendez, Cuban pianist and composer of many rhumbas including the international favorite, "Green Eyes," will direct an 18-piece rhumba orchestra at the new Havana-Madrid which opens Oct. 1. Jose Manzaneros will head the array of Cuban and Spanish entertainment which will be broadcast from the Havana-Madrid via NBC and CBS remote pickups.

Martha Perry, who started out as a Flower Girl at the French Casino, is now handling the vocal assignments on Lou Breese's NBC broadcasts emanating from that night club.

Bunny Berigan, WOR swing maestro, is making his first road tour and begins a week's engagement in Baltimore at the Hippodrome Theater on Oct. 15. Berigan is booked for the Club Palomar, Los Angeles, in November.

Bob Stanley, new house band director at WOR, will stage "swing-string" sessions, featuring three violins, a double bass and a piano, on the Sylvia Froos Sunday night shows.

"A wee bit o' Bonnie Scotland"

## WJTN Installs Amplifier

Jamestown, N. Y.—The engineering division of WJTN has completed installation of a new Western Electric 110A program amplifier at the transmitter along with signal circuits to the studio which flash indicators on the studio console when the correct percentage of modulation is being maintained and also indicate when program peaks are being compressed by the new amplifier.

New field strength measurements will be made to determine amount of increased coverage. Installation was under the direction of H. J. Kratzert.

## RCA Gets Right to Term

Camden, N. J.—RCA Manufacturing Co. has been granted exclusive use of the phrase "electron discharge tubes for use at short wave lengths" as a trademark for its products, the United States Patent Office has announced.

will be honored when Johnnie Olson brings to his Eight Brothers program over WTMJ, Milwaukee, and WTAQ, Green Bay, the state's best known bagpipe player. Since it takes so long for a bagpipe to get going, Johnnie figures on starting the "lad" a block from the studio and then fling open the door as he arrives. "Aye Mac Flanagan."

Ernie Holst's new vocalist, Vince Calendo, has been heard on the networks with Jolly Coburn, Vincent Travers and Jack Denny in addition to several commercial series.

Pianists Al and Lee Reiser start a new commercial series next month. They have just been given another spot on NBC and are currently being heard via WEAJ and WJZ five times weekly.

Despite the fact that two of his choral groups conclude their air engagements next month, Lyn Murray will still have three vocal ensembles on the air.

WNEW now has one of the largest, if not the largest, schedule of remote pick-ups in New York, more than 100 remote broadcasts each week with the new amplified schedule for the famous "Dance Parade." Bands heard on the "Dance Parade" each week include: Russ Morgan, Mitchell Ayres, Lou Breese, Jack Montgomery, Stan Austin, Mickey Alpert, Gail Snyder, Benci's Gypsies and Mike Kato.

Abe Lyman, who has unearthed obsolete waltzes from old files, music shops and libraries, will introduce them to radio audiences for the first time on his NBC-Red Network "Waltz Time" series which goes into its sixth successive year next week.

## CBS Revises Short Waves

CBS short-wave outlet, W2XE, effective Oct. 1, will operate on a revised schedule. New set-up calls for a uniform schedule five days a week, with Saturday and Sunday operating on different system. Schedule is as follows: Monday through Friday, 7:30-10 a.m., 21,520 kc., 13.90 meters, directed at Europe; 1-6 p.m., 15,270 kc., 19.64 meters, Europe; 6:30-8 p.m., 17,760 kc., 16.89 meters, South America; 8 p.m.-12 mid., 15,270 kc., 19.64 meters, South America. Saturday and Sunday, 8 a.m.-1 p.m., 21,520 kc., 13.94 meters, Europe; 2-30-6 p.m., 15,270 kc., 19.64 meters, Europe; 6:30-8 p.m., 17,760 kc., 16.89 meters, South America; 8 p.m.-12 mid., 15,270 kc., 19.64 meters, South America.

## Book on Static

"The Causes and Elimination of Radio Interference," new volume by Joseph E. Foster, has been published by C. W. Nelson Co., South Braintree, Mass.

## GUEST-ING

CLAUDETTE COLBERT, on Chase & Sanborn Hour, Sept. 26 (NBC-Red, 8 p.m.).

JOSEPHINE ANTOINE, on "Voice of Firestone", Oct. 4 (NBC-Red, 8:30 p.m.).

