



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 63

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 29, 1937

FIVE CENTS

Chevrolet Spot Campaign

A. F. A. DISTRICT MEET IN PROVIDENCE OCT. 3-5

Providence — Advertising Federation of America, First District, holds its 18th annual convention Oct. 3-5 at the Providence Biltmore Hotel. Speakers already lined up include Westbrook Van Voorhis, voice of "March of Time"; Harry Boyd Brown of Philco; Edmund S. Whitten, president of Boston Ad Club, Arthur D. Neff, and Col. W. T. Chevalier of McGraw-Hill. Radio will be touched upon by several speakers.

Lambert Pharmacal Show Switches to New Spot

The Lambert Pharmacal show, "Grand Central Station," scheduled to debut last night on the NBC-Blue, has been postponed to Oct. 8 and will be heard in a new spot, 8-8:30 p.m. MacManus, John & Adams, Detroit, has the account.

Keystone Steel Plans Network "Barn Dance"

Peoria, Ill.—Keystone Steel & Wire Co., which now has a "Barn Dance" stanza on WLS, Chicago, is reported planning a network show along the same lines, possibly using the WLW Line. Macy Agency here handles account.

Pennick & Ford ET's

Pennick & Ford (Brer Rabbitt Mollasses) on Oct. 11 launches a one-minute disk announcement series on 15 New England stations, daily except Sunday. Campaign, placed by J. Walter Thompson, will run through the winter.

KLZ Aiding Ranchers

Denver—First Rocky Mountain West daily program designed for ranchers and farmers, giving expert advice on their problems plus latest news and entertainment by Capt. Ozie and his Colorado Rangers, debuts Oct. 4 on KLZ. It will be heard daily except Sunday at 6 a.m. Howard Chamberlain, production manager, will direct.

Big Guns

Three of the world's big guns, President Roosevelt, Hitler and Mussolini, were on the air yesterday noon, with the Hitler-Mussolini program from abroad on NBC-Blue overlapping Roosevelt's talk on NBC-Red and other stations. While Roosevelt was talking, shortly after 12:30, sounds of the Hitler-Mussolini ovation were coming from Europe. The Hitler and Mussolini talks, in German and punctuated with much cheering, were followed by English translations.

OYSTER SHELL PRODUCTS PLACING SPOT CAMPAIGN

Oyster Shell Products (poultry grit), through Husband & Thomas, is placing 100-word spot announcements on 35 stations across the country as far as the Rocky mountains. Plugs will be aired two to six times weekly for a run of 52 times. Complete schedule will be on the air (Continued on Page 3)

Six Weekly Campaigns Are Placed by Schillin

Six new weekly campaigns have been placed on various stations by Schillin Advertising Corp. They include a spot series for American Poultry Journal over WNEW, WIP, (Continued on Page 3)

Routine Ascap Meeting

Third quarterly meeting of Ascap board of directors yesterday afternoon was routine, with nothing done in regard to matters of policy. This (Continued on Page 3)

Jell-O Contracts NBC Time Up to the Middle of 1940

Government Station Bill Is Expected Up Early

Washington Bureau, RADIO DAILY
Washington — Indications that the Celler Bill to establish a government radio station will be one of the first radio measures to be considered by Congress when it reconvenes in Jan- (Continued on Page 3)

Daily Announcements on 1938 Models Being Placed Over More Than 200 Stations Oct. 17-30

LUCKY STRIKE TESTING COLLEGE NEWS PROGRAMS

WESG, Elmira, and WICC, Bridgeport, have been signed to air the Lucky Strike college news programs, Mondays through Fridays. WESG will cover Cornell, WICC will use Yale copy. Expansion of station list depends on results obtained in these two spots. Lord & Thomas is the agency.

Wash'n NBC Announcers Going on Five-Day Week

Washington Bureau, RADIO DAILY

Washington—NBC announcers here will go on a five-day week starting Monday, it is announced by Kenneth H. Berkeley, manager of WRC and WMAL. Engineers have been on a five-day week for some time, and policy may be extended to other employes, Berkeley said.

McIlhinney Joins WTMV

East St. Louis, Ill.—George McIlhinney, oldtime radio time broker and station rep, has joined WTMV sales staff to work on both national and local accounts. Among other things, he promoted the Walgreen Sampling Hour and the commercialization of WSM's "Grand Ol' Opry."

To announce its new 1938 models, Chevrolet will use six live spot announcements daily on more than 200 stations. Campaign is set for Oct. 17-30. Sponsor is using the 206 stations which are airing the quarter-hour disks and an unannounced number of other stations. From most of the stations a total of 84 announcements will be bought. Campbell-Ewald, Detroit, placed the account. Dodge and Nash also are contemplating the use of spot announce- (Continued on Page 3)

2/3 OF IRNA MEMBERS REPLY TO QUESTIONNAIRE

More than 225 questionnaires have been filled out and returned to date by members of the Independent Radio Network Affiliates, which is equal to over two-thirds of the total membership of the IRNA. This response is considered highly gratifying by Emile Gough of Hearst Radio Inc., secre- (Continued on Page 3)

Zenith Revising Setup For Television Activity

Chicago—Zenith Radio Corp. is calling a stockholders' meeting to fix its charter so it can apply again to FCC for a television transmitter. Charter at present is not broad enough to cover such expanded activity, the FCC ruled.

President E. F. McDonald Jr. says there is no rush, as television is still (Continued on Page 3)

McNinch Drops One

Washington Bur., RADIO DAILY

Washington—Preparatory to formally assuming the chairmanship of the FCC tomorrow, Frank R. McNinch's resignation as Federal Power Commission chairman was accepted yesterday by President Roosevelt. McNinch doubted the propriety of holding the two posts at the same time.



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FINANCIAL
 (Tuesday, Sept. 28)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 1/2	161	163 1/2	+ 1 1/2
CBS A	25	25	25	+ 1/4
Crosley Radio	14	13 1/2	13 1/2	- 1/2
Gen. Electric	45 1/4	44 3/4	44 1/2	- 5/8
North American	22 1/2	20 3/4	22 1/4	+ 1 3/8
RCA Common	9 1/2	9 1/8	9 3/8	+ 1/8
Stewart Warner	14 3/4	13 3/8	14 1/8	+ 5/8
Zenith Radio	35 3/4	33 3/8	35	+ 5/8
NEW YORK CURB EXCHANGE				
Majestic	2 1/4	2 1/4	2 1/4
OVER THE COUNTER				
	Bid	Asked		
Stromberg Carlson	10	11 1/2		

DuPont Adds 7 Stations

DuPont, effective tonight, will add seven stations (WORC, WMAS, WBT, WBRC, WREC, KTRH and KOMA) to its "Calvacade of America" on CBS. Batten, Barton, Durstine & Osborn is the agency.

Cleveland Emanations

Cleveland — Programs originating at WHK-WCLE and fed to Mutual starting Sunday, according to Program Director Mendel Jones, will include: Jim Sands and Gene LaValle, comedians, in "Don't Look Now," Monday through Friday; Dick O'Heran and Grace Williams, songs and patter, Mondays and Fridays; crooner Jimmy Ague and the Golden Girls Trio, Louis Rich, music director, and orchestra supported by baritone Don Dewhirst, Tuesdays and Wednesdays.

Tuskegee Choir on NBC

Tuskegee Institute Choir starts a series of Negro spirituals Oct. 10 at 1:30-2 p.m. over NBC-Red.

First in local accounts
 in Chicago

WGES

(In the heart of Chicago)

WREC Goes to Campuses For Pre-Game Broadcasts

Memphis — Reversing the process of bringing athletic stars to the studio for pre-football game programs, WREC, CBS outlet, last week inaugurated a series originating on college campuses and airing pre-game "pep" activities. Program is highlighted with intimate chats with coach, leading players and has a background of band music and glee club activities. Cheer leaders are given full sway.

