



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 62

NEW YORK, N. Y., TUESDAY, SEPTEMBER 28, 1937

FIVE CENTS

Network - AFM Deadlock

Looking On ... AND LISTENING IN

PROGRAMS As a means of getting more diversity and originality into the comedy, orchestra, variety and other programs on the networks, it would be worth the trouble to have more originations fed from a wider distribution of points.

Shows of the same type originating from the same key center invariably follow a similar pattern.

What's more, in New York, Chicago and the coast, program ideas, no matter how unique they may be in conception, seem to go through a meat grinder that reduces them all to the same kind of hamburger.

This is forcibly brought out every once in a while by contrast with a show that happens to be picked up from Pittsburgh, Buffalo, Boston, Philadelphia, St. Louis, Cincinnati or any spot that ordinarily is seldom heard on a coast-to-coast web.

These programs usually have enough freshness and individuality to more than offset any lack of big-time production values.

There are many comedy shows airing locally that would be a treat to the whole country, and the same applies to a lot of local orchestras, commentators and other artists.

Instead of taking these outstanding programs, bringing them to a key center, and revamping them to fit the standard pattern—which means blotting out nearly all the little characteristics that made them original and popular—the thing to do is to pick them up in their native dress and feed them to listeners at large in the same shape and form that makes them popular among the home folks.

The hinterland stations have no end of colorful programs that would be a hit with the nation-wide audience if given a chance.

—D. C. G.

RADIO ARTISTS' UNION FORMS CHICAGO CHAPTER

Chicago—American Federation of Radio Artists formed a Chicago local Sunday night, with following officers: Carleton Brickert, president; Anne Seymour, vice-president; Philip Lord, treasurer, and Raymond Jones, executive secretary.

Others on executive committee, besides officers, are Hugh Studebaker, Henry Saxe, Bernard Burke, (Continued on Page 2)

Tidewater Coast Division Is Sponsoring 90 Games

Seattle—More than 90 major football games will be sponsored over 22 coast stations by Tidewater Associated Oil Co. dealers. Sam Hayes will be emcee. KOL here is among stations included in the network.

WLW Line Establishes Basic Outlet Group

The WHN-WLW Line yesterday added a new station, WBAL in Baltimore, and for the first time established a basic group of outlets for the new chain. WBAL begins transmitting and picking up network programs immediately. Basic group is now composed of WLW, WHN, (Continued on Page 8)

Oboler for Lever Show

Chicago — Lever Bros., through Ruthrauff & Ryan, have engaged Arch Oboler, author of "Lights Out" and Irene Rich's Welch scripts, to write new series which will emanate over CBS from Hollywood immediately preceding their Al Jolson show. Show may be Barbara Stanwyck and Robert Taylor, or possibly Myrna Loy and Bill Powell in "Thin Man" series.

Key Stations Seeking to Avoid Being "in the Middle" — Seen as Jockeying for Position With IRNA

Triple Commentators

A triple battery of commentators including H. V. Kaltenborn, Bob Trout and Pierre Bedard start a new CBS series, "News and Reviews," Sunday at 10:30-11 p.m.

WM. BAKER JR. TO HEAD B. & B. COAST OFFICE

William R. Baker Jr., vice-president and partner of Benton & Bowles, will move to the west coast early next month to head the agency's Hollywood office. Baker has been (Continued on page 5)

Lea & Perrins Campaign Being Extended This Year

Chicago—Lea & Perrins sauce, following a test last season for 26 weeks on 14 stations which doubled its business, this year is spotting announcements for 39 weeks in 35 markets from coast to coast through Schwimmer & Scott.

Lawyers Consider Radio

Kansas City—Coincident with the American Bar Ass'n convention which opened here yesterday, report is current that the nation's lawyers are considering taking to radio with regular programs as a means of gaining greater public good will and to offset dramas in which attorneys are presented in an unfavorable light.

Presenting a solid front, officials of both NBC and CBS networks conferred with the sub-committee of the AFM yesterday forenoon and broke up in an out-and-out deadlock, with no date set for further meetings. The move by group of network vice-presidents, determined not to be caught in the middle of the musicians' union demands on one hand and those of the network affiliates on the other, proved extremely surprising to the AFM committee which appeared somewhat dismayed at the network attitude. Hope was held out, however, that a conciliatory move might be made by a part of the net- (Continued on Page 8)

"LUCKY" SHOW IS FIRST IN WARNER-L. & T. DEAL

West Coast Bureau, RADIO DAILY
Los Angeles—First show slated in the Warner Bros.-Lord & Thomas tieup is a Lucky Strike program with Dick Powell as emcee, tentatively titled "Your Hollywood Parade," it (Continued on Page 5)

Riverbank Canning Co. Starting ET Campaign

Riverhead Canning Co. (Madonna tomato paste), Riverbank, Ga., through Klinger Advertising Corp. of New York, begins an extensive campaign Oct. 10, using 15-minute transcriptions. Stations already signed include WDRG, WIP, WSYR, WGBI, WIBX, KQV, WKBK, WCBM, WOKO, WGR, WPRO, WMEX and WNBC.

110-Store Co-op
Kansas City, Kan.—Kansas Service Grocers, embracing 110 privately owned stores will cooperate in a program over KCKN, sponsoring the first all-inclusive amateur contest in this trade territory to be aired direct from the KSG Warehouse. Quarter-hour programs and announcements are being used to promote the contest.

Columbia Artists Expanding Talent Management Activities

Coast Coffee Concern Plans Regional Series

Portland, Ore.—Closset & Devers, through MacWilkins & Cole, Inc., local agency, plan a regional radio campaign for Golden West Coffee. (Continued on Page 8)

Continuing its expansion policy, Columbia Artists Inc. yesterday revealed plans to place under contract immediately talent specially qualified to write, direct and produce entertainment programs of every type, including radio. New move marks (Continued on Page 8)

Milestone
Airing of big movie premieres has long been in vogue, but the premiere of a new radio show, Kate Smith's CBS series for General Foods, gets similar recognition Thursday. WNEW, independent station, has arranged to broadcast from the lobby of the CBS Playhouse, 7:45-8 p.m., with Martin Block at the mike. Taplinger made the deal.



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

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FINANCIAL
 (Monday, Sept. 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162 1/4	158	162	+ 5 1/4
CBS A	25	24 3/4	24 3/4	+ 1/4
CBS B	25	25	25	+ 1
Crosley Radio	13 1/2	13 1/4	13 1/2
Gen. Electric	43 7/8	41 1/8	43 7/8	+ 2 1/4
North American	21	19 3/4	20 7/8	+ 1 3/8
RCA Common	9 3/8	8 5/8	9 1/4	+ 1/2
RCA First Pfd.	65 1/4	63 3/4	65
Stewart Warner	13 1/2	12 1/2	13 1/2	+ 1 1/4
Zenith Radio	34 1/2	31	34 3/8	+ 3 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	14 3/4	14 7/8	+ 1/4
Majestic	2 1/4	2 1/4	2 1/4
Nat. Union Radio	1 1/4	1 1/8	1 1/8	- 1/8

OVER THE COUNTER

Stromberg Carlson	Bid	Asked
	10	11 1/2

Pepsodent Audition Headache

Chicago—It's almost an audition a day at Lord & Thomas for a successor to Pepsodent's Amos 'n' Andy who go to Campbell's at end of the year. A recent audition was a radio adaptation of "Mr. Deeds Goes to Town." Gary Cooper was not used, but he is said to be ready for delivery.



Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.
 250 Park Avenue New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Sept. 25, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Roses in December (Irving Berlin, Inc.)		38
Have You Got Any Castles, Baby? (Harms, Inc.)		33
That Old Feeling (Leo Feist, Inc.)		33
Whispers in the Dark (Famous Music Corp.)		28
Moon Got in My Eyes (Select Music Co.)		24
So Many Memories (Shapiro-Bernstein & Co.)		24
My Cabin of Dreams (Irving Berlin, Inc.)		22
You Can't Stop Me from Dreaming (Remick Music Corp.)		22
Blossoms on Broadway (Famous Music Corp.)		21
First Time I Saw You (Santly Bros.-Joy, Inc.)		21
One Rose (Shapiro Bros., Inc.)		21
Remember Me (Witmark and Son)		20
Yours and Mine (Robbins Music Corp.)		20
Can I Forget You (Chappell & Co.)		19
So Rare (Robbins Music Corp.)		18
Old King Cole (Harms, Inc.)		17
Vieni Vieni (Witmark and Son)		17
Stop, You're Breaking My Heart (Famous Music Corp.)		16
Moon at Sea (Mills Music, Inc.)		15

Personnel Changes Made In NBC Coast Division

West Coast Bureau, RADIO DAILY

Los Angeles—NBC personnel changes here and in San Francisco, being effected Oct. 1 by Don E. Gilman, v.p. in charge of western division, include: David Elton being transferred to the production department here, with Fred Hegelund replacing him as producer in S. F.; Glen Dolberg, formerly KFI-KECA program manager, appointed to the S. F. production dept. to succeed Charles Flesher, who resigned to enter agency production work here; Lee Strahorn shifted to the S. F. production dept. from the press dept.; Milton M. Samuel appointed manager of S. F. press department, with activities here continuing under supervision of Harold Bock; Robert McAndrews assigned Samuel's old post of Red network press representative; Jerry McGee moved from production dept. to succeed McAndrews as assistant to night program manager; Marie Elbs shifted from press dept. to continuity acceptance dept.; Nell Cleary from continuity to press dept.

Motta Joins Agency

Charles Motta, character actor known as Charles De La Motte, has joined Reiss Advertising Inc. as executive in charge of radio advertising. He also will head a newly formed foreign advertising department. Reiss is at present interviewing talent.

A WEE BUNCH OF SHAMROCKS

A Modern Irish Ballad



Radio Artists' Union Forms Chicago Chapter

(Continued from Page 1)

Forrest Lewis, Virginia Payne, Frank Dane, Bess Flynn, Judith Lowry, Mark Love, Edward Davies, Harry Walsh, Sam Thompson, Pat Peterson, Philip Culkin, Richard Wells, Major Holmes and Myles Reed.

The group represents a cross section of the best talent hereabouts.

Bolton Joins Gen. Mills

Joe Bolton, sports announcer, leaves WHN Oct. 2 at the termination of his contract to join General Mills on a yearly basis. Bolton will spend winter assisting in the arrangements for the 1938 Wheaties baseball campaign and will do games in New York for sponsor next year.

Burns and Allen Add Stations

General Foods has signed for WOOD, WFBC and WWNC to join the Burns and Allen NBC-Red network on Oct. 4. Program is heard 8-8:30 p.m. with repeat at 10:30 p.m. Network now totals 73 stations. Young & Rubicam is the agency.

Wally Frank Test Program

Wally Frank Ltd. (pipes, tobacco), which has increased newspaper and magazine appropriation, also plans a radio test program. Bachheimer, Dundes & Frank Inc. is the agency.

RADIO EVENTS, INC.
 AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES

535 Fifth Avenue, New York, N. Y.
 From script to production—
 that extra something that's good radio

COMING and GOING

WILLIAM S. PALEY, CBS president, arrives in New York on Thursday aboard the Normandie.

ARTHUR HAYES, eastern sales head of Radio Sales, Inc., left town yesterday to visit KMOX and WCCO. He is expected back about Oct. 8.

L. S. FROST, assistant to Don Gilman, NBC Coast chief, New York-bound for conferences on Pacific Coast operations, after which he returns to Hollywood.

CHARLES L. HOTCHKISS of the NBC staff in Chicago is vacationing on the Coast.

RUSSELL C. COMER, president of Comer Advertising Agency, Kansas City, to New York on business.

E. J. SAMUELS, sales manager of WMAS, Springfield, Mass., on a New York business trip.

W. E. HENDERSON of WAIM, Anderson, S. C., in New York visiting J. J. Devine, station reps.

MAURICE COLEMAN, manager of WATL, Atlanta, is expected in New York this week.

J. E. REYNOLDS, manager of WRDW, Augusta, Ga., left for Savannah over the week-end after conferring in New York with J. J. Devine & Associates. He returns to Augusta on Friday.

ACHESON LUCEY, radio reporter for the Shanghai Evening Post, left China on Sunday for New York following an NBC broadcast on the Far East situation.

ARCH OBOLER, radio scripter, is on his way to the Coast.

NEILL JAMES, explorer, writer and lecturer, leaves her WELI, New Haven, broadcasts for Lapland to gather material for a new book.

RUBEY COWAN is in town from the Coast and will remain a week before returning to Hollywood.

FRANK ORSATTI is in New York from Hollywood.

JACK BUCHANAN is aboard the Normandie en route to New York.

COLE PORTER is back from Europe.

ROCKY CLARK, radio editor of the Bridgeport Post, in New York for a few days, returns home tomorrow.

MACK MILLAR is slated to leave for Hollywood tomorrow.

ABE LYMAN is scheduled to return from his brief vacation to California on Oct. 7.

CORK O'KEEFE flew to Youngstown last night to visit Jimmy Dorsey.

TOMMY DORSEY returns to New York tomorrow from a Boston engagement.

ROY WILSON, head of Wilson, Powell & Hayward, left for the Coast on business and will be gone indefinitely.

TONIGHT AT 9

WFAS formally dedicates its new 190 ft. Antenna Tower (and Trebled Coverage!) to Westchester Radiodom. . . . And new thousands will hear

- Socony-Vacuum
- Chevrolet Motors
- Mayflower Stations
- American Lumberman's
- Mutual Insurance
- Royal Dutch Products Corp.
- Emerson Radio

And two-score other National and Local users of the WFAS friendly path to this Half Billion Dollar Hearthsides.