DICK POWELL, fourth appearance on Werner Janssen program, Sept. 26 (NBC-Blue, 7:30 p.m.).

MR. and MRS. GENE LOCKHART, on "Movie Club", tonight (WHN, 8 p.m.).

JOE COOK and JOAN EDWARDS, on Gulf show, Sept. 26 (CBS, 7:30 p.m.).

HOWARD PHILLIPS, on Mark Warnow "Blue Velvet Music", Sept. 28 (CBS, 8 p.m.).

JOHN CHARLES THOMAS, on Andre Kostelanetz program, Sept. 29 (CBS, 9 p.m.).

RUSSELL PRATT, comedian, on "Magazine of the Air", Sept. 29 (CBS, 11 a.m.).

WARREN WILLIAM, GLADYS GEORGE and JOHN BEAL in "Madame X", on "Hollywood Hotel", Oct. 1 (CBS, 9 p.m.).

GLORIA BRAGGIOTTI, fashion editor of New York Evening Post, guest of Vivian Shirley, Sept. 28 (WNEW, 2:45 p.m.).

## BOSTON

Charles Nobles is WBZ's latest recruit to be drawn from Boston to the NBC New York announcer's fold. He is being replaced by Robert E. White, from WBZA in Springfield.

Bob Meyers of Yankee network news service has returned to work following two weeks in the hospital. Johnny Rushworth took possession of Uncle Joe's Cup at the WEEL Golf Tournament held at the Salem Country Club. He just nosed out the old veteran of the control room, Earl Janes, who held the cup last year.

Blanche Calloway and her ork now being featured at the Southland in the South End of Boston.

## LINCOLN

James E. Cox of KFAB-KFOR continuity department was married a few days ago to Harriett Johnson, formerly on NBC with her sister.

Joe W. Seacrest and L. L. Coryell Sr. are in Washington for FCC hearings. Seacrest seeks more power for the Central States Broadcasting Co. and Coryell the right to build a small wattage station here.

Reginald B. Martin, KFOR-KFAB station manager, will take up his year old post as chief announcer for University of Nebraska football games come Oct. 2, when Minnesota comes here. KFOR, incidentally, will originate for Mutual.

Jettabee Ann Hopkins, script writer for KFAB-KFOR for four years, has resigned and is now in Chicago.

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## Television Outdoors Being Started by NBC

(Continued from Page 1)

tall buildings make high frequency transmission difficult, the unit's workable range will be about 25 miles. Ten engineers will be required to operate the two television units. In the experimental field work NBC's present mobile sound transmitter will be included in the station.

Both picture and sound will be relayed by micro-wave to the NBC television transmitter in the Empire State Building. There the programs will be broadcast to the 100 receivers NBC has placed in the homes of trained observers throughout the metropolitan area. The television system to be used will be entirely electric, based on the cathode ray tube developed by RCA.

The van mounting the video, or picture, apparatus will be the mobile equivalent of a television studio control room. It will be fitted with television and broadcast equipment similar to that now in use at Radio City. This will include two cameras, video amplifiers, blanking and deflector amplifiers, synchronizing generators and rectifiers for supplying the iconoscope beam voltages. The principal sound apparatus will be microphones, microphone amplifiers and sound mixing panels. All the equipment will be mounted on racks extending down the center of the van, affording easy access to any part for repairs, and the alterations which will arise from the outdoor experimentation.

Directly in front of the operating engineers in the semi-darkened control room will be two monitoring kinescopes. One will show the scene actually being transmitted; the other will show the scene picked up by the second iconoscope camera preparatory to transmission. Sound will be picked up by a variety of microphones, including the parabolic microphone developed in the NBC laboratories, and will be monitored by loudspeaker. An elaborate telephone cue circuit will keep the ten engineers in contact with each other.

The two iconoscope cameras, to be mounted on tripods, will be technically equivalent to studio cameras, although considerably lighter in

## KHUB Programs on the Nose

Watsonville, Cal.—Operators and announcers at KHUB hit their Time Signals on the nose, no foolin'. T. G. Hamma, chief engineer, has installed a relay device that trips a thousand cycle flash on the hour, ready or not. Its accuracy is guaranteed by Western Union. And, because a thousand cycle "beep" is uncomfortable behind a lilted theme or a soft-spoken commercial, the boys manage to stay "on-side."