First of the Pep programs was an interchange with WTJS, Jackson, Tenn., on the eve of the Southwestern-Union College game in Memphis. Programs are handled by Roy Wooten, WREC chief announcer, assisted by his brothers, Hollis and S. D. Wooten Jr., the latter chief engineer of WREC.

Spot Cash for CBC Artists

Toronto—Cash payments promptly upon conclusion of their programs is to be made to all artists engaged by Canadian Broadcasting Corp., says Major Murray, chairman and manager of the company. The plan, he said, will be arranged by the commissioners within a few months.

Last winter CBC throughout Canada gave full or part-time work to about 750 artists.

Two New WNEW Series

"The Sportscope," covering news and opinions on all major sports, will be introduced on WNEW by Earl Harper at 10:45 p.m. Oct. 2 as a nightly feature.

In cooperation with American Bible Society, choirs from local churches will present a weekly Hymn Sing on WNEW starting Oct. 7 at 9 p.m.

WDOD Staff Additions

Chattanooga—The Casper Sisters, from Chicago, have joined the WDOD staff to appear on the station's Noonday Frolic and sustaining programs. The Noveleers have also been added, replacing Curley Clements and his Drifters.

Furgason & Aston Gets WELI

Furgason & Aston Inc. has been appointed national representative of WELI, New Haven. Outlet operates on 500 watts and is the only station in New Haven.

Football Over KGNO

Dodge City, Kan.—All eight home football games of the Dodge City Jr. College and senior high school teams will be aired by KGNO with Al Bissing at the microphone.

New WOPI Rate Card

Bristol, Va.-Tenn.—A new rate card, effective Oct. 1, has been issued by WOPI.

WNEW Adds Operators

Chief Engineer M. J. Weiner of WNEW has added four panel board operators. They are Walter Swenson, George Shoemaker, William Elliot and C. Southern.

NBC Seeks to Hold Down Spot Sales on Outlets

Big rush of time selling being over, NBC is seeking to avoid unnecessary sales of spot time on key outlets and split networks which may preclude clearance in a hurry for a client who seeks a large network. Time blocks are being avoided wherever possible as being the only means left now of making sizeable increases in the gross revenue, apart from present commitments.

CBS Juvenile Program

CBS inaugurates a coast-to-coast children's program Oct. 5, entitled "Dere Teecher", airing Tuesdays and Thursdays, 5:45-6 p.m. All children between ages of 8 and 12 will be asked to participate, with four youngsters to be heard on each show. A gold and a silver star will be awarded to the two winners of the question and answer games to be played, with a weekly winner to be awarded a 20 volume set of Book of Knowledge.

Clairol Considering Net Show

West Coast Bureau, RADIO DAILY Los Angeles—Clairol Inc. (hair rinse) is mulling over possible sponsorship of KFWB's "Let's Go Hollywood" show for airing over a Mutual coast-to-coast network starting Oct. 8. If deal goes through, show will have Leon Leonardi's orchestra, Paul Keast, baritone, and Owen Crump as emcee.

Porter's Store Plans Spots

Porter's (fashion stores) will include radio in its new advertising budget. Business will probably be in the nature of spot announcements and will be placed at a later date by the company direct.

Edith Barnwell Joins Star

Edith Barnwell has joined Star Radio Programs to write a special series. KTAT, WSPD, CFAC and CKMO are latest stations to sign for Star's "Good Morning, Neighbor," while KBTM has signed for "County Fair."

Farm and Home's 10th Year

National Farm and Home Hour, handled by Bill Drips, NBC's director of agriculture, begins its 10th year Saturday. It started off with 17 stations, now has 70.

New WQXR Musical Programs

New musical programs set for October on WQXR include Hazel Griggs, concert pianist; Bernard Gabriel, pianist; Paulo Gruppe, cellist; Rose Dirmann, soprano, and WPA's Negro Art Singers.

COMING and GOING

CHARLES MICHELSON, public relations counsel for Crosley Radio Corp. and publicity director of Democratic National Committee, is back in Washington after a fishing trip.

EARLE FERRIS, after a confab in Chicago, is en route to Hollywood to confer with his staff there on four new programs for which he handles exploitation—Jack Benny, Phil Baker, Joe Penner and "Silver Theater".

GENERAL JAMES G. HARBORD, chairman of the board of RCA, sailed for Europe last night on the Europa. Harbord was originally set to go on the Normandie, but ship is behind schedule due to accident on last eastward voyage.

BOAKE CARTER goes to Boston to speak in the Town Hall series at Symphony Hall on Oct. 15.

ED WOOD, commercial manager of WGN, Chicago, is in New York for the wedding of his brother, Robert, and on business.

WENDELL HALL, now appearing in an Indianapolis theater, goes to Detroit for the coming week.

RICHARD MARVIN, radio director for J. Walter Thompson, Chicago, due in New York today for conferences.

J. E. and TED ROGERS, owners of CFRB, Toronto, are in New York.

HAROLD FELLOWS, manager of WEEI, Boston, is visiting CBS headquarters.

JAMES SAPHIER is expected to arrive from the Coast today.

ARTHUR BORAN is in Hartford, Conn., where he opens a vaudeville engagement today.

ANN SELEPIGNO, secretary to Jack Robbins on the Coast, arrives here today for her first visit as the guest of the firm.

WILLIAM F. BROOKS, managing director of Associated Press in Great Britain, sails for England today with MRS. BROOKS.

ALVIN AUSTIN of the agency bearing his name arrived in Chicago today and is stopping at the Palmer House until Monday, buying time for clients.

11 Shows Set for Airing From MBS Playhouse

WOR-Mutual has set 11 shows to be aired from the MBS Playhouse atop the Amsterdam Theater. The new Hudson "Hobby Lobby" program which goes nationwide over CBS and repeat on WOR, will be aired from the theater. House seats over 700 and Hudson will do an elaborate merchandising job on the "Hobby Lobby" studio audience.

J. R. Poppele, WOR chief engineer, went over the playhouse yesterday with Lew Amis, radio director for Brooke, Smith & French, Hudson's advertising agents. Poppele also introduced some technical and acoustical improvements in the house. Other shows to come out of the house are the Ray Perkins "Hi There Audience," and the Alfred Wallenstein "Sinfonietta".

LEE GRANT AND HIS ORCHESTRA

"Lee Grant's daily radio show rates mention."

WALTER WINCHELL



3 HOURS DAILY 2:30-5:30 P.M.

NOW YOU CAN BUY A COMPLETE PRESTO SOUND RECORDER FOR ONLY \$149.00
PRESTO RECORDING CORP.
 135 W. 19th St. New York · N. Y.

CHEVROLET CAMPAIGN ON NEW 1938 MODELS

(Continued from Page 1)
ments, but nothing definite yet. Dodge's advertising agents, Ruthrauff & Ryan, yesterday could not give any information. Local Ford dealers are also planning radio efforts to announce the new Ford cars. Buick is using 90 stations for its spot campaign as previously announced in RADIO DAILY.

2/3 of IRNA Members Reply to Questionnaire

(Continued from Page 1)
tary of the IRNA. The questionnaires properly filled out are vital to further negotiations by the IRNA Special Advisory Committee in carrying out its trade agreement with the AFM and allocation of additional expenditures for musicians. Questionnaires are being received direct by Ernst & Ernst, certified public accountants.

Zenith Revising Setup For Television Activity

(Continued from Page 1)
far off. He points out that a recent Zenith survey indicates it will take 9,000 television stations to cover the country, and 90,000 miles of coaxial cable at \$1 a foot just to link these stations. Elimination of interference and discovering of a way to transmit television beyond the horizon are other problems still unsolved, he said.

Government Station Bill Is Expected Up Early

(Continued from Page 1)
uary were disclosed last week coincident with the study being undertaken by officials regarding increase of short wave broadcasting by foreign countries. The study is expected to be finished in two months. It is understood the State and Commerce departments are urging FCC to do anything possible to further the development of short wave broadcasting.