Ask for our free Market Brochure.

W-F-A-S

WHITE PLAINS, N. Y.
 "1210 On Your Dial"



W · G · A · R G O E S C O L U M B I A

Clothes make the man, they say. And likewise, programs certainly make the radio station!

Ever since our first venture into the ether, we've been as fussy about our programs as a prep school lad getting into his first tux.

And now, we are prouder than ever as we further improve our array by having the swell programs of the Columbia Network to put before our listeners.

Just in case you haven't heard, we strut our stuff through the state's richest market, the Northern Ohio counties in which live more than two million folks (better than $\frac{1}{3}$ Ohio's population). We reach the homes

that spend one of every three of the state's retail dollars. We are rated tops in number of accounts and total dollar volume in this fertile sales area.

And we haven't gone high hat in our new togs. The old rate card is still in effect.

W · G · A · R

CLEVELAND'S FRIENDLY STATION

Member Columbia Basic Network

John F. Patt, Vice-President and General Manager
Edward Petry & Co., Inc., National Representatives



C. MERWIN DOBYNS, president and g.m. of KGER, is back at his desk after a vacation spent motoring in the midwest. His brother, John A. Dobyns, is taking a late respite from his duties as commercial manager with a fishing trip to Canada.

KGER offers an interesting civic feature daily at 1:15 p.m. entitled "Officials on Parade," conducted by A. Belden Gilbert. Program presents prominent judges and county officials in interviews before a microphone in the Los Angeles Hall of Records.

"News for Women Only" is a new daily feature over KGER at 10:15 a.m. The only man permitted to see the copy before it goes on the air is Announcer Gordon Mills.

Don Austin, formerly with KOMO, Seattle, and KGW, Portland, in producing-announcing berths, has been appointed production manager of KMPC, succeeding Van Newkirk, who resigned this week to join the Don Lee net. Austin was vacationing here at the opportune moment. Leo Tyson, general manager of KMPC, also announces the addition of Phil Fuhrman to his sales staff.

George Fischer will continue to bat for Winchell until Walter's acting chore is completed and he returns to the air in November. Deal was closed by Mann Holiner, local representative of Lennen & Mitchell. Fischer drops his Mutual chattering while subbing for Winchell.

Gertrude Niesen flies to San Francisco tomorrow to contribute her part of the Olsen and Johnson broadcast from the Bay City.

Walter Baker, NBC auditor, leaves for couple of weeks rest in Oregon woods, with Frank Dellett, chief auditor in San Francisco, coming here to sub for Baker.

Dinty Doyle, New York radio columnist, will do a guest appearance with George Jay this week on the KEHE "Listen, Ladies." Dinty may do an imitation of his contemporary, Nick Kenny.

Virginia Marvin, soprano, heard on a 15-minute concert period over KFVB Monday night.

Carlisle Stevens, CBS announcer-producer in the East, has transferred here and joins the announcing staff at KNX.



Greetings from Radio Daily

Sept. 27

William S. Paley Boake Carter
Marlyn Stuart Frank Banta



● ● ● D'Artega was signed yesterday afternoon to conduct the musical end of NEXT summer's Jell-O show...He rushes to the coast pronto to audition a new program with Ruth Etting and Lionel Stander, which, if accepted, will begin Nov. 1...Sharkey's Bananas, the hot band discovered by Ted Husing, have gone westward to appear in the Fred Astaire flicker...Negotiations are on again for Dick Powell to head a "Lucky Strike" show from the coast...Ben Larson's taking over the work on the Al Jolson show was to permit Tiny Ruffner time to shape up some new agency shows...Jerry Cooper has been signed to appear in the "Hollywood Hotel" flicker... "Music From Hollywood," Chesterfield show, has been renewed again—this time for 52 weeks with options... Dick Himber goes into the Essex House Oct. 15... Kay Kyser is building an hour sustainer which will be aired via WGN through MBS... WNEW's Dance Parade, now airing 100 remote pick-ups a week from nite spots, has Martin Block in charge since Bobby Feldman resigned... Bert Lebar had three stitches put into his neck due to an infection... Al Mitchell, WOR's "answer man" addresses the American Public Health Ass'n Oct. 4 at the Penn on "How To Build a Radio Audience".

● ● ● Actors and actresses employed by B. Charles-Dean, head of British American Productions, will find that they won't be permitted to accept other work for three days prior to their appearance on the show and that they will be forced to memorize their lines because scripts won't be used during the performance which will be lighted to change the mood of the action... This is a radical change from precedent and should bear watching... Capt. Eyston's attempt to smash the world's auto speed record Sat. will be aired via CBS... Speed dashes will be made at dawn over the great salt flats near Salt Lake City, with KSL covering the event by short wave radio... Orville Fields, program director at WPAY, Portsmouth, O., has more nick-names than he'd care for. In the list are "Judge," "Oro," "Fieldsy" and "Sky"—the latter having more endorsers than any of the others... Why "Sky"?

● ● ● Nat Brusiloff was signed yesterday to conduct the music for the Barbasol show beginning Oct. 29 via MBS (not NBC—because time wasn't open) and featuring Mary Jane Walsh... CBS's attempt to combat that dummy, Charlie McCarthy, will be to feature a show called "David Ross' Birthday Party" to debut Sunday with Freddie Rich's music—and the suave, dignified Ross, doing a Russian ventriloquist—with dummy and guestars... Abe Lyman, don't be surprised, will show up on the Jack Benny show Sunday... Buddy Clark returns to sustainings for CBS... Norman E. Campbell, g.m. for ROC, is the pappy of a boy, as is Len Stokes of the Songsmiths quartet... Benn Hall, ass't radio editor of Billboard, followed the example set by his boss last week, and married Helen Morgan, a free-ance writer Sat... Victor Schertzinger has been signed by James Saphier for air work.

● ● ● Tom Dailey, WDOE, Chattanooga, sportscaster, has just finished a costly course of instruction in the art of playing golf. A caddy on one of the local greens who is 5 feet tall and weighs 80 lbs., is hot with a set of irons, but Dailey, a newcomer from KWK, St. Louis, did not know about it and let himself become involved into a match at \$1 a hole... Station people waged on the kid and Tom covered all bets—the caddy won five up—and now Tom's paying off on the installment plan... But here's the pay-off on news at WDOE: G. A. MacPherson was assigned to do the "coloring" on the weekly wrestling bouts from the ringside. An irate fan heaved an empty bottle at the ring—but it hit Mac on the bean. He wasn't hurt much—the bottle bounced off so far that it couldn't be found.