## Four Short Wave Sets Being Built At WBT

Charlotte, N. C.—James J. Bouloung, chief engineer for WBT, is supervising the building of four short-wave sets for remote programs. The sets he has under way will vary in size and power and will give WBT a set suitable for picking up any sort of remote presentation. Sets range from a very light, low-power unit that can be used for following golfers about a course, where wires could not be dragged and to relay the program back to a field station that would, in turn, be placing it on the air, to a set that comprises two heavy packs but is still portable. Call letters have been assigned to two of the stations. These are W10XHF and W10XHG.

weight. Focusing will be by looking directly onto the plate of the iconoscope, instead of through a separate set of lenses, as in the case of studio cameras. The cameras will transmit the image through several hundred feet of multiple core cable, affording a considerable radius of operations. Four operating positions will also be available on the roof of the van.

The micro-wave television transmitter will be housed in the second van, linked to the first by 500 feet of coaxial cable. Here the principal apparatus will be the radio frequency unit, generating the carrier wave for picture signals, and modulating apparatus for imposing picture signals on this carrier. The signals will be transmitted to the Empire State station's directional receiving antenna either from a single dipole antenna raised on the van's roof, or from a highly directive antenna array raised on the scene of the pick-up.

## UBC "Studio on Wheels" Is Placed on Exhibition

Cleveland—E. L. Gove, technical supervisor for United Broadcasting Co., and chief engineer of WHK and WJAY, has completed the UBC "studio on wheels" and placed it on exhibit in Cleveland.

For several weeks UBC engineers have been working on the elaborate new auto-trailer studio. It is equipped for all types of road work, containing speech input equipment and an amplifier system. It has been constructed exactly like the studios at WHK-WJAY. Walls are lined with acoustic material. A small piano is part of the studio equipment.

For use in conjunction with the studio on wheels, a 100-watt short-wave transmitter is being completed in the WHK-WJAY laboratories. It will be housed in the UBC mobile unit auto, to which the new trailer will be attached.

Following a week of exhibition in Cleveland, during which it will be shown at various places, the trailer and mobile unit will go downstate in a search for talent. The trailer will be exhibited in connection with the pending affiliation of WJAY with the Mutual Network and WHK with NBC-Blue on Sunday as well as the former's change in call letters to WCLE.

## Install Amplifiers

Western Electric 110-A program amplifiers have been installed by KDYL, Salt Lake City, and KYA, San Francisco.



samples  
upon  
request

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

## PLAYBACK NEEDLES STEEL CUTTING NEEDLES

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

## New WFAS Transmitter Being Dedicated Tuesday

White Plains, N. Y.—With program tests completed, officials of WFAS have set Tuesday, Sept. 28, as the occasion for dedicating the new 190-foot vertical radiator to the service of Westchester listeners. A special program is being prepared which will be broadcast from the ballroom of the Roger Smith Hotel before an audience of invited guests, including prominent officials in Westchester communities, heads of civic and service organizations, educational and religious leaders, and representatives of the advertising agencies. The program is scheduled to begin at 9 o'clock sharp and, in addition to dedicatory addresses, will feature program specialties by WFAS artists-service units.

Listener reports, after the first few days' operation of the new antenna, indicate an increase of approximately 200 per cent in coverage intensity, and reports are being constantly received from points in Connecticut, New Jersey, Pennsylvania, and upstate New York, as well as all parts of the metropolitan area.

## KTSM Portable Transmitter

El Paso, Tex.—Following authority granted by the FCC, an experimental relay broadcast transmitter, W5XCX, is being put into service by KTSM.

## Antenna Below Sea Level

El Centro, Cal. — KXO, Don Lee outlet, claims the only antenna towers in the world located below sea level.

## CONQUEST PORTABLE RADIO RECEIVER and PLAYBACK COMBINATION

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

For Specifications and Prices  
Write Today to

CONQUEST ALLIANCE CO., Inc.  
515 Madison Ave., New York  
228 No. La Salle St., Chicago

## CHARLES ROSS, Inc.

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

## MICROPHONE

Repairs  
Dynamic, Velocity, Etc.  
Also New  
Dynamics for Studio and Remotes  
Write for Catalogue  
AMERICAN MICROPHONE CO., INC.  
Los Angeles, Calif.