Routine Ascap Meeting

(Continued from Page 1)
leaves any proposed action on an AFM affiliation, legislative developments, foreign contracts, etc., until a special meeting is called or the regular board gatherings take them up.

Gene Lester Back

Gene Lester, baritone, returns to the air tonight at 9:30 on WHN with Don Albert's orchestra. He also will be heard Tuesday nights with Irving Aaronson's band.

KADA Celebrates Third

Ada, Okla.—KADA celebrated its third full year on the air on Saturday.

NEW PROGRAMS—IDEAS

Used Car Idea Clicks

Universal Motor Co. of Portsmouth, O., hit upon a novel broadcast to stimulate the sale of used cars. Broadcast is carried by line over WPAY direct from the used car lot. The station announcer and one of the company's salesmen present a running fire conversation about the cars they see before them. They honk horns, slam car doors, turn on radios, and discuss any and everything concerning the cars. The public is also invited to attend the broadcast and questions are answered about the automobiles over the air. Sounds unpleasant—but it's working out beautifully, from an entertainment standpoint to the audience, and the used autos are selling like hot cakes.

Fire Alarm Special

Credit for turning station inquiries concerning the location of a fire into a regular broadcast goes to W. A. Wilson, vice-president and general manager of WOPI. When so many fire inquiries came in that the station had difficulty in handling them, Wilson sold R. C. Boswell, insurance agent in Bristol, on the novel idea of broadcasting the location of the fire. Whenever the alarm sounds, the location of the fire is quickly received from the fire department and the information is put on the air. This service to the public has proved beneficial to both the station and the sponsor.

Broadcast from Auto

A novel program that is proving to be most interesting is the daily broadcast from an automobile in the street over WATL, Atlanta. Appropriately sponsored by a local auto dealer, the program is a "demonstration" over the air—you hear the engine run, a description of the car and the sales talk. The car is parked in front of the station's studios for the broadcast.

"Songs of Long Ago"

"Songs of Long Ago" is the title of a new weekly series being presented from KDKA, Pittsburgh, at 7:45 p.m. every Friday evening. Appropriately, the fireside atmosphere is created by an elderly couple as they reminisce of days that are gone. Their conversation introduces the musical numbers. Another new idea is the use of the harmonium with the pipe organ. Aneurin Bodycombe, musical director of the station, and Bernie Armstrong, staff organist, are at the keyboards. Vocal numbers are presented by a mixed quartet, and semi-sacred programs are included.

Quin Ryan Revives Voices

Quin Ryan, on his morning news commentary for Bathasweet in Chicago plans to revive voices of famous persons long since dead. Recordings of the voices of Theodore Roose-

velt, Woodrow Wilson and William Howard Taft, Warren Harding, Calvin Coolidge, William Jennings Bryan, Ellen Terry and E. H. Sothern are included.

"Jingles In Rhythm"

WGL, Fort Wayne, is having excellent reaction to one of its recent program inaugurations. Incorporating a tried and true merchandising effort—the "jingle" contest — Fain's Clothing Co. sponsors a quarter hour of "Jingles In Rhythm," musically treated by a vocal group and orchestra. Unusual response has been noted, even considering the fact that the feature started "cold" at 8:45 a.m., Sept. 13. It is heard daily over WGL, Monday through Friday.

"Young Folks' Hour"

Affording an exceptional opportunity for discovering juvenile talent, the WOWO "Young Folks' Hour" takes the air each Saturday morning with the better artists of grade and high school age participating. An age limit of 16 is prescribed, and only young folk of outstanding ability are allowed on the feature. The "Young Folks' Hour" is a distinctive good will builder, too, because most of the artists are from outside of Fort Wayne.

JELL-O SIGNS NBC TIME UP TO MIDDLE OF 1940

(Continued from Page 1)
Livingstone and an orchestra as basic artists. Young & Rubicam Inc. is the agency. Benny some time ago signed a long term contract with Jell-O.

Six Weekly Campaigns Are Placed by Schillin

(Continued from Page 1)
WAAB and WAAF; Tappins Jewelry Stores, announcements on WHOM, WAAT, WCAM and WDAS and 15-minute periods on WIP and WAAT; Abelsons Inc., announcements on WINS; Michaels, Hoboken, 15-minute periods and announcements on WAAT; Finkenberg's (furniture), two half-hours on WNEW, and Gray's (furniture), 15-minute periods on WAAT.

Oyster Shell Products Placing Spot Campaign

(Continued from Page 1)
by Oct. 9. Stations on the list are: WBZ-WBZA, WESG, WJTN, WHKC, WHIO, WADC, WOWO, WFBM, WHAS, WDC, WTAX, WMBD, WTAQ-WKBH, WCLO, KWTG, KFVS, KFEQ, WIBM, WELL, WCCO, WDAY, WNAX, WHO, KMA, WMT, KGLO, WJAG, KFAB, KOIL, KOA, WIBW, KVOO and KSL.

TALK to the biggest Audience in America

WITH . . .

THE NEW TARZAN RADIO SERIES

New Production.. Script.. Cast Drama.. Thrills.. Adventure.. ready to delight and demand the ears of 100,000,000* men, women and children... and dominate a nation's purchasing power!

***TARZAN AUDIENCE FAX!**

1. Combined D&S Comic Strip circulation 25,000,000!
2. Films played to 50,000,000!
3. Books read by 25,000,000!

WRITE—WIRE

Robert Collier
5225 WILSHIRE BOULEVARD
Los Angeles, Calif.

NEW BUSINESS

Signed by Stations

WHO, Des Moines: Oldsmobile, through D. P. Brothers & Co., Detroit; Brown & Williamson Tobacco, Iowa State U. football games, with Bill Brown, through BBDO, N. Y.; Drug Trade Products, half-hour show, also half-hour of "Sunset Corners Frolic," 52 weeks, through Benson & Dall Inc., Chicago; Falstaff Brewing Corp., St. Louis, through Gardner Adv'g Co., St. Louis; Oneida Inc., "Peggy Tudor," through BBDO, N. Y.

WNEW, New York: Olson Rug Co., on "Make Believe Ballroom," through Presba, Fellers & Presba, Chicago.

WCFL, Chicago: Sterling Products (Cal. Syrup of Figs), "Young Widder Jones," through Thompson-Koch, Cincinnati; Lutheran Layman's League, through Mutual; La Salle Extension University.

KYA, San Francisco: Carter Medicine Co., through Spot Broadcasting, N. Y.

KGO, San Francisco: Chevrolet, ET, through Campbell-Ewald, Detroit; Thomas Leeming & Co. (Baume Bengue), weather reports, through Wm. Esty & Co., N. Y.

KPO, San Francisco: How Inc. (lotion), through S. L. Kay Inc., S. F.; Wesson Oil & Snowdrift, through Fitzgerald Adv'g, New Orleans; J. W. Marrow Mfg. (Mar-O-Oil), through James-Morton Inc., L. A.; Gen. Mills (Sperry Flour), through Westco Adv'g, S. F.

KSFO, San Francisco: B. T. Babbit Co. (cleanser), "David Harum" ET, through Blackett-Sample-Hummert; Amer. Home Products (Anacin), "Easy Aces," through Blackett-Sample-Hummert; Chrysler (Plymouth), through J. Stirling Getchell, Detroit; Southern Pacific R.R., through Lord & Thomas.

KFRC, San Francisco: Albers Bros. Milling Co., ET, through Erwin, Wasey & Co., Seattle.

WTAM, Cleveland: Campbell Cereal, "Rube Appleberry" disks.

KCKN, Kansas City, Kan.: Goldman Jewelry Co., exclusive sponsorship of all local high school football games; Coryell & Son Oil Co., Kansas City, Mo.; Empress Theater, Kansas City, Mo.