WILLIAM BENTON, former head of Benton & Bowles, is expected to take active part in directing University of Chicago's portion of the University Broadcasting Council when he joins U. of Chi. as v.p. Oct. 1. The council coordinates work of three universities here. Joseph Ainley of Aubrey Moore & Wallace agency has been named production manager succeeding James Whipple, who resigned to get back in commercial broadcasting. Parker Wheatley is asst. director. Allan Miller continues as director. Harry Grayson, handling promotion and writing scripts, has resigned to free lance, with Marion Saunders replacing him. Henry Barbour was added to writing staff.

Frank Dahm, author of "Pretty Kitty Kelly," moved his family to Manhattan over weekend.

Robert B. White, formerly production man with WOR, New York, has joined NBC here in similar capacity.

Parker O. Willson, former Chicago free lance actor, has gone to Fort Worth as emcee for Light Crust Doughboys through J. Walter Thompson.

WJJD and Al Hollender, station publicist, got a big break in Life with pix showing how lessons by radio are broadcast here for schoolchildren.

Pat Flanagan off to St. Louis and later to Cincinnati to broadcast ball games.

Marge Kerr of Tom Fizdale office laid up with an attack of appendicitis. Operation under consideration.

No honeymoon for Truman Bradley. Mornings he plans his broadcasts for American family which come off at 1:45 on WBBM; afternoons he is president of the Madame Huntingford Inc. (cosmetics) and Sundays he goes to Detroit to rehearse all day and announce Ford show in the evening.

Clark Dennis taking over for Jackie Heller on NBC Jamboree shots while latter is in hospital.

Janet Logan of Romance of Helen Trent and Jay Simms, announcer for Gold Medal feature Time, will wed Oct. 29 with the Rev. J. Oren (Buck) Weaver, WBBM news editor, reading the service.

Gardner (Mike) Cowles of Des Moines here for Look auditions.

FIFTEEN CENTS A DAY will pay you \$50 OR \$100 WEEKLY FOR LIFE in event of total disability due to any injury or accident and all medical expenses up to \$1,000.

Jules Hanberg
—INSURANCE—
John 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK

AGENCIES

MYRON KIRK and **Tiny Ruffner** have arrived in New York by plane from the coast for conferences on forthcoming **Ruthrauff & Ryan** shows. Before leaving Hollywood both denied that a definite deal has been closed with **Edward G. Robinson** for the proposed dramatic half-hour to dovetail with the **Jolson** airing, and were equally reticent regarding the rumored signing of **Rosalind Russell** for the spot opposite **William Powell** originally penciled in for **Myrna Loy**, who may or may not be able to secure the necessary **M-G-M** okay—all if, as and when this one jells. The third one on the fire, the **Mickey Mouse** symphony, is slowly simmering but does not have to be ready for consumption before **Jan. 1**. In any event, **R. & R.** will have three new shows originating in Hollywood shortly.

MURRAY BOLEN, long with **KHJ**, Los Angeles, has left the **Don Lee** organization to join the **Young & Rubicam** office in that city in a technical-production capacity. Another addition to the **Y. & R.** staff in **L. A.** is **Charles Flesher** from the **NBC** production department in **San Francisco**.

JACK SMALLEY, Los Angeles representative for **Batten, Barton, Durstine & Osborn**, who has been in **Minneapolis** on agency business for several days, flew to **New York** over the week end for home office conferences and planes back to his coast desk tomorrow.

HAL HUDSON is back at **Neisser-Meyerhoff** agency, **Chicago**, following a period of service on west coast for agency where he wrote **Wrigley's "Scattergood"** series.

JAMES R. LUNKE agency, **Chicago**, is moving headquarters from **Seattle** to **Chicago**.

ROBERT H. BLEES advertising agency have moved to larger quarters in the new **Lang Building**, **Main Street**, **Hanover, N. H.**

YOUNG & RUBICAM yesterday signed a new lease for its present quarters for an additional two years, and at the same time leased additional space to allow for expansion plans soon to get under way.

WNBX Staff Additions

Springfield, Vt. — **James Grogan**, formerly a baritone at **WEEI**, **Boston**, has joined **WNBX** here as announcer. Another staff addition is **Lansing Lindquist**, formerly assistant program director for **Iowa Network**, **Des Moines**. **WNBX** goes to a 17-hour schedule with **CBS** affiliation. **Phil Hoffman** is manager.

IN A CLASS BY ITSELF

INTERSTATE BROADCASTING CO.
 730 Fifth Ave., New York

ORCHESTRAS - MUSIC

DICK JURGEN'S orchestra, now playing an engagement at **Hotel Peabody**, **Memphis**, is broadcasting a 30-minute program over **CBS** on Monday nights, originating through facilities of **WREC**. **Stan Noonan** and **Eddie Howe** are featured as vocalists on the program, which is carried to 75 **Columbia** stations.

Paul Tremaine and ork have opened at the Stork Club, Providence.

Anthony Trini and his band are at the **Roseland Ballroom**, **Brooklyn**, for a run.

Pat Rossi's ork is airing for May's 34th St. store (not Macy), over WOV, for the sixth year.

Fred Waring and gang will play **State Theater**, **Minneapolis**, week of **Oct. 8**, followed by **Palace**, **Chicago**; **Michigan**, **Detroit**; **Palace**, **Cleveland**; **RKO**, **Columbus**; **Stanley**, **Pittsburgh**, and **Loew's**, **Washington**.

Blanche Calloway has been signed through ROC to remain at the Southland, Boston, for a long run. Band is airing on Yankee net and negotiating for WOR wire. ROC also has signed Juan Arvizu, Mexican tenor airing on the El Mundo station, Buenos Aires, and plans to bring him

to the U. S. Same office is handling Harold Mickey, who is airing on commercials in Buenos Aires, for U. S. engagements.

Bernie Cummins recorded four tunes for **Decca** which will be released **Oct. 1**. This is the first time **Cummins** has made any phonograph disks in three years. The tunes he recorded are "Lady Is A Tramp," vocal by **Connie Barleau**; "Mama, I Wanna Make Rhythm," vocal by **Bernie Cummins**; "Have You Ever Been in Heaven," vocal by **Walter Cummins**, and "Goodbye, Jonah," vocal by **Bernie Cummins**.

Vincent Lopez, having successfully introduced "Suave Swing" to visitors of Billy Rose's Aquacade at the Cleveland Great Lakes Exposition, is taking his band on several one-nighters with the closing of the exposition yesterday. On Oct. 9 the Lopez crew follow Fred Waring into the Drake Hotel, Chicago, and will have a Mutual wire. They will be there for three weeks and then settle into their permanent Fall and Winter spot in New York.

Albany Concert Orchestra, a **WPA** **Federal Music Project** unit heard over **WABY**, recently acquired a new conductor in **Ole Windingstadt**.

Wm. Baker Jr. to Head B. & B. Coast Office

(Continued from Page 1)
 serving as account executive on the **General Foods-Maxwell House** coffee account. In the new post he will supervise the new **M-G-M** show which **Maxwell House** puts on the air **Nov. 4**.