★ ★ ★ NEW SHOWS AHEAD ★ ★ ★

SUNDAY, SEPT. 26

"Bicycle Party," with Bill Slater and Hugo Mariani orchestra, Cycle Trades of America, NBC-Red, 3:30-4 p.m.  
 Marion Talley, Ralston-Purina (Ry-Krisp), NBC-Red, 5-5:30 p.m.  
 Jerry Belcher, "Interesting Neighbors Visited," F. W. Fitch Co., NBC-Red, 11-11:15 p.m.  
 Chevrolet, "Romantic Rhythm", with Barry McKinley and Seymour Simon orchestra.  
 Jeanette MacDonald and Joseph Pasternack orchestra, Vick's, CBS 7-7:30 p.m.  
 "Smoke Dreams", with Virginio Marucci orchestra, H. Fendrich Inc., NBC-Red, 1:30-2 p.m.  
 "Back Home", Life of James Whitcomb Riley, sustaining, NBC-Blue, 1:30-2 p.m.  
 Varady of Vienna, Ted Weems, Mutual, 1:30-2 p.m.  
 Blue Coal, "The Shadow", Mutual, 4-4:30 p.m.

MONDAY, SEPT. 27

General Hugh S. Johnson, Grove Laboratories (Bromo-Quinine), NBC-Blue, Mon. and Thur., 8-8:15, and Tue. and Wed., 10-10:15 p.m.  
 "Famous Jury Trials", returns for Mennen Co., WOR-WGN-WLW, 10-10:45 p.m.  
 "Tom Mix Straight Shooters", returns for Ralston-Purina, NBC-Blue, Mon. through Fri., 5:45-6 p.m.  
 "Little Orphan Annie", returns for Wander Co., NBC-Red, Mon. through Fri., 5:45-6 p.m.  
 "Jack Armstrong", returns for Gen. Mills, NBC-Red, Mon. through Fri., 5:30-5:45 p.m.  
 Tony Wons, Vick's, CBS, 10:30-10:45 a.m.  
 Campbell Cereal Co., "Rube Appleberry", Mutual, Mon., Wed., Fri., 7:45-8 p.m.  
 Cudahy Packing, "Bachelor's Children", Mutual, Mon. to Fri., 11:15-11:30 a.m.

TUESDAY, SEPT. 28

"Grand Central Station," Lambert Co. (Listerine products), NBC-Blue, 9:30-10 p.m.  
 "Jack Oakie College" and Benny Goodman orchestra, Camel cigarettes, CBS, 9:30-10:30 p.m.

WEDNESDAY, SEPT. 29

Eddy Duchin orchestra, for Elizabeth Arden (cosmetics), NBC-Blue, 8-8:30 p.m.  
 "Cavalcade of America", returns for Du Pont, CBS, 8-8:30 p.m.  
 Eddie Cantor, Texaco, CBS, 8:30-9 p.m.  
 Chesterfield program, with Andre Kostelanetz Orchestra and Deems Taylor, CBS, 9-9:30 p.m.

THURSDAY, SEPT. 30

Kate Smith Hour, General Foods (Calumet baking powder, Swansdown flour), CBS, 8-9 p.m.

FRIDAY, OCT. 1

"Varsity Show", Pontiac, NBC-Blue, 8-8:30 p.m.

SATURDAY, OCT. 2

"Saturday Night Serenade," with Mary Eastman, Bill Perry, Gustav Haenschen orchestra, Pet Milk Sales Corp., CBS (except WABC), 9:30-10 p.m.

SUNDAY, OCT. 3

"On Broadway," General Foods (Diamond Crystal Shaker Salt), NBC-Blue, 3-3:30 p.m.  
 "Silver Theater," International Silver, CBS, 5-5:30 p.m.  
 Bakers' Broadcast, with Ozzie Nelson, Harriet Hilliard and Feg Murray, NBC-Blue, 7:30-8 p.m.  
 General Motors Concerts, Erno Rapee, John B. Kennedy, NBC-Blue, 8-9 p.m.  
 Tyrone Power, dramatic series, John H. Woodbury Inc., NBC-Blue, 9-9:30 p.m.  
 "Time of Your Life", with Sheila Barrett and Joe Rines orchestra, Gruen Watch, NBC-Red, 5:30-6 p.m.  
 Jack Benny, Gen. Foods (Jell-O), NBC-Red, 7-7:30 p.m.  
 Metropolitan Opera Auditions, Sherwin-Williams, NBC-Blue, 5-5:30 p.m.