KOBH, Rapid City, S. D.: Chevrolet, "Musical Moments"; Philco, "Phyl" Coe mysteries; Swander Baking Co., disks.

WDOD, Chattanooga: Dr. W. B. Caldwell, Inc., "Monticello Party Line", through Cramer Krasselt Co., Milwaukee; Vick Chemical Co., through Morse International, announcements; American Tobacco (Roi-Tan cigars), through Lawrence Gumbinner; United Drug Co., through Spot Broadcasting.

KYW, Philadelphia: Thomas M. Leeming & Co. (Baume Bengue), through Wm. Esty & Co.; Appalachian Apples, Inc., through N. W. Ayer; Richard Hudnut, Jan Savitt's Top Hatters, through BBDO; Abbott's Dairies, Inc., through Richard A. Foley Agency; Pacquin Laboratories Corp., through Wm. Esty & Co.

WHN: Lehn & Fink (Hinds), "Life of Mary Sothorn", going to WLW Line.

WCAU, Philadelphia: Campbell Cereal Co., through Mitchell Faust Agency.

WIP, Philadelphia: Contadina (tomato paste), through Harvey-Best & Co.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily



• • • W. C. Fields may not return to the air—unless he gets more "leeway"... Lou Clayton, Jimmy Durante's mentor, rushed to the Coast to close the deal for "Schnozzola's" permanent appearance on Chase & Sanborn Hour (which will be emceed this week by Rudy Vallee with Sally Eilers guesting)... Edward G. Robinson-Glenda Farrell air contract for Lever Bros., slated to begin via CBS Oct. 19, hasn't been signed yet. Now Robert Taylor and Barbara Stanwyck are being considered for 13 weeks—prior to the Mickey Mouse debut in this spot... Emery Deutsch goes to Detroit's Book-Cadillac Oct. 13... Bob Crosby's appearance in town Friday is for the specific purpose of being screen-tested on that day... Happy Felton is another ork leader slated for the silver screen... Will Hollander replaces Peter Kent at the New Yorker Oct. 8... Eddie Lane is at the Governor Clinton... Barry Wood, who succeeded Jerry Cooper on the Drene show last season, has been snatched by CBS as their "white hope" in the crooning field... Nick Kenny's song, "My Cabin of Dreams" is the finale at Minsky's this week.

• • • From Harold E. Smith, g. m. of WOKO-WABY, Albany, comes a copy of an editorial published in the Knickerbocker Press showing an exemplary spirit of cooperation with radio and the newspaper... Ken Brown, Iowa Network special events chief, interviewed Joy Hodges from the Des Moines airport a few minutes before she left for N. Y. to take the lead in a musical comedy... Miss Hodges, under Ken's grilling, told about her plane trip as well as granting an interview... Bobby Roberts, WTMV, East St. Louis, singer and emcee is truly an iron man... He appeared at the Ill. State Fair, stood on his feet, and entertained from 10 a.m. to 2 a.m. with but an hour off for lunch. Now that the Fair's over, instead of taking a vacation, he's returned to a nitery where he's in the show—and his thrice weekly show for WTMV.

• • • Walter Winchell won't return to his air chores for two months—with "Hollywood Whispers" continuing... Victor Young will conduct the Los Angeles Federal Project's concert on the Coast Oct. 7 with John McCormack as soloist and the event being aired through NBC... Clyde Barrie is leaving CBS... Isham Jones returns to the Lincoln Oct. 6... Morton Downey is slated for vaudeville in Chi. and Boston during Nov... Lucille and Lanny will do 72 transcriptions for RCA... Jean Sablon's new deal with NBC is for 26 weeks... Lady Kitty Barling opens at "Le Mirage" as a singer tomorrow... Hollywood is planning another Gershwin Memorial Concert at the Bowl next year with Oscar Levant starring... Jack and Loretta Clemens have been signed by Warners to do a 3-reeler... Michael Bartlett, who will star in the musical, "Three Waltzes", sings for 1500 kids at Radio City Oct. 6 at the Miniature Auto Show... Billy Swanson has Leon Belasco's Andrews Sisters vocalizing at the Edison Green Room.

• • • John Howard Payne, who married Ann Shirley recently, was a member of Roy Campbell's vocal group... Three Washington girls without any radio experience, recently opened a school for radio broadcasting, production and writing there. The pay-off came when the trio offered to sell their course to Madelaine Ensign, program director for WOL, and Ronald Dawson, dramatic director... Travis Barnes, singer at WTAR, Norfolk, is alternating on the station schedule with disks carrying the Sun Flame Singers. Sponsor is bankrolling the contest to see which will survive—Barnes or the disks... W. A. Wilson, v.p. and manager of WOPI, Bristol, is a great believer in institutional advertising, judging from his instructions to telephone operators at the station when answering calls. Their reply is: "This is WOPI, whose programs are Constructive, Educational and Entertaining"... Slogan is also aired every hour on the hour.

★ F. C. C. ★
ACTIVITIES

APPLICATIONS RECEIVED
Birmingham News Co., Birmingham. CP for new relay station. 31100, 34600, 37600, 40600 kc., 2 watts.

APPLICATIONS RETURNED
State Broadcasting Corp., Gretna, La. CP for new station. 1370 kc., 100 watts, 250 watts LS., limited.

Franklin Otis Pease, Chadron, Neb. CP for new station. 650 kc., 100 watts, unlimited.

Anchorage Radio Club, Inc., Anchorage, Alaska. CP for new experimental station. 3492.5, 6425 kc., 175 watts.

Frank M. Dunham, Fort Dodge, Ia. CP for new station 1240 kc., 1 KW., daytime.

EXAMINER'S RECOMMENDATION
WKOK, Sunbury, Pa. Mod. of license to change hours of operation to unlimited, be dismissed. 1210 kc., 100 watts.

HEARINGS SCHEDULED
Oct. 12: W. C. Irwin, Amarillo. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Four Lakes Broadcasting Co., Madison, Wis. CP for new station. 830 kc., 100 watts, daytime.

KFDM, Beaumont, Tex. Vol. assignment of license to Beaumont Broadcasting Co. 560 kc., 500 watts, 1 KW. LS., unlimited.

Northwestern Broadcasting Co., Vernon, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

Oct. 18: Voice of Detroit Inc., Detroit. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Martin R. O'Brien, Aurora, Ill. CP for new station. 1250 kc., 250 watts, daytime.

George B. Storer, Pontiac, Mich. CP for new station. 800 kc., 1 KW., daytime.

Gerald A. Travis, La Porte, Ind. CP for new station. 1420 kc., 250 watts, daytime.

WWPO, Inc., Pittsburgh. CP for new station. 1120 kc., 250 watts LS., unlimited.

Times Printing Co., Chattanooga. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Cadillac Broadcasting Corp., Detroit. CP for new station. 1140 kc., 500 watts, daytime.

Fred M. Weil, Grand Coulee, Wash. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Oct. 22: Gila Broadcasting Co., Safford, Ariz. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Richland Broadcasting Co., Mansfield, Ohio. CP for new station. 1370 kc., 100 watts, daytime.

Santo Sottile, Charleston, S. C. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

KFBI, Abilene, Kan. Requests a move from present location to Wichita, Kan., exact site to be determined. 1050 kc., 5 KW., unlimited.

WFIL's News "Voice"

Philadelphia—Al Stevens has been appointed "Voice of the News" at WFIL and will air six of the station's sponsored news programs. Stevens has given up his post as chief announcer to take up his news bureau duties.

RADIO ARTISTS!

Contacts!
Appointments!
Correspondence!
Telephone Messages!

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

MY PRIVATE SECRETARY

Secretarial Service for Radio Artists

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

CINCINNATI

Allen Franklin and Robert Geis have joined the WKRC announcing staff.

General Manager John McCormick and Sales Manager Bill Williamson of WKRC are in New York on business.

Lin Mason is new announcer of Dow's Dawn Patrol, WKRC. He also acts as straight-man to Pilot Al Bland.