Other agency assignments puts **Burns Lee** in charge of radio publicity on the coast; **Donald Cope** in charge of radio production; **Chester MacCracken** handling talent contracts. **Herschel V. Williams** will do production work on the agency's shows originating in **New York**.

"Lucky" Show Is First In Warner-L. & T. Deal

(Continued from Page 1)
 was revealed following the arrival of **Thomas D. McAvity** of **L. & T.** from **New York**. **Don Becker** of **Trans-American** and **Peter Dickson**, script writer, accompanied **McAvity**. The trio prepared first continuities, permitting audition for sponsor within three weeks.

Under the **Warner** deal, recently consummated in **New York** with **Jack L. Warner**, **Lord & Thomas** will have first call on **Warner** film names.

Kellogg Games on WTAM
Cleveland—**Kellogg Co.** is sponsoring over **WTAM** all home games of **Ohio State** football, with **Tom Manning** at the mike.

Waxing of Robson Series Launched with Ceremony

West Coast Bureau, RADIO DAILY
Los Angeles—Initial waxing of a transcription series was done in the **Hollywood** manner **Friday** night at the **CBS** **Radio Playhouse** when **May Robson** recorded the first five episodes of the **Associated Cinema Studios'** production, "Lady of Millions," for **Bauer & Black**. **Frank Purkett**, **Associated** general manager, and **Thomas L. McPherrin**, manager of the **Velure** division of **Bauer & Black**, were responsible for the pomp and circumstance of the "premiere", with **Dr. R. L. Power** handling the exploitation.

Norman Phillips plays the lead opposite **Miss Robson**, and **Rita Roberts** is prominently cast. Script by **Hector Chevigny**, formerly **CBS** script chief here, was tailored to measure for **Miss Robson**.

HOLLYWOOD NITE-LETTER

A 5-minute Script Program air-mailed direct from **Hollywood** every day. Original, authentic, up-to-the-second! All the dramatic happenings in the picture world flashed to you while they're hot news! A sure-fire feature that is attracting huge air audiences wherever released. The low price will surprise you. **WIRE** for sample scripts and list of available spots.

EARNSHAW RADIO PRODUCTIONS
 6125 Hollywood Blvd., Hollywood, Cal.
 Now in our tenth year of building successful programs

GUEST-ING

GENE RAYMOND with **Jeanette MacDonald**, on **Vick** program, **Oct. 3** (**CBS**, 7 p.m.).

BILL ROBINSON and **CASPER REARDON**, on **Ben Bernie** program, **Oct. 5** (**NBC-Blue**, 9 p.m.).

FRED ASTAIRE, on **Burns** and **Allen** program, **Oct. 4** (**NBC-Red**, 8 p.m.).

HELEN HAYES, on "We, the People," **Oct. 7** (**CBS**, 7:30 p.m.).

DOROTHEA LAWRENCE, **Met.** opera star, on **Glenna Strickland** "Kitchen Kapers," **Oct. 2** (**WNEW**, 11 a.m.).

RUTH GORDON, **PAUL LUKAS**, **DENNIS KING** and **SAM JAFFE** in "A Doll's House", on **Kate Smith** program **Oct. 7** (**CBS**, 8 p.m.).

WALTER HUSTON and **NAN SUNDERLAND** in "Copperhead", on **Lux Theater**, **Oct. 4**. Following week **JOHN BOLES** and **ANN SHIRLEY** with **BARBARA STANWYCK** in "Stella Dallas" (**CBS**, 9 p.m.).

Coast Food Firm on NBC

Sussman Wormser, **San Francisco**, (**S. & W. food**) on **Oct. 17** will start an evening script show, "I Want a Divorce", on nine **NBC-Red** network stations, **Sundays**, 8:15-8:30 p.m., and **Wednesdays**, 7:45-8 p.m. (**PST**). Time contract is signed for 52 weeks. **Emil Brisacher & Staff**, **San Francisco**, placed the account.

THE BEST ELECTRICAL TRANSCRIPTION IS THE CHEAPEST!

A show is no better than its recording! Here are the "quality" methods we use:

Standard wax recordings on 1/2 ton machines (double safety wax reserve). Factory processed, surface-noiseless pressings, for rebroadcast purposes matching maximum range of "High Fidelity" radio stations, best pick ups and speakers on market.

All assignments guaranteed from recording to delivery to station with all necessary **A F of M**, **MPPA**, **FCC** releases.

Remote Control—permanent lines.
 Studio — Latest double ceiling — Acoustically adjustable — Numerous dynamic microphone channels. Studio, Control and Recording Engineers (3) to each job.

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 113 West 57th St. New York
 Established 1930
 Phone Circle 7-6980

★ Program Reviews and Comments ★

"VICK'S OPEN HOUSE"

with Jeanette MacDonald

Vick Chemical Co.

WABC-CBS, Sundays, 7-7:30 p.m.
Morse International

JEANNETTE MACDONALD SCORES VOCALLY IN NEW MUSICAL PROGRAM.

Jeanette MacDonald, one of the few talented screen stars to consistently shy away from the mike, began a long delayed series Sunday night and displayed one of the best bits of singing heard in a long while. Her opening shot on the new series was devoted more or less to songs from motion pictures in which she has appeared, the high spot of the half-hour being her rendition of the "Street Song" from Naughty Marietta.

Miss MacDonald proved in her first appearance that she should very ably fill the spot in which she was preceded in former seasons by Grace Moore and Nelson Eddy. The only off note in the program was her talking between songs. It wasn't essential.

Josef Pasternack's orchestra, and a chorus ably assisted Miss MacDonald.

TED WEEMS

Varady of Vienna

WOR-MBS, Sundays, 1:30-2 p.m.
Baggaley, Horton & Hoyt Inc.

SWELL MUSIC BROKEN INTO BY COMMERCIAL TALK AT EVERY NUMBER PLUS FEMME ENDORSEMENT.

Originally a transcribed show, Varady of Vienna face powder now presents Ted Weems' music "in person," with Varady telling about the product, while a woman's voice adds her comment. Weems can always be depended upon to deliver a swell show, and this one is no exception. His featured vocalists and his grand arrangements of popular tunes were entertaining—but still not enough to break up the continuous flowing of accented commercials by Varady between each selection. "Sound Effects Man," a specialty by the Weems crew, was a highlight worth repeating at some early date. Pierre Andre did some announcing of his own.

"Gateway to Opera"

Something novel and quite interesting was tried out last Saturday at 7-8 p.m. by WQXR in the form of an hour's program of intimate opera with score adapted and arranged for accompaniment by two pianos, plus the use of an occasional recording of overtures and some organ music. First offering in this new series, presented by a newly formed repertoire company and designed to give training and experience for young singers, was Donizetti's "Don Pasquale." Program was under the direction of Raoul Querze, assisted by Jascha Zayde and Clifford Herzer, who officiated at the piano.