Phil Baker and Oscar Bradley orchestra, Gulf Oil, CBS, 7:30-8 p.m.  
 Joe Penner and Jimmy Grier orchestra, Cocomalt, CBS, 6:30-7 p.m.  
 Kellogg Co., "Singing Lady", Mutual, 5-5:30 p.m.

MONDAY, OCT. 4

Dr. Allan Roy Dafoe, Lehn & Fink (Lysol), CBS, 4:45-5 p.m.  
 Baume Bengue newscast, Thomas Leeming & Co., WABC, 7:55-8 a.m.  
 "We, the People," with Mark Warnow orchestra and Gabriel Heatter, General Foods (Sanka coffee), CBS, 7:30-8 p.m.  
 Commentator, Gen. Foods (Minute Tapioca), 12-12:15 p.m., Mon., Wed., Fri.  
 "Follow the Moon", returns for Pebeco, Mon. through Fri., 5-5:15 p.m.  
 "Life of Mary Sothern", Lehn & Fink (Hinds), 5:15-5:30 p.m.  
 Carson Robison Buckaroos, Musterole, NBC-Blue, Mon., Wed., Fri., 4-4:15 p.m. Also Mutual and WLW Line.  
 General Foods (Minute Tapioca), Mary Margaret McBride, CBS, Mon., Wed., Fri., 12-12:15 noon.

TUESDAY, OCT. 5

Lever Bros. program, CBS, 8-8:30 p.m.

WEDNESDAY, OCT. 6

"Hobby Lobby", Hudson Motors, CBS, 7:15-7:45 p.m.

SATURDAY, OCT. 9

Jack Haley program, General Foods (Log Cabin Syrup), NBC-Red, 8:30-9 p.m.

SUNDAY, OCT. 10

American Bird Products, "American Radio Warblers", Mutual, 11:45-12 noon.  
 George Jessel program, "30 Minutes in Hollywood", 6-6:30 p.m.

MONDAY, OCT. 11 or OCT. 18

F. & F. Laboratories (cough drops) program, CBS, 3:30-3:45 p.m.

THURSDAY, OCT. 14

"March of Time," Time Inc. (Time and Life magazines), transfers from CBS to NBC-Blue, 9-9:30 p.m.

SUNDAY, OCT. 17

Modern Food Process program, NBC-Blue, 4:45-5 p.m.  
 Sealtest Inc., "Rising Musical Stars", with Alexander Smallens, NBC-Red, 10-10:30 p.m.

MONDAY, OCT. 18

Warden Lewis E. Lawes, Wm. R. Warner Co., NBC-Blue, 10-10:30 p.m.  
 American School of the Air, CBS, 2:30-3 p.m.  
 American Banks program, with Philadelphia Orchestra, NBC-Blue, 9-10 p.m.

TUESDAY, OCT. 19

Emily Post, Florida Citrus, CBS, Tue. and Thur., 10:15-10:30 p.m.

THURSDAY, OCT. 21

Elgin Watch Co., CBS, 7:15 p.m.

SUNDAY, OCT. 24

Radio Newsreel, Cummer Products, NBC-Red, 3-3:30 p.m.  
 Lutheran Hour, Mutual, 4:30-5 p.m.

FRIDAY, OCT. 29

Barbasol, Mary Jane Walsh and orchestra, Mutual, 8-8:15 p.m.

THURSDAY, NOV. 4

General Foods' Maxwell House Coffee show, produced by Metro-Goldwyn-Mayer under direction of Bill Bacher, NBC-Red, 9-10 p.m.

FRIDAY, NOV. 5

Dr. Karl Reiland, talks, Pepperell Mfg. Co., NBC-Blue, 7:15-7:30 p.m.

WEDNESDAY, NOV. 17

Fred Allen, returns for Bristol-Myers, NBC-Red, 9-10 p.m. (date tentative).

Movie Critic on WNEW

Frank Eugene, film commentator and critic, starts a series of movie gossip programs on WNEW next Tuesday at 3:15 p.m. He will be heard Tuesdays and Thursdays.

"First Love" on Silver Show

"First Love", original radio drama by Grover Jones, screen author, will be the initial presentation of "Silver Theater", which starts Oct. 3 at 5 p.m. over CBS.

New Elza Schallert Series

Elza Schallert starts a new series of movie interviews over NBC-Blue on Sept. 30 at 11:15-11:30 p.m. Andy Devine will be her first guest.