Dick Bray, WKRC sports commentator, goes to South Bend Oct. 2 to referee the football game between Duke and Notre Dame. He will be at South Bend again Oct. 23 for the Navy-Notre Dame contest, and goes to Chicago for the Santa Clara-Marquette battle, Oct. 30.

WCKY will air series of interviews with automotive big lights in advance of the Cincinnati Auto Show, Oct. 31-Nov. 6. A live-talent musical background is planned.

Ceremonies in tribute to the Ball Brothers, Muncie, Ind., civic leaders, were broadcast Sunday over WLW.

KANSAS CITY

Jerry Burns has been promoted to program director at KXBY following resignation of Allen Franklin. President Sid Q. Noel also has added Terry O'Sullivan to the announcing staff, while Grace George Koehler has been made head of continuity staff.

KCMO is producing and airing a live talent show for Sherwin-Williams, using Betty Ann Painter of the dramatic staff in the central role. "People Make the News," Friday night newscast over KCMO, is now being dramatized with a cast of 17 artists, produced by Lee Roberts, program director, from scripts by J. Douten.

Tex Owens, KMBC cowboy singer, returned Monday on two daily quarter-hours. Aladdin Mantle Lamp Co. takes three weekly airings.

ST. LOUIS

Bill Durney of WIL public relations dept. made arrangements for airing of all home football games of Washington and St. Louis universities. Neil Norman is at the mike.

Marvin E. Mueller and Maurice Cliffer are announcing a KMOX news spot which replaces the baseball games under Brown & Williamson sponsorship. Harry W. Flannery is in charge of program, with copy edited for the air by Don Ownbey.

ORCHESTRAS - MUSIC

DEL COURTNEY, whose band is now at the Century Room of Hotel Adolphus, Dallas, will be guest star of the Dr. Pepper Dixie Network program next Sunday. Sherman Hayes is band soloist.

Sandy Williams band replaces Carlos Molina at the Stevens and Earl Hines takes over for Andy Kirk at Grand Terrace, Chicago. Both have NBC lines.

Al Trace, College Inn, Chicago, bandsman has turned out a new tune, "Little Sweetheart of the Ozarks."

Jose Escarpenter, Cuban pianist, and his La Conga orchestra, will make their American radio debut tomorrow at 11:30 p.m. in a series of NBC-Blue broadcasts direct from La Conga night club. The program will also be relayed to Cuba over CMCA in Havana and via short wave over COCH.

Al Goodman takes over the CBS "Hit Parade" Saturday night at 10; making the seventh time he has conducted this program.

Lyn Murray, director of several well known choral groups, has added orchestra conducting to his numerous activities, and will soon wield the baton on a series which will feature, in addition to his orchestra, songstress Patti Chapin and the Four Clubmen male vocal quartet organized by Murray himself. The new program will be heard via CBS.

CRA Bookings: Jack Denny and ork open at Chase Hotel, St. Louis, Oct. 15 . . . Harry Candullo and ork go into Arrowhead Inn, Cincinnati, with a WLW wire . . . Reggie Childs and ork play for Charity Dance of Louisville League at Pendennis Club, Oct. 23 . . . Clyde Trask and ork follow Mike Riley into the Gypsy Village, Louisville, opening Sept. 25, with a WLW wire . . . It's Consolidated's exclusive spot, with Don Bestor and Johnny Hamp bands slated for later in season . . . Bill Wolfe has fixed it for Lou Breese and ork, now at New York's French Casino, to double into Horse Show at Madison Square Garden, Nov. 3-10 . . . Duke Ellington and ork play the Coconut Grove ballroom, Reading, Pa., Oct. 8 . . . Russ Morgan's ork plays the Armory, Baltimore, on Armistice night.

Tin Pan Alley Music Co., Philadelphia, have assigned Swingphony in Eb to the Lewis Music Co., New York, the collabing of Frank Capano, Johnny Fortis and Johnny Farra.

Little Jack Little and ork are booked for a week at the Tower Theater, Kansas City, starting Friday.

Irving Melsher, accordionist over WATL, Atlanta, invites fellow Atlanta musicians as guest artists and often

an entire orchestra to accompany his accordion selections.

Louis Prima opened at the Hollywood Famous Door, and Andy Iona and his Islanders at the Club Hawaii, Hollywood on Saturday. Clyde McCoy and his Sugar Blues orchestra follow Red Norvo into the Palomar on Oct. 6.

Don Redman's crew, after playing RKO Capital Theater, Albany, week of Oct. 1, will head south.

SPRINGFIELD

Wayne Henry Latham, WSPR program director, has obtained the cooperation of the Dept. of Justice in a new series against crime.

Larry Reilly, WSPR senior engineer, back from vacation.

WMAS has broken ground for its new transmitter house and 350-ft. tower.

Albert W. Marlin, WMAS station manager, has named his new twin boys Michael and Jeffery.

Irma Serra, WSPR song stylist, is guest artist four nights weekly at Club Cadillac.

Wayne Henry Latham, WSPR program director, will conduct an adult public-speaking class this winter.



YOUR LUCKY STRIKE HIT PARADE

under the musical direction of **MARK WARNOW**

WEDNESDAY NIGHTS 10-10:45 P.M. EASTERN TIME

OVER THE RED NETWORK OF THE

NATIONAL BROADCASTING COMPANY

MARK WARNOW MANAGED EXCLUSIVELY by COLUMBIA ARTISTS, INC.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
8	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30	31		

Greetings from Radio Daily

Tom Terriss
Jack Bertell
Gene Autry



WITH signing of Al Garr, young coast singer, cast of the Phil Baker show, which starts Sunday night over CBS, was completed. Oscar Bradley's orchestra, Patsy Kelly, Bottle (Harry McNaughton) and "Beetle" are other members of the cast.

Smiling Frankie Gordon has a one-year spot-announcement contract with KFI which covers exactly 25 announcements. Shoots the whole 25 words each Thursday at 6 p.m. Placed by Milton Weinberg agency.

KECA has a new 15-minute musical program for Standard Federal Savings & Loan. Logged as "A Musical Pilgrimage," and features Reserl Weing Keen, soprano, with Wesley Turtalotte, organist.

Charlie Lung, local radio's one-man gang, does his stuff with his "hundred voices" in a new series over KEHE each Monday, Wednesday and Thursday at 6:45.

KMTR has a new Monday night 10:30-11 musical offering in which Lytel Maurice presents a choral group of 50 with organ accompaniment. Also added to the once-a-week schedule of "Forward Magazine" to make it a three-times-weekly affair.

"Hollywood Barn Dance," the KNX Saturday night frolic, goes to CBS Pacific Coast net Oct. 2, switching to a 10-10:30 spot at that time.

Tom Breneman, conductor of CBS "Western Home" program, interviewed construction foremen and employees at work on the new CBS studios on the Friday show, settling at one fell swoop the long-continued argument with his co-worker Fletcher Wiley for the honor.

Caroline Hutchinson, blonde songstress of the KEHE "Brunch Club," is another example of radio moving West. Two years ago she was doing radio work in New York. Last year she was on WGN and WBBM in Chicago, and now she is on KEHE.

Decca will record the numbers sung by Smith Ballew in Principal Pictures' westerns with that star, under a deal closed between Sol Lesser and Jack Kapp of Decca.

Frederick Stark has a new concert period, "Vagabondia," on the nights at 7-7:30.

Lewis TeeGarden, KEHE production manager, and Clinton Jones, continuity chief, back from vacations, while with George Irwin, special events chief, and Ken Isbell, technician, it's vice versa.