Not only is the project a worthy one, but the initial offering was de-

JERRY BELCHER

in "Interesting Neighbors"

F. W. Fitch Co.

WEAF-NBC-Red network, Sunday, 7:45-8 p.m.

L. W. Ramsey Co.

ANOTHER VARIATION OF THE VOX POP IDEA; TOO WEAK FOR A SUNDAY NIGHT SPOT.

Jerry Belcher, formerly teamed up with Parks Johnson, introduced his own Vox Pop show on Sunday under the title "Interesting Neighbors," broadcasting from unique places around the country. Premiere came from an old folks' school in Elgin, Ill. Belcher interviewed the headmaster and asked the usual questions but did not seem to get the right answers. "Not that I know of" covered all queries. Interview with four-year-old girl, as a contrast to the old people, did not click either.

Too much time, for a quarter-hour show, was taken up trying to impress listeners that program was being arranged via long distance phone. Elgin is only a stone's throw from Chicago, the origination point. Harlow Wilcox read the commercials.

Program is much too weak to buck the new Phil Baker and Peg Murray-Ozzie Nelson programs which debut in opposition next Sunday.

"YOUNG WIDDER JONES"

Sterling Products

(Cal. Syrup of Figs)

WOR-Mutual, Mon. through Fri., 4:15-4:30 p.m.

Thompson-Koch Agency, Cincinnati ET SERIAL IS A GOOD FEATURE OF ITS KIND WITH EXCELLENT CAST.

With a first-rate cast including Florence Freeman, Wilmer Walter, House Jameson, James Meighan, Tommy Donnelly and Marilyn Erskine, this transcribed serial started off Monday like a first-rate chapter yarn of the kitchen sink school. It's about a young and obviously attractive widow with a couple of kids to support, and her problem of deciding about a rich lad whom she probably doesn't love in order to do right by her children. First episode got under way amiably, with promise of adequate heart interest ahead.

cededly enjoyable despite the absence of the elaborate orchestration that usually goes with opera. The narrator set the scenes of the respective acts very clearly, and the minute the singing and action got under way it was easy to sit back and enjoy the performance—the lack of orchestra hardly being noticed.

"Back Home"

Good human interest drama, combined with biographical authenticity in that it relates to the life of the late James Whitcomb Riley, is presented in this new NBC-Blue sustaining series which started Sunday at 1:30-2 p.m. Authored by Howard

"ROMANTIC RHYTHM"

with Seymour Simons Orchestra
Chevrolet

WABC-CBS, Sundays, 6:30-7 p.m.

Campbell-Ewald

JUST ANOTHER MUSICAL SHOW AIDED BY VOCALIZING OF BARITONE AND LACK OF COMMERCIAL BLAH.

Chevy's new fall series with the Seymour Simons orchestra, one vocal by Sally Nelson and a few by Barry McKinley with Basil Ruysdael announcing, did not get out of the general groove of such shows. The orchestra seemed to have plenty of smooth rhythm, and McKinley's renditions of "I Know Now" and "Whispers In the Dark" were very good, but as a whole the show did not climb above the ordinary. Miss Nelson sang "Only Make Believe" in a pleasing voice. The program featured many hit tunes of yesteryear and a few of today. Outstanding was the lack of commercial plugs used. Even the few used were short and to the point. Ruysdael's announcing had distinction.

"THE ROMANCERS"

with Willard Amison and
Adelaide Norton

Weston Biscuit Co.

WOR, Sundays, 9:15-9:30 p.m.

ENJOYABLE CLASSICAL SOLOS AND DUETS PLUS RECITATIONS AND ORGAN-PUMPING.

Featuring the voices of Willard Amison, tenor, and Adelaide Norton, soprano, and aided by Louise Wilcher's organ plus Erik Rolfe's pleasing recitations, this show returned to the air from a summer vacation all the more entertaining because of selections of the offerings rendered. Amison and Miss Norton began the show with a duet of "My Life I Love Thee," followed by some pleasing words from Rolfe, who introduced the next number in verse; then a song from "Bitter Sweet," and Amison in "Sunrise."

Both singers delivered the best that was in them, and it made grand entertainment. Rolfe's readings were pleasing. The first show didn't stress the product too much.

McKent Barnes with genuine feeling for his subject, and performed by an excellent cast including Gene Arnold, Phil Lord, Isabel Randolph, Laurette Fillbrandt, Fred Sullivan and Willard Farnum, it should quickly win an appreciative audience.

First episode depicted Riley as a boy being mistreated by his stern father who wants the "dreamer" lad to take to the soil and make himself useful. A sympathetic mother, and a boyhood sweetheart who disillusioned him, also are in the picture. Folk music and excerpts from the poet's works are pleasurably interspersed along the route. Arnold, who will play the elder Riley later, read the bits of poem in the initial program.

TONY WONS

Vick Chemical Co.

WABC-CBS, Mon., Wed., Fri., 10:30-10:45 p.m.
Morse International

PLEASING PROGRAM OF FIRESIDE PHILOSOPHY AND SCRAP BOOK QUOTATIONS.

Back to the airwaves after 18 months in the Canadian woods, Tony Wons sounds much the same as he did in the "Are you listenin'" and "All is well" days of yore—except, perhaps, that he showed a little more fire in yesterday's comments on the mass in Europe and war in general. He also discoursed, more gently, on friendship and marriage, and read poetic excerpts from his scrap book, with organ accompaniment, all making for a pleasantly entertaining quarter-hour. Dialers who liked Wons before will like him at least just as much again now, and there's no reason why he shouldn't add new fans as well.

"THE SHADOW"

Delaware Lackawanna & Western
Coal Co.

WOR-Mutual, Sunday 5:30-6 p.m.
Ruthrauff & Ryan Inc.

OLD RADIO SERIES REVIVED WITH BETTER PRODUCTION AND OUGHT TO RESUME ITS POPULARITY RATING.

Old hokum mystery program with its cry "the Shadow knows" plus the weird laughter returned Sunday under a former sponsor "Blue Coal." Orson Welles is the "Shadow."

Program began with a little chat between the "Shadow" and his wife over the reasons why he should continue his work. While discourse is going on, Paul Gordon is implicated in a bank robbery and a policeman is killed. "Shadow" follows the case and liberates Gordon on the night of his scheduled execution.

Welles does not come up to actors who have played the part in the past. The "Shadow" is supposed to be just that, but Welles' voice sounds very human. A little practice on the part plus a few microphone tricks should help to give the "voice" that spooky tang which it needs.

Commercials are very light until the end of the program when "John Barclay, Blue Coal heating expert" comes on to take up the remaining minutes.

Cities Service Hour

Into the Cities Service NBC-Red program, one of radio's big-time shows of long standing, came Grantland Rice last Friday night to do his annual fall stint of football talk. An all-around authority in the sports field, Rice can be depended upon for some interesting and well delivered stuff when the games actually get going. The regular pillars of this highly satisfying program, including Lucille Manners, Ross Graham, the Revelers and Rosario Bourdon's orchestra, were in their usual fine form.