Ad Club on WMCA

Luncheon meetings of the Advertising Club of N. Y. will again be aired over WMCA starting Sept. 30 at 1:15-1:45 p.m.



☆ **Coast-to-Coast** ☆



**T**ED SHERDEMAN, NBC staff producer, takes over the Olsen-Johnson production berth vacated by Sam Koerner.

Bob Morgan, program director of KSFO, San Francisco, is in town huddling with CBS executives.

Virginia Flohri, KFI-KECA soprano who is Mrs. Carl Haverlin in private life, is back on the air after a long illness.

Sam Balter, Olympic athlete and coach, now sports commentator on KEHE's "Cavalcade of Sports", will predict the winners of opening games in the annual pigskin encounters on Thursday night.

Mayor Shaw has started a series of weekly broadcasts over KFVB, direct from his City Hall desk, discussing affairs of civic interest.

Billy McDonald and his orchestra will be heard from the Pasadena Civic Auditorium over KNX and CBS Pacific Coast on Friday and Saturday nights at 11 to 11:30. McDonald just finished a summer engagement at Jantzen's Beach in Portland.

Nancy Kellogg, youthful stage and screen actress, made her radio debut as a songstress with Lud Gluskin's "On the Air" program over KNX and CBS Coast last night.

Connie Frost, secretary in the William Esty office, married to Myer Alexander, former leader of the swingtime chorus on the Esty-handled Jack Oakie College program.

Lloyd Pantages turned down two national newspaper syndicates to concentrate on his CBS coast-to-coast chatter.

**Piano Prodigy on Network**

Peter Paul Loyanich, 10-year-old piano genius of San Francisco, made his network debut last night on the Rudy Vallee NBC-Red program. He is a protege of Jose Iturbi and is now studying with him, with plans for a New York concert debut this winter and a Hollywood Bowl appearance next summer. Evans and Salter are his managers.

**ONE MINUTE INTERVIEW**

**JOLLY COBURN**

"Radio has often been scolded for seeking only big names and cashing in on the particular type of entertainment which brought them fame and fortune. But radio's incessant demand for novelty has led these same artists to present new turns and novelties which might never have been discovered. Radio took such singers as Vallee, Kate Smith and Bing Crosby and made impresarios out of them. Radio taught singers like Frank Parker, Jerry Cooper and Kenny Baker to speak comedy lines well."

**J**OHN ESAU, g.m. of KASA, Elk City, Okla., feels that folks will think him over ambitious. Recently KASA started feeding The Oklahoma Network an all request program titled "The Hymn Sing" and featuring The Walker Quartette. Attempt is being made to answer all requests that come in. So far, in its fourth week, the fan mail has picked up to almost unbelievable proportions. Anyone wishing a number sung at least gets his card or letter acknowledged. With eight stations' audiences, this is proving a big job. Lyman Brown is at the mike.

*One of the last few members of a "vanishing" trade, that of blacksmith, was interviewed on Johnnie Olson's Eight Brothers program over WTMJ, Milwaukee, and WTAQ, Green Bay, the past week. Fred Frank, a "smithy" of 40 years' standing, even went so far as to play a song on his trusty anvil.*

Henny Youngman, and Arthur Boran, will head the list of radio celebrities who will entertain at the loyalty dinner being given by A. Dreier, president of the Dreier Hotel Chain, to 2,000 employees for their magnanimous co-operation during the American Legion week tomorrow night at the Hotel Capitol's Silver Ballroom.

*WTMJ, Trenton, will do two broadcasts daily from the N. J. State Fairgrounds during the Fair which starts Sunday. Harry McIlvane will be at the mike.*

Phil Demling has been signed to announce the new Phil Baker series over CBS on Sundays.

*Ray Morgan has been made chief announcer of WPG, Atlantic City, succeeding George Foster, who went west. Ralph Shoemaker, Jack Webb and Benny Bishop are the other WPG mikers.*

Bill Wine, staff announcer at WOKO and WABY, is now the "Man in the Street" at Troy, N. Y., airing over WABY, Albany.

*Joeko Maxwell, WLTH sports commentator, is honoring Harry Danning of the Giants on his 6 p.m. "Sports Parade" tomorrow.*

Larry Robar and his gang, including Bud Wilson and Gerry and Joe O'Neill, are featured in a new show sponsored by Robar Coal Co. over KFEL, Denver, through the Ted Levy agency. Guest stars also will be used.

*Col. Jack Major of CBS, when asked if he had seen the Legion parade, said he couldn't get past Madison Ave.—Kentucky Colonels*

*didn't mean a thing to the cops on duty.*

John Sheehan, announcer at WGY, Schenectady, and Leo Bolley, Tydol sportscaster, this week celebrated their first anniversary on their three-a-week evening program.

*Grenfell N. Rand is now being heard daily as the Spaulding Quizzer on WOKO, Albany, in place of his father, Dr. Royden Rand, who has been ordered to take a rest.*

WPA Federal Theater radio division will present what it calls its most ambitious radio script to date on Monday night when "The Inspector General" is aired over WEVD at 10 p.m.

*WDRC, Hartford: Yodelin' Jim Ingalls is now being sponsored twice weekly....Harvey Olson, conducting "Star Gazing in Hollywood", has received so many requests for information that he is working on three other programs utilizing similar material.*

Charles Crutchfield, program director of WBT, Charlotte, subbed for Mayor Douglas as announcer on "Welcome Stranger" while the Mayor attended the Legion meet in N. Y.

*KMOX, St. Louis: Herbert MacCready, announcer, is now a benedict....Ruth Fenton, formerly of WCAU and WCAE, is handling Carol Gay's stint during the latter's illness....Robert E. Dunville, asst. to the g.m., is the father of a girl....A crew including Graham Tevis, Dan Donaldson and W. F. Castanie went to Ft. Meyer, Va., to record activities of Troop E of the Third Cavalry and music by the mounted regimental band....The Better Business Bureau series written and directed by J. Scott Robertson, exposing various rackets practiced on the public, is proving very popular and doing a good service.*

Bill Sears, news commentator for WHBL, Sheboygan, Wis., is conducting a new five-minute financial broadcast every evening at 8, except Sundays under the sponsorship of Walter J. Brand & Co., Inc., investment firm.

*Frank Werth, assistant musical director of WTMJ, Milwaukee, is conducting a new swing chorus at the Shorewood Opportunity School.*

Allen Prescott, the NBC "Wife-saver", has been signed to make a number of recordings of his popular "P's and Q's" scripts, consisting of humorous discussions of proper etiquette for the home. The discs, to be made by Union Record Co., will be distributed for sale to the public at large for home reproduction.

**T**HE Hoosier Hot Shots are off the Uncle E-Z-R-A show this week—they're celebrating fourth anniversary fishing at Eagle River, Wis.

Maurice Lowell has replaced Clinton Stanley as production director of Kaltenmeyer's Kindergarten for Quaker Oats.

Dave Rose, NBC arranger and orchestra leader, has practically decided to accept a Hollywood offer.

Bob Dyrenforth has joined cast of "Arnold Grimm's Daughter" on CBS.

Walter Ramsten, Zenith Radio engineer, is back from his trip into the Arctic with Commander Donald B. McMillan. Ramsten was studying effect of aurora borealis on radio transmissions.

Leslie Atlass, CBS v.p., is back from session in New York.

Van Cronkrite Associates has signed management contracts with Sam Francis, all star college football player who is now with the Chicago Bears, and with Jay Berwanger, now assistant coach at the University of Chicago. VCA will handle radio, newspaper and indorsement business for both.

Douglas Wilson, new tenor of Campana's new Vanity Fair show, has been revealed as Milton Wolfson, a sophomore at Senn High school here. He recently made his first radio appearance on the Sachs Amateur hour over WENR.

A new Sunday football show featuring Lynn Waldorf, head coach at Northwestern, and Francis Powers of Consolidated Press, explaining plays in the fall contests will go on the air over WMAQ at noon Sunday.

Melba Andre, organizer of the "Opportunity Guild" for Shut-Ins is directing a new program for invalids over WGES each Thursday afternoon. Guest speakers are featured.

Jack Peyser, former WLW and CBS announcer, has joined the WJJD staff.

Little Jackie Heller is in the hospital for a rest.

1 9 3 7						
SUN	MON	TUE	WED	THU	FRI	SAT
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. 24  
Charel de Thomee
- Sept. 25  
Harry Louis Earnshaw  
Robert Simmons  
Noble Cain
- Sept. 26  
Frank Crumit  
Vaughn de Leath  
Del Casino