Marguerite Matzenauer, Metropolitan Opera contralto, will be the

KFNF Complete Weather Service

Shenandoah, Ia.—WEEI of Boston isn't the only station in the country with its own weather equipment and private weather observer, Wm. E. Macdonald of KFNF here rises to point out. In 1926, two years after KFNF opened, a complete weather bureau was established, including the following instruments: recording thermometer, maximum-minimum thermometer, aneroid barometer, recording barometer anemometer, rain gauges, wind direction indicator and hygrometer. The various shelters and instruments are all installed according to government weather bureau rules and standards. Since that time station has maintained a complete observation service independent of any outside authority but of invaluable service to the listeners of the station, to whom the weather news is of paramount interest. Station set up its own system of charts and record books and issues a daily bulletin on the local weather giving observations and readings obtained from its instruments. This is on the air half a dozen times or more a day. There is no other weather bureau here, so station also supplied the local newspaper with data.

New Mutual Rate Card

Mutual is getting out a new rate card, probably within 10 days. Card is the first new one this year, during which time some 50 stations have joined the web. Total number of affiliated stations is now 72 and came in so consistently that it was deemed impossible to keep pace via cards. Supplementary rate slips were issued in the meantime. Presumed that the network will stay as is for the time being and give the new card a chance to become operative.

Scripts to Schools

Ireene Wicker, the Singing Lady, who is scheduled to begin a new weekly series over the Mutual network Oct. 3 at 5-5:30 p.m., for Kellogg Co., will send scripts of the shows to 10,000 public grade and high schools throughout the country to be used in dramatic work by the classes. Scripts, printed in manuscript form and sent out by N. W. Ayer agency, are sent to schools that write to Miss Wicker requesting copies.

guest of Helen Colley over KFI at 5 p.m. today.

Norman Spencer starts his "Can You Write a Song?" on KFVB, Oct. 4. Set for Monday nights at 8:30-9.

KFI-KECA inaugurating a joint service for busy listeners with a resume of day-by-day events of interest in Southern California on KFI at 9:45 a.m. and KECA at 1:30 p.m. daily.

Bob Young has changed the style and title of his KEHE news comment. Now billed as "It Happened This Week" and heard every Saturday at 1:45 p.m.

Toby Wing, most photographed girl in pictures, guested on George Jay's "Listen, Ladies" on KEHE Monday.

Lorene Tuttle and Frank McKay are additions to the regular cast of the KHJ-Don Lee "House Undivided."

John Kennedy, former technician at KRKD, switched to KFVB in the same capacity.

NBC will have Norman Sper again doing a football experting job each Friday for the Pacific Coast on a sustaining basis, and KFVB will do a quick resume of scores and spectacular plays each Saturday at 5:45,

18 Stations for Pacquin

Pacquin (hand lotion) has set 18 stations for its nationwide transcription series which begins in November. Disks, featuring Grace and Eddie Albert, will be aired three times weekly. NBC transcription is doing the production and recording. Stations are: WSB, WMAQ, WSAI, WTAM, WJR, WIRE, WDAF, KFI, KSTP, WOR, KYW, KDKA, KGW, WHAM, KSD, KGO, KOMO and WRC. William Esty has the account.

Eaton Paper Contest

Eaton Paper Corp. has started a radio poll of radio listeners through nine stations across the country. Listener sending in the best letter will receive \$1,000. Twenty six dramatic programs will be aired during the 90-day run of the contest. Stations being used are WBZ-WBZA, WHN, WCAU, WHAS, WTAM, WJR, WMAQ and KFI.

"Voice of Jerusalem" Returns

"Voice of Jerusalem," sponsored by Junket, returns to WMCA at 8:30 p.m. tomorrow.

with Knox Manning and Jack Holmes doing the summing-up, while Don Lee plans complete coverage of Pacific Coast Conference games.

Gus Edwards' latest song, "Child of Manhattan," was featured on his "School Days of the Air" by Jerry McKay.

And here's a variation of the "time signal" . . . Thomas Leeming & Co. has contracted for a series of 156 weather reports, Monday through Saturday at 11:30 a.m., over KFI. Government forecasts condensed to 100 words, with a plug for Baumbengue. Placed by William Esty & Co.

Harold Swisher, managing editor of the Citizen-News, was guest-speaker on Hal Styles' "Help Thy Neighbor" program on KHJ. Now sponsored by Iris Coffee.

Jim Bealle joins Ed. Fortman's publicity staff in the local J. Walter Thompson office, transferred from New York.

Earl Ellis and Amos Reis, actors in Mutuals "Louisiana Hayride", were seriously injured in an automobile accident in San Diego Monday. Scripts for the next few shows are now being rewritten to eliminate their parts.



RALPH and Elsie Mae Emerson of RWLS staff off to spend winter at sister station KOY, Phoenix.

Jack Stilwell, who joins WLS as announcer next week, is papa of son born in Indianapolis, where he has been working at WIRE.

Dr. Frank Laird Waller, Chicago conductor, to New York to direct NBC Concert orchestra in a broadcast Friday.

Noble Cain to direct chorus which joins Carnation Contented hour on Monday as regular feature. Vivian della Chiesa drops out at that time.

Neil Schaffner (Toby of National Barn Dance) has turned out a play "Mike Fright" scheduled for tryout in Boston in November. It's a satire on radio.

Jackie Heller, who has been in Michael Reese Hospital, is out again and feeling much better, thank you. Back at work at College Inn.

Chuck Akree and Pokey Martin, with Howard Peterson at the organ, have a new novelty program, "For People Only," on WLS.

Hal Totten's sports review on WMAQ for Axton-Fisher Tobacco Co. has been renewed for another stretch.

Larry Schafer, singer at KOY, Phoenix, is visiting friends at WLS studios.

WLS folk extending sympathy to Roy Anderson, instrumentalist, whose mother died.

NEW ORLEANS

Lee Shelley and his orchestra, new to the Blue Room of The Roosevelt here, are getting along fine, even though there are occasional sighs for Al Donahue.

With the sports season back on the neck of scribes and announcers, Bill Bringel, program director for WSMB and ace man of that station for calling the plays, will be back in his element.

Tony Almerico is definitely set for the Rose Room, opening Oct. 1.

WBNO is putting on a new vocal set up consisting of two Madelines (Taylor and Hartwell) and Mae Meevers.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BRyant 9-9746

It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.

AGENCIES

BEN LARSON, who produced the Milton Berle show last season, is now the Ruthrauff & Ryan producer for the Jolson show. Tiny Ruffner, who produced the first of the new series, will continue as announcer but steps out of production because of pyramiding duties in connection with several new R&R shows coming up.

POTTS - TURNBULL agency of Kansas City has arranged for sponsoring of 30 minutes of the WLS Barn Dance by Coleman Lamp & Stove Co., Wichita.

ADVERTISING CLUB OF N. Y., at a "sports day" luncheon tomorrow, will have Jack Dempsey, Babe Ruth, Joe McCarthy, Lou Gehrig and Joe DiMaggio as guests. Lowell Thomas and Christy Walsh will conduct the program, which will be aired over WEAf at 1:15-1:45 p.m.

M. L. PRINDLE, research director of Erwin, Wasey & Co., has been asked by the Swedish government to make a special survey to determine what Americans and Swedish Americans would like to see and learn about Sweden at the New York World's Fair.

JOSEPH HAYES JACKSON, formerly an executive in the San Francisco office of Bowman, Deute, Cummings Inc., has been appointed manager of the agency's New York office. Jackson was associated with Kelley, Nason & Winston before assuming his post with the former agency.

Ask Bids on Survey

In preparation for undertaking the country-wide survey of industrial information, Paul F. Peter, secretary of the Joint Committee, has issued invitations to bid on the job to six research organizations. Survey is scheduled to get under way the latter part of October and information derived will be available to the broadcasting, advertising agency and advertisers concerned, about the first of the year.

Test was made in New England during the summer, but this was exclusively for the Committee's benefit so that certain recommendations could be made for the larger scale operation.

Coca Cola Gets La. Games

New Orleans — Tulane University and Louisiana State University football games this season will both have Coca-Cola sponsoring. The Tulane games are on Saturday afternoon and will take the air over WSMB here, while the L.S.U. games are on Saturday nights and will be piped here by wire and then broadcast by WDSU. Account was placed by William B. Wisdom Inc.

AL DONAHUE

and his orchestra

Opening at the Rainbow Room
Oct. 6th

For Fall and Winter Season
Fourth Return Engagement

Program Reviews and Comments

"FAMOUS JURY TRIALS"

Mennen Co.

WOR-Mutual, Mondays, 10-10:45 p.m.

H. M. Kiesewetter Agency

MORE CRIME STUFF WITH THE COURTROOM ANGLE FEATURED—GOOD OF ITS KIND.

As crime and courtroom dramas go, this 1937-38 series of "Famous Jury Trials" should have no trouble holding its own. Based on actual cases, but hooked up in the dramatization, with some incidents verging on the fantastic, it carries the morbid interest and suspense that is characteristic of such melodramas.

First skit dealt with a pair of young lovers who murdered the girl's mother because she was in their way, and who got 30 years apiece for the crime. Story is told mostly in the courtroom, with occasional brief flashbacks to bring out an incident related in testimony, and there is the usual overplaying by the district attorney.

Martin H. Young and Sam Baker are authoring the series.

"Behind the Lens"

Initial broadcast of this camera fan program over WHN, Saturday, 8:30-9 p.m., conducted by Karl A. Barleben Jr. was devoted to outlining the basis for future shows and introducing ace photographers who at some future date will have the spotlight of the show thrown on them and some of their exciting experience dramatized. The show was well handled and, instead of a cut and dried resume of future events, stooges were used to break up the monotony. The dramatic bit was real exciting.

"The Inspector General"

Presentation by the Federal Repertory Theater of "The Inspector General," on WEVD, Sunday, 10-10:45 p.m., reached another high mark for WPA radio production. Excellent cast did ample justice to the comedy of pre-Soviet Russian small town life, wherein an adventurer is inadvertently mistaken for the Inspector General and the mayor of the town seeking to cover up his own lax and grafting methods curries favor with the impostor and gets in a pretty tangled up state until the village postmaster who reads everybody's mail discovers the deception. Cast and direction exceptionally good throughout the show.

Briefly

Comedians who want to improve their stuff should go in for a little travel. There's nothing like a change of scene to give a comic new ideas and fresh slants. Bob Hope never was so hilarious as in his recent airings from Hollywood. And wait until Jack Benny returns with, we hope, tales of his trip abroad.

Nelson Eddy, in singing "Old Man River" on his Chase & Sanborn broadcast last Sunday, substituted the word "negro" in the places where

"darky" appeared in the original text. The colored folks like it better.

Three familiar serials, "Jack Armstrong" on NBC-Red, "Tom Mix Straightshooters" on NBC-Blue, and "Little Orphan Annie" on NBC-Red, returned Monday at dinner time to resume their careers. Sounded pretty much the same as before, and therefore should continue to sail along on the sea of juvenile popularity.

The comedy end of Georgie Price's WOR-Mutual Sunday evening program despite its worthy attempt to give opportunity to new writing talent, is merely setting a new low for hoary jokes and unfunny gags. Ancient wheezes and puns in the hands of professionals are bad enough; in the hands of amateurs, they are unbearable.

"Ave Maria Hour," which has been giving a high standard of performance lately in its WMCA Sunday broadcasts, went in for a bit of the Karloff and black magic in its latest presentation, dramatizing Saints Cyprian and Justina. Excellent success has been achieved in making these dramatizations appeal to the lovers of good drama as well as to those who are religiously inclined. Productions are directed by Charles La-Torre, who also gave a swell performance as St. Cyprian, with scripts by Howard Warwick, while Alfredo Antonini handles the music.

Similar to "Ave Maria" is the new Sunday 5:30-6 p.m. presentation of St. Vincent de Paul School, Brooklyn, over WHN. Designed to elicit interest and aid in this refuge for homeless boys, the program includes well-acted dramatizations and a fine boys' choir of 100 voices, with symphonic reed organ accompaniment.

Gene and Glenn, with Lena, were very amusing with their refreshing comedy on Sunday's "Magic Key of RCA" over NBC-Blue from Cleveland. The singing of Queena Mario, Jean Sablon and Wynn Murray were other enjoyments on the program.

Hal Gordon, caught Tuesday afternoon on NBC-Blue, is as grand a ballad singer as your ears would care to hear.

New Slant by Theaters

Muncie, Ind.—New departure in theater exploitation is the sponsoring of the True Detective Mysteries transcriptions by the Hoosier and Wysor theaters. Flying Film Reporter describes the pictures showing at the theaters just before the thriller is aired.

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT
WILLIAM MORRIS AGENCY

GUEST-ING

MARGARET SULLAVAN, with Tyrone Power in "Her Cardboard Lover," Oct. 3 (NBC-Blue, 9 p.m.)

BEN BERNIE, on "Hollywood Mardi Gras," Oct. 5 (NBC-Red, 9:30 p.m.)

RICHARD and MARGOT BONELLI, on Kraft Music Hall, Sept. 30 (NBC-Red, 10 p.m.)

WALT DISNEY, on Bakers' Broadcast, Oct. 3 (NBC-Blue, 7:30 p.m.)

FRANK FAY, EDWARD ARNOLD and EDDIE PEABODY, on Rudy Vallee program, Oct. 7 (NBC-Red, 7 p.m.)

CLARA BLANDICK, on "Kitchen Cavalcade," Oct. 1 (NBC-Blue, 10:45 a.m.)

DR. MAXWELL H. GOLDBERG of Mass. State College, on Norman Corwin's "Poetic License," tonight (WQXR, 9:45)

COMMISSIONER EDWARD L. MULROONEY, on World Peaceways "Spotlight on Youth," Oct. 5 (WNEW, 8 p.m.)

DAN DANIELS, sports writer, on Bob Ripley program, Oct. 1. Herman Bernie office set deal (NBC-Blue, 9 p.m.)

LUM and ABNER, on Al Jolson program, Oct. 5 (CBS, 8:30 p.m.)

DOLORES DEL RIO, in "Lancer Spy" on Hollywood Hotel, Oct. 8 (CBS, 9 p.m.)

SINGIN' SAM, on Coca Cola Song-shop, Oct. 1 (CBS, 10 p.m.)

WILHELM KNUDSON, president of General Motors, will be interviewed by Kathryn Cravens, Oct. 8 (CBS, 2 p.m.)

BIRMINGHAM

Thad Holt, WAPI president, speaks optimistically of getting WAPI's two objectives: first, a clear channel at night; then, a jump to 50,000 watts. At present the station operates on 5,000, and shares night time with KVOO.

WSFA, Montgomery, has joined the state-wide football hookup being organized by WSGN, with several other stations in prospect. Bill Terry will be at the mike for the games.

"The Airmail Mystery," weekly mystery serial sponsored by a group of local radio dealers, made its bow this week over WBRC.



AIR VELOCITY MICROPHONES

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

LIST

\$44.50

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

SAN FRANCISCO

Philip G. Lasky, KSFO general mgr., named head of radio departmental activities of the S. F. Advertising Club, has named Wilbur Eickelberg, KFRC; Ralph Brunton, KJBS; Clyde Coombs, KPO-KGO and Bob Roberts, KYA, to the committee.

Howard Harding, young baritone who presented his first KYA-CRS show Wednesday night, will work into two or three other local programs.

"Doc" Howard, KSFO chief engineer, moving here from Oakland now that the station's new transmitter did a similar farewell Eastbay act.

Allan Sheppard, KSFO announcer, courteously showed some Napa Valley visitors around the station the other day. They remembered him with a case of wine.

Gordon Kelley, formerly KQW, San Jose, has joined KGGC as a newscaster. Malcolm Greenwood, debuting in the radio game, is a new junior announcer there.

Dot Kay, former NBC singer, now vacationing at Rancho San Pablo in El Cerrito while the nitery is closed for remodeling.

Lew Frost, assistant to Don Gilman, leaves Oct. 1 for Radio City for several weeks' confab. On his return, he'll make Hollywood his headquarters.

Earle Ennis, "S. F. News" columnist now doing a half-hour stint on KSFO for 13 weeks, is sponsored by the Morris Plan.

Karl Baron, KYA announcer, may soon be saying those permanently binding words, "I will."

Henry King takes up the baton for the entire winter at the Fairmont Hotel in San Francisco. Joaquin Grill, present maestro, goes to the Tahoe Tavern to return in the spring.

SEATTLE

Harry Mullen, tenor "find," is appearing on Don Isham's "Melody Lane" over KOL.

Wheeler Smith, formerly of KFPY, Spokane, has joined KOL announcing staff. Clarence Talbot, announcer, has gone to Denver.

H. E. Jamison has started a new "Armchair Cruises Along the Waterfront" over KOL.

ONE MINUTE INTERVIEW

JOHN V. L. HOGAN

"In any consideration of high fidelity broadcasting, one should not lose sight of the fact that home broadcast receivers do not 'cut off' at all. Instead, they 'taper off' and their characteristics are such that many will respond quite effectively to frequencies of 8,000 or 10,000 cycles or even higher, while nearly all will give some response at frequencies well above 5,000 cycles. Thus it is demonstrated that it does pay to design the radio transmitter to handle the full range of frequencies."

★ Coast-to-Coast ★

BECAUSE NBC wasn't going to feed the Texas Christian-Ohio State game from Columbus to the southwest, WBAP of Fort Worth secured wires for a remote and sent Cy Leland, sports announcer, and R. C. Stinson, technical supervisor, to Columbus to handle the airing.

WLBC, Muncie, Ind., has sold the entire Ball State Teachers College football games, and also obtained sponsorship for the Muncie high school basketball varsity games, as part of a big batch of recent new business.

WBAL, Baltimore: Lou Azrael, columnist, has resumed his "Matching Minds," a quiz for high school students . . . El Gary, "Your Romantic Troubador," has acquired a furrier sponsor . . . "Sounds," song written by Gustav Klemm, program director, was sung by Margaret Speaks on her last "Voice of Firestone" program.

Earl Carter, Lem Oldaker, Bob Dean and Program Director Welch covered the three-day Golden Glove Tournament over KOBH, Rapid City, S. D., sponsored by Highland Beverage Co., Grain Belt Beer distributor. KOBH recently fed NBC the unveiling of Lincoln's head at Mt. Rushmore.

Iowa Network, Des Moines: Bill Hippee, former assistant to Senator Clyde B. Herring, has joined the Iowa Network news staff as assistant to Benedict Hardman, editor . . . Wayne Ackley and Gwen McCleary are handling commercials on nine weekly programs for Gately's store . . . Orville Foster's "Day Dreamer" program was snapped up by the Des Moines Register as soon as it was known that Maher's 7-Up would release it this fall.

KVOO, Tulsa: Bob DeHaven, chief announcer, is the papa of a baby girl—born while he was on vacation . . . Cecil (Rowdy) Wright, singer who recently joined the station, received 40 letters on his first quarter-hour broadcast . . . KVOO carried a variety of programs from the Okla. state fair, also aired "backstage" of a recent circus.

Wilbur Edwards, of the sales staff at WBT, Charlotte, has left for New Haven, Conn., to enter Yale theological school. He was succeeded by Robert Anders.

Carl Voss returned Monday with his "Carl Voss Reviews the News" on WPTF, Raleigh, N. C.

WHBF, Rock Island, Moline and Davenport, not only aired the visit of President Roosevelt when he stopped in Clinton, Ia., 40 miles from Rock Island, but made a recording

and put it on the air the following night. Announcers Maurice Corken and Ivan Streed described the President's visit.

KOMO-KJR, Seattle: Vic Hurley, author, has been appointed continuity director, succeeding Grant Merrill, resigned . . . Frank Coombs, Cecil Solly and Hugh Poore, who are regularly sponsored, inaugurated the station's first remote last week from the fair at Puyallup . . . Jean Wiley succeeded Gladys Neimeyer as sec'y to Manager B. F. Fisher.

William Austin, accompanist-arranger for the Songfellows on WHO, Des Moines, married Harriet Campbell last week.

Mary Halbriter and Roger Riddle, guitar team, start at WKY, Oklahoma City, Oct. 1 for local NBC releases sponsored by Cain's Coffee Co. The team has been heard for the past several months over KFOX, Long Beach, Cal.

L. P. Lehman and his Radio Party on Sunday celebrated their fifth anniversary of continuous broadcasting over WWVA, Wheeling. Their mike record: 3,640 hours, 3,900 programs, 50,000 songs sung, 2,600 sermons delivered. The Lehman religious programs are wired to the station from the Downtown Church of Washington, Pa.

Cleveland Railway Chorus starts on WHK Sept. 30 for an extended period of weekly broadcasts. The chorus has been switched from WGAR by Griswold-Eshleman Advertising Agency. Amateur talent will be added in the new setup.

Jim Sands, WHK-WCLE artist, opened a new three-a-week series this week over WCLE, Cleveland. Listeners' requests will comprise the musical program—with the listeners invited to try to "stump" Jimmy. Sponsor is Brown Brothers' Furniture.

Maurice Coleman, manager of WATL, Atlanta, wrote an article on "Radio—An Aid to the Police," which appears in the October issue of the Georgia Police Magazine. He is also writing a story for the Atlanta Democrat on "Radio's Contribution to Good Government."

WOPI is now piping three programs weekly to WHIS in Bluefield, W. Va.

Jack and Loretta Clemens have been signed by Warners to make a three-reel musical comedy. They have already done several two-reel shorts for the same company.

Herb Mann, Jr., staff announcer at WRJN, Racine, Wis., who has been

BOSTON

Jimmie McHale and his orchestra, playing at Brown Derby, will have a nightly WMEX wire.

"Casey at the Mike," new series of 15-minute football "scores and predictions" featuring Eddie Casey, former Harvard football coach, will start over the Yankee network Thursday, sponsored by the Tide-water Oil.

Ruth Moss introduces a new series over WAAB, "Women Who Have Done Something."

Featuring as commentator, Dr. William L. Stidger, prominent Bostonian, the new series of noontime programs, "Getting the Most Out of Life," starts over WNAC and 15 other Yankee network stations, sponsored by Fleischmann's Yeast.

Walter E. "Hap" Myers of the New York NBC sales office in town at the WBZ studios.

Edward B. Hall, Boston's NBC news editor and commentator will be sponsored for a two-week trial period beginning Sunday.

Lewis Moonlight Serenaders, Hawaiian group, return to WBZ-WBZA Sunday evenings after a summer absence.

Walter E. "Hap" Myers, former general manager of WBZ-WBZA, and now a member of NBC's New York sales force, is spending a few days each month in the New England sales area. On the strength of this Hap has rejoined the Advertising Club of Boston, of which he was formerly president.

ill for the past two months, is again on the air. Roy Vogelmann, who has been announcing over the station during the summer months, has returned to his studies at the University of Wisconsin, Madison, where he has several daily broadcasts over WHA.

Capt. Joe Miller (no relation to the joke man) will be guest hog-caller on Col. Jack Major's program over CBS next Monday at 3 p.m. Miller, who developed quite a voice when hog-calling as a country boy and now uses it to supervise docking of ships in N. Y. Harbor, heard Jack's brand of calling and thinks he can beat it.

Bill Tuff, "The Lonesome Cowboy" singer of XERA, Del Rio, Tex., is now being heard over WEBQ, Harrisburg, Ill.

DO YOU KNOW

Radio set sales in the first half of 1937 totaled 3,348,635, an increase of 12 per cent over the same period last year, according to Radio Today.