Program Reviews and Comments

GEN. HUGH S. JOHNSON

Grove Laboratories (Bromo-Quinine)

WJZ—NBC-Blue, Mon. and Thu.

8-8:15 p.m. and Tue. and Wed.

10-10:15 p.m.

Stack-Goble Agency

ACE OF OUTSPOKEN COMMENTATORS IN PROVOCATIVE PROGRAM.

When it comes to talking from the shoulder, Gen. Johnson has few equals, so this program which he initiated last night promises to be the tops of its kind. Whether people agree with him or not, he is certain to command a big audience of listeners; not only because of what he says, but because he is an exceptionally interesting talker, with a fluent, colorful and natural style, a fine sense of showmanship, an impressive background and a sense of humor.

Johnson devoted his first broadcast to introductory comment, preparing listeners for what is to come. He has been given free rein by sponsor and network to voice his plain opinions. He will not dispense spot news, but will talk on day-to-day developments in important affairs as they affect the man in the street, giving his frank viewpoints in a non-partisan way. It's going to be a lively series.

"BICYCLE PARTY"

Cycle Trades of America

WEAF-NBC-Red, Sundays,

3:30-4 p.m.

Campbell-Ewald

ENTERTAINING VARIETY SHOW SUPERIOR TO SPONSOR'S PREVIOUS PROGRAMS.

Returning to the air for the fall and winter, Cycle Trades offers an all-new show this season, one that is a great improvement over previous air attempts. Headed by Bill Slater, noted sports authority, as emcee, cast includes Swor and Lubin, topnotch blackface act, Hugo Mariani's orchestra and Bert Whaley handling the vocal end. First show featured Bill Slater's interview with Joe Williams, syndicated sports columnist, on sports world today. Orchestra and soloist did pleasing job, while comedians jumped the gun to lead the entire cast. Show should offer listeners a pleasing Sunday afternoon interlude.

"Garden of Memories"

Very suitably designed to serve its sponsors, the Restland and Grace-land memorial parks (cemetery lots) in N. J., this program of hymns, ballads, organ music and philosophy, offered at 1-1:30 p.m. Sunday, provides a restful and comforting half-hour of entertainment. Richard Maxwell, tenor-philosopher, is featured. He has a warm, friendly style, plus a good voice, that fit the program to perfection. Bernard Ocko, violinist, and Robert Perada at the organ, as well as a canary chorus, also helped the program along.

MARION TALLEY

Ralston-Purina Co.

WEAF-NBC-Red network, Sunday, 5-5:30 p.m.

Gardner Advertising Co.

OPERA STAR SINGING LIGHT AND SERIOUS NUMBERS TURNS IN AN ENTERTAINING HALF HOUR.

Marion Talley's new fall series is very similar to last season's offering by the same sponsor. Opera star is supported by the "Hollywood Singers" under the direction of Paul Taylor and Josef Koestner's orchestra.

Miss Talley sang five numbers in her initial program, including selections from "Apple Blossom," "The Heavens Are Declaring," a hymn; "Summer" and selections from "Mississippi Suite." Chorus filled in with "Dancing Under the Stars." Orchestra and chorus aired "So Many Memories." Program was well balanced, covering both the light and more serious music fields.

Commercials plugging Ry-Krisp were in good taste but too long.

"Look for the Woman"

Woman's part in the news, the woman's angle on various happenings, and feminine matters in the field of fashion, business and the theater go to make up this new Sunday 11:15-11:30 a.m. program aired over WOR by Peggy Grady, writer and commentator, for Deltah Cosmetics. In her first show Miss Grady covered quite a variety of topics, from the Statue of Liberty, a Chinese actress and the best feminine ensemble of the week to the Legion's gold star mothers, a lady poet and the effect of heat on domestic compatibility. Nor was this all. Miss Grady talks in a somewhat mannish style, but is never dull. In connection with the program, weekly prizes are offered for the best letters on the most interesting news headline of the week dealing with a woman.

Robert Emmet MacAlarney

Another news commentator entered the field last night at 6:45-7 p.m. when Robert Emmet MacAlarney, former newspaper and magazine editor, made his bow on WQXR. Though described as a new departure in news broadcasting, McAlarney did not veer from the beaten path of commenting, according to his own impressions, on events of the day. He started off by devoting some minutes to sidelights on last week's Legion convention—stale stuff by now—and followed with lengthy comment on local politics and a dissertation on Sir James Barrie. It was a scanty and unrepresentative batch of subjects, and the remarks, though intelligent and interesting, were too innocuous to make any mark.

Joseph Weeks at WFIL

Philadelphia—Joseph Weeks, lately of WXYZ, Detroit, has joined WFIL announcing staff.



GRACE BRADLEY, star of the 20th Century-Fox picture . . . "Wake Up and Live".



DICTOGRAPH

Silent! RADIO
with the ACOUSTICON MYSTIC EAR

HERE, at last, is a radio that can offend no one—a radio with advantages never imagined a few years ago. By means of its Acousticon Mystic Ear it permits "private listening"—one can listen while others read, sleep, talk. Music heard this way has a soothing ethereal quality that relaxes nerves, induces deep, natural sleep. The deafened can hear with it, too—and it's a marvelous way to get the children to bed (just put the "Ear" under the pillow). Of course it also has the conventional loudspeaker; a flip of a switch and you can entertain a room full. On sale at all the better stores or inquire of



DICTOGRAPH

PRODUCTS CO., INC.

580 Fifth Avenue - - New York, N. Y.

KEY STATIONS AND AFM RUN INTO A DEADLOCK

(Continued from Page 1)

work group and another conference arranged shortly.

Network key stations took the position that they are doing ample justice to the unemployed musician situation and are already carrying more than their share of the load. In response to the AFM stand that the web key stations are supplying scores of stations with virtually free programs, which in turn are keeping local musicians out of work, the key stations held that advertisers are really supplying most of the programs and not the key stations themselves.

Although it is the desire of the AFM that trade agreements negotiated between the key stations and the network affiliates (IRNA) dovetail with that of the latter, it is pointed out that the latter are also seeking to obtain help from the networks via reduced sustaining program considerations and eventually the networks figure to be saddled indirectly with the major portion of the added \$1,500,000 to be expended annually for more musicians.

Unexpected move by the network key stations may be interpreted as jockeying for position with the IRNA. Should the nets sign a pact with the AFM before the IRNA, then the latter will hold the whip hand, comparatively speaking. If the network affiliates sign their trade agreement first, then the webs figure they will be in a better bargaining position with the affiliates on the sustaining program proposition.

Present at the AFM conference were Edward Klauber, executive vice-president; Lawrence Lowman, vice-president in charge of operations, M. R. Runyan, vice-president, and H. Leslie Atlash, (WBBM), vice-president, all of CBS, while NBC men included Mark Woods, treasurer, and Nile Trammell, vice-president of NBC Central Division. AFM was represented by the sub-executive committee, headed by Pres. Jos. N. Weber, Fred Birnbach and Jimmy Petrillo.

ONE MINUTE INTERVIEW

NORTON COTTERILL

"There is every indication that the next few months will see an all-time high in the use of selective broadcasting. With its greatest expansion still ahead, this medium naturally locks forward rather than behind. Improved technique has been largely responsible for increased acceptance of electrical transcriptions by advertisers, broadcasters and listeners. Also, better understanding on the part of advertisers themselves has brought new recognition of the fundamental value of selectivity in radio."

★ Coast-to-Coast ★

PETE LAUDEMAN has presented nearly 550 consecutive broadcasts of his "Friend in Need" novelty piano and monolog program over WPAY, Portsmouth, O., sponsored by Industrial Loan Finance Co. Pete does his stuff in the manner of Little Jack Little, and is one of the station's top mail pullers.

Bob Mimms is now giving the INS flashes on WRBL, Columbus, Ga., and Dick Pyron handles for WATL, Atlanta. Both stations are links in the Woodruff Georgia Network.

WMPS, Memphis: Hiram Higsby, widely known as a member of the Hiram and Henry team, has joined the program staff. . . . All local taxicabs and five billboards were utilized in a comprehensive promotion campaign conducted by the station. . . . Showing its willingness to cooperate with the local union, station has hired a five-piece orchestra featuring "Red" Roundtree, comedian, for the "Mid-South Dinner Time" program. . . . Forty-four broadcast points were used in covering the Mid-South Fair.

Al Nagler, sports commentator at WJBK, Detroit, is doing a new football talk before the Lions games. He also handles the U. of Detroit football games, with Bob McClean giving a 15-minute football talk preceding each of these games. All programs sponsored.

KRGV, Weslaco, Tex., the southernmost outlet of NBC, has started another year of high school football coverage embracing some 40 cities in the Lower Rio Grande Valley. I. S. Roberts handles the running description, with Bill Baker on commercials and statistics. Chief Engineer Neal McNaughton built some special mikes for these events.

Bill Sutherland and Claude Haring will be at the mikes for the Carnegie Tech games in Pittsburgh starting Saturday over KDKA.

WSPA, Spartanburg, S. C.: Bill Melia, new to the station, has evoked quite a response with his revival of "Dancing Around the Piedmont," sustaining transcribed feature that pays musical visits to neighboring cities. . . . Jimmy Mugford, versatile program director, filled in recently when a scheduled evangelist didn't show up; now Jim has one more duty, "Sunday Morning Devotional Hour" . . . Richard Pattison, in cooperation with Ervine Stone, local theater manager, plans a new kind of street forum, recording the comments of moviegoers as they leave the theater and playing the disks on the air next morning. . . . Pat McSwain has switched from announcing to the commercial department. . . . Betty

Leonard, "Housekeeper's Helper," has new series for a luggage shop.

WELI, New Haven, will take musical programs from WOV, WPEN and WRAX, under a new tieup.

WJSV, Washington: Jess Willard, mgr., is displaying a newly won golf cup. . . . Jimmy Hurlbut has been appointed news editor. . . . Arch McDonald, sports announcer, has signed his 1939 contract, starting next Jan. 3 and running a year. . . . While Clyde Hunt, chief engineer, is touring with President Roosevelt, Harold Forry is acting as engineering head. . . . Betty Hudson, fashion commentator, returned recently from a visit to style capitals abroad.

WSPD, Toledo: The four Shanks Brothers return Oct. 4. . . . Harry Hansen is filling in a few spots for Dave Zimmerman, who left for NBC in Chicago. . . . Joe Rockhold has charge of a new Saturday program for sportsmen.

Bernie Armstrong, KDKA (Pittsburgh) organist, presents the first of a series of weekly organ concerts at 7:45 p.m. Wednesday. Each week Bernie will present a different guest vocalist.

Gil Gibbons, WHK-WCLE sportscaster, does all his travelling by plane between Cleveland and Columbus. He's airing the Ohio State University football games over a four-station hookup of WHK, WHKC, WSPD, and WADC. Flies to Columbus Saturday morning and comes back immediately after the conclusion of the game, for he has two evening shows on WHK.

WOWO, Fort Wayne: Rudolph Isenberg has been promoted to chief transmitter engineer, a new post created by Manager W. Ward Dorrell. . . . John Hackett is now airing a nightly sports review.

WICC, Bridgeport: Robert F. Maguire, news editor for Yankee network in charge of this area, has added a new newscast period at 11:30 a.m. daily except Sunday. . . . Herbert Anderson for the third season will present a weekly program of "Chapel Echoes" assisted by Gertrude Hanson, organist, and a quartet.

Arthur J. Mosby, manager of KGVO, Missoula, Mont., reports that August billings this year were doubled those of last year.

NOW AVAILABLE
"The Man in the Lobby"
Nothing like it on the air
WCOP BOSTON

CBS BUREAU EXPANDING TALENT MANAGEMENT

(Continued from Page 1)

the first time in the history of the bureau that it has assumed as part of its regular operations the alignment and promotion of talent other than performers and announcers.

Lawrence A. Lowman, vice-president in charge of operations, in announcing the enlarged scope of the bureau yesterday, revealed that director-management contracts have already been signed with Brewster Morgan, Irving Reis, Earl McGill, William Robson and Nila Mack.

WLW Line Establishes Basic Outlet Group

(Continued from Page 1)

WBAL, KQV and WFIL. Other affiliated outlets are WIND, KWK, Colonial and Yankee networks.

New setup is attributed to the increased commercial commitments set by chain for the fall and winter season. With the addition of WBAL, the line now offers complete coverage as far west as St. Louis. Exchange of commercial and sustaining features will be inaugurated as daily feature of the basic group immediately.

Pontiac to Shift Time

Pontiac "Varsity Show" which starts Oct. 1 over the NBC-Blue network will shift to the 9-9:30 p.m. period on the same web the following week. Sponsor will use 82 stations. MacManus, John & Adams, Detroit, has the account.

Dramatize Police Heroes

"Police Honor Men", dramatizing lives and heroes of N. Y. C. police department, starts Oct. 2 over WNYC. Productions are by WPA radio division under Vernon Radcliffe.

Cabooch Joins WHK-WCLE

Cleveland—Tony Cabooch (Chester Gruber), long a star on the networks and the country's principal stations, has joined the WHK-WCLE staff for at least two months. He is scheduled for a number of local and network shows.

CONSOLIDATED RADIO ARTISTS, INC.

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CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

America's Leading Radio
and Dance Orchestras

BAND OF THE WEEK
Tonight
American Radio Debut
MAREK WEBER
and his
"Symphonic Serenade"
WJZ-NBC Blue
10:30 to 11 p.